

ACKNOWLEDGEMENTS



GLOBAL BUSINESS TRAVEL



We would also like to thank the following people - and organizations - who have helped and supported us throughout this project, thus making our investigation a success.



FESTIVAL LA GACILLY PHOTO

SUMMARY

- Who are we ?
- Brittany
- Rennes - Our school
- La Gacilly Photo Festival

Who are we ?



Maurane

Chloé

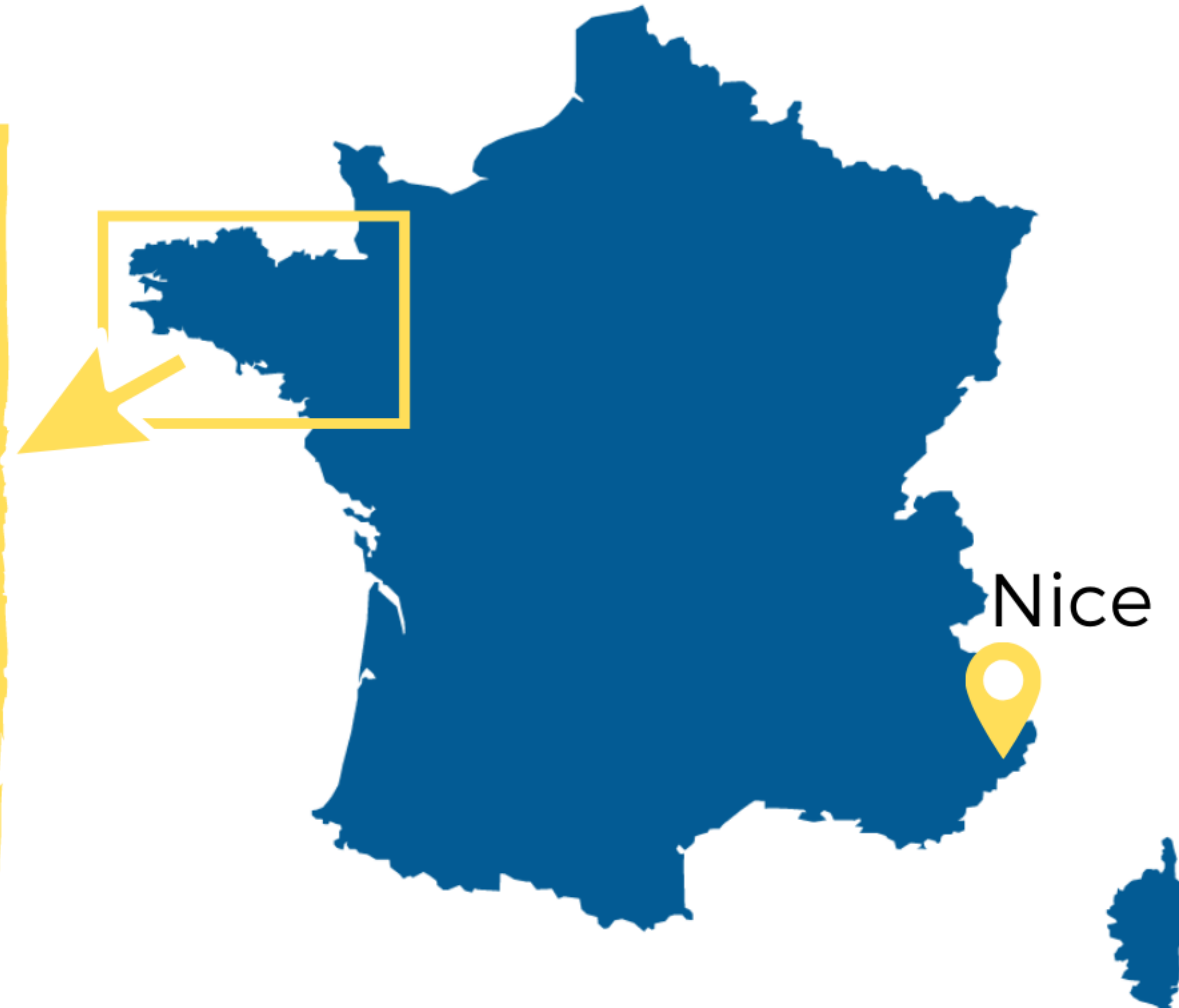
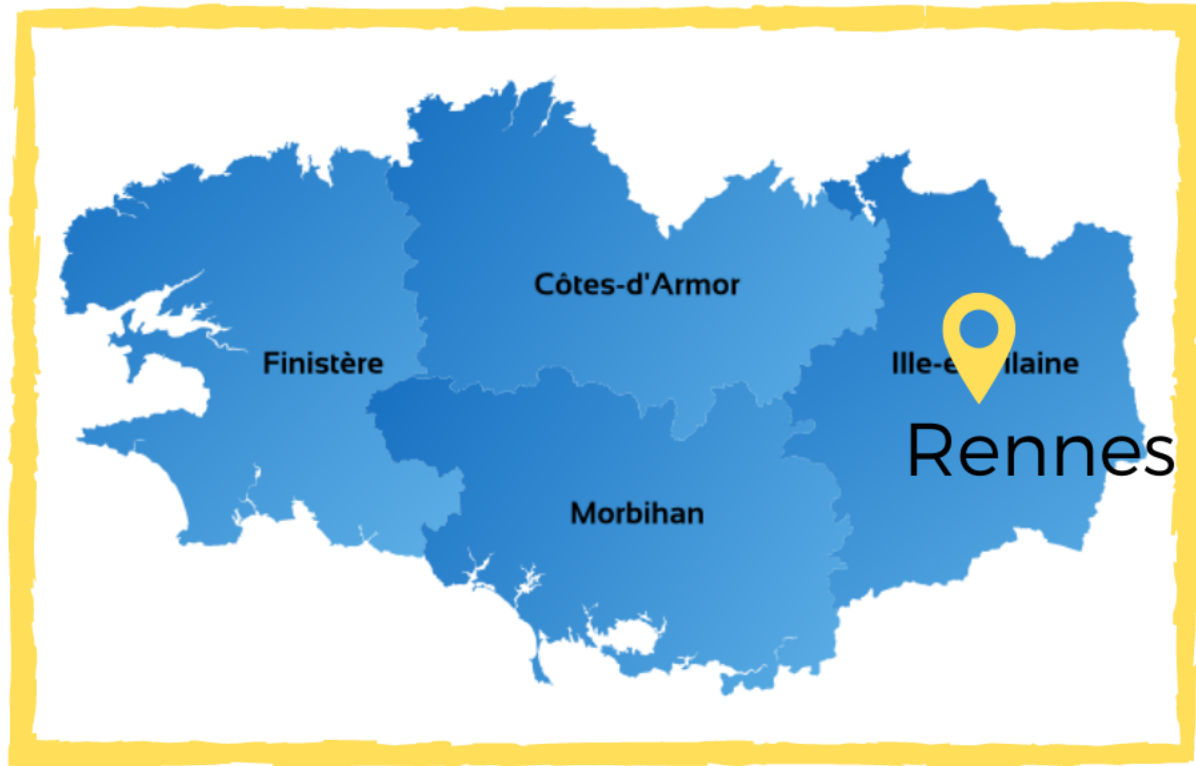




