



20-21 FEBRUARY 2010  
 20-21 FEBRUARY 2010

WORKSHOP  
 OF THE ITALIAN  
 TOURIST SUPPLY

**Buyitaly celebrates its 25th anniversary with unvarying success. The sellers and buyers, who are the real protagonists of the two B2B days, are extremely satisfied with Buyitaly, which they have evaluated as the most important workshop in Italy and one of the biggest in the world.**

**2010 EDITION**

**2,200** selected **italian sellers**, including:

- TOURISM REAL ESTATE AGENCIES – TOUR OPERATORS AND TRAVEL AGENCIES WITH REGIONAL OFFER – HOTEL CHAINS – REGIONAL HOTEL CONSORTIUMS AND ASSOCIATIONS – LOCAL TRANSPORT ENTITIES: BOAT, RAIL AND ROAD – CAR AND BOAT RENTAL COMPANIES - SPAS - HOTELS – HOLIDAY VILLAGES- RESIDENCES - CONGRESS CENTRES – VILLAS AND APARTMENTS - B&B – AGRICULTURAL TOURISM COMPANIES – HISTORICAL CASTLES AND RESIDENCES

**540 buyers**

International Tour Operators from **55** countries

In particular, **73%** of the sellers interviewed expressed an extremely positive rating (“Excellent” / “Good”) of Buyitaly compared to other domestic and international events. An “important” working event if we consider that the sellers who had “from 16 to 20” contacts were ranked in first position with 26.5% of the total (in 2008 this category was in second place with 22.4%), followed by those who managed “from 11 to 15” contacts, being 22.1% of the total. The quality of Buyitaly is clearly demonstrated from the level of satisfaction expressed by the buyers in respect of the relevance of the offers they received: 77.5% of the interviewees stated that they were very satisfied: the “Excellent” category attained 19.7% of the total (in 2008 it was 13.8%) and the “Good” category stood at 57.8% of the total.

Overall, in comparing “Buyitaly” with other domestic and international fairs and workshops, how would you rate it?

**Compared to Italian fairs and workshops**



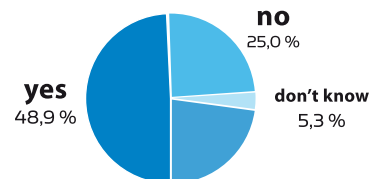
**Compared to fairs and workshops that are not Italian**



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

■ excellent/good ■ adequate ■ inadequate ■ don't know, no reply

Each year circa 48% of the sellers who participate in the workshop conclude contracts with buyers in the following 12 months.



did not participate 20,9 %

source COMITEL

in cooperation with

