



## **MEDIA INFORMATION**

### **TTW Montreux appoints Advisory Board**

**TTW Management – organizers of the annual TRAVEL TRADE WORKSHOP (TTW) Montreux, official trade fair of the Swiss travel industry – has announced the appointment of an Advisory Board. The new body will advise on the future direction of the TTW, the organization of parallel events and also on promotional activities.**

**Zurich, 2 October 2008** – The newly-created Advisory Board comprises leading representatives of the travel industry in Switzerland. It will provide support and assistance to TTW Managing Director Ralph Nikolaiski on the future direction and development of the TRAVEL TRADE WORKSHOP, its preparation and promotion, and the increasingly expanding parallel programme. Members of the Advisory Board will also act as TTW ambassadors vis-à-vis the general public in Switzerland.

The Advisory Board held its founding meeting on 17 September 2008, and will convene again in December. It is headed by Kurt Wipraechtger, chairman of TTW Management. Other members are Magi Castelltort, Director Switzerland of the Spanish National Tourist Office (representing the Corps Touristique); Ernst Kaufmann, Sales Manager Switzerland of United Airlines, and President of the Board of Airline Representatives (BAR); Walter Kunz, Executive Director of the Swiss Federation of Travel Agencies (SFTA); Beat Obrist, General Manager Travel Trade Service Group (TTS); Christine Reichhardt, Head of Retailer Sales TUI Suisse; Daniel Reinhart, Head of Retail, M-Travel Switzerland; Carlos Sardinha, Director Europcar Switzerland; and Rudolf Schumacher, Vice President Sales & Marketing Swiss International Air Lines. Kuoni Travel is already represented on the TTW Board of Management by Gianni Moccetti (Head of Retail, Switzerland), and therefore does not have a seat on the Advisory Board.

**The TTW (TRAVEL TRADE WORKSHOP)** is the official trade fair of the Swiss travel industry. Every year, the event attracts some 450 exhibitors from more than 50 countries. It also serves as an important educational and training platform for Switzerland's domestic travel industry. The next TTW Montreux (the 33rd) will be held on Thursday and Friday, 30 & 31 October 2008. On Wednesday, 29 October, TTW Montreux will again be preceded by two major trade events – the Travel Star Awards Night, and the TTW BusContact (the annual workshop for service providers and coach operators in Switzerland and neighbouring countries).

#### **Further Information:**

Ralph Nikolaiski  
TTW Management  
Telephone +41 (0)44 384 84 84  
[ralph.nikolaiski@ttw.ch](mailto:ralph.nikolaiski@ttw.ch)  
[www.ttw.ch](http://www.ttw.ch)

Eliane Gräser  
Primus Communications, Zurich  
Telephone +41 (0)44 387 57 37  
[info@primuscommunications.ch](mailto:info@primuscommunications.ch)  
[www.primuscommunications.ch](http://www.primuscommunications.ch)