

**2 days**

SATURDAY 20 and SUNDAY 21

time: **9.45 a.m. – 5 p.m.**

pavilion: 7

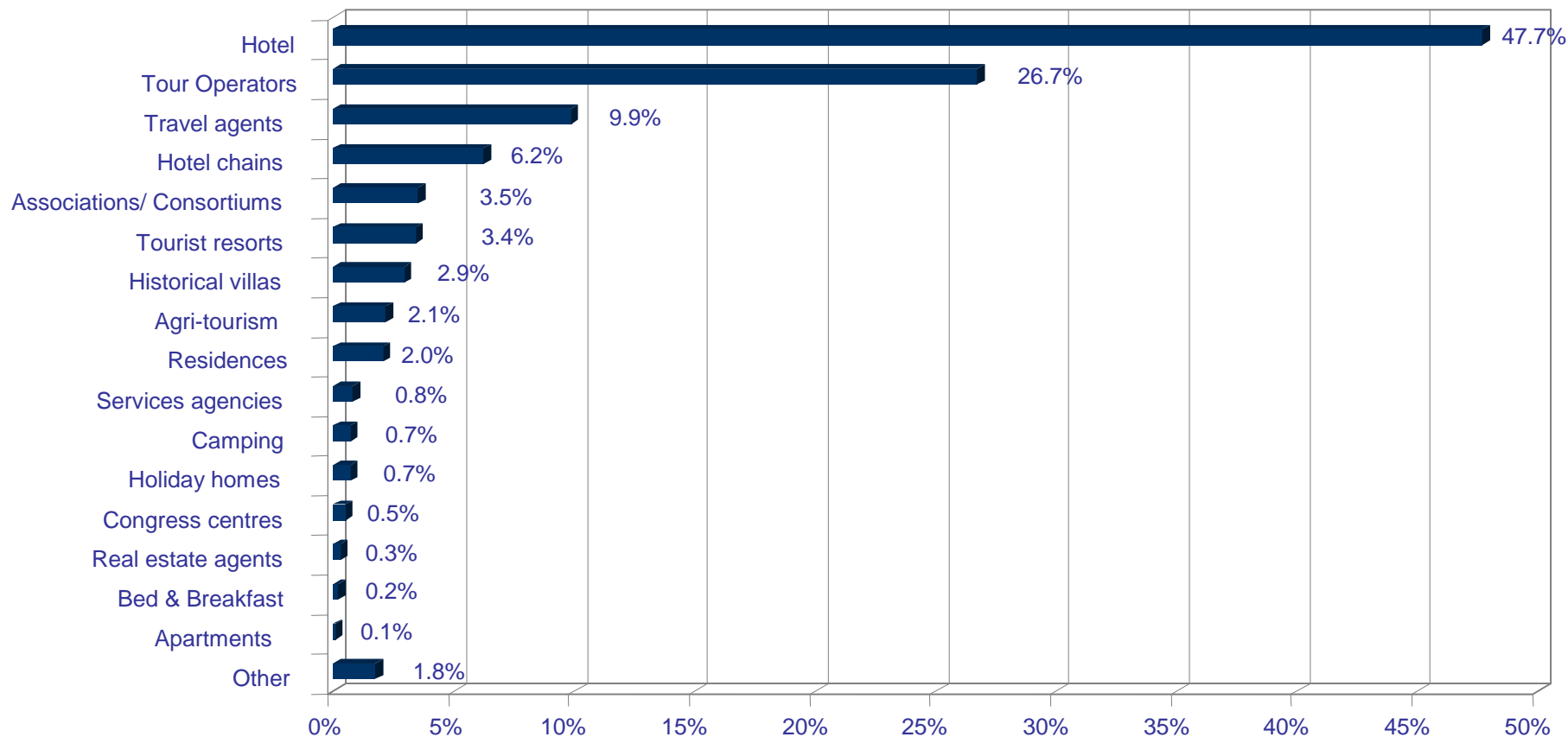
**SATURDAY 20**

- Tourism estate agents
- TOs and ADs with regional products
- Hotel chains
- Regional hotel associations and consortiums
- Regional transportation companies: navigation, railways, road
- Car and boat rental companies
- Spa resorts

**SUNDAY 21**

- Hotels
- Tourist resorts
- Residences
- Congress centres
- Villas and apartments
- B&B
- Agri-tourism companies
- Castles and historical dwellings

