



Top quality, wide variety, high intensity – that was TTW Montreux 2010

The 35th edition of TTW – official trade fair of the Swiss travel industry – was held in the lakeside resort of Montreux on 3 and 4 November. The high quality of the participating exhibitors again confirmed the key status of the TTW as the most important event on the Swiss travel trade calendar. Over the two days trade visitors from throughout the country experienced a very varied fair programme which set new standards of quality, diversity and intensity. Nevertheless this year's TTW saw a decline in the number of exhibitors compared with 2009, due to ongoing structural changes within the industry and also continuing consolidation in the travel trade sector. Although these developments had been taken into consideration in planning this year's TTW Montreux, the further staging of the event in its traditional form must now be called into question. It is the firm intention of the TTW Montreux management to embrace the positive spirit of the event in planning an innovative platform for the future.

Zurich/Montreux, 4 November 2010 – For everybody who is anybody in the Swiss travel industry, TTW Montreux is a «must». This was again very much in evidence at the 35th edition of the event, held on 3 and 4 November. The fair again attracted the presidents, board members, CEOs, marketing directors and other decision-makers from leading national and international travel and tourism enterprises. And the vast majority were of one opinion – that TTW Montreux 2010 succeeded in setting new standards of quality, diversity and intensity. A total of 262 exhibitors took part in the two-day event. Eighteen enterprises participated in the new «Apps» programme. And six companies took advantage of the newly-created sponsoring opportunities. This year's TTW programme also featured no fewer than eight congresses, 26 seminars, 44 workshops and nine press conferences. Some 280 Swiss travel industry apprentices took part in the trainee programme. Nearly 200 journalists covered TTW Montreux 2010.

Top travel industry managers took advantage of the excellent opportunities offered by TTW Montreux for networking, establishing new contacts and exchanging news and views on travel trade developments. Many confirmed the views of Jürgen Witte, Regional Managing Director Germany & Switzerland Travelport: «The density of interesting and worthwhile contacts and highlights within such a short space of time exceeded my expectations at this, my first TTW.»

A new professional platform for the future

The global economic crisis has had consequences for the international trade fair sector. These consequences are time-delayed because budgets are planned a year in advance. Says TTW Managing Director Urs Jäckli: «In times of crisis companies question everything – and that includes marketing methods. In addition the travel industry has been undergoing massive and fast-moving structural changes.

Consolidation and many mergers within the airline, hotel, tour operating and rent-a-car sectors, means that these companies have shrunk in number.»

Despite this negative trend, visitors to TTW increased this year by 1.6% to 5976 compared with 2009. Urs Jäckli attributes this increase to the attractive and compact congress programme.

TTW Management is aware that the situation in the trade fair sector in general – and the Swiss travel market in particular – are unlikely to see a reversal of current trends. Urs Jäckli: «There will be more mergers, resulting in even fewer companies and brands and therefore fewer potential fair visitors. Switzerland has seen the disappearance of many travel agencies over recent years. Marketing budgets have been cut.»

Faced with this situation, TTW Management has decided to develop an entirely new and innovative professional platform for the Swiss travel industry. This new platform will be created in close cooperation with major partners from the travel sector. Urs Jäckli: «This will be a revolutionary new project which takes into account the structural changes in the industry – even more so than we did in 2010.» Information concerning the new professional platform will be announced in due course.

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