

Press Release - Presse Mitteilung - Communiqué de presse

What is up, what is down: where is the luxury travel market going?

MeetingLuxury - International Luxury Travel Exhibition

City of Lugano, 8th/10th April 2010

As usual, conflicting reports, international economic woes, a little spin and some frankly bizarre occurrences keep the luxury market as entertaining as ever.

Numerous are the forecasts, hopes and investments in this sector but **what can really answer to this enigma are the numbers, is a concrete happening: [MeetingLuxury, International Luxury Travel Exhibition](#) (next appointment to 8/10 April 2010), the trade fair dedicated to the most professional actors of the sector.**

Following the philosophy "small is beautiful" and pursuing the high quality of the participants, for the edition 2009, MeetingLuxury, the international trade show dedicated to the luxury travel market sector, has presented: **85 exhibition spaces with more than 120 exhibitors** coming from 30 different countries, **1200 Luxury international hosted buyers upon three days** and **450 Trade Visitors** from Switzerland and Italy.

The first feedback from the show, held last April, demonstrates that **90% of the contacts made during the three days of meetings, are high quality and have a great development potential**, while **6% of the meetings already transformed to proper contracts between an exhibitor and a buyer.**

MeetingLuxury is a concrete business opportunity and shows an overall strong optimism and high degree of confidence of the operators towards the market.

The next edition of MeetingLuxury – International Luxury Travel Exhibition, the international trade show dedicated to the most qualified operators of the luxury travel sector, will be held from the **8th to the 10th of April 2010, in the wonderful Swiss City of Lugano**. This international exhibition will propose the world's most sought after destinations, luxurious accommodation, elite transportation and unique travel experiences and will be an **active and fervent market place where to do make business and meet the best actors of the Luxury Travel sector.**

Moreover Switzerland, the country hosting this exclusive event, is synonymous of excellence and high standards and it will be the perfect location to live three days dedicated to business but also to relaxation and amusement.

For any further information

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