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– **PRESS RELEASE -**  
**First Edition of MeetingLuxury:**  
**an amazing start for a trade show entirely dedicated to luxury tourism**

Despite of recent pessimistic trends of worldwide tourism sector, resulted in a considerable turnover drop down, the world of exclusive vacations continues to flourish. Statistical data speak of 10% growth of the luxury travel market during last 5 years: 25 million tourists spending more than 116 billion EUR and contributing to 25% of entire tourism economy in 2008. Having dramatically influenced a number of economic business sectors, the recent crisis has contributed to the progressing disappearance of "medium luxury" notion and reinforced the demand for high exclusiveness, originality and detailed personalization in the travel services.

This positive trend has greatly contributed to the overall success of the first edition of MeetingLuxury, a new international event dedicated to elite tourism and held in the beautiful city of Lugano from 16<sup>th</sup> to 18<sup>th</sup> April 2009 in Lugano Exposition Centre. The trade show, organized by the Swiss company Promax Communication SA (also the organizer of the International Swiss Holiday Exhibition "I Viaggiatori"), has brought together the highest segments of travel industry: the world of excellency and luxury.

Exceeding any optimistic forecast, MeetingLuxury Exhibition has turned to be a true exclusive business event fully dedicated to business, meetings, forums, conferences and professional experience exchange.

The figures speak for themselves:

- 85 exhibition spaces
- 30 represented countries
- 120 international operators
- 1200 Hosted Buyers in three days
- 450 Trade Visitors
- more than 15.000 business meetings
- more than 100 journals from the world

The first feedback from the show demonstrates that 90% of the contacts made are of a high quality and development potential, while 6% of the meetings already transformed to the proper contacts between an expositor and a buyer.

For this exclusive event Lugano Exhibition Centre has been transformed into an exceptional location welcoming prestigious operators of the "luxury travel" sector worldwide. The president of Promax Communication SA, Mr Alessandro Strazzanti and the Exhibition Manager Ms Benedetta Canossi are more than satisfied with this first edition and have already announced the Second Edition of MeetingLuxury. Almost 40% of operators have already applied for the participation at MeetingLuxury 2010 that will be marked with the same professionalism and quality of business meetings, as well as a program with even more interesting events and tours.

Great results have been collected also by the First International Forum "Investing and Financing in Tourism Industry" dedicated to the financial, real estate and hospitality sector operators. The Forum has confronted late-breaking themes in coherence with the European and International scenery thanks to analysis from experts like banking houses, international experts, university personalities, consultants of the real estate business and international top manager of the tourism sector. MeetingLuxury has also announced the Luxury Tourism Awards, official recognitions addressed to the stars of Luxury Travels.

The formula of success of MeetingLuxury were professionalism of the entire organising staff, the accurate selection of the participants, the care for every single detail and the initiation of a young Swiss company, Promax Communication SA which has perspectives and projects of high level. Promax Communication SA, a young and dynamic Swiss company, has therefore proved to be the protagonist in the field of tourism events management both on Swiss and international level.

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