

Meeting Luxury and its dreams are back

It is ready to start the new appointment with luxury tourism in the Exhibition Centre of Lugano, the best offer of the international luxury travel industry for three days of intense business. A complete programme has been prepared for the opening day, thursday March 31st, 2011.

Over 40,000 square meters of tropical gardens, accommodation facilities with over 60 golf courses, exotic Mediterranean Kinder Gartens in the heart of Sicily, F1 simulators on which to unleash adrenaline, fleets of luxurious and exclusive yacht ready to sail towards fabulous seas.

And again: all the wild charm of the wonderful Iguazu National Park, the mysteries of the natural Valley of the Moon, the charming and exuberant nature of the Pampas: just a few hours left to the opening of the 2011 edition of Meeting Luxury, at the Exhibition Centre of Lugano the March 31st and April 1st and 2nd, 2011, and steadily attention is growing for what it is promised to be a new appointment with the most exclusive dreams.

Meeting Luxury, now in its third edition, is increasingly considered as the key event to find out all the latest news and trends in the fascinating world of international luxury tourism.

And just all the news and trends of this charming and competitive sector will be discussed during the full program of events and conferences organized for the press, scheduled for thursday March 31st, which provides a very interesting debate on luxury, elegance and style in hospitality industry (2.00 p.m., Conference Room) with as preferred guestes the General Manager of Maison Moschino Mrs Barbara Ugolini, the Head of Sales of the Tschuggen Hotel Group Mrs Claudia Cattaneo and the President of Martinengo Global Marketing Communication Mr Massimo Martinengo.

To follow, on thursday March 31st, it will be the turn of the award ceremony for the Best Online Reputation Hotels (4.30 p.m.), those luxury properties whose general managers have been more able in managing online marketing as recognized through the analysis made thanks to the innovative technology Web2rism, developed by the University of Lugano and introduced by prof. Lorenzo Cantoni, dean of the of the Faculty of Communication Sciences.

A new appointment with luxury and exclusivity that is set up once again as the most appreciated by exhibitors and buyers of the international luxury travel industry: over 12.000 appointments already booked between exhibitors and buyers in the early days, a further sign that Meeting Luxury is an event that can generate real business for all the players involved.

"The appreciation raised by Meeting Luxury," has said Mr. Alessandro Strazzanti, president of Promax Communication (the company organizing the event), "is the result of years of dedication and hard work by all our staff. Meeting Luxury is yet another demonstration of the ability of Promax to face the challenges of the international tourism industry with the maximum efficiency".

For more information
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