

flip

FESTIVAL LUDIQUE INTERNATIONAL DE PARTHENAY

8th - 19th July 2026



PRESS PACK

The 40th year of the world's largest games festival !

 Communauté de Communes
Parthenay-Gâtine

 www.JEUX-FESTIVAL.com

The world's largest games festival!



The Parthenay-Gâtine Community of Municipalities is preparing the 40th edition of FLIP!

It will take place from 8th to 19th July 2026 right across the centre of Parthenay.

Imagine an entire town transformed into an enormous game board, ready for families and gamers to enjoy, regardless of their experience.

For 12 days, more than 350 professionals, facilitators, artists, designers, publishers and volunteers from local associations will accompany you throughout this major event for the Nouvelle-Aquitaine region and the Parthenay-Gâtine Community of Municipalities

Parthenay, the *Little Carcassonne of the West*, opens the doors to its international games festival: FLIP, an ideal holiday destination.

More than 200,000 visitors will get caught up in the infectious energy of the world's largest games festival.

An impact study carried out in 2024 confirmed FLIP's position as a major family and cultural event in the area. With over 200,000 visitors and a satisfaction rate of 97%, FLIP is a real economic driver for our area.

We look forward to welcoming you to FLIP !

Jean-Michel Prieur,
President of the Parthenay-Gâtine Community of Municipalities.

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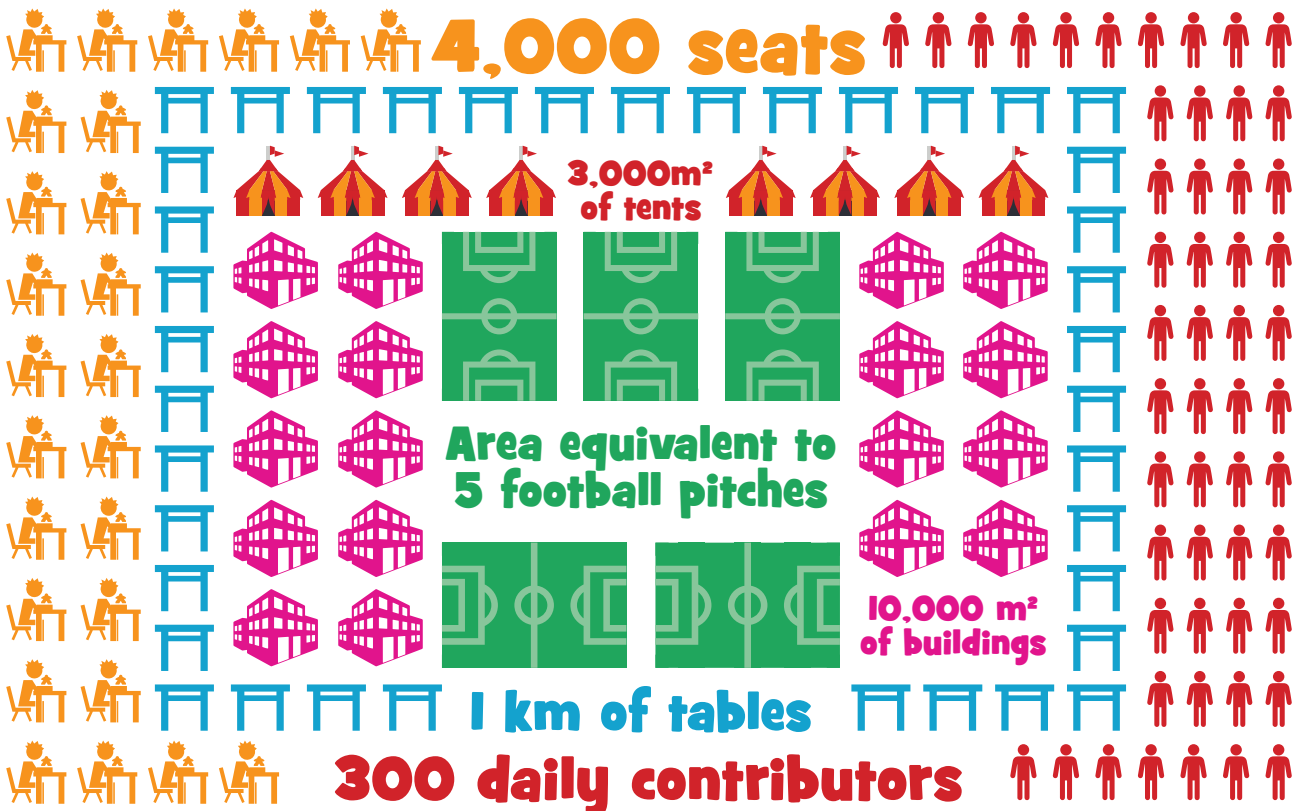
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Follow us

