

MeetingLuxury 2010, participant's satisfaction over any expectation

The number and quality of the business meetings has represented once again the key of the event's success: great appreciation expressed, among others, by the representatives of Grand Hotel Villa Castagnola, Splendide Royal, Zacchera Hotels and Grand Hotel des Iles Borromees.

MeetingLuxury 2010 ended Saturday April 10th with great satisfaction of all the participants. The Swiss appointment entirely dedicated to the fascinating world of luxury travel has hosted in Lugano over 100 among the best Hotels, accommodations, destinations and luxury service providers in the world, 150 international buyers coming from European, American, Middle-East and African market, more than 450 trade visitors of luxury, corporate and incentive industry, over 50 among international press representatives and registered media partners.

MeetingLuxury 2010 registered over 16.000 B2B appointments over three days, overcoming the number of meetings made in 2009 edition. **"The number of the appointments and buyer's quality has been really very good"**. Has commented **Grand Hotel des Iles Borromees**, the fascinating 5 stars superior Hotel of Lake Maggiore, Italy, one of the most satisfied participants in the event. **"We expected to make the 36 appointments guaranteed by the organization board, we have been able instead to make over 70 meetings, each of them of absolute quality."**

The number and quality of the appointments guaranteed by MeetingLuxury has been once again the key of the success of Lugano's event. The very elegant **Bonvecchiati Hotel**, Venice, with great satisfaction of its own representatives has managed to make the incredible number of **102 appointments**; **Grand Hotel Villa Castagnola** (Lugano) has signed a fantastic result of **100 meetings**, **Hotel Rousselior** of Hammamet **over 80 meetings**, **Zacchera Hotels Group** have registered **83 positive appointments**.

"MeetingLuxury's business formula has represented for us a very good opportunity of high level business meetings, we have met a very good selection of buyers and we have been able to make business in a very serious and professional context". That's the comment of **Mrs Silvana Redemagni**, Marketing & Sales Responsible of Lugano's **Villa Principe Leopoldo Hotel**, accommodation which managed to make, during MeetingLuxury 2010, over 80 satisfying business meetings.

MeetingLuxury has represented a very good promotional opportunity for the entire territory, been able to take in the beautiful Lugano a very qualified selection of hundreds of luxury tourism professionals coming from all over the world.

Great satisfaction for the results obtained has been expressed by the event's Organization Board, which once again has managed to offer full warranty to its exhibitors in the quality of the business meetings, thanks to the know-how and competence of the organizing society, the dynamic and professional Swiss company Promax Communication SA.

All the event's participants have otherwise been able to appreciate the elegant and original furnishing of the exhibition, presented by the innovative architectural laboratory Juno Art & Design of Locarno, technical partner of the event.

For any further information

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