



Leisure, Mice & Incoming

NoFrills

Bergamo 23 - 24 September 2011

You manage the business, NoFrills the rest

NoFrills is among the most important **Business to Business** tourism events in Italy. It is a unique opportunity for professionals to meet, promote, deal business and get in touch with domestic and international demand of tourist products and services.

In 2011 10.503 professionals participated to NF 11th edition, recording an increase by 14% compared to 10th edition.

This is a remarkable increase with positive response among exhibitors and visitors.

NoFrills is a business-oriented workshop. During the years, it has been converting in an essential meeting point for market, where professionals can develop new relationships, launch new products and promote their companies' image.

Travel agencies coming from Northern Italy are more than 75%, from Lombardy, Piedmont, Valle d'Aosta, Liguria, Emilia Romagna and Veneto region; 3,472 travel agencies.

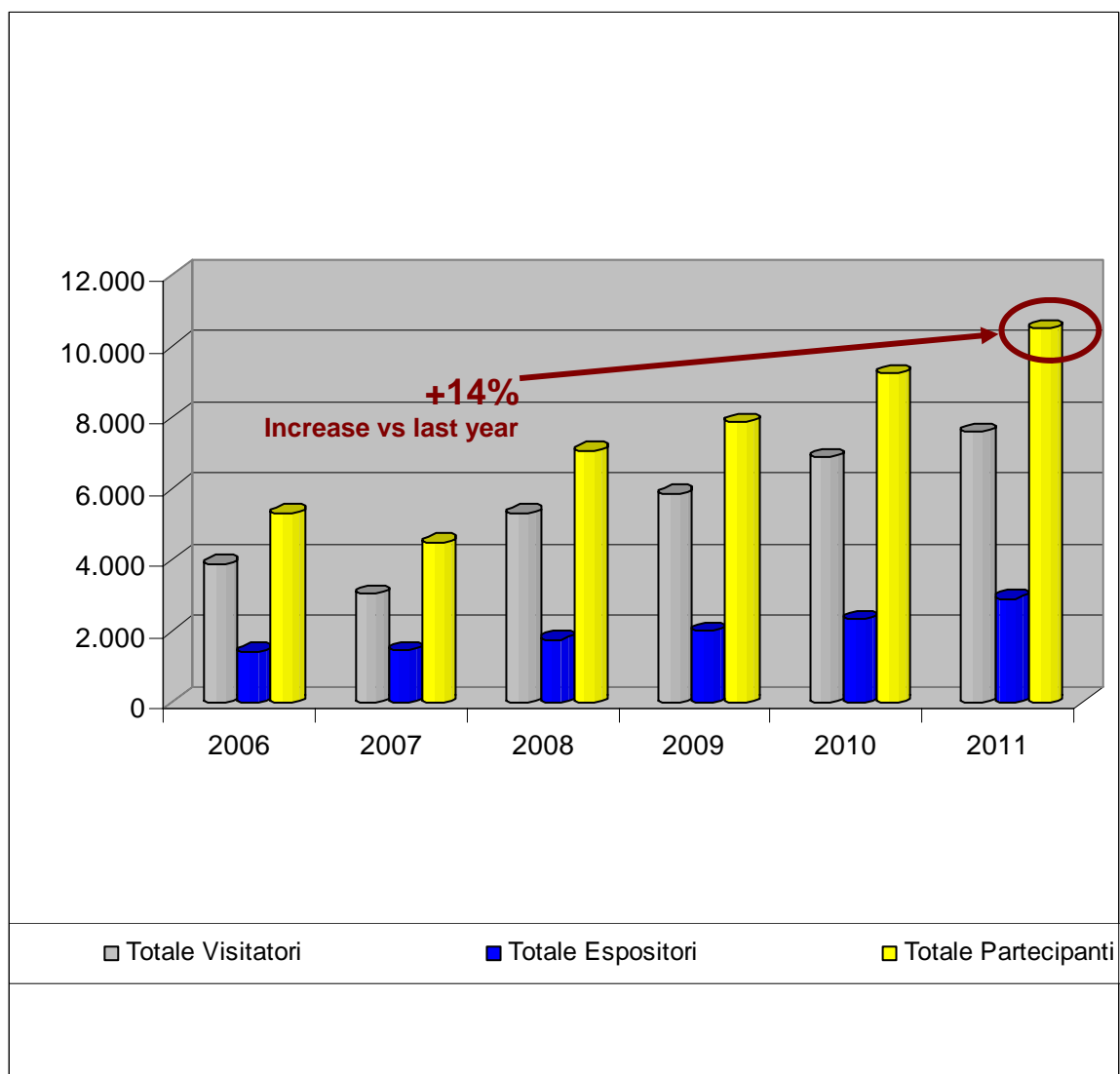
GIVI S.r.l.

