

Meeting Luxury – International Luxury Travel Exhibition

## **Luxury Travel, industry's development starts from Switzerland**

Switzerland, Lugano – March 31st, April 1st and 2nd 2011  
[www.meetingluxury.com](http://www.meetingluxury.com)

*Begin to circulate the first names of exhibitors and partners for the 2011 edition of Meeting Luxury. From the Tourism board of Argentina, which focuses on Meeting Luxury to present the country's luxury offer in Europe, to the very elegant Villa d'Este in Cernobbio, through the luxurious Brenner's Park Hotel in Baden Baden: everything is ready for the third edition of the most awaited and prestigious event dedicated to the luxury travel industry, in Lugano from March 31st to April 2nd, 2011*

It is growing day by day the interest around the 2011 edition of Meeting Luxury: the first details about exhibitors and buyers participating are emerging and, after a quick look at the most relevant names emerged, Meeting Luxury is confirmed even this year as the most qualified marketplace for the match between supply and demand in the luxury travel industry.

Further evidence in support of this argument, the choice of the Tourism Board of Argentina, which focuses on the exclusive Swiss event to present in Europe's the country's most refined luxury offer: an important sign that, together with some collaborations of absolute prestige Meeting Luxury can claim (including the one with the extremely elegant Villa d'Este in Cernobbio), confirm the leadership position that the event has grown into the luxury travel global industry.

Exhibitors who will take part in Meeting Luxury, among which are worth to be reported the luxurious Grand Hotel Bahia del Duque in Tenerife, the refined Brenner Park's in Baden Baden and the prestigious Forte Village Resort in Santa Margherita di Pula, will meet as every year during B2B appointments aimed at generating concrete business opportunities, a highly qualified international selection of the best Personal Travel Arrangers, Luxury Tour Operators, Luxury Travel Agencies and Wedding Planners operating on a global scale.

Buyers who will be, also in 2011, the real strength of Meeting Luxury: with a very different geographical basin of origin, the international luxury travel professionals called to represent the demand for this unique and incredibly selective industry will come to Switzerland from all over the world, with a specific and careful focus operated by the Buyer Team of the event on the very interesting markets represented by Brazil and Australia. With over 220 exhibitors belonging only to the luxury tourism segment, more than 500 luxury buyers from all over the world and over 800 international trade visitors, Meeting Luxury has generated in just two years more than 30,000 meetings with representation of over 60 different countries.

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To get Press accreditation to attend the fair, please visit the website [www.meetingluxury.com](http://www.meetingluxury.com),  
Press Area - Press Registration sections.