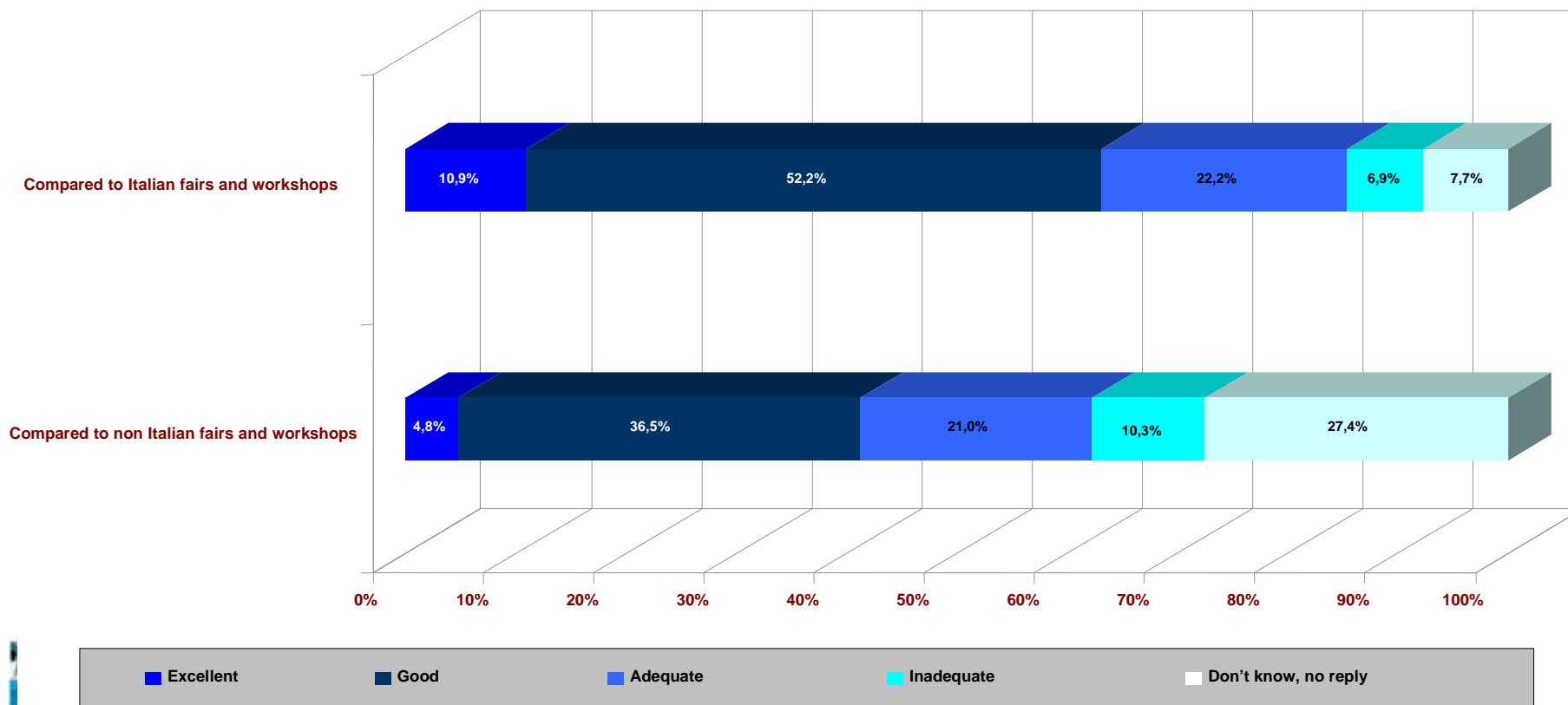
- **Hotels**.....<sup>NEW</sup>minimum 50 rooms <sup>NEW</sup>3/4/5 stars
- **Associations/consortiums**.....minimum 50 rooms 3/4/5 stars
- **Residences** .....minimum 50 accomodation units
- **Tourist resorts**.....minimum 50 u.a. or 4/5 stars
- **Corporate Associations**.....minimum 50 rooms
- **Associated B&Bs** .....minimum 50 rooms
- **TOs and ADVs**.....with regional products





# The sellers: what do they say

QUESTION A02: overall, how does "Buyitaly" compare with other fairs and domestic and international workshops