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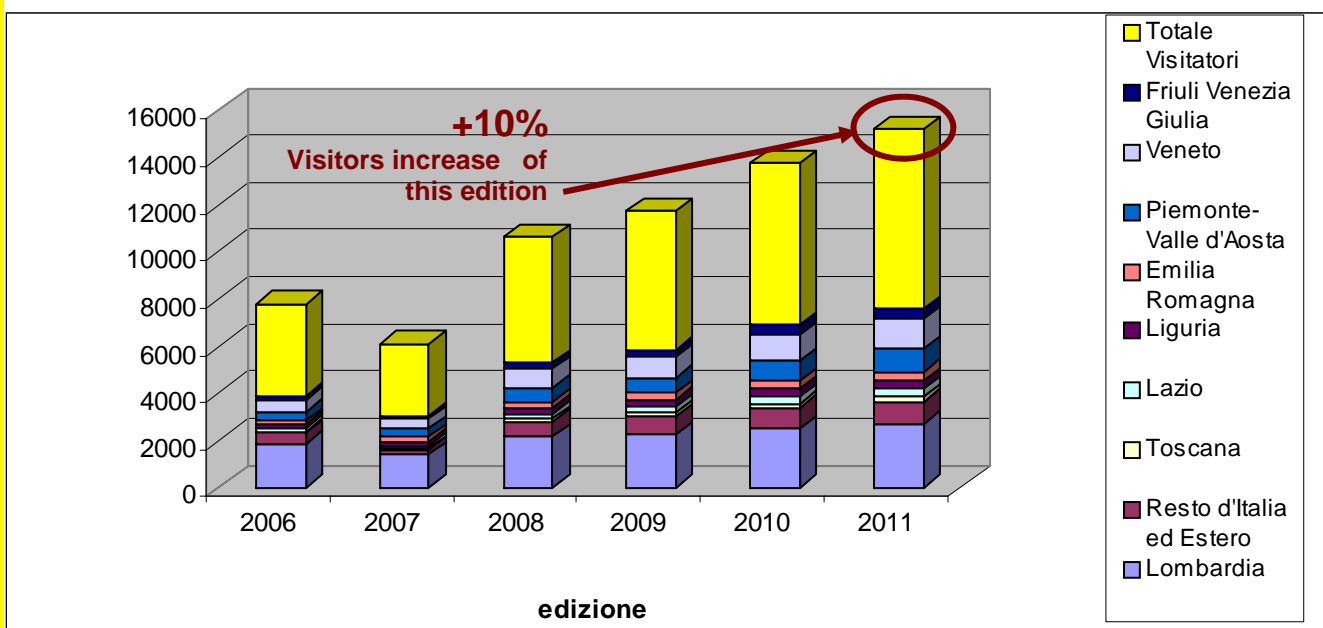
Leisure visitors trend of last 6 years

	2006	2007	2008	2009	2010	2011
Visitors	3.890	3.047	5.303	5.857	6.877	7.588
Exhibitors	1.421	1.444	1.765	2.004	2.341	2.915
Participants	5.311	4.491	7.068	7.861	9.218	10.503



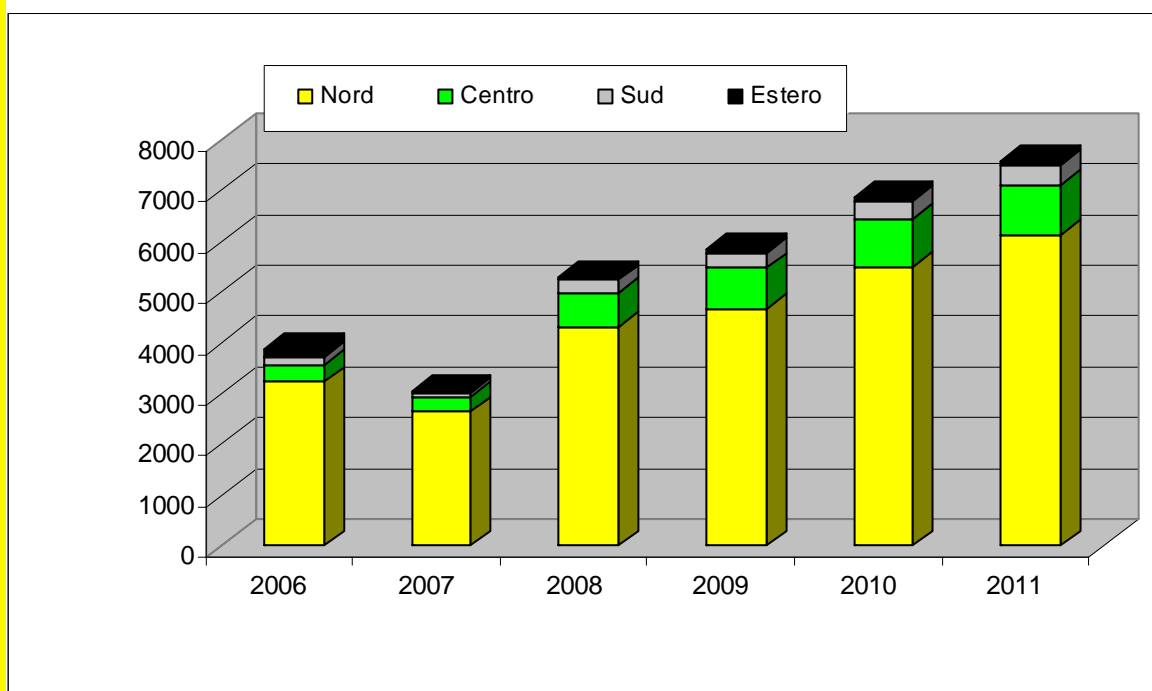
Travel Agents from Italian Regions of the last 6 years