Where are we from ?



BRITTANY



Rennes



Our school

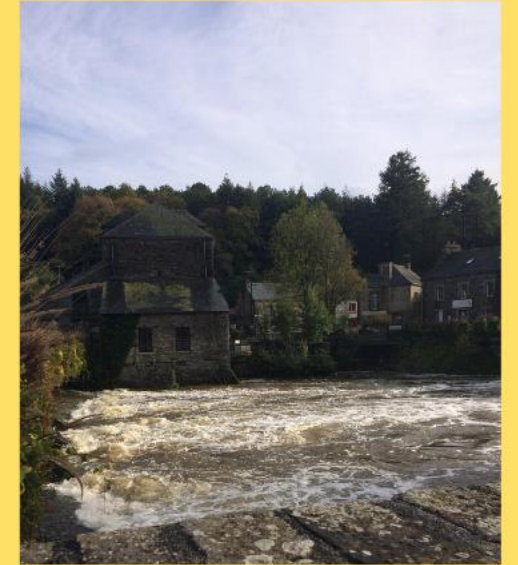


La Gacilly

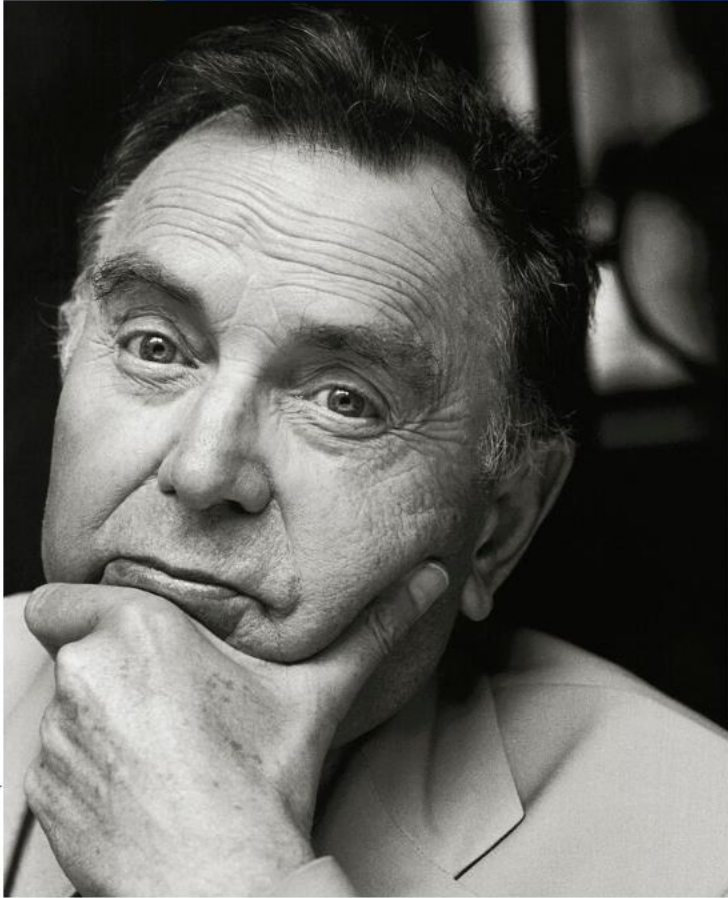
The Mont Saint Michel



- 3 976 inhabitants
- 38 km²



You probably already know La Gacilly...



©wikipedia

Yves ROCHER
(1930-2009)



La Gacilly it is also..