Fonte: Ricerca sulla Customer Satisfaction relativa a Buyitaly 2009 a cura di Comitel & Partners L L

in collaborazione con



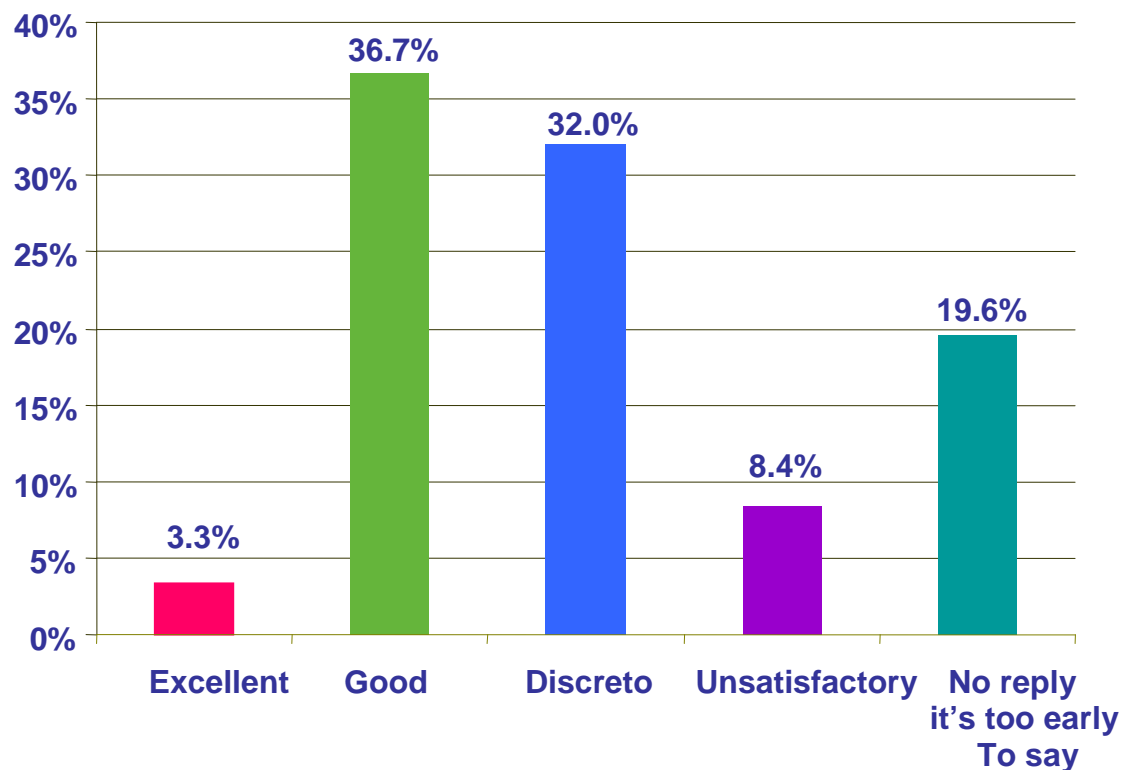


# The sellers: what do they say

QUESTION A04:

CAN YOU GIVE US YOUR OPINION CONCERNING THE QUALITY LEVEL OF THE CONTACTS YOU MADE AT "Buyitaly"?

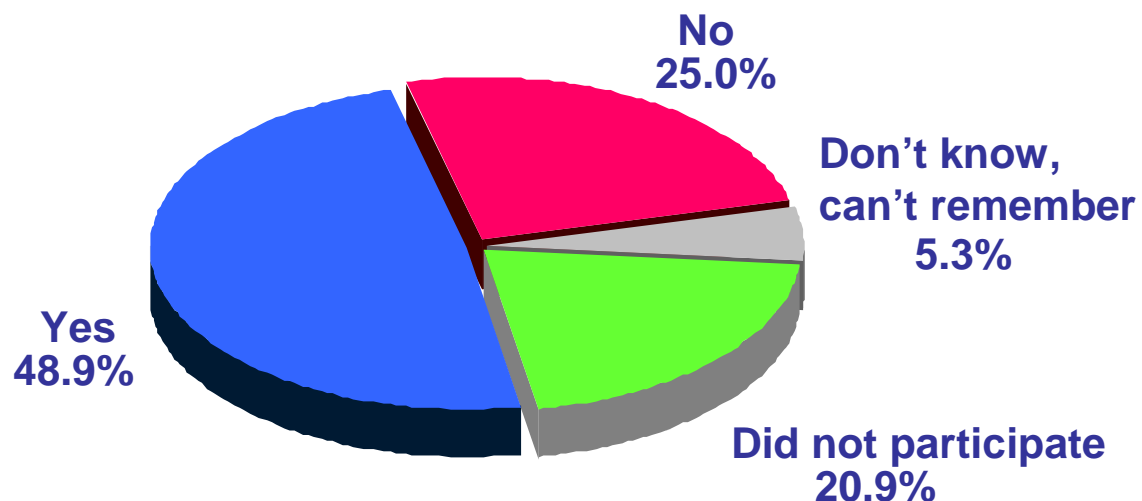
**40% of sellers had had a very positive opinion of the quality level of the contacts they made.**



