



MEDIA INFORMATION

TRAVEL TRADE WORKSHOP MONTREUX – new fair dates

The TRAVEL TRADE WORKSHOP MONTREUX (TTW) – official trade fair of the Swiss travel industry – has announced new dates for the next three years of the event. The 2009 edition will now be held on Wednesday and Thursday 4/5 November, instead of Thursday and Friday 5/6 November as originally planned. The decision by the TTW Management follows a survey of exhibitors and visitors, consultation with the TTW Advisory Council and also an independent market study.

Zurich/Montreux, 5 January 2009 – The dates of TTW Montreux for the next three years has been changed, and the event has now been moved forward to earlier in the week. From 2009 to 2011 the official trade fair of the Swiss travel industry will therefore be held during the first week of November on the Wednesday and Thursday – instead of the Thursday and Friday as hitherto.

Following the 33rd annual TTW last year, the management of the Montreux fair conducted a survey of exhibitors and visitors and also consulted the TTW Advisory Council. In addition, a market research institute carried out an independent survey among the Swiss travel trade. The surveys showed that a majority of those questioned were in favour of the fair being moved forward to the Wednesday and Thursday. As a result, the TTW Management contract with the Montreux Music & Convention Centre has now been amended up to and including 2011.

The change of dates also concerns the annual presentation of the Travel Star awards. This is organized by the Swiss trade newspaper Travel Inside and is traditionally held in Montreux on the evening before the TTW. For the next three years the awards evening will now take place on the Tuesday – this year on 3 November.

The new TTW dates:

Wednesday & Thursday, 4 and 5 November 2009

Wednesday & Thursday, 3 and 4 November 2010

Wednesday & Thursday, 2 and 3 November 2011

Further information:

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