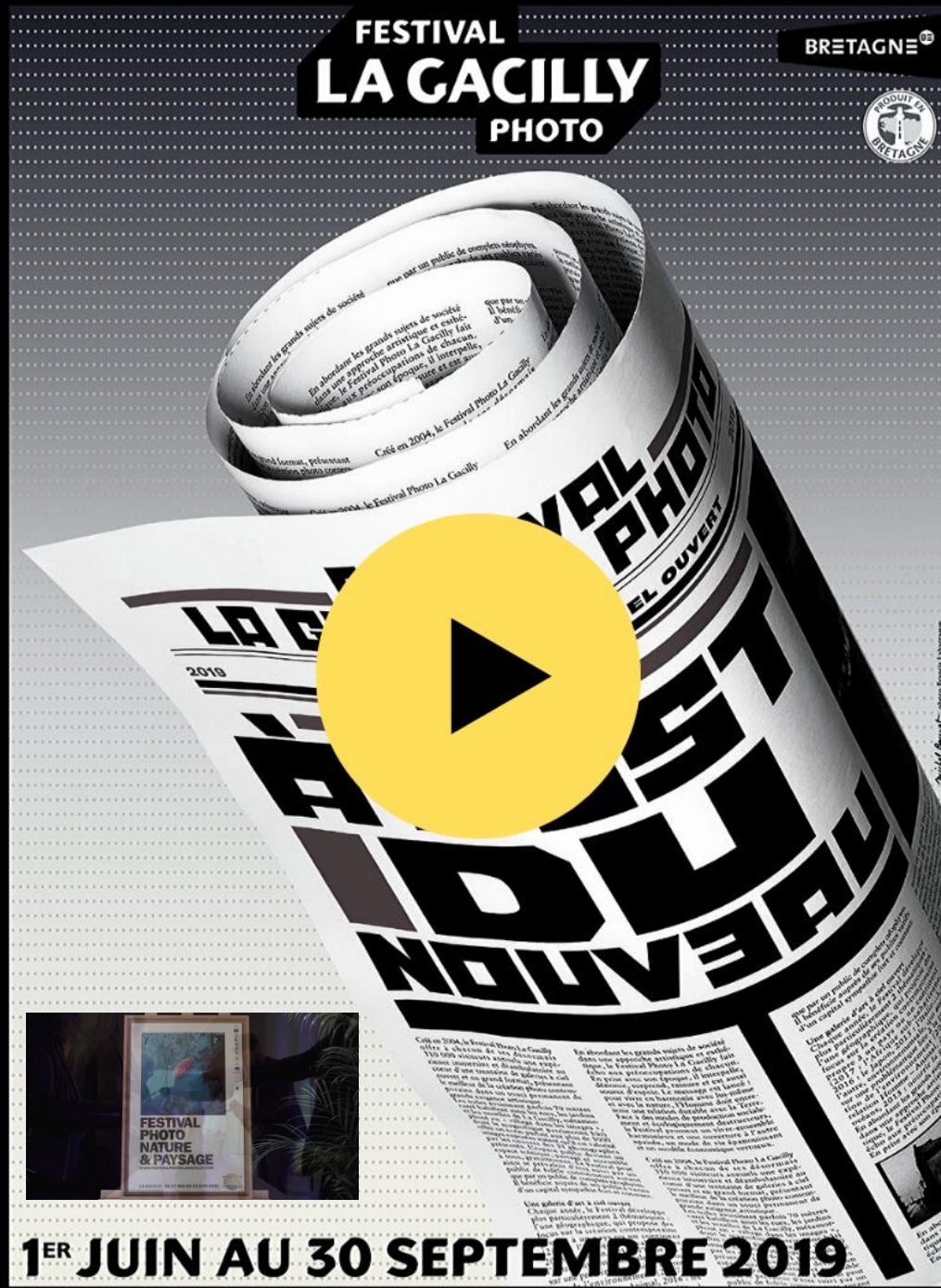


La Gacilly is especially... the Festival

2003 → Vegetal museum
→ First pictures in Labyrinth

2004 → Birth of the association
→ First official festival





1^{ER} JUIN AU 30 SEPTEMBRE 2019

- 16th edition
- 300 000 visitors between 1st June and 30th September
- 26 free exhibitions
- 1000 photographs in public space
- 24 international photographers



