



EUROPEAN ASSOCIATIONS'
WORKSHOP

fieramilano
19 FEBBRAIO

Buy Club International

in collaborazione con





19 FEBRUARY 2010 pavilion: 7

A full day's workshop dedicated to Association buyers

EDITION 2009

300 domestic and international **sellers**
153 buyers, of which: **78** Italian clubs and **75**
international clubs
from **18** countries

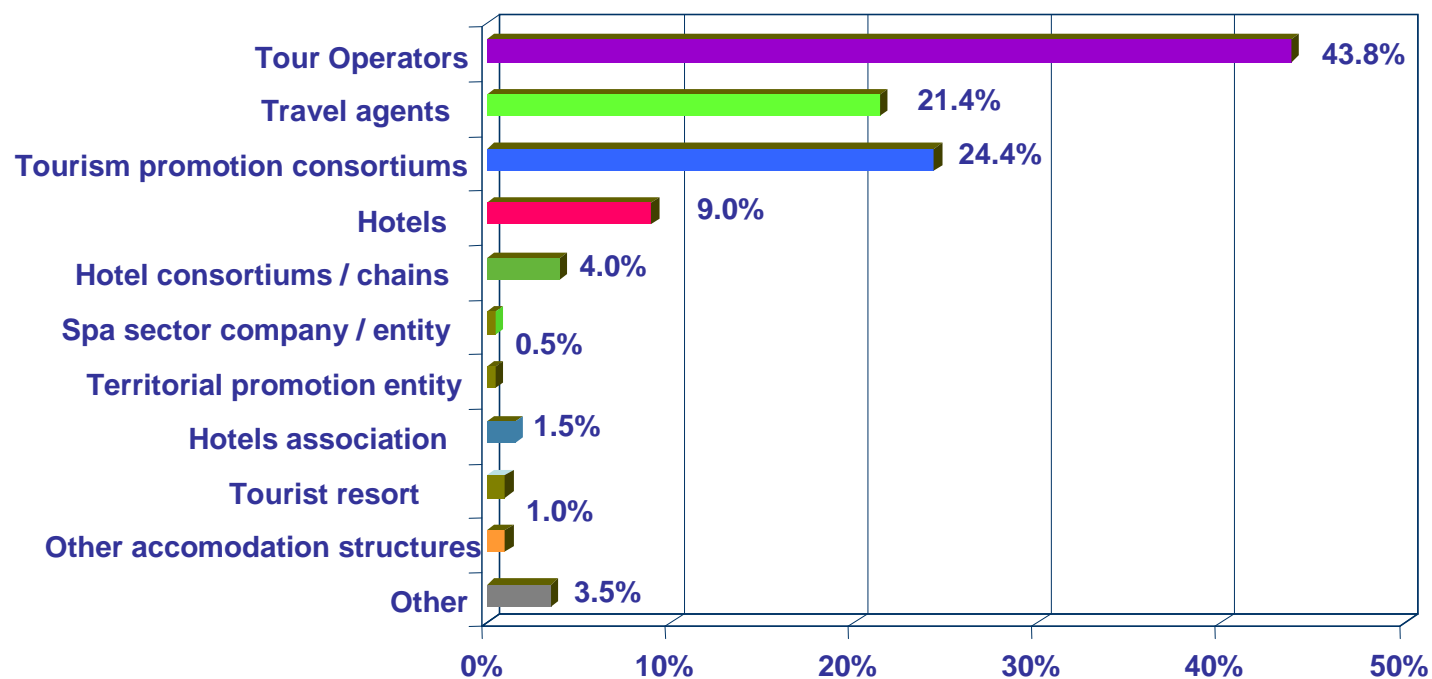


The players

THE FOLLOWING SELLERS WILL BE ADMITTED TO THE WORKSHOP:

- **Marketing consortiums**
- **Tour Operators**
- **Travel agents**
- **3-4-5 star hotels with structured products**

