

## I Viaggiatori 2010: enthusiasm is growing fast

***The excitement around the event held in Lugano from 30 October to 1 November 2010 is constantly growing: many novelties have been specifically studied for this eighth edition, as the turn based on quality or the Special Event dedicated to the Italian tourism***

It's just around the corner the eighth edition of the long-awaited Swiss International Holiday Exhibition – I Viaggiatori, the most loved and awaited tourism event in Switzerland attended by thousands of Swiss and Italian visitors and which will be held from Saturday, October 30th to Monday November 1st, 2010 in the Exhibition Centre of Lugano.

The Exhibition, an event traditionally attended by thousands and thousands of visitors from Switzerland and Northern Italy, will be presented this year to its beloved audience with a deep renewal in terms of quality, a development that will include new fittings and furnishings as well as common areas bigger, more spacious and more elegant than usual. The qualitative change of the event will not be restricted only to the aesthetic side of the exhibition: I Viaggiatori 2010 will in fact be entirely renovated in its organizational formula, carefully selected to meet both the needs of its beloved exhibitors as well as the ones of its numerous and warm audience.

A consumer side which has always been particularly popular, in which the exhibitors will have the opportunity to present their services to the visitors through the traditional stand, will be associated to a business to business side during which they can meet the demand represented by skilled professionals in the international tourism field through business meetings set in advance and targeted directly to close contracts.

An important opportunity to present its offer to two totally different types of stakeholders, a further advantage that the Swiss International Holiday Exhibition will offer this year to its beloved and loyal exhibitors. But there's more than that in the organizational formula of the event, the double meaning of the I Viaggiatori 2010 is in fact reflected also in the composition of the exhibitors quotas, another important novelty of this awaited eighth edition.

A unique and innovative partnership with Visit Italy, the brand entirely dedicated to the promotion of Italian tourism in the world, will enable the public to enjoy this year's event a wonderful and exciting journey to discover the most original flavors and traditions of this beautiful country: I Viaggiatori 2010 will in fact devote a very large space to Italy and its tourist offer, a real Special Event to present the Italian tourism to the warm and receptive Swiss audience that, as every year, will animate the exhibition centre of Lugano.

So let's start for a metaphorical journey through the stands, to the discovery of Sardinia and Salento, the most exclusive thermal destinations of Emilia Romagna as well as the remote and fascinating countryside of Tuscany: the eighth edition of I Viaggiatori will be a feast of landscapes, traditions and cultures dedicated to Italy, a perfect opportunity to get directly in touch with the most popular local tourism products among tourists from all around the world.

Promax Communication, the dynamic Swiss company that organizes the event, will also take the opportunity to present to the audience of the Swiss International Holiday Exhibition the latest edition of its most appreciated editorial product, the widespread Swiss Tourism Guide, entirely renovated in its contents.

Not just Italy, anyway: the fair I Viaggiatori confirm in fact its strong international character hosting, as usual, exhibitors and tourism professionals from various parts of the world. The visitors of the exhibition will have the opportunity to discover the cultural treasures of Prague or the dreaming beaches of the Dominican Republic, the beautiful cities of Poland or the very appreciated Mediterranean climate of Malta and Cyprus.

The Exhibition will be open to the public from Saturday, October 30th to Monday November 1st, 2010, from 10.30 a.m. to 6.00 p.m.. For any further information or simply to request pre-press accreditation, you can contact the Press Office of the event by calling the phone number 0041 91 611 8070 or by writing to the e-mail address [press@promax.ch](mailto:press@promax.ch).



**Swiss International  
Holiday Exhibition**

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