



MONTE CARLO TRAVEL MARKET

Monte Carlo Travel Market 2007
The Prestige Travel & Luxury Lifestyle Exhibition

- Post Show Press Release -

General Information:

Following the great accomplishments of last year, the Monte Carlo Travel Market opened its doors to Professional Buyers and Individual Clientele for the 3rd time on the 12th -13th -14th January 2007. Likewise to the previous edition, the exclusive event characterized by its very personalized concept took place in the Grimaldi Forum's 4, 500 sqm Espace Ravel and counted more than 11,500 Individual Clients.

Results revealed on a professional basis, were not only rewarding, but moreover proved that this Prestige Travel & Luxury Lifestyle Exhibition has begun to establish itself as an increasingly successful business platform: 410 participating Hosted Buyers encountered 380 exhibiting participants, and the feedback provided by both sides has been extremely positive, and encouraging for the future of MCTM.

The selected Buyers ranging from 32 different countries worldwide, and the international variety of Exhibitors were given the opportunity to create new and develop existing business contacts and partnerships. In particular the MCTM Meeting Planner allowed for both sides to pre-schedule their appointments, and thereafter maximize business time.

Furthermore, the novelty of the badge-reader provided Exhibitors and Professional Buyers with useful, precise, and functional information and therefore displayed a useful aid in optimizing business objectives, and to address an adequate follow-up.

MCTM Prospect:

MCTM's ultimate goal is and remains to sustain itself as an optimal business location for all, Exhibitors, Hosted Buyers, and High-end Consumers.

The strategy implemented to persist on the winning path is driven by intense contact at an inner level, with the Exhibitors and selected Buyers, as well as an intense communication at an exterior level with the target audiences through the employment of multiple media channels.

Adding to this, in order to further meet up to the expectations of a successful business environment, MCTM conducted the customary satisfaction survey. The highly respected comments and opinions given by Exhibitors granted valuable information which should help to insure that future MCTM editions will on a continuous basis be subject to improvement and will hopefully satisfy all participants in terms of providing an optimal business setting.