

Comunicato stampa - Press Release - Presse Mitteilung - Communiqué de presse

IVIaggiatori 2009: able to face with all participants' needs

The [Swiss International Holiday Exhibition](#) will be more and more international and innovative. From the **29th October till the 1st November** the swiss showtrade, hosted in the prestigious location of Lugano, will be able to boost the entire sector especially in this critical moment of financial market.

The value of the tourism showtrades is getting more and more clearly visible during this financial crisis, becoming a real and direct engine for economic growth, able to guarantee direct and immediate relationships between the interlocutors.



On the occasion of this event, the operators of the sector and the travel lovers will find new hints and ideas in order to organize both incentive and leisure travels. **The Organization Staff confirmed also the concept of the first day (29th October) dedicated to the B2B appointments and the following three days opened to the great public.** In a welcoming and informal atmosphere the operators could meet several exhibitors coming from worldwide and promoting new interesting and profitable commercial relations. Just to make an idea, at the 2008 edition, have participated nations representing East and Central Europe, Latin America, but also Africa and Middle East.

Furthermore, thanks to the "[Meeting Programme](#)" of the first day, the professional tourism actors could be updated to the new trends of the market and, at the same time, choose the participation formula that suits for their needs, managing independently their Agenda and interacting directly with the tourism offer.

A unique occasion to find under one roof the most interesting operators of the tourism industry, who will be glad to give all the information required and to build new and profitable business.

Furthermore, it is not to be missed the wonderful location offered by the **City of Lugano**; besides, the Exhibition Center, not so far from the pedestrian centre, will offer to all participants a prestigious chance to have relax in a cozy city famous for its charming lake and for the exclusive shopping malls and haute couture boutique.

For more information:

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