



MEDIA INFORMATION

Positive outlook and high visitor quality at TTW 2008

The attention of the Swiss travel trade was again focussed on the Lake Geneva resort of Montreux on 30 and 31 October 2008, as thousands of industry representatives assembled for the 33rd annual TRAVEL TRADE WORKSHOP (TTW) Montreux. This year's event extended over a surface area of some 4700 square metres, attracting exhibitors from more than 50 countries. The numbers of exhibitors and visitors were slightly down on the previous year. But the overall ambience was one of optimism – and exhibitors cited the high quality of visitors. The programme of educational and training workshops was well attended by the Swiss travel trade. The Business Travel Workshop (BTW) registered a record attendance.

Zurich/Montreux, 31 October 2008 – TTW Montreux has again confirmed its role and reputation as the top training platform for the Swiss travel industry. Exhibitors from more than 50 countries presented visitors with a vast and varied range of products, services and travel trends in the various specialized sectors. Exhibitors praised the high quality of visitors and cited the many specific questions and important issues raised during the two-day fair. Despite the current global economic situation, the general view at TTW was that the outlook for the 2009 travel year remained relatively positive.

The 2008 TTW Montreux again attracted thousands of visitors, notably on the Thursday. Managing Director Ralph Nikolaïski commented: «The ambience at this year's event was excellent, and this view was supported by many exhibitors and visitors alike. Some exhibitors this year committed considerable investment to new and innovative stand concepts – reflecting the international importance of the TTW while also setting a positive signal for the future of the event.»

TTW Guest Speaker and Business Travel Workshop attract record attendances

A major attraction this year was the appearance on Thursday of Guest Speaker Henri Giscard d'Estaing, CEO of Club Med. Due to the unexpected wintry weather conditions, he had to travel from neighbouring France by TGV train rather than by air. But the audience was well rewarded with an interesting and informative address. Henri Giscard d'Estaing dealt with the future of the club holiday industry in general, and provided an insight into the strategies and new positioning of the Club Med brand. The highlight on Friday was the Business Travel Workshop (BTW) with its timely topic: «Shaking up the GDS Market – deregulation of Global Distribution Systems». This event was also attended by a record 200 visitors. The Education & Workshop programme attracted a very high turnout, with an average of some 25 to 30 visitors attending each of the 31 presentations. A major highlight were the education workshops delivered by travel industry lawyer Rolf Metz, whose presentation on «Travel Law and the Internet» was attended by totally 175 trade visitors. Also a success this year was the 15th annual one-day BusContact, which registered 800 appointments between visiting service providers and 36 coach operators. The Trainee Workshop for travel agency staff was attended by 274 trainees, confirming its increasing importance and popularity on the TTW programme over recent years.

Important: The 2009 Travel Trade Workshop will take place in Montreux on 5 and 6 November.

For further information:

TTW Management AG
Ralph Nikolaïski, Managing Director
Phone +41 (0)44 384 84 84
ralph.nikolaïski@ttw.ch / www.ttw.ch

Primus Communications GmbH
Vanessa Bay, Managing Director
Phone +41 (0)44 387 57 37 / Mobile +41 79 800 56 77
info@primuscommunications.ch / www.primuscommunications.ch