TYPES OF COMPANIES OF THE OPERATORS WE INTERVIEWED

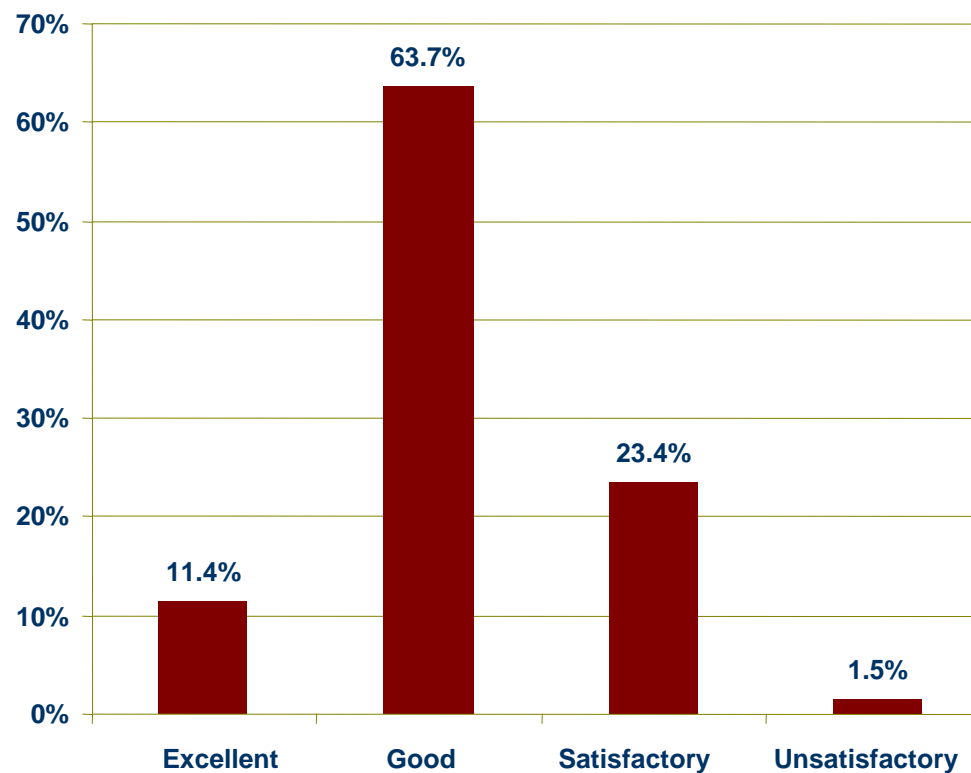




The sellers: what they say

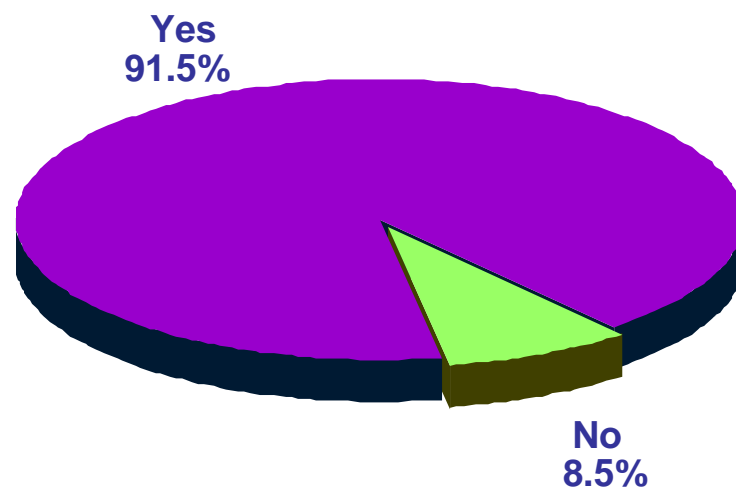
QUESTION A01: HOW DO YOU RATE THE EVENT?

93.5% of those interviewed expressed a positive opinion of the “Buy Club” event.

