

Swiss Tourism Awards a dedicated workshop for 2009 edition

**STA Workshop, Lugano Exhibition Centre, Oct. 30th 2009 - 10.00 a.m. - 4.30 p.m.
www.swiss-tourism-awards.ch**

The [Swiss Tourism Awards](#) are the most prestigious Swiss recognition in tourism industry assigned in Lugano during the Swiss International Holiday Exhibition and aimed to protect and support countries' natural and cultural heritage, as well as help destinations in developing their tourism-related economy.



On the basis of a specific buyers' request, whose demand to meet the most qualified tourism offer in the world is constantly high, the Swiss International Holiday Exhibition Organization Board has decided this year to reserve **a dedicated B2B moment** inside the main event **to all the Swiss Tourism Awarded destinations**.

Oct. 30th 2009: that's the date of the appointment between the carefully selected buyers of the Exhibition and the 2009 STA winners. A private moment that will consist in **an introduction to press** followed by **direct meetings with buyers**, where the awarded destinations will have **the opportunity to present their beautiful attractions** as well as **develop important business relationships** for their economy. STA winners represent destinations with great potential on worldwide tourism market and it's for this reason that our buyers have asked to meet them in a specific dedicated contest.

The applications for the 2009 Swiss Tourism Awards are open until September 30th 2009.

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