



The Global Online Travel Exhibition



Press Release
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ExpoTourism and eCircle: ACES IN THE SLEAVE FOR YOUR COMMUNICATION

SIGNED PARTNERSHIP BETWEEN ECIRCLE AND EXPOTOURISM: TWO LEADING OPERATORS IN NEW WEB TECHNOLOGIES

Expotourism, the first completely online trade fair dedicated to the tourism industry and **eCircle**, the largest supplier of products and services for digital direct marketing in Europe, **have recently signed an agreement** that sees them working side by side to improve the communication in the tourism sector.

Founded in 1999 eCircle has always distinguished itself for its innovative and efficient digital marketing approach aimed at acquiring and retaining customers over time. Thanks to eC-messenger, eCircle's state-of-art software for the management and issuing of multichannel campaigns (email/SMS), Expotourism has at its disposal a dynamic and effective tool for communicating with its partners and customers in a safe and professional way.

"We are delighted of this partnership with Expotourism" – has commented Maurizio Alberti, Senior Sales Director eCircle. "This project represents a major innovation for tourism and confirms how this sector is among those most interested in using new web technologies and online promotion. Expotourism is the first online travel fair that marks the beginning of a new way of doing business in this market and that informs consumers about destinations and main operators' offerings, in a fast and immediate way, reducing costs and distances. "

"After a careful research we have identified in eCircle the ideal partner to globally launch Expotourism – has affirmed Mattias Cellini, Managing Director Expotourism. "We are particularly glad to work alongside with eCircle for its professionalism but also for the care it dedicates to specific needs of each client: an important aspect if we consider that the tourism industry, perhaps more than others, needs to develop a Customer Relationship Management approach".

Expotourism represents a modern and integrated solution to allow trade operators to easily get in contact and to inform final consumers. Thanks to its partnership with eCircle, Expotourism aims at offering a more efficient and innovative product, in Italy but especially abroad, as well as consolidating Expotourism as an innovative technological and fully-developed reality.

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About eCircle

eCircle is one of Europe's largest digital marketing companies, owing the most comprehensive permission marketing database for email campaigns and lead generation as well as a state-of-art technology solution for digital marketing. Since 1999 eCircle has stood for innovative and efficient online marketing for customer acquisition and retention. The company has more than 200 employees, with headquarters in Munich and additional offices in London, Paris and Milan.

ExpoTourism by GlobEx Fa.Ce Snc

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