



MEDIA INFORMATION

TRAVEL TRADE WORKSHOP (TTW) to stay in Montreux

The TRAVEL TRADE WORKSHOP – official trade fair of the Swiss travel industry – will remain in Montreux from 2009 up to and including 2011.

Zurich, 8 January 2008 – TTW Management AG has announced that TTW Montreux, Switzerland's most important travel industry fair for professionals, will continue to be held at the same venue for at least a three-year period from 2009. The decision follows detailed consideration of the fair's future location, after the expiry in 2008 of the current contract with the Lake Geneva resort.

Montreux – which has been hosting the TTW annually since its launching in 1976 – has successfully re-applied to stage the trade event from 2009, after facing initial competition from Basel, Bern, Fribourg, Geneva, Lausanne, Lucerne and Zurich. The final shortlist comprised Bern, Geneva and Montreux. The contract with the Montreux Music & Convention Centre will therefore be renewed for a further three-year period, terminating in 2011.

Said TTW Management Chairman Kurt Wipraechtger: «Competition was strong and the decision was not an easy one. Key factors included geographic location, the availability of dates, the prices and easy accessibility of hotels, hall rental rates and the close proximity between the event venue, town centres and hotels. Another important deciding factor was our excellent and close cooperation with all the parties involved in Montreux over the past 32 years.»

The announcement has been welcomed by the Director of Montreux-Vevey Tourism, Harry John, who said the decision represented «a massive vote of confidence in Montreux, its service providers and high standards of quality.»

The 33rd TTW Montreux will take place on 30 and 31 October 2008.

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