



The Global Online Travel Exhibition



We bring exhibitions to you!

PRESS RELEASE
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EXPOTOURISM: THE TOURISM SHOW IS ON THE WEB!

A NEW WEB SITE
DEDICATED TO ALL TRAVELLERS AND TRADE OPERATORS
MANY TOOLS AND FUNCTIONS
TO GET IN TOUCH AND DO BUSINESS IN THE TOURISM & TRAVEL INDUSTRY

Expotourism: the first trade fair for the tourism industry to be completely online. A new way to communicate and do business, operating 24 hours a day, 365 days a year (24/7/365), to stay in touch with customers and suppliers, or to seek, quickly and easily, new information and contacts.

*"The Internet has changed the way we work, especially in the tourism industry, where products and services have a global relevance - **comments Mattias Cellini, International Marketing Manager** - Expotourism was conceived as a modern and integrated solution to achieve the results that we expected from traditional fairs, but with more precise results and a considerable saving of time, money and energy".*

Expotourism allows many benefits including:

- **DURATION AND UNLIMITED ACCESS** no schedule constrain, no overlapping meetings and delays due to distances between stands;
- **GLOBAL VISIBILITY:** both small companies and the major players of the tourism industry can meet and promote their products and services all over the world;
- **LOWER COSTS**, not only for the stands, but also for printing and transportation of brochures and other materials (less waste and pollution), food and accommodation expenses usually needed to attend an international exhibition ;
- **RETURN ON INVESTMENT** calculated in detail through many monitoring tools to measure the activities undertaken by visitors;
- **RAPID CATALOGING OF VIRTUAL BUSINESS CARDS**, with significant reduction of time taken to fix and restore contacts in computers, after traditional fairs;
- **FOCUS AND TARGET** targeted mailing campaigns carefully segmented are available;
- **CHAT and / or VOIP** for meetings and private conversations without the fear of being heard by co-exhibitors-competitors;
- **GLOBAL CONFERENCES** public meetings on specific issues and the opportunity to track the interest of participants;
- **MEDIA RELATIONS**, media relations management and press release updating;
- **PERSONALIZATION OF STAND** and creation in 3D GRAPHICS
- **VISIBILITY 'B2B and B2C**, consumers can also request to stay informed through the "Follow the Stand" tools which send alerts in case of special offers, last minute, new routes, new hotels etc.

Expotourism is the first exhibition dedicated to those who 1) want to forecast technological and market changes, 2) respect the environment, 3) do not like to waste useful resources 4) believe in the importance of innovating communication with the different markets and stakeholders.

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