



Leisure & Incoming

NoFrills

Bergamo 27 - 28 September 2013

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 2013 11.943 professionals (Friday 59% - Saturday 41%) participated in NF 13th edition, recording an increase by 5% compared to the 12th edition.

This is a particularly remarkable increase considering that almost 10% of the existing travel agencies this year closed for economic problems.

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.

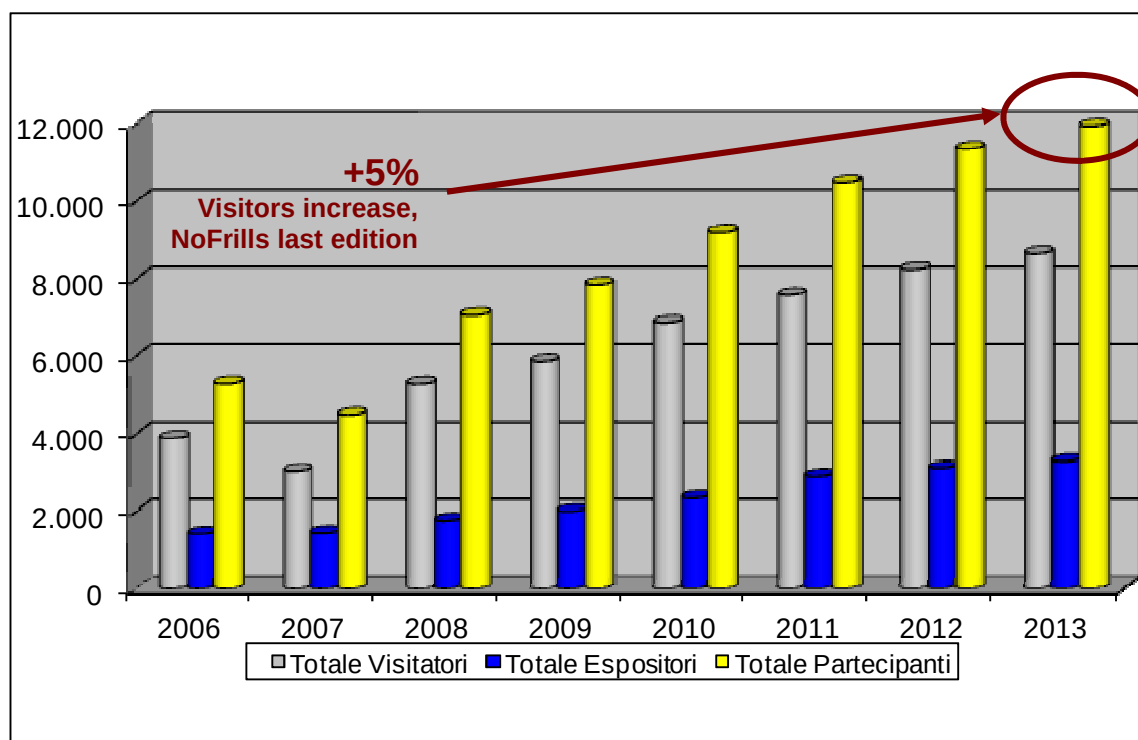
Travel agencies coming from Northern Italy are more than 75%, from Lombardy, Piedmont, Valle d'Aosta, Liguria, Emilia Romagna and Veneto region; 3,472 travel agencies in less than 2 hours from Bergamo.

GIVI S.r.l.

Sede Legale: Via San Gregorio 6 - 20124 Milano — Tel 02 2020431 - Fax 02 20204343
P:IVA 09033600157 Cap. Sociale € 43.000,00
www.nofrillsexpo.com - email: info@nofrills-expo.com