	2006	2007	2008	2009	2010	2011
Lombardy	1876	1387	2154	2257	2487	2709
Rest of Italy and abroad	432	236	654	763	893	943
Tuscany	67	44	101	154	187	201
Lazio	156	121	234	265	302	324
Liguria	167	176	254	301	336	354
Emilia Romagna	132	185	254	287	321	369
Piedmont-Valle d'Aosta	387	342	567	621	873	1001
Veneto	497	423	798	887	1102	1255
Friuli Venezia Giulia	176	133	287	322	376	432
Total of Visitors	3890	3047	5303	5857	6877	7588



Travel Agents from Italy areas of the last 6 years

	2006	2007	2008	2009	2010	2011
North	3235	2646	4314	4675	5495	6120
Centre	321	283	662	801	936	997
South	169	94	262	305	357	377
Abroad	165	24	65	76	89	94
Total	3890	3047	5303	5857	6877	7588

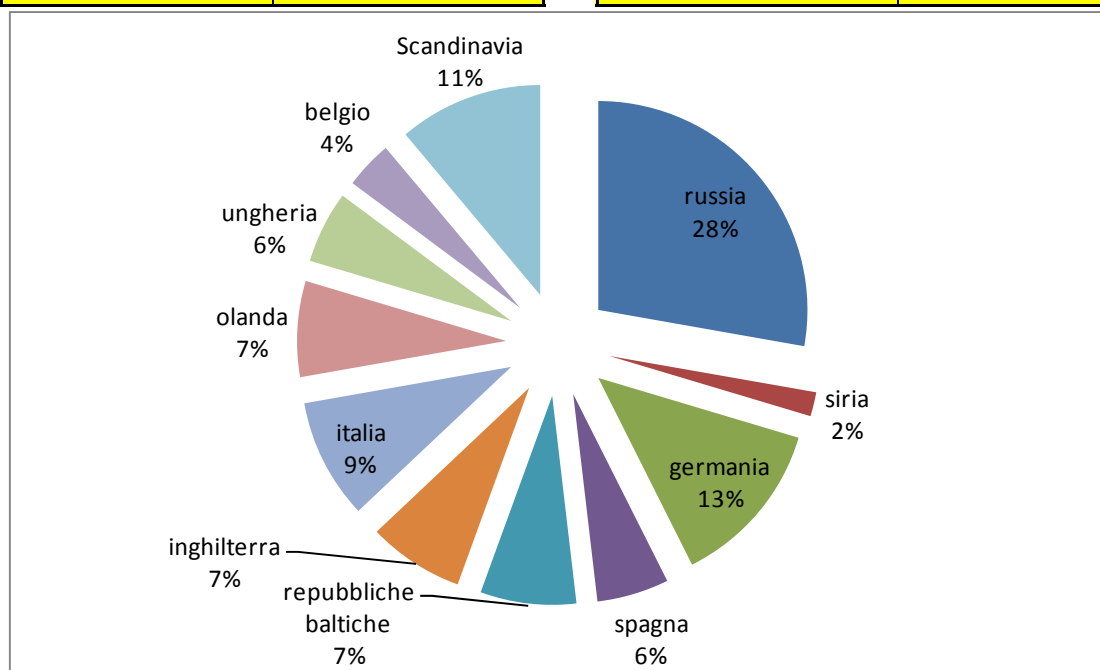


At NoFrills the Mice & Incoming area is clearly and intentionally contained in order to grant participants the best quality and the best results. Therefore no more than 100 Sellers and 70 selected Buyers participate in this event. This allows NoFrills to maintain a very high Buyers quality as well as a very good scheduling of Sellers' agenda.

Buyer Mice & incoming area

BUYER	
Russia	28%
Italy	9%
Scandinavia	11%
Baltic Republics	7%
Syria	2%

BUYER	
Hungary	6%
UK	7%
Germany	13%
Holland	7%
Spain	6%
Belgium	4%



Mice & Incoming area Seller type

SELLER	
Accommodation facilities	51%
Convention bureau/ Institutions	3%
Online booking systems	3%
Tourism Consortium	25%
Tour Operator/Events organizers	15%
Rent a car	3%