HOW THE FESTIVAL WORKS



October - May

30 May - 01 June

01 June - 30 September

1 year after

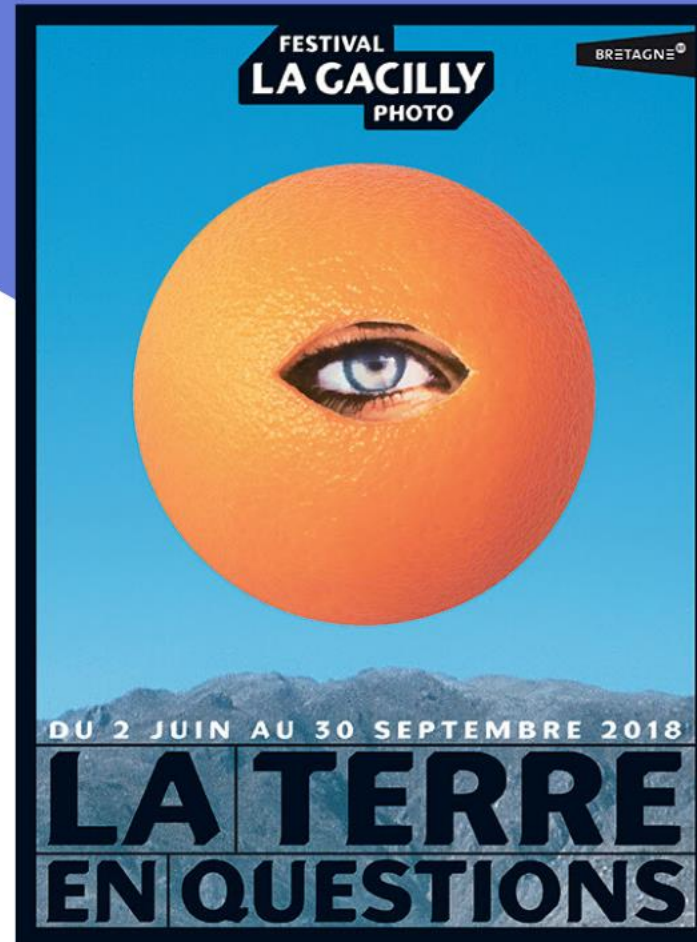
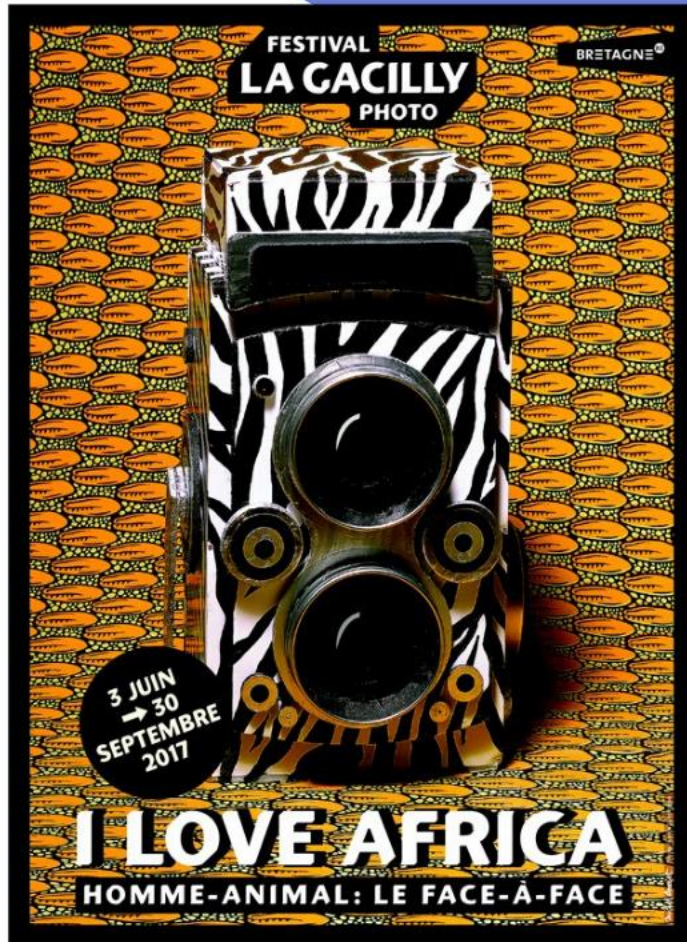


