



21st April 2009

Press Release

When web 2.0 revolutionises tourism...

Together with the opening of MeetingLuxury (16-18 April 2009), the conference "New Media in Luxury Tourism Communication, the Way To Be", held by Lorenzo Cantoni and Elena Marchiori, both representatives of webatelier.net and speakers of the University of Italian Switzerland USI of Lugano, has been concluded on 16th April. For years, the university has been supporter of various initiatives launched by Promax Communication, the organising company of the trade show.

A considerable organizational effort of the entire organising staff has presented, together with the scientific conferences, the "Forum Investing & Financing in Tourism Industry" which was dedicated to the world of tourism combined with the real estate sector.

The conference gave the possibility to experience a moment of comparison, further education and updates in a highly dynamic area and with rapid change like the web 2.0 applied to the tourism sector.

Moreover, Lorenzo Cantoni and Elena Marchiori, both being part of webatelier.net, have given an overview on the application of web 2.0 and mainly the importance and influence executed through the on-line reputation on the high class clientèle, the so-called Luxury Users, underlining the necessity of knowing how to interpret messages.

A moment of useful further education, not only for the exhibitors of the trade show, but also for all inscribed external participants which could take part in this important event and could compare their own experiences with university personalities and the most important international experts of the sector.

For more information, visit www.meetingluxury.com and the webpage of Promax Communication.

Silvia Gasparini
PR & Communication Office MeetingLuxury
0041/916118070
forum@meetingluxury.com