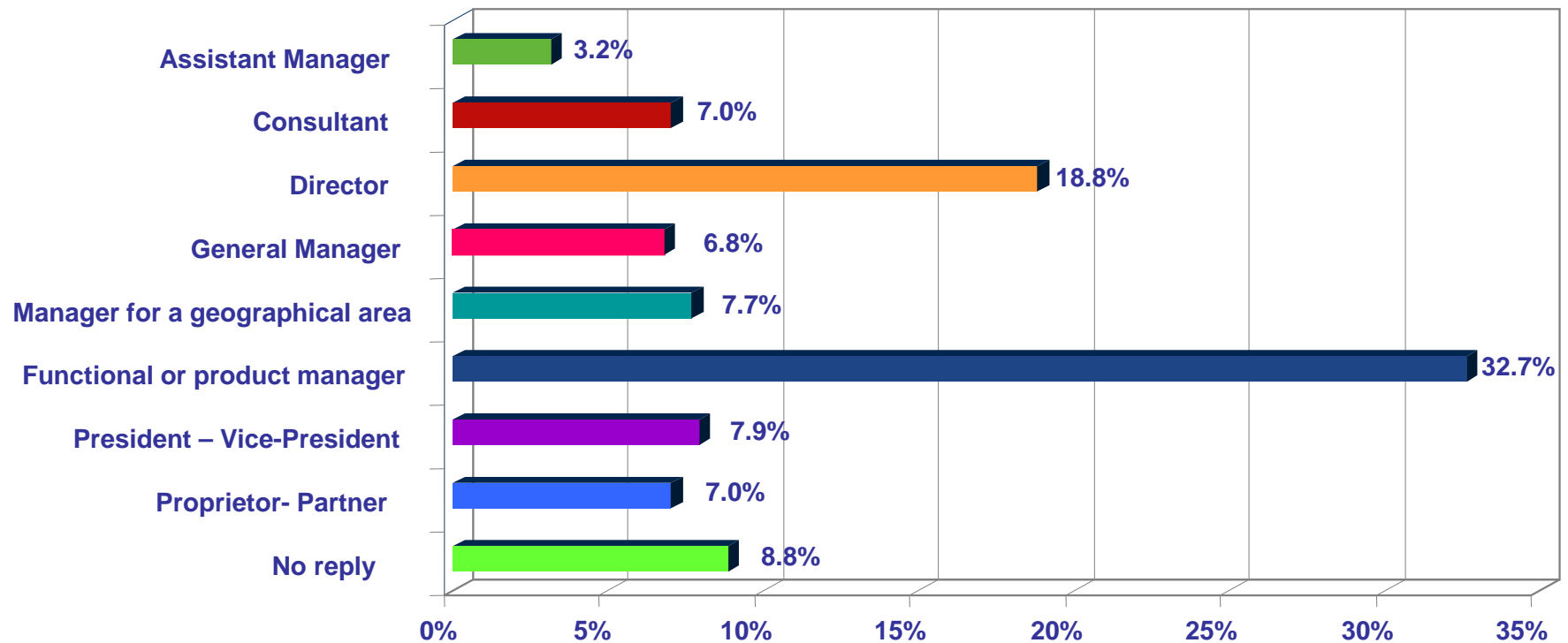
## QUESTION A05:

**DID THE CONTACTS YOU MADE IN THE PREVIOUS EDITION CREATE NEW WORK RELATIONSHIPS?**

Half of those interviewed (48.9%) stated that they had attained positive results through the previous edition (in 2008 the figure was: 46.5%).

