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The Swiss International Holiday Exhibition 2009 announces the “Poland’s Day”

Poland and its tourist beauties protagonists in Switzerland

The 7th edition of the Swiss International Holiday Exhibition, that will take place from the 29th October to the 1st November 2009 in Lugano, has recently announced to dedicate **Saturday, 31th October 2009** to the “Poland’s Day”.

The most important swiss event (www.iviaggiatori.org) is becoming with its 7th edition, a profitable and successful international platform with an european fame and reputation. That’s the reason why several Polish destinations have already chosen the Swiss International Holiday Exhibition as their business showcase ehre to promote their tourism offer to professional operators and overall to the 65.000 visitors, that usually don’t miss this appointment. Nowadays the event could count several exhibitors coming from Poland, like, for example, the Municipality of Czestochowa, Augustow, Olsztyn, Lodz, Gminy Wierzchoslawice, all of them able to offer all kinds of attractions and responding to the most demanding tourists’ needs.

The choice of Poland is therefore not by chance. The Country has, in fact, catapulted itself from 18th place among European countries as tourist destinations, to No.5. The President of the Fair, Alessandro Strazzanti, has stressed the importance of the “Poland’s Day” for all Polish destinations: “The Swiss and Poles are in a process of intense mutual re-discovery. The last few years have been crucial in this process. The accession to the EU has in fact shown Poland’s real dimensions and it’s immense potential to the Swiss people, who are really fond of the Poland’s variety of tourism offers and costantly ask us to propose more and more Polish destinations during our Fair”.

He added also that “Poland is a land of contrasts, where modern cities combined with cheap prices attract a crowd of youth partygoers from across Europe, but also a place with a wealth of history and cultural heritage able to attract in the next months more and more tourists looking for new interesting destinations”.

Furthermore and for the first time since it exist, the Fair will reserve the Folklore Programme of 31st October exclusively to the Polish destinations, guaranteeing them a fully occasion for performing their **shows** related to dances and music of the Poland’s tradition and allowing the public to get in touch with a precious cultural heritage more and more desired by the most of tourists travelling in Europe nowadays.

All Polish regions, national tourist information centres, travel agencies, tour operators, owners of accommodation facilities, carriers, companies providing services to the tourism sector will thus

enjoy meetings with qualified buyers who purchase tourist services , establishing cooperation with international tour operators and qualified tourism operators interested in travelling in Poland as well **as meeting the Swiss Market**, who could learn about the latest offerings in the regional tourism industry, discover charming leisure sites and plan, directly during the fair, wonderful holidays in the beautiful land of Poland

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Press Office - Swiss International Holiday Exhibition