



PRESS RELEASE

Last Chance to Register for City Break

Buyer registrations for City Break, which takes place in Gothenburg this 15-16 June, will be closing this Wednesday evening.

City Break is an exclusive travel trade event dedicated to the growth of the city break market. The event is a commercial platform where European cities and selected suppliers meet with prominent travel journalists and senior purchasing managers from leading European tour operators and online agents for 2 days of buyer-driven, pre-scheduled appointments.

For visitors, the show offers a fantastic opportunity to gain a comprehensive round up of what's new in city destinations across Europe in a very time-efficient manner. For exhibitors, it offers the prospect of bookings and potential media exposure.

The great European cities, from Amsterdam to Zurich, will be represented, including Antwerp, Barcelona, Bilbao, Bratislava, Brussels, Copenhagen, Dublin, Geneva, Helsinki, Ljubljana, Madrid, Malmo, Oslo, Rotterdam, Salzburg, Split, Stockholm, Valencia, Vienna, Warsaw, Zagreb and many more.

At the event, which takes place at the Gothenburg Convention Centre, there will be 95 booths comprising city exhibitors and their selected suppliers. 85 professional buyers, from 70 companies, and a dozen journalists have signed up to attend the event, which offers each participant up to 34 pre-scheduled appointments.

The European Tour Operators Association (ETOA), which took over the running of the event from Reed Travel Exhibitions earlier this year, has made a number of changes to the event. This year, for the first time, prominent travel journalists will be included in the appointment system and exhibitors will be able to request appointments as well. The Association has also lifted the standards for attendance; it requires that buyers must have substantial travel business to place and has rejected over 20 applications from people who cannot demonstrate this.

Tom Jenkins, Executive Director, ETOA said: "We have strived hard to ensure the quality of the show is as good as it can be and I am delighted to see that very many senior executives are planning to attend."

For further information, go to www.CityBreakExpo.com.

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About ETOA

Since its foundation in 1989, ETOA has grown exponentially to include over 350 member organisations, of which 102 are Tour Operators. Collectively, ETOA represents over €6 billion spending on accommodation and travel services annually.

ETOA provides representation at the European government level for companies involved in bringing tourists to Europe. The Association promotes greater awareness of the benefits provided by the group travel industry in Europe - particularly increased income and employment. ETOA also influences European tourism policy and legislation.

Areas of specific activity include:

- Promoting Europe as a tourism destination
- Establishing codes of conduct and guidelines for its members
- Establishing commercial opportunities between buyers and sellers
- Working with other travel & tourism associations to raise the industry's profile