FLIP is:



flip



Attendance in 2025
200 000 visitors

Parthenay
capital of games!

6% INCREASE IN ATTENDANCE
EVERY YEAR

4000 GAMES AND TOYS

45 000 m² OF ACTIVITIES ACROSS
THE TOWN CENTRE

12 DAYS OF FREE GAMING

Founded in 1986 A LASTING STORY

A family holiday event

80%

ATTEND WITH
FAMILY AND/OR
FRIENDS

3
days

AVERAGE
DURATION OF
STAY DURING THE
FESTIVAL

79%

OF ATTENDEES
WANT
TO RETURN

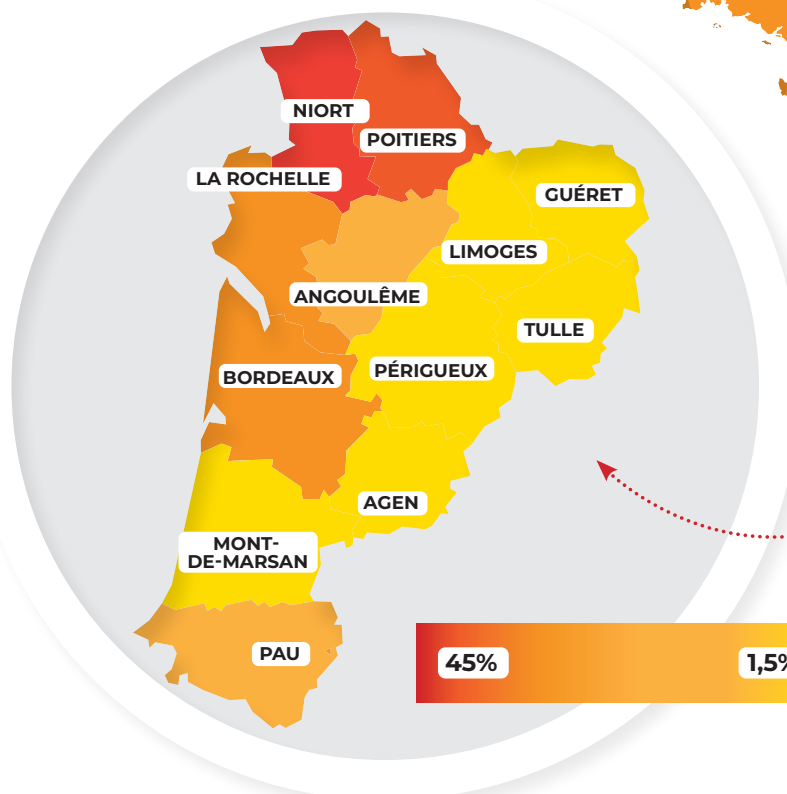
97%

SATISFACTION
RATE

A festival that reaches beyond its local area!

Origin of our attendees :

- › 59% from Nouvelle-Aquitaine
- › 41% from outside Nouvelle-Aquitaine



41%



RÉGION
Nouvelle-
Aquitaine
59%

Impact study: the results!

FLIP: the event that benefits the whole area

During the 2024 edition, the GECE Institute conducted an impact study assessing the economic, social and tourism effects of FLIP on behalf of the Parthenay-Gâtine Community of Municipalities.

Result: an effective and financially sustainable model that boosts the attractiveness of the region.

