



TOURIST
TREND
marketing turistico

**WE CRAFT
TOP-QUALITY EVENTS
FOR TOURISM
PROFESSIONALS**

We are a dynamic and close-knit all-women team with a solid international background and a special expertise when it comes to listening to the needs of tourism professionals, in Italy and worldwide.

We are proud of the energy and passion we put in each and every project, the quality of our services and our professional attitude.

We tailor-make everything, because each client is unique.

Our brand was founded 30 years ago

And running the company since 2006 is an expert of international tourism marketing, Giovanna Mattiolo.

OUR CORE AREAS



SLOW AND GREEN HOLIDAYS



SPORTS AND ACTIVE HOLIDAYS



FAMILIES AND CHILDREN



FOOD AND WINE



WELLNESS AND SPA



MOUNTAINS

WE VALUE QUALITY OVER QUANTITY

Tourist Trend® owns a database comprising more than 33,000 contacts of tourism professionals operating worldwide, categorized according to specific interests, preferences and year-on-year scheduling.

This is why we are the right partner for companies and tourism boards looking to grow while intercepting new, quality tourism flows.



**33.858 CONTACTS
OF TOURISM PROFESSIONALS,
WORLDWIDE**



**50 EVENTS
PER YEAR**



**70% LOYAL
CUSTOMERS**



WHAT WE DO

We sow the ground where the best business opportunities flourish: intercepting new trends in tourism, promoting internationalization and launching never-before-seen tourism products is in our DNA. Igniting the spark is what we excel at.

OUR EVENTS INCLUDE

B2B Workshop

Promotional roadshows in Italy and Europe

Famtrip

Sales tour

Seminars and in-depth webinars

Digital B2B events

WHO ARE OUR ATTENDEES

Tour operators, travel agencies, travel designers

Professional travel operators working within associations, clubs, federations, company recreational clubs

MICE and corporate tourism operators



A blue vintage convertible car is parked on a cobblestone street in a courtyard. The car is a classic model with a red interior and a black top. The background features stone buildings with windows and a large tree. The text is overlaid on the right side of the image.

“STRESS-FREE” FORMULA

**FROM THE INITIAL PROJECT
TO THE FINAL EVENT,
WE TAKE CARE OF EVERYTHING**

Our keen eye for detail means we can assure you a truly comprehensive management

We carefully pick the most suitable operators so as to guarantee the best match between Buyers and Sellers

We leave nothing to chance. From logistics to meetings' agenda, through to social media and printed materials

We put in place all that is required for a successful event

We produce an accurate final report for you to visualize and act