



Leisure & Incoming

NoFrills

Bergamo 26-27 September 2014

You manage the business, NoFrills everything else

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 2014 11489 professionals (Friday 67% - Saturday 33%) participated in NF 14th edition.

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; 3472 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

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Leisure Visitors 2014

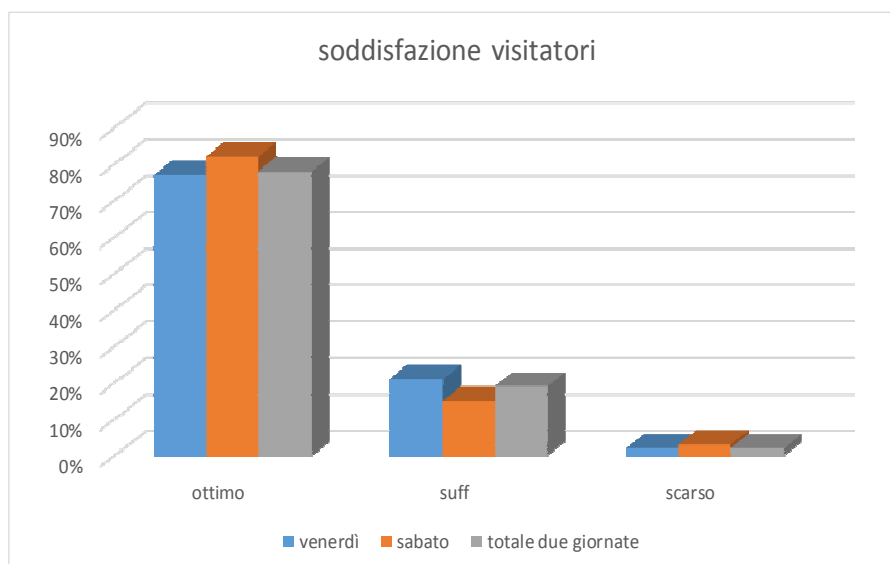
Visitors and Exhibitors	2014
Visitors	8.158
Exhibitors	3.331
Total	11.489
	2014
North	6.558
Centre	1.110
South	392
Foreigners	98
Total participants	8.158

Regions	2014	
Lombardy	2.789	34%
Other regions and abroad	980	12%
Tuscany	250	3%
Lazio	370	5%
Liguria	432	5%
Emilia Romagna	360	4%
Piedmont-Valle d'Aosta	1.250	15%
Veneto	1.301	16%
Friuli Venezia Giulia	426	5%
Total Visitors	8.158	100%
Total Exhibitors	3.331	
Total Participants	11.489	
North	6.558	80%
Centre	1.110	14%
South	392	5%
Abroad	98	1%
Total	8.158	

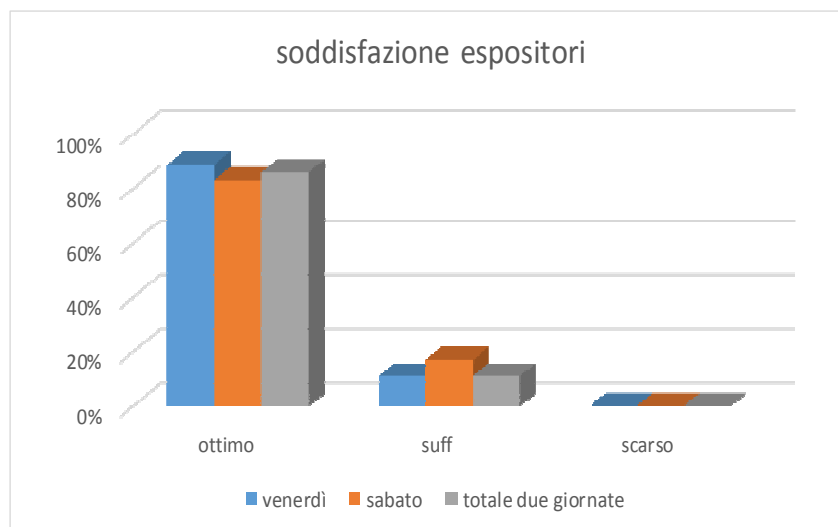
Exhibitors and Visitors Satisfaction

This year we ask Exhibitors and Visitors the satisfaction they got from the 2 working days of NoFrills: 701 surveyed Visitors and 121 Exhibitors.

Visitors Satisfaction



Exhibitors Satisfaction





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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 200 Sellers and 110 selected Buyers participated in this event. This line of action allows NoFrills to maintain a very high Buyers quality as well as a very good scheduling of Sellers' agenda. In 2014 we hosted Buyers coming from 25 different countries of the 5 continents.

Incoming area Buyers

Country
ARGENTINA
AUSTRALIA
AUSTRIA
BRASIL
BULGARIA
CHINA
DENMARK
FRANCE
GERMANY
INDIA
ITALY
LATVIA
LITHUANIA
NORWAY
THE NETHERLANDS
POLAND
UNITED KINGDOM
RUSSIA
SLOVAKIA
SPAIN
SWEDEN
UKRAINE
HUNGARY
USA

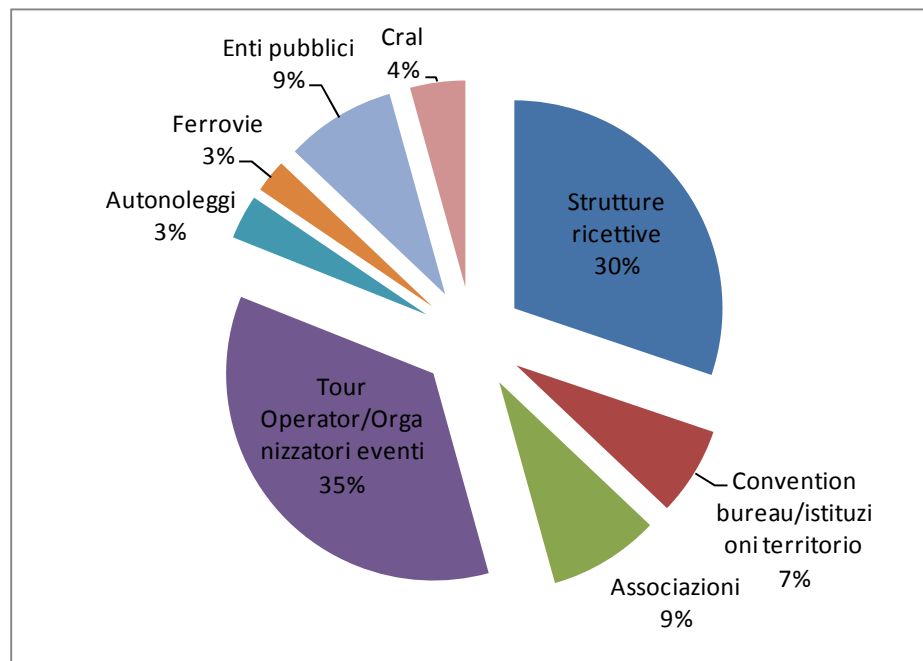
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Incoming area Sellers

Services (Servizi)	12%
Accommodation Facilities (Strutture ricettive)	30%
Convention bureaux/Institutions	7%
Trade Associations (Associazioni)	9%
Tour Operators/Events organizers	35%
Rent a car (Autonoleggi)	3%
Railways (Ferrovie)	3%
Public Authorities (Enti pubblici)	9%
Cral	4%



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