



The Global Online Travel Exhibition



Creativity  
and Innovation  
European Year 2009



We bring exhibitions to you!

Press Release  
May 2009

## EXPOTOURISM FOR CREATIVITY AND INNOVATION

EXPOTOURISM AWARDED IN THE CONTEXT OF THE EUROPEAN YEAR 2009  
FOR CREATIVITY AND INNOVATION

[www.create2009-italia.it](http://www.create2009-italia.it) - [www.create2009.europa.eu](http://www.create2009.europa.eu)

**Expotourism**, the first completely online trade fair for the tourism industry, **has received the recognition for creativity and innovation of the European Year 2009.**

The European Year of Creativity and Innovation (EYCI) aims to promote creative and innovative approaches in various fields of human activity and helps to equip the EU for the challenges that are ahead in the knowledge society and information shaping the future of Europe in a context of global competitiveness. In addition to the fields of education, training, research and culture, the project involves the policies of national and regional business.

*"We are honoured to receive this recognition - comments Mattias Cellini, Managing Director of Expotourism - because it confirms the great potential of Expotourism, a very recent initiative, and at the same time it focuses the on tourism industry where innovation is extremely important for the "survival" of the sector. The travel and Tourism industry, more than other sectors, will need to adapt quickly to the changes imposed by new technologies. Expotourism, moves in this direction and is a step forward towards a successful methodology in a long term vision.*

Expotourism is an integrated and modern infrastructure to get the results expected from traditional fairs, which will be complemented by a precise but flexible tool for keeping in touch with its stakeholders with a significant saving of:

- **Time:** the exhibition is active 24 hours a day every day (24/7/365) enabling the user to choose when and how often to visit, without limitations, time constrain and overlapping. It also significantly reduces the time taken to fix and restore contacts' business cards on computers after a fair;
- **Money:** cost reduction, not just stand costs, but also brochure printing and transportation and other materials, food, accommodation and so on usually needed to attend an international fair.
- **Energy:** less waste, pollution and energy spending, allowing people to travel for an experience, and not for a need. A new approach and a big help for the environment!

These are the main reasons that allow Expotourism to be awarded in the European Year for Creativity and Innovation 2009 and to be included in the portal [www.create2009-italia.it](http://www.create2009-italia.it)

### PRESS INFORMATION

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