



# MONTE CARLO TRAVEL MARKET

## PRESS RELEASE

4<sup>th</sup> edition

### MONTE CARLO TRAVEL MARKET A round the world trip in 3 days

**From January 11th to 13th 2008, at Grimaldi Forum Monaco**

Tourism is constantly changing along with clients' behavior and expectation. MCTM presents the new trends, best addresses, direct contacts to discover the world from a different perspective...

This exhibition presents clients and tourism professionals with a selection of the most exclusive services and products from the prestige travel and luxury lifestyle industries.

Discover exclusive journeys, sea or mountain, palaces, astonishing spas, safaris, cruises, private jets, yachts, real estate projects, luxury brands...

Monte Carlo Travel Market will present in 3 days the most appealing aspects of exclusive travel and luxury lifestyle.

The Kingdom of Morocco is the "Official Partner Country" of MCTM 2008.

The Official Village will present the best and most refined properties, riads, golfs, spas, upper-end real estate, local travel specialists, and traditional art.

Art, gastronomy, unique decoration and set up specially created will help the visitors to better discover this wonderful country.

The Kingdom of Morocco being the first beneficiary of the Monegasque Cooperation for the euro-Mediterranean zone, MCTM contributes to this development help by financing a project managed by the Monegasque Government.

We will also give a tribute to the symbolic patron of the event, Jean Michel Folon, who conceived the logo of Monte Carlo Travel Market.

The third edition in January 2007 has attracted 11,500 visitors and 380 exhibitors from all around the world on 113 spaces.

This 3<sup>rd</sup> edition has been a success regarding the participation of tourism professionals with 410 hosted buyers who came to meet with exhibitors, for a total of 5280 meetings in 3 days.

A large number of local, regional and international media was present and expressed their interest resulting in a wide coverage of the show.

The positioning of the concept "Monte Carlo Travel Market" is recognized in the international tourism and luxury industries, and support by the Principality of Monaco.

The guests and public visitors: a high-net worth international clientele, globe-trotters, evasion seekers, curious about exotic destinations or looking for weekends at your door-step, follower of a real art of life or physical and mental wellness.

Mark on your travel agenda this unavoidable step: The 4<sup>th</sup> Monte Carlo Travel Market, from January 11<sup>th</sup> to 13<sup>th</sup> 2008, at Grimaldi Forum Monaco.

#### INFORMATION :

MCTM - Hôtel Mirabeau, 1 avenue Princesse Grace - MC 98000 Monaco  
Tél. +377 93 25 47 01 - [marketing@mctm.mc](mailto:marketing@mctm.mc) - [www.mctm.mc](http://www.mctm.mc)