A real economic engine for Parthenay-Gâtine!



- ▶ **€2.6 million** spent locally over 12 days, including €600,000 spent with exhibitors.
- ▶ **€1.97 million** of direct economic impact on the Community of Municipalities
- ▶ **Every €1** invested by the CCPG = **€2.85** generated for the area
- ▶ **€50** average spend per visitor

FLIP is a driving force for the local economy.
It generates wealth, attractiveness and local stakeholder engagement.

An unprecedented popular success



- ▶ **200,000 visits**, including 20,000 by children from activity groups
- ▶ **97%** attendee satisfaction
- ▶ **89%** of visitors came specifically for FLIP
- ▶ **98%** of attendees would recommend the festival to others

Record attendance and enthusiastic audience engagement demonstrate overwhelming public support. FLIP is far more than a festival, it's an unmissable gathering for gamers.

A showcase for the area beyond its borders



- ▶ **58%** of visitors came from outside the department
- ▶ **43%** discovered the area for the first time
- ▶ **61%** planned to return outside the festival period
- ▶ **Accommodation at full capacity**
- ▶ **An average of 4.9** nights spent locally
- ▶ **67%** stay in commercial accommodation

FLIP attracts visitors, sparks discovery, and encourages longer stays. It is a powerful driver of repeat tourism.

A family-oriented festival for enthusiasts, with record levels of loyalty!



- ▶ **52%** of visitors attend with their family
- ▶ **28%** were attending for the first time in 2024
- ▶ **Average age is 30** with children – 40 without children
- ▶ **79%** aimed to return in 2025
- ▶ **40%** of respondents had already attended at least five times

FLIP brings generations of gamers together year after year, building connections and creating lasting memories.

A key event for the image of Parthenay-Gâtine



- ▶ **70%** of local businesses felt that FLIP has a strong impact on the image and attractiveness of Parthenay-Gâtine
- ▶ **68%** also felt it generates lasting economic and social impact
- ▶ **Two main communication channels:**
- ▶ **38%** word of mouth
- ▶ **31%** web and socials

Typical gaming habits of our attendees:

- ▶ **47%** play board and card games
- ▶ **33%** play video games



FLIP is about play, social connection, family, the local economy, territorial visibility, and the promise of coming back again every year.



Compared with other festivals

On average, FLIP generates 6.5 times more economic impact than comparable music festivals (with equivalent budgets).

It costs less to produce per attendee (€6 compared with €29 for music festivals) while generating far greater local returns (€1.4 million direct economic impact compared with €0.08 million for music festivals).

FLIP demonstrates an efficient economic model that benefits the local area, while remaining free and family-friendly.



A national standard for the board game industry!

- 350** PARTNERS
- 222** SPECIALIST GAMES AND TOY PUBLISHERS
- 350** FACILITATORS EACH DAY
- 170** DESIGNERS
- 15** NATIONAL AWARDS
- 50** NATIONAL TOURNAMENTS
- 37 000** GAMES SOLD « MORE THAN THREE EVERY MINUTE OF THE FESTIVAL »

An event that serves your brand!



A DRIVER FOR THE DEVELOPMENT OF YOUR BUSINESS



AN EFFECTIVE COMMUNICATION TOOL



A DRIVER OF ECONOMIC DEVELOPMENT



EXCLUSIVE CONTENT



A DRIVER OF STRONG SOCIAL CONNECTIONS

◆ From a social perspective

FLIP helps promote games in all their forms as an essential activity for personal development. It is a place for wide-ranging human and commercial exchanges, for social interactions which strengthen bonds and reinforce a sense of cohesion and identity.

◆ In terms of image

FLIP enjoys a very positive image that is widely relayed at national level. Associated by the press with the growing reach of the games and toys market, the festival has become a leader in cultural and economic communication.

A wide range of options tailored to your brand!

Communication materials ◆

Physical and digital !

- ▶ Web banners
- ▶ Hanging banners
- ▶ Flyers
- ▶ Programmes
- ▶ Posters
- ▶ Directional signage
- ▶ Pull-up banners
- ▶ Flag banners
- ▶ Maps
- ▶ Building facades
- ▶ Give-aways...