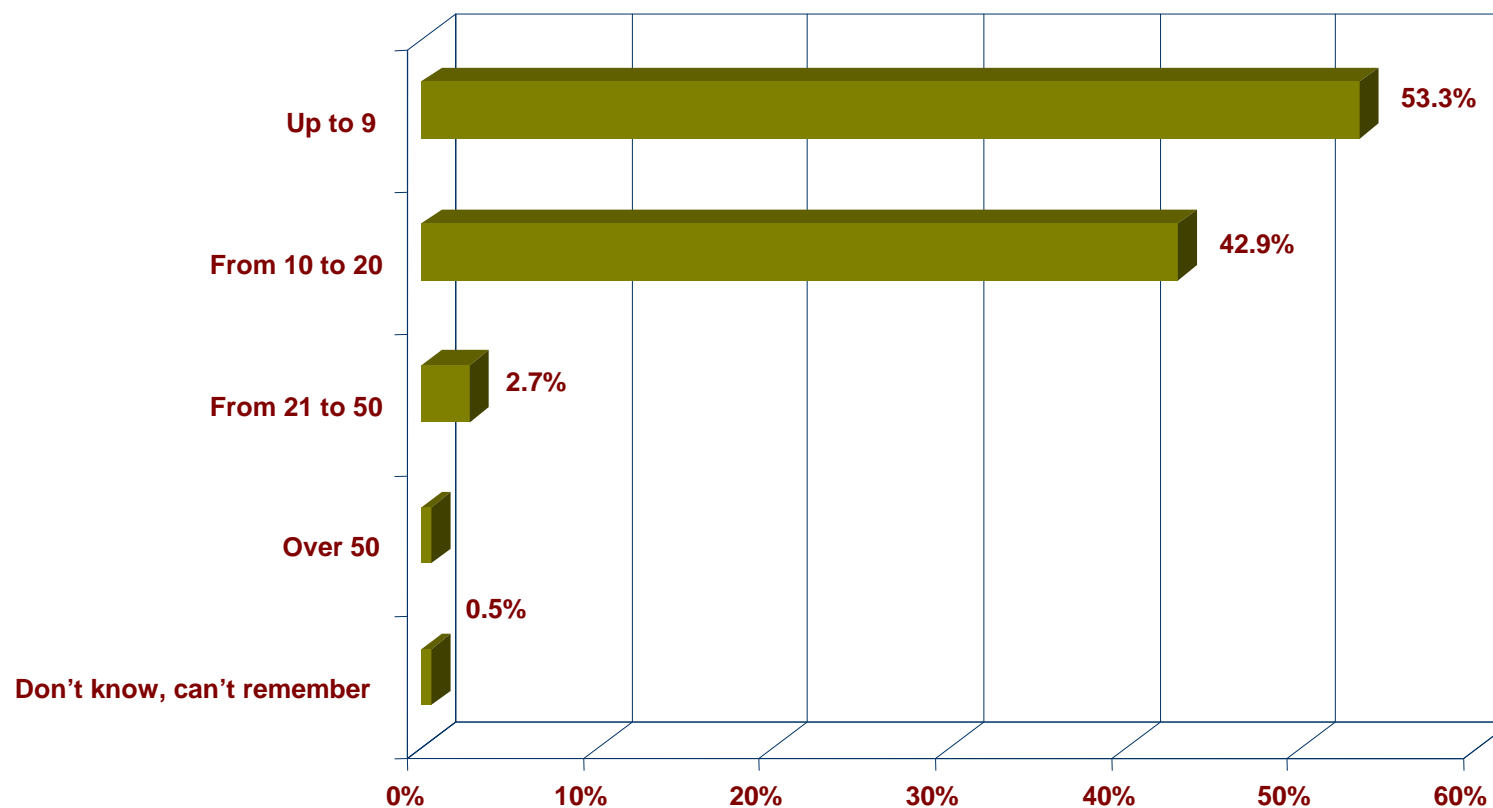


QUESTION A02: DID YOU MAKE ANY INTERESTING CONTACTS?

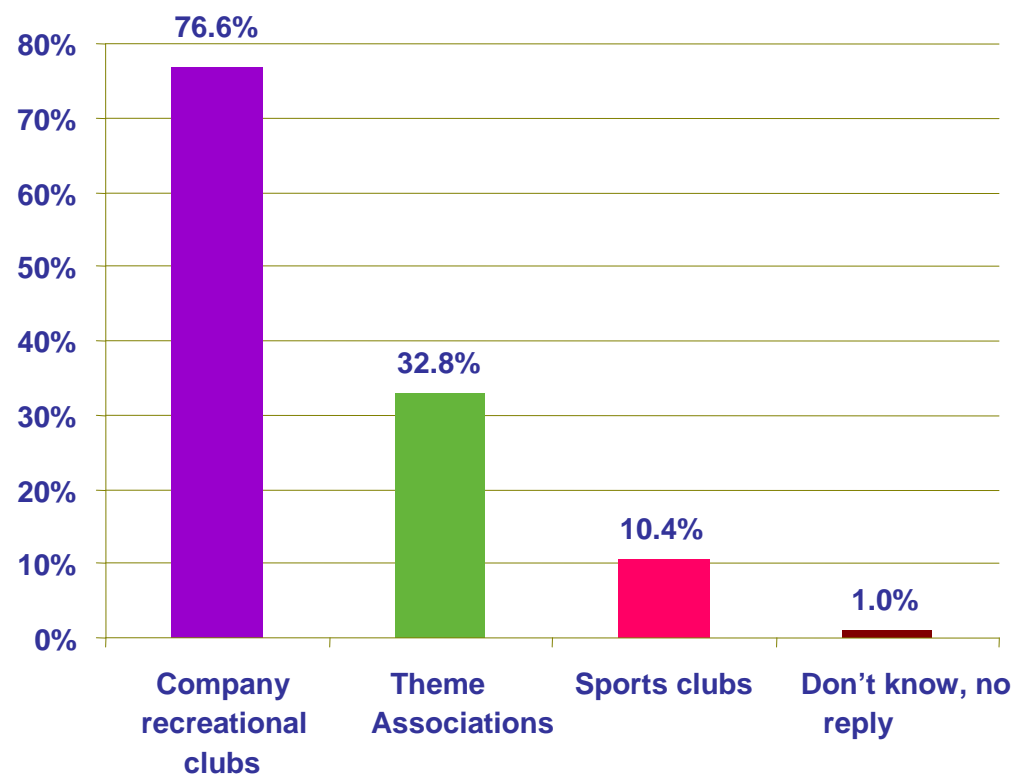
91.5% of those interviewed stated that they had made interesting contacts, therefore obtaining results consistent with the opinion of demand representatives



QUESTION A03: if "Yes", then how many?

