



Salone Internazionale
Svizzero delle Vacanze

Visit // Italy

Università
della
Svizzera
italiana

under the aegis
 Città di
Lugano

iViaggiatori 2011 – The Swiss International Holiday Exhibition

Great enthusiasm for the ninth edition of iViaggiatori

From October 30th to November 1st, at the Lugano Exhibition Centre returns the Holiday Exhibition most appreciated by the Swiss travelers. Many international destinations, contests, and free tastings for the visitors.

Like every year it is expected to be a success.

The ninth edition of the Swiss International Holiday Exhibition will take place in the Lugano Exhibition Centre (via Campo Marzio, Lugano) from October 30th to November 1st, 2011 is confirmed to be the most popular and expected tourism attraction in the Italian-speaking Switzerland.

The enthusiasm of public and operators is the key success factor of an event which, this year, will propose to its visitors a wide selection of institutions and tour operators from all around the world. South Africa, Kenya, Djibouti, Papua New Guinea and many other dream destinations will be available for the warm audience of the exhibition, during which they are also emerging high potential tourism destinations such as Katowice, Poland, Alba Julia, in Romania, or Nelson Mandela Bay, South Africa.

Thanks to the renewal of important partnerships like the one with the agency Visit Italy, the exhibition will present one again a wide selection of Italian operators, from the scents of Salento to the beaches of Sardinia, from the most exclusive destinations of Liguria to the most fascinating cottages of Tuscany.

And it's not over: as every year free tastings, contests and folk performances await the audience of the show. The beloved Come & Win contest will be performed again: it will let the fastest visitors win fantastic holidays, gourmet products and hundreds of gadgets. Every day – at the morning opening and at 13.30 - the first 100 visitors coming to the fair will win a prize they can collect directly in the event, another opportunity to not be missed to visit iViaggiatori.

The beloved side open to the public, however, is associated with a professional and qualified B2B side open only to operators and tourism professionals: it's the case of the workshop Meet Switzerland, scheduled on Monday October 31st, an event that will make in direct contact supply and demand in the international tourism market.

The exhibition will be open to the public on Sunday October 30th and Monday October 31st, from 10.30 a.m. to 6.00 p.m. and on Tuesday November 1st from 10.30 a.m. to 5.00 p.m.. For more information or to apply for press registration you can directly download the registration form on the site www.iviaggiatori.org - Press Area.

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