

Dear colleague,

I am Marco Pion and I am head of the organising committee of the Swiss International Holiday Exhibition ([www.iviaggiatori.org](http://www.iviaggiatori.org)) in Lugano, one of the most important international events in the tourism and holiday industry.

I am writing today to invite you to consider Kavala Chamber Of Commerce - Enterprise Europe Network 's participation in our fair that will be held in South Switzerland, in Lugano, on the shores of the lake of the same name, from 1 to 3 November 2024.

It will be an exclusive event dedicated to all facets of the holiday world, and my team and me are really glad to offer a special showcase to professionals like you.

Here is some information about our event.

### **SWISS INTERNATIONAL HOLIDAY EXHIBITION: 21 YEARS OF GREAT SUCCESS**

For 21 years, the Swiss International Holiday Exhibition has been the main gateway to the Swiss holiday market. Every year in autumn, the world of international tourism gathers at the most important tourism event in Switzerland. Rich in successes and constantly evolving, the history of the Show has been traced over the years through different products, sectors and instruments, all of them successful: from B2C trade fairs to trade events for professionals, from print media to the Internet, from services for operators to those for consumers.

**OUR MISSION** – We believe that no one can involve, explain and attract tourists better than those who do it in their own territory to which they dedicate passion and commitment. The's why for more than 25 years we have been committed to concretely stimulating growth in the international tourism industry with our events, both B2B and B2C. Our mission is to give visibility and voice to all the realities of the travel industry by constantly expanding and reinventing the event to offer them the best possible business showcase.

**THE STRONG TRADE SIDE** - Our fair is not just for the general public; it also has a strong and luvrative TRADE side. We host over 100 international buyers from all over the world and as many local trade visitors, all of whom are looking to connect with new suppliers and products. With our online agenda, you can easily schedule meetings with the buyers who are most relevant to your business. This is a great opportunity to get your products in front of a global audience and make some valuable new connections.

Here are some of the benefits of attending our fair as a TRADE visitor

Meet with over 100 international buyers from all over the world.

Schedule meetings with buyers online in advance.

Promote your products and services to a global audience.

Generate leads and make new business connections.

Stay up-to-date on the latest industry trends.

#### **WHY EXHIBIT**

Reaching a selected audience: our fair attracts thousands of visitors who are passionate about travel and holidays and motivated to book the most attractive offers directly during the fair.

Exhibition and promotion: It will have a full furnished, complete and dedicated exhibition space to showcase your services and offers in a professional and engaging environment.

Networking opportunities: Our fair brings together hundreds of tour operators, industry experts and travel enthusiasts not only from Italian-speaking Switzerland but also from all over the Italian border region (a catchment area of over 2 million tourists).

Media visibility: The Swiss International Holiday Exhibition benefits from extensive advertising and media coverage, with the participation of important journalists and influencers in the tourism industry.

There are many applications for this edition of the fair (to date we have exhibitors from more than 30 countries), which will involve both private companies and international tourism organisations.

I believe that your participation will certainly be successful, so I don't want you to miss this opportunity to grow your business and promote your activities.

I have personally reserved a privileged exhibition space for you, but availability is really limited so I invite you to book your exhibition space as soon as possible.

It will be a pleasure to welcome you in Lugano at the Swiss International Holiday Exhibition and be part with you of a profitable experience in Switzerland, one of the best trade and consumer tourism market.

For more information on costs, stand layout and registration, please visit our website [www.iviaggiatori.org](http://www.iviaggiatori.org) or contact our organisation team directly contact form [www.iviaggiatori.org/en/stand](http://www.iviaggiatori.org/en/stand) on +41 91 611 80 70 or email [info@iviaggiatori.org](mailto:info@iviaggiatori.org)

My staff is at your disposal for any further information and to explain the special and exclusive offer I have reserved for you.

Kindest Regards,

Marco Pion

Manager of the Swiss International Holiday Exhibition