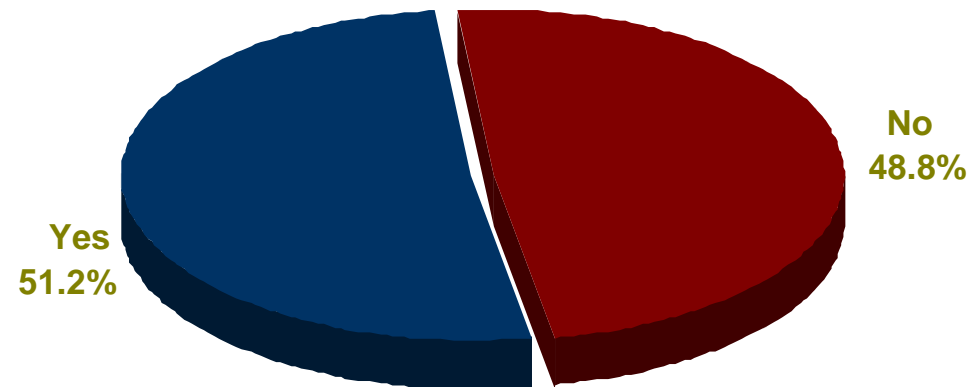


## CORPORATE ROLES OF THE OPERATORS WE INTERVIEWED



## QUESTION B02: EXCLUDING ITALY AND YOUR COUNTRY, DO YOU PARTICIPATE IN OVERSEAS WORKSHOPS?

Participation in other workshops overseas has increased in comparison to the previous edition (45.2% in 2008)

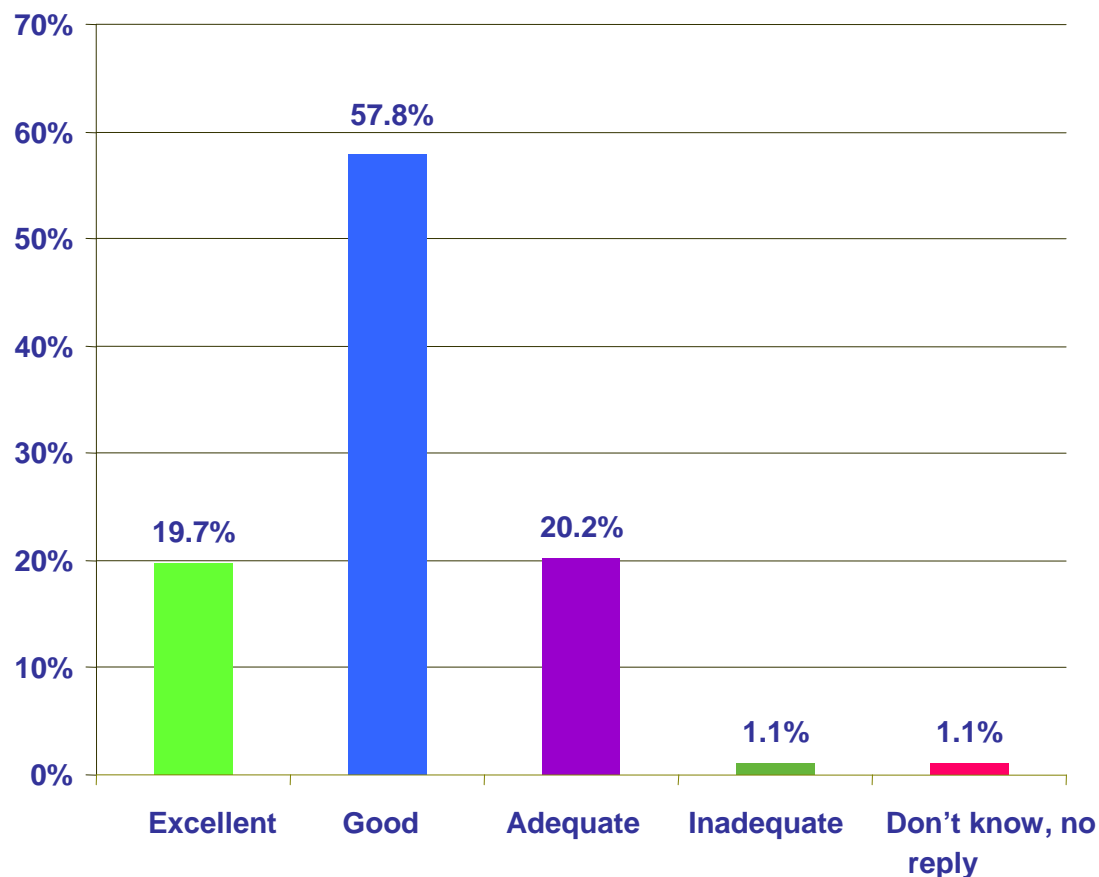




# The buyers: what they say

## QUESTION B08 – HOW DO YOU RATE THE QUALITY AND PROFESSIONALISM OF THE SELLERS WHO ATTENDED Buyitaly?

**77.5% of those interviewees stated that they were very satisfied (the figure for 2008 was: 65.4% ) with the quality level of Buyitaly and the validity of the proposals they received.**



## QUESTION B10

WERE THE PRODUCTS YOU SAW DURING THE WORKSHOP, IN LINE WITH YOUR NEEDS?

The majority of those interviewed (60.3%) stated that they were satisfied (in 2008 the figure was 59.7%).

