

Dear colleague,

I am Marco Pion, director of the organizing committee of the Swiss International Holiday Exhibition ([www.iviaggiatori.org](http://www.iviaggiatori.org)) in Lugano, one of the most important international events of the tourism and vacation industry in Europe.

I am writing to invite you to consider attending our events, which will be held in southern Switzerland, in Lugano, on the shores of the lake of the same name, at the Exhibition Center in Via Campo Marzio.

The two editions of the Swiss Holiday Exhibition represent the most relevant industry events in Switzerland, with the constant aim of presenting, highlighting and introducing all the different facets of tourism to the general public.

- **Spring Edition– PrimExpo** – [www.fieraprimexpo.ch](http://www.fieraprimexpo.ch)

#### **The Holiday & Leisure Exhibition - Lugano - March 22/24, 2024**

The spring version, aimed entirely at the end consumer (B2C), is presented at the time of year when Swiss tourists plan their long weekends and summer vacations. A unique opportunity to convert their offer directly at the fair.

- **Fall Edition–iViaggiatori** – [www.iviaggiatori.org](http://www.iviaggiatori.org)

#### **The Swiss International Holiday Exhibition-Lugano – November 1/3, 2024**

This represents the most important industry event in Switzerland. From this year, with the addition of a B2B nuance, there is the possibility of meeting international buyers directly at the fair, in addition to the presence of thousands of Swiss visitors.

My team and I would really welcome professionals like you within our events, as well as showcases of the world of tourism on Swiss soil.

#### ***Here is some information on our event:***

For 20 years, the Swiss International Holiday Exhibition has been the main gateway to the Swiss vacation market. As of today, the Salon doubles into two seasonal editions, spring and fall, to meet the high demand of our audience.

**OUR MISSION** – We believe that no one can engage and attract tourists better than those who do it in their own area, to which they devote passion and commitment. That is why for over 25 years we have been committed to concretely stimulating the growth of the international tourism industry with our events, both B2B and B2C. Our mission is to give visibility and voice to all the realities of the travel industry, constantly expanding and reinventing the event to offer them the best possible business showcase

## **WHY ATTEND**

- Reaching a select audience: each year our fairs attract thousands of visitors who are passionate about travel and vacations, motivated to book the most attractive offers directly at the fair.
- Display and promotion: all our exhibition spaces are fully furnished and pre-furnished, perfect for presenting your services and offerings in a professional and engaging environment.
- Networking and trade opportunities: our fair brings together hundreds of tour operators, industry experts and travel enthusiasts from not only Italian-speaking Switzerland but also from the entire Italian border region (a catchment area of more than 2 million tourists).
- Media visibility: The Swiss International Holiday Exhibition benefits from extensive publicity and media coverage, with the participation of leading journalists and influencers in the tourism industry.

We have already received many applications for both editions of the show, which will involve both private companies and international tourism organizations. I am sure that your participation will prove to be a success, for this reason I do not want you to miss the opportunity to grow your business within one of the most profitable markets in the world.

Therefore, I have reserved a privileged exhibition space for you, but availability is really limited, so please reserve your exhibition space as soon as possible. It will be a pleasure to welcome you to the Swiss International Holiday Exhibition in Lugano and to see you, as an exhibitor, participate in a fruitful experience in Switzerland, in one of the best markets for commercial and industry tourism.

My staff is at your disposal for any further information and available to explain the special and exclusive offer I have reserved for you.

For more information on costs, booth layout and registration, please contact our organizing team directly via email or phone +41 91 611 80 70-[info@swissholidayexhibition.com](mailto:info@swissholidayexhibition.com) or via the two events' online contact form.

PrimExpo - [www.fieraprimexpo.ch/request-information](http://www.fieraprimexpo.ch/request-information)

iViaggiatori - [www.ivaggiatori.org/request-information](http://www.ivaggiatori.org/request-information)

Marco Pion

Manager of the Swiss International Holiday Exhibition  
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