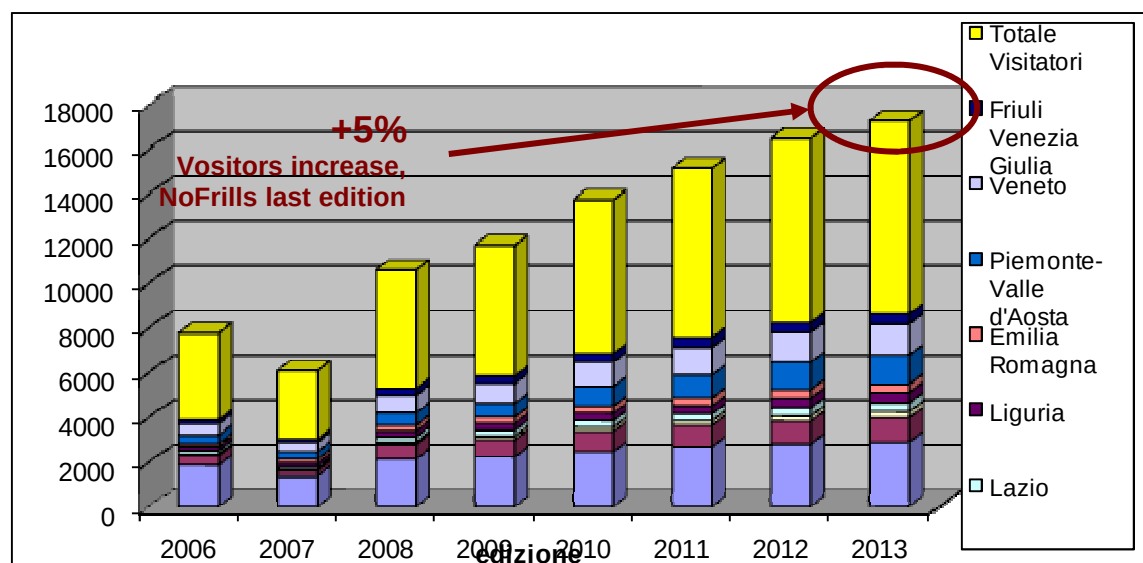
Leisure visitors trend during the last 8 years

	2006	2007	2008	2009	2010	2011	2012	2013
Visitors	3.890	3.047	5.303	5.857	6.877	7.588	8.245	8.645
Exhibitors	1.421	1.444	1.765	2.004	2.341	2.915	3.213	3.298
Participants	5.311	4.491	7.068	7.861	9.218	10.503	11,368	11.943



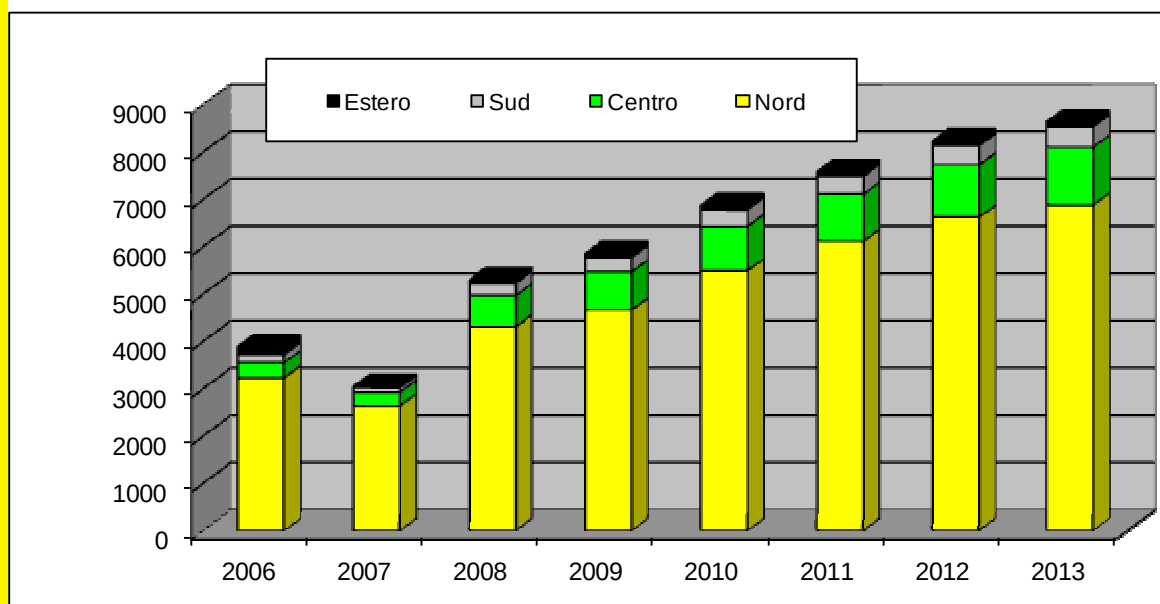
Travel Agents from Italian regions during the last 8 years

