

MEDIA INFORMATION



Top Swiss tour operators declare TTW Montreux a «must»

Top tour operators in Switzerland have declared TTW Montreux – official trade fair of the country's travel industry – as a «must attend» event for all their branch offices nationwide. When the 34th TTW takes place on 4 and 5 November 2009, every branch of Kuoni, M-Travel Switzerland, TUI Suisse and TCS Travel will send at least one member of staff for one whole day to the event. All four tour operators are also cooperating closely with TTW Management and exhibitors in ensuring a comprehensive top quality programme in Montreux.

Zurich/Montreux, 24 March 2009 – «One industry – one fair.» That's the message from leading Swiss tour operators as early preparations get under way for this year's TRAVEL TRADE WORKSHOP (TTW), the country's top travel industry fair. The tour operators have joined forces to declare the fair a «must attend» event for all their branch offices throughout Switzerland. The distribution managers of Kuoni, M-Travel Switzerland, TUI Suisse and TCS Travel have called on each of their branch offices to send at least one staff member to TTW Montreux for one full day.

The 2009 TTW Montreux – the 34th – takes place in the Swiss lakeside resort on Wednesday and Thursday, 4 and 5 November. As confirmed by Rainer Schenkel of TUI Suisse, a leading proponent of the «must attend» initiative, the joint call by the country's top tour operators reflects their long-established commitment to Switzerland's official travel trade fair. Says Gianni Moccetti of Kuoni: «We consider it essential that staff from all branch offices participate actively in TTW Montreux every year. They can benefit so much from the experience exchange and know-how transfer that this important event has to offer.» Daniel Reinhart of M-Travel Switzerland adds: «For us TTW is the most important product information and training platform – an opportunity not to be missed. In turn, some of our staff may cut down on their attendance at smaller workshops during the year.»

Professional programme – coordinated quality

The tour operators are working closely with TTW Management to ensure that visitors to Montreux this year are offered a professional programme of the highest quality. Appointments and individual events area being coordinated, and the cooperation with exhibitors is also progressing extremely smoothly. Says TTW Managing Director Ralph Nikolaiski: «The initiative by the tour operators will prove of great value for the development and international reputation of TTW. And it will further enhance the quality of our fair.»

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