Partners ◆

- ▶ For national awards !

Experiences ◆

- ▶ Ready-to-go to showcase your brand or product !



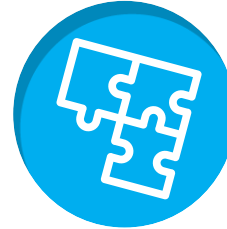
450 people contributing skills and resources!



FLIP: a giant board game!



A vast board game - the town centre



3 tracks on the board

- ▶ Games and toys
- ▶ Fun leisure activities
- ▶ Street arts



12 themed zones

- ▶ Board games
- ▶ Children
(construction, motor skills, creative activities, ride-on toys, sand...)
- ▶ Simulation games
- ▶ Multimedia
- ▶ Sports games
- ▶ Project Campus
- ▶ Medieval games
- ▶ Circus and juggling
- ▶ Recreational games
- ▶ Designers and emerging publishers
- ▶ Traditional and popular games
- ▶ Collectible card games



A few bonus rolls

- ▶ Mock casino
- ▶ Marching bands and street performances
- ▶ Children's matinees
- ▶ Night-owl sessions
- ▶ Face painting
- ▶ Pop-up game shops
- ▶ Quests
- ▶ FLIP Creator's Trophy
- ▶ Chapel of Playful Arts
- ▶ Talks
- ▶ Escape game
- ▶ Urban Pac-Man
- ▶ Seniors' day
- ▶ EducaFLIP label
- ▶ Street animators
- ▶ Woopies



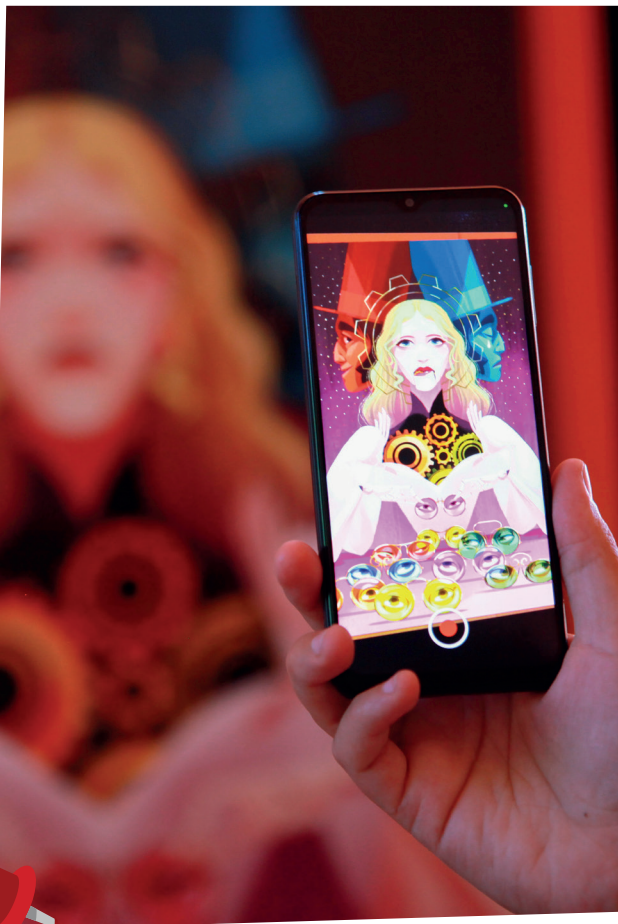
Where to find us?

A holiday destination

- › 1 hour from Puy du Fou
- › 1 hour from Futuroscope



Parthenay,
in Deux-Sèvres (79)







Contacts and socials

I want to be contacted:



Not sure yet ?

Tell us your objective (*visibility, activities or sponsorship*) and your budget; **we will propose a tailored solution in return.**
A prompt response and end-to-end support.



Website

www.jeux-festival.com



Email

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Facebook

@festival.jeux.flip



Instagram / Threads

@festival.jeux.flip



Bluesky

@flipfestival.bsky.social



LinkedIn

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