

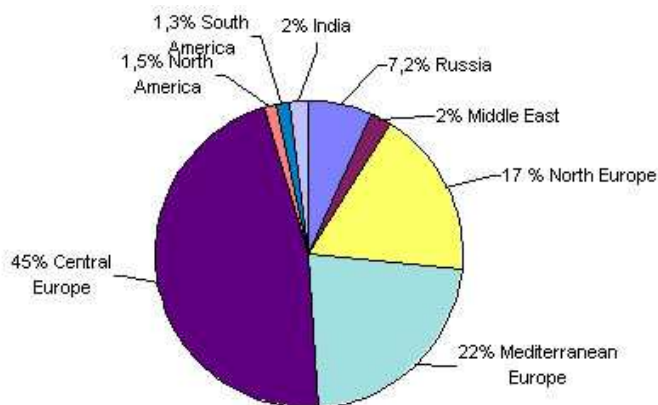
Presse Mitteilung - Communiqué de presse - Comunicato stampa - Press Release

## Pure business: over 600 buyers already accredited

**Over 600 international buyers and more than 200 trade visitors** will take part this year in the workshops organized for the exhibitors of **the Swiss International Holiday Exhibition**.

The international buyers who will participate in the Exhibition have been selected to **reflect in the best way the tourism offer of the participants**, who will meet them through an effective online meeting system. **Pure and concrete business**: this is the answer of The Swiss International Holiday Exhibition to the crisis. With this choice, which aims **to bring together demand and supply** in a pleasant and efficient business context the Swiss International Holiday Exhibition reveals to public and operators its B2B side. Each of the buyers selected to attend the event is part, professionally speaking, of one of the following categories:

- **Leisure segment**, which includes major tour operators and travel agencies
- **Business segment**, such as incentive houses, meeting and conference organizers, meeting planners corporate
- **Associative tourism**, which consist for example in clubs and associations of various kinds
- **Independent events organizers**, such as integrated communications agencies or public relations companies



The graph reflects the percentage of the buyers from the **geographical point of view**:

it is known to be **particularly high** the number of operators coming from **Central and Northern Europe**, whose buyer representative is always **one of the most active and receptive** in the market.

In this respect it's significant the percentage of participants from the countries of the **Mediterranean and Russian area**, to which we must add a

number of tourism professionals **from overseas** and always flourishing markets of **India and Middle-East**.

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