

A MEDITERRANEAN SUCCESS

After the successful 2009 edition, **LUSSO MEDITERRANEO**, the one and only Italian showcase dedicated to the **excellences of Mediterranean hospitality and luxury travel market**, is back to BMT Naples (Italy), **from March 26th to 28th, 2010**,

A **B2B restricted event**, set up in a 2.000 s.m. reserved area, where the best of Mediterranean hotel industry and luxury service providers get in touch with selected **international top buyers**.

The 3 days of the show combine a tight schedule of pre-fixed appointments with informal encounters and activities, to maximize your **business** and **networking opportunities**.

2010's most relevant new fact is the **MICE EXCELLENCE District**, specifically dedicated to **Mice-oriented venues and services of excellence**, with the participation of sector top buyers. An interesting, targeted opportunity for **LUSSO MEDITERRANEO** exhibitors.

the format

The success of **LUSSO MEDITERRANEO** is due to both high-profile participants and an innovative, cost-effective format, providing you with:

- the **L M workshop: 7 hours of pre-fixed appointments (min. 20 guaranteed, up to 25)** with **international top buyers**
- extra appointments (compatibly with pre-fixed appointments agenda)
- **5 functions** (lunches, dinners) exclusively reserved to **L M** exhibitors and buyers
- free access to the **BMT Incoming workshop** (international tour operators) and **BMT Incentive & Congressi workshop** (50 Italian meeting planners and agencies)
- a restricted admittance area, comprising of elegant pre-equipped exhibiting solutions, function and service areas (coffee& restaurant lounge; hosted buyers lounge; media lounge; reception desk; warded storage and cloakroom)
- **all inclusive exhibiting packages** at extremely competitive rates (see sheet 2)

2010's other news

- an array of top buyers from all over the world
- **Guest Nation:** every year **LUSSO MEDITERRANEO** will host a Mediterranean nation. In 2010 it will be Greece, cradle of the Mediterranean civilization and top luxury tourism destination.
- **media lounge** inside the area accessible to **L M** exhibitors, buyers and press
- **Tasteful Events:** on Sunday, product tasting and show-cooking sessions held by renowned chefs, with the participation of individual top visitors upon invitation.

who's on stage

LUXURY DISTRICT

EXHIBITORS (32 companies) – Italy and Mediterranean area

Luxury independent hotels, hotel chains/ groups /consortia, Golf hotels, resorts, Spas; design hotels; historic mansions and venues; sought after destinations; cruise companies; luxury travel service providers.

BUYERS (40/50 Luxury international operators)

Countries of origin: Europe, USA, emerging countries

Segments: travel agencies; T.O.; corporate meeting planners; wedding & special events planners

MICE EXCELLENCE DISTRICT

EXHIBITORS (max. 20 companies) – Italy and Mediterranean area

4/5 star Hotels (independent properties, hotel groups/chains) with congress facilities; conference centers; historic mansions; venues; Convention bureau; DMC; service suppliers

BUYERS (20/25 operators)

Countries of origin: UK, France, Benelux, Germany, Switzerland, Spain, etc...

Segments: agencies, corporate meeting planner, P.C.O., Incentive Houses, associations

basic programme

Thursday 25	14 -19	exhibiting spaces personalisation; hotel accommodation and overnight stay
Friday 26	10 -13 13 - 14 14 - 17.30 evening	BMT Incoming workshop; free appointments in the LM area buffet lunch with LM buyers in the area LUSSO MEDITERRANEO workshop business dinner with LM buyers; overnight stay
Saturday 27	10 -14.30 14.30 -17.30 evening	LUSSO MEDITERRANEO workshop; buffet lunch with LM buyers in the area BMT Incentive&Congress workshop; free appointments in the LM area dinner party with LM buyers; overnight stay
Sunday 28	from 10 15	free appointments with individual visitors upon invitation Tasteful events(showcookings); buffet lunch in the LM area end of the show

communication

Together with BMT press-office, 2010 edition will benefit from media partnerships with international luxury publishers, ensuring targeted visibility to the show.

Press releases will be sent to the major industry and consumer press organs.

contacts

For information about **LUSSO MEDITERRANEO** and reservations:

Nebe Tel. + 39 041 7794558 / Fax +39 041 5235449 lussomediterraneo@nebe-web.it
 Elisabetta Neri mob. +39 333 3842733 / Fulvio Bettini mob. +39 339 6 44 44 77

For queries about: payments, invoicing, logistics, exhibitors kit, deliveries, BMT catalogue insertion:

Progetta Tel. +39 081 7640032 / Fax +39 081 2451769
 Maria Grazia Carbone – BMT Exhibition Director mqcarbone@bmtnapoli.com