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Inspired by art? Tourism grows up!

**Tourism in Art - Lugano, Switzerland,
from Oct. 29th to Nov. 1st 2009**

The appointment with **Tourism in Art**, the innovative and ambitious project which aims to **support local tourism growth** through the **promotion and exposition of territory-linked artistic works**, is getting closer and closer. This year's leading theme of Tourism in Art, promoted and supported by two of the most prestigious events organized in Switzerland as the [Swiss International Holiday Exhibition](#) and [Swiss in Art](#), will be **"travel in art and art of travel seen through the eyes of artists from all over the world"**.

If you have local artists to promote and you want to give your territory **international visibility** through **an effective and well-targeted marketing strategy**, the chance to take part in **one of the most prestigious Swiss cultural events** is an opportunity not to fail!

Tourism in Art 2009 will be hosted in the 7th edition of the Swiss International Holiday Exhibition, which even this year will take place in the **usual location of Lugano, Switzerland, from Oct. 29th to Nov. 1st 2009**. The Exhibition's numbers, which speak of more than **65.000 visitors** and **over 1.600 exposers** for **more than 400 stands** just in the 2008 edition, represent **full warranty of success** for the perfect development of any single aspect of the event.

Tourism in Art's leading theme is based on the deep connection that links art and tourism, intended as a travel to discover culture and peculiarities of any single territory. The philosophy of the event aims to make it become the new **international reference point** for the **development, promotion and marketing of works of modern and contemporary art**, in order to meet the rising importance that art and its market have gained during years.

The 7th edition of the Swiss International Holiday Exhibition give its exposers the chance to participate in four international workshops, respectively dedicated to **International Operators, Lake Tourism, Snow Holidays and Institutional Tourism's Offer**. All the workshops' participants will have the opportunity to meet the most qualified tourism professionals in the world in order to establish useful business relationships that could fit their own needs in the best way.

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