



Everything's ready for the 2011 edition of the Swiss Tourism Awards

The Swiss Tourism Awards are back and the expectations are growing around the international destinations that will be awarded during the Swiss International Holiday Exhibition of Lugano.

The Swiss Tourism Awards are the recognitions that aim to promote and encourage competition in the tourism industry by introducing to the general public, thanks to the showcase represented by the Swiss International Holiday Exhibition, international destinations to be discovered which have a special cultural, traditional or natural heritage.

At the Lugano Exhibition Centre from October 30th to November 1st, 2011 destinations with a great tourism potential will therefore be presented: Sofia, Bulgaria's capital, and Katowice, in Poland, are just two of the destinations whose great tourism cultural heritage will be recognized and valorized.

In addition, some fascinating destinations of Romania as the beautiful Alba Iulia, a jewel of Romanesque architecture, and Cluj Napoca, a wonderful destination in the heart of Transylvania, whose visit will make the tourist get into contact with one of the most fascinating countries in Eastern Europe. And again: Rijeka, awarded for the cultural heritage, and the splendid Groznjan, which will be recognized as important Folklore & Music Capital are both perfect destinations to spend a vacation at the discovery of the traditions of Croatia.

Durres, Albania, has a long history as one of the oldest cities in Europe and Nelson Mandela Bay, South Africa, as an award-winning destination as an important spa and wellness center: the 2011 edition of the Swiss Tourism Awards promises to once again many interesting ideas and curiosities that will capture the attention of the visitors.

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