	2006	2007	2008	2009	2010	2011	2012	2013
Lombardy	1876	1387	2154	2257	2487	2.709	2.834	2.914
Other regions and Abroad	432	236	654	763	893	943	1.002	1.071
Tuscany	67	44	101	154	187	201	234	287
Lazio	156	121	234	265	302	324	378	402
Liguria	167	176	254	301	336	354	432	453
Emilia Romagna	132	185	254	287	321	369	381	365
Piedmont-Valle d'Aosta	387	342	567	621	873	1.001	1.232	1.321
Veneto	497	423	798	887	1102	1.255	1.320	1.376
Friuli Venezia Giulia	176	133	287	322	376	432	432	456
Total	3890	3047	5303	5857	6877	7588	8245	8645



Travel Agents from Italian areas during the last 8 years

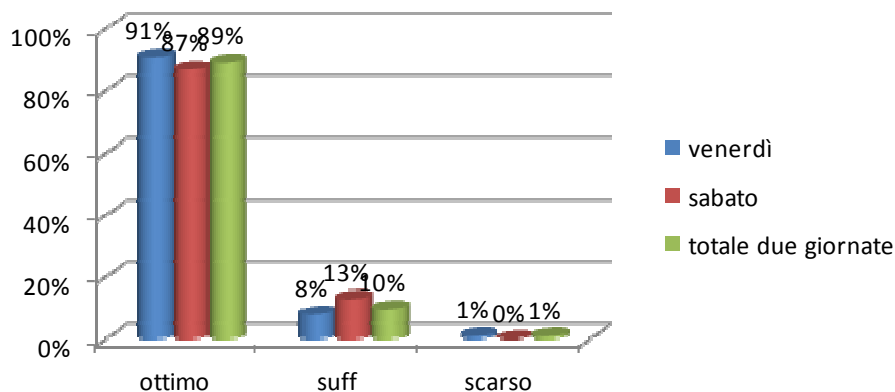
	2006	2007	2008	2009	2010	2011	2012	2013
North	3.235	2.646	4.314	4.675	5.495	6.120	6.631	6.885
Centre	321	283	662	801	936	997	1.113	1.225
South	169	94	262	305	357	377	401	428
Abroad	165	24	65	76	89	94	100	107
Total	3.890	3.047	5.303	5.857	6.877	7.588	8.245	8.645



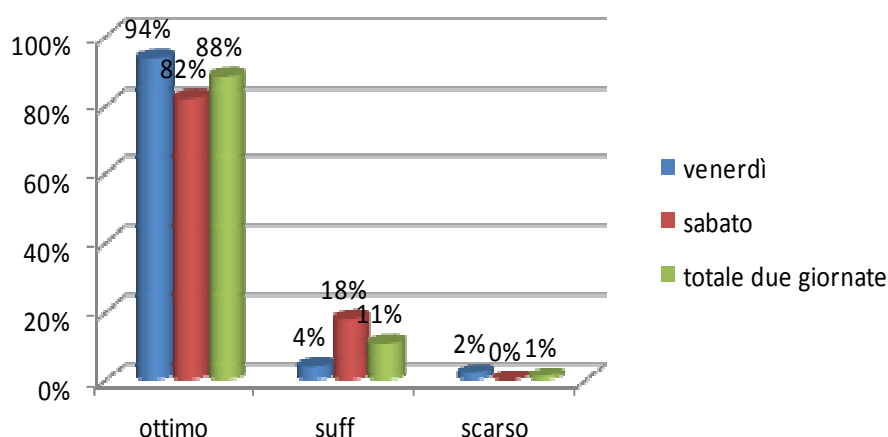
Exhibitors' and visitors' satisfaction

This year we are carrying out a survey to measure the Exhibitors' and Visitors' level of satisfaction during the two days of exhibition separately. Visitors were 643 and Exhibitors 143.

Soddisfazione Visitatori



Soddisfazione Espositori

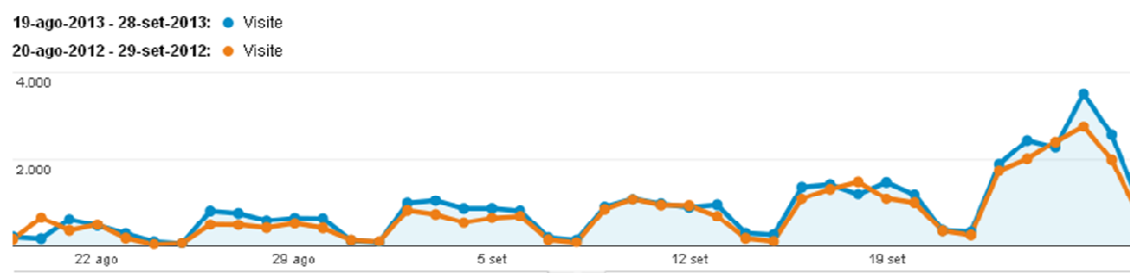


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Visits, web pages and new comers

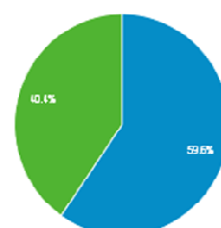
Considering the previous edition, the 13th edition of NoFrills has achieved important results: more than 36,000 visits in a month, +25% single visitors, +12% web pages displayed, almost 10% of increase in terms of new visits.