BEFORE

INAUGURATION

EVENT

AFTER



INAUGURATION

Day 1

JOURNALISTS



Day 2

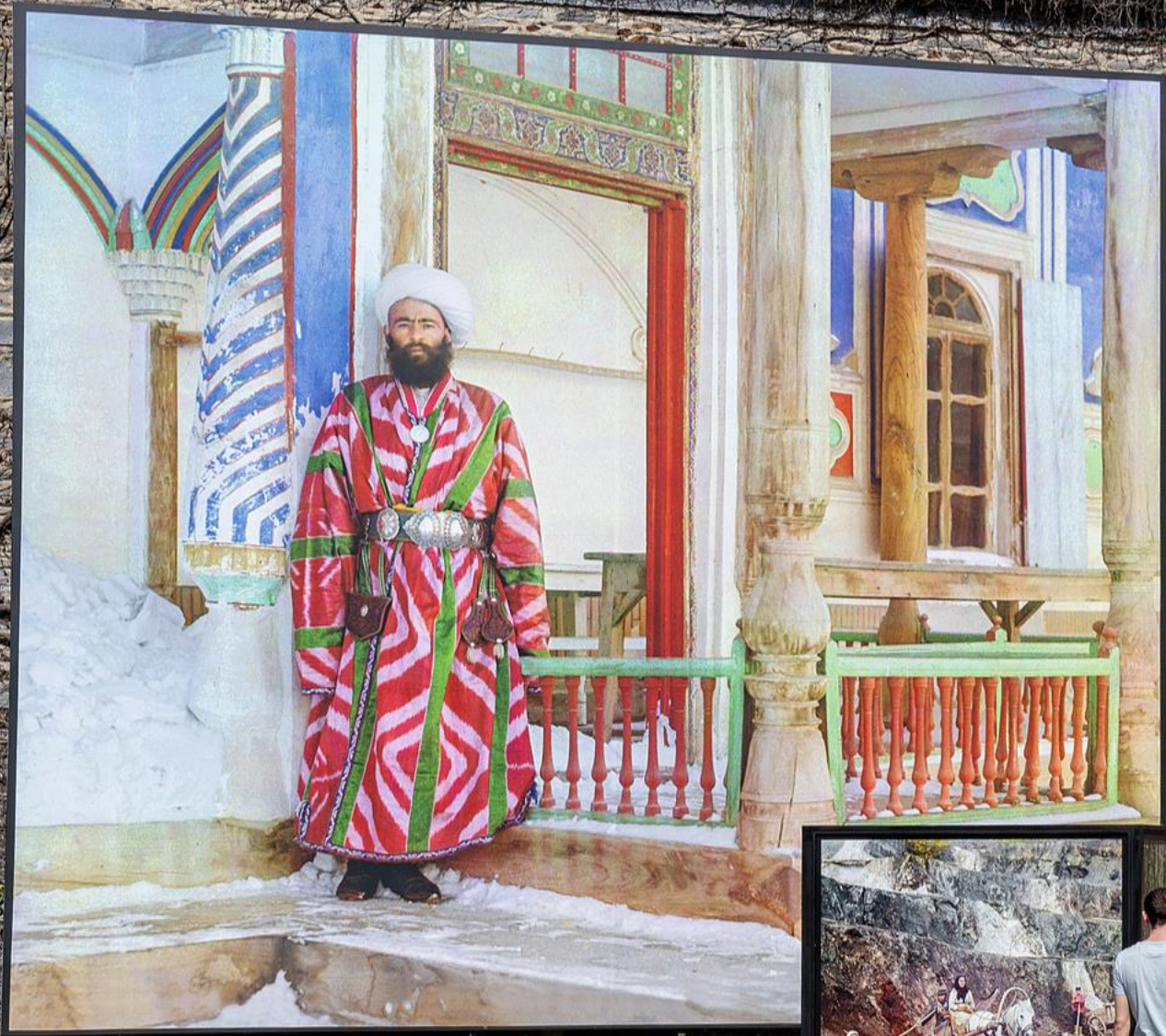
SCHOOL GROUPS
+ OFFICIAL CEREMONY



Day 3

VISITORS





WHAT THE FESTIVAL CONSISTS IN

Mediation and Education

- Free and public exhibitions
- Mediation tools (bags with accessories / cards)
- Family games (photo quest)
- Visits organized by the Tourist Office