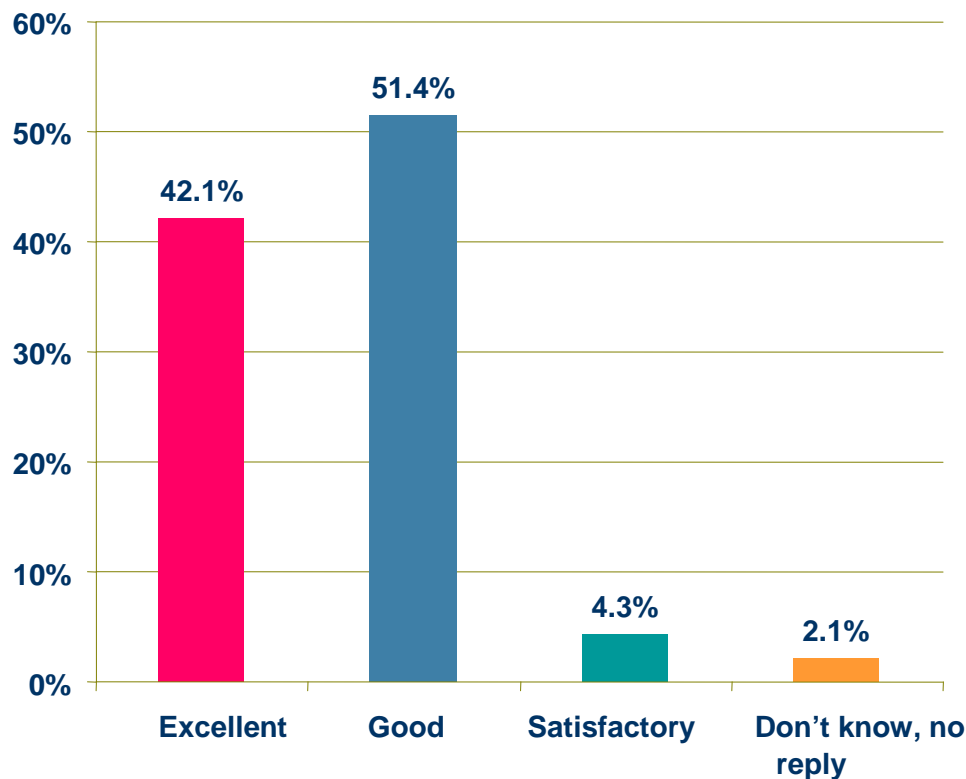


QUESTION A04 – Which categories were interested in your products the most ?



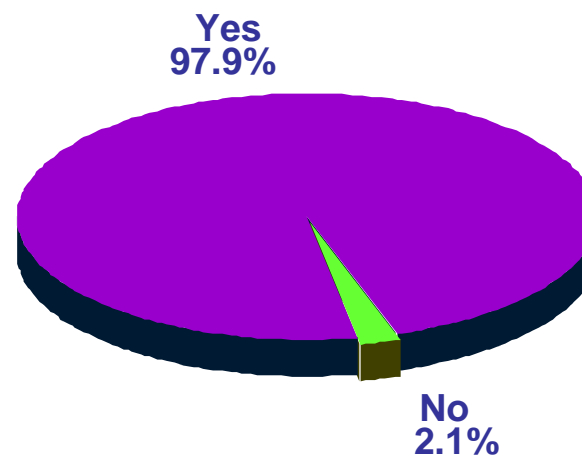
QUESTION B01 – HOW WOULD YOU RATE THE EVENT?

If we consider the percentages of those who rated the Buy Club as being “Excellent” or “Good” the total percentage is equal to 93.5%



QUESTION B02: DID YOU MAKE ANY INTERESTING CONTACTS?

Almost all the buyers of the Buy Club (97.9%) stated that they had received interesting proposals for planning their future trips.





The buyers: what they say

QUESTION B04 – AS A RESULT OF YOUR PARTICIPATION IN THE workshop, DO YOU THINK THAT YOU WILL DEVELOP/ INCREASE YOUR TOURISM PRODUCT RANGE?

97.1% of the operators we interviewed believe that they will be able to increase or develop their tourism product ranges thanks to the contacts they made during the workshop.