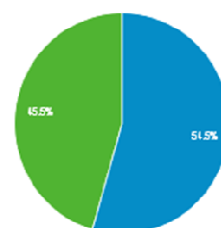
23.127 persone hanno visitato questo sito



■ New Visitor ■ Returning Visitor
19-ago-2013 - 28-set-2013



20-ago-2012 - 29-set-2012



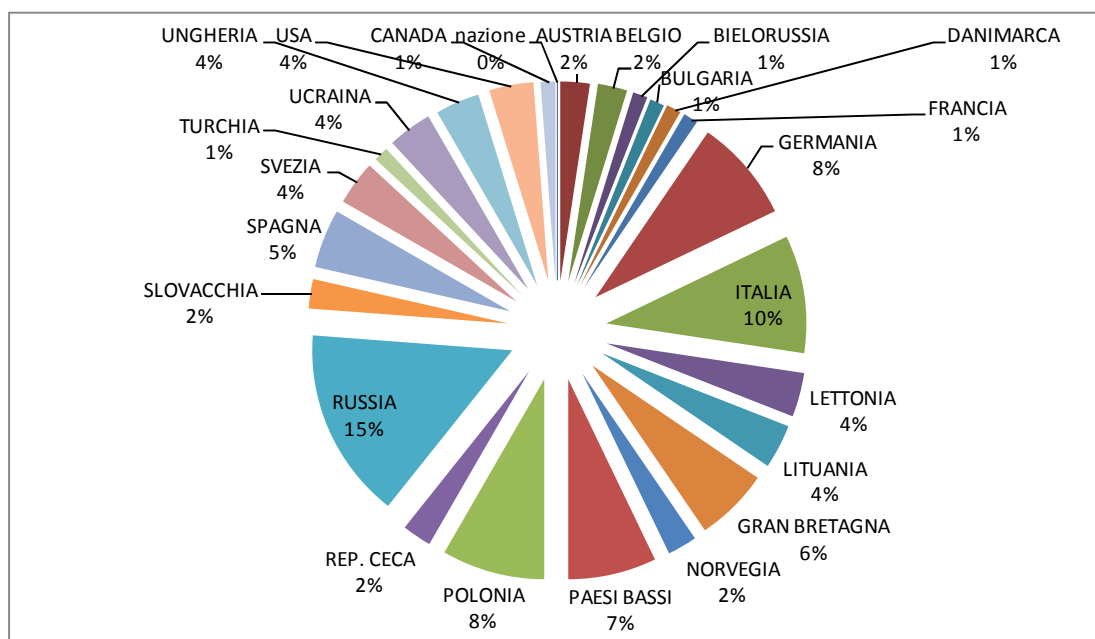
Leisure & Incoming

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 150 Sellers and 90 selected Buyers participated in this event. This allows NoFrills to maintain a very high Buyers quality as well as a very good scheduling of Sellers' agenda.

Incoming area Buyers

AUSTRIA	2%
BELGIO	2%
BIELORUSSIA	1%
BULGARIA	1%
DANIMARCA	1%
FRANCIA	1%
GERMANIA	8%
ITALIA	10%
LETTONIA	4%
LITUANIA	4%
GRAN BRETAGNA	6%
NORVEGIA	2%

PAESI BASSI	7%
POLONIA	8%
REP. CECA	2%
RUSSIA	15%
SLOVACCHIA	2%
SPAGNA	5%
SVEZIA	4%
TURCHIA	1%
UCRAINA	4%
UNGHERIA	4%
USA	4%
CANADA	1%



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Mice & Incoming area Seller type

Services	12%
Hotel/Residence	30%
Convention bureau/ Institutions	7%
Facilities	9%
Tour Operators/Events Organizers	35%
Rent a car	3%
Railways	3%
Trade Associations	9%
Others	4%