©Jean-Michel Niron



©Jean-Michel Niron



YOUNG RESIDENT

- Dynamic summer
- An opportunity to take one's mind off daily routine



RESTAURANT OWNER

- Real economic advantage
- Profitable all year round

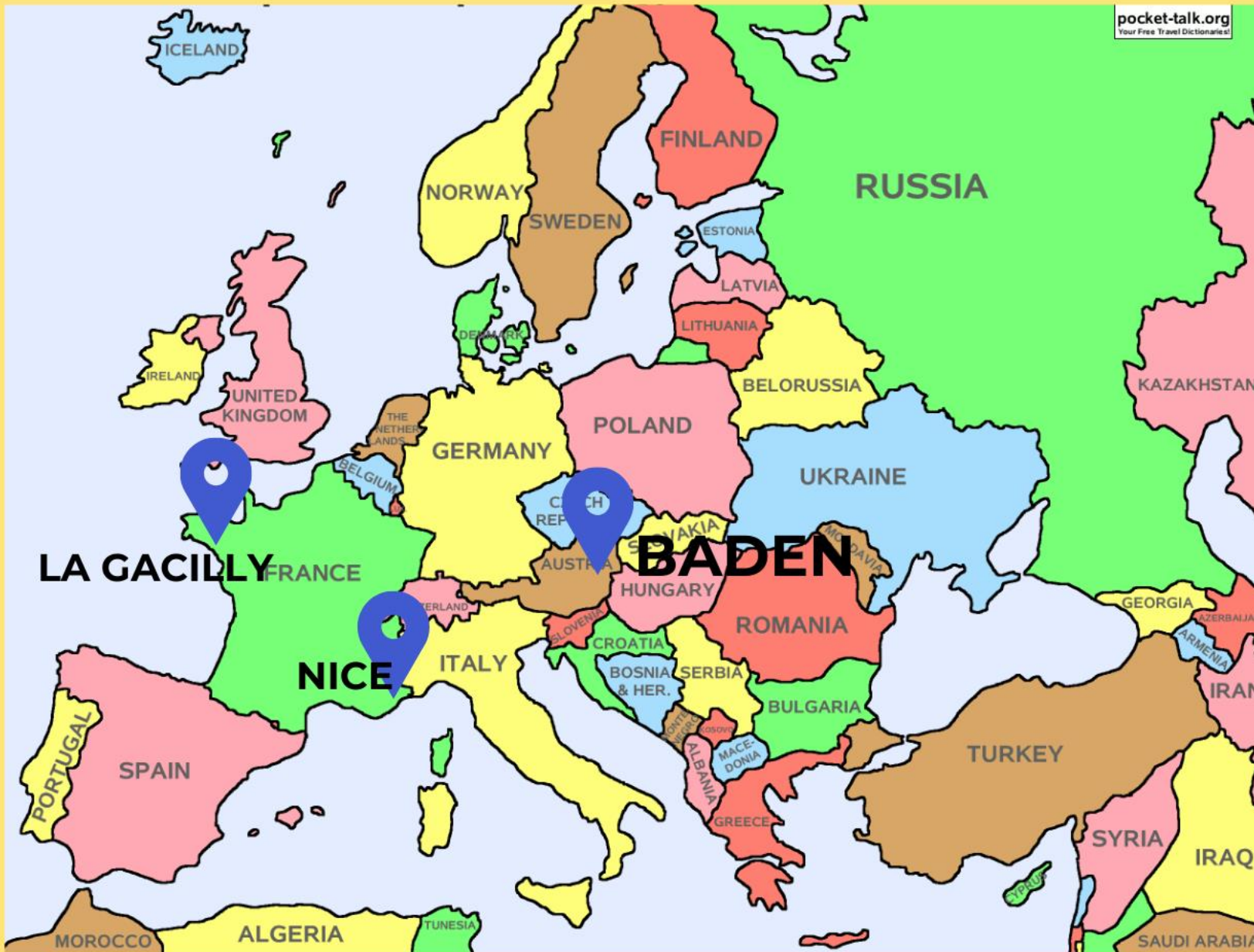


VISITOR

- Everyone finds an interest
- Free event

WHAT HAPPENS WHEN THE FESTIVAL ENDS...





What about Baden ?

