

MEDIA INFORMATION



TTW Montreux 2010 – the countdown commences!

The countdown has started! The annual TTW – official trade show of the Swiss travel industry – will take place in the Lake Geneva resort of Montreux for the 35th time on 3 and 4 November 2010. This year's event has undergone modernization and major re-organization, to reflect the changing structure within the travel industry. Preparations are well under way for the two-day trade show, and exhibitors and visitors alike are assured an attractive multi-faceted event.

Zurich/Montreux, 31 August 2010 – Switzerland's annual official travel trade show is just two months away. On 3 and 4 November thousands of representatives of the Swiss and global travel industry will meet up on the shores of Lake Geneva for the 35th TTW. Says Managing Director Urs Jäckli: «Preparations are well underway and we are on target. By the end of August 80% of exhibition space had already been booked.»

This year's TTW has undergone extensive re-organization, and now comprises four theme worlds – Travel Companies World, Aviation & Transportation World, Career & Education World, and Destination World (including a Media Center extending over 300 square metres). In addition, visitors will be offered an attractive and varied congress programme. The new-look TTW reflects fast-moving changes within the travel sector. It embraces the transformation from trade show to content congress, with integrated opportunity for service providers to showcase their products in the market place. It will be possible to rent lounges, meeting rooms, workshop rooms, a cinema and other top quality premises, independent of the exhibition area.

Region Paris Ile-de-France is guest destination

The transformed TTW 2010 is attracting intense interest from within Switzerland and abroad. In addition to many long-standing regular participants, this year's event will also feature a number of prominent first-time exhibitors. These include Tourism Australia and Virgin Atlantic, as well as (from Switzerland) FTI Touristik, Globetrotter, GTI Travel, the TTS Group and Webtravel Hauger. This year's guest destination is the «Region Paris Ile de France», since many years one of the most popular foreign destinations on the Swiss travel market. Last year Swiss visitors booked 826,000 overnights in the French capital.

More visitors expected

TTW is ready for re-launch. As the dates draw closer, marketing and sales campaigns are being stepped up to highlight the importance of Switzerland as a quality travel market. Managing Director Urs Jäckli is confident that last year's total of 5882 trade visitors will be exceeded.

Networking will remain a key feature of the two-day trade event. For the up-and-coming generation in the Swiss travel sector, a wide range of training and educational attractions will again be on offer. Parallel events, too, are still an essential part of the programme – among them the General Assembly of the Swiss Federation of Travel Agents, presentation of the annual TRAVEL STAR awards by Switzerland's leading travel trade magazine TRAVEL INSIDE, and the ever-popular TTW Club Night.

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TTW is the most important travel industry platform in Switzerland. The 35th edition of the trade show will take place on 3 and 4 November 2010 at the Montreux Music & Convention Centre (2m2c). The four TTW theme worlds are Travel Companies World (tour, cruise and coach operators), Aviation & Transportation World (airlines/alliances, general sales agents, ticket brokers, airports, airport services, railways, car rental companies, GDS/IT), Destination World (tourism authorities, travel destinations, hotels as well as the Media Center), and Career & Education World (travel and tourism schools, employment agencies, language schools).

Further information:

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