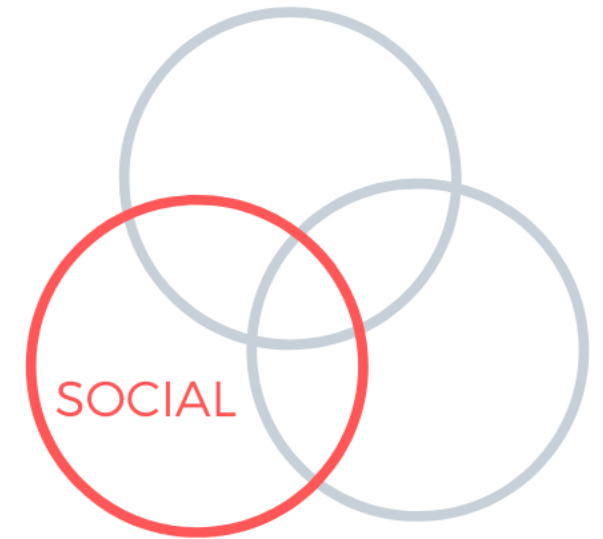
- in Austria
- 26 km from Vienne (capital)
- 25 700 inhabitants
- 27 km²
- 270 000 visitors in 2019

→ Why La Gacilly Photo Festival must continue

RAISE
AWARENESS

GET REACTIONS

SHARE

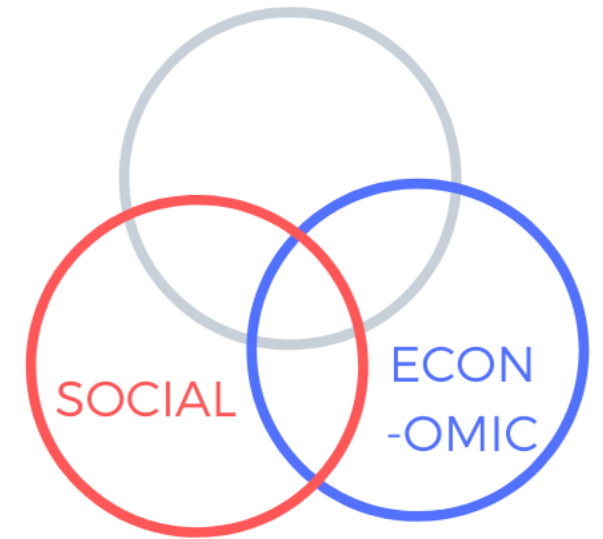


→ How La Gacilly Photo Festival can grow

BRING
BENEFITS TO
PROFESSIONALS

IMPROVE
PARTNERSHIPS

SPREAD THE
GEOGRAPHIC
ZONE

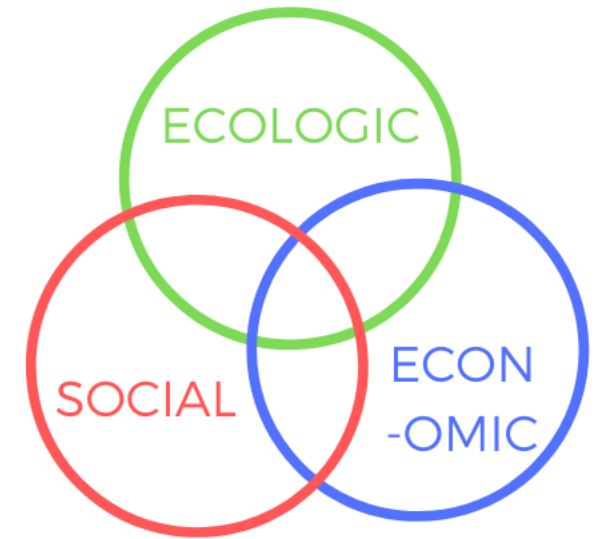


→ How La Gacilly Photo Festival makes people travel

EXHIBITIONS
ABOUT THE
WHOLE WORLD

LOCALS AREA
EXPERIENCE

MAKE PEOPLE
WONDER
ABOUT
TOURISM
IMPACT



GTTP

THE GLOBAL TRAVEL & TOURISM PARTNERSHIP

A BUSINESS AND EDUCATION ALLIANCE

THANKS FOR YOUR ATTENTION !
Don't hesitate to come next summer :)

OUR RESSOURCES

-
- Interviews with Flora Gervais : member of La Gacilly Photo Festival administrative and public relations
 - Official website La Gacilly Photo Festival
 - Booklets
 - Exchanges with local people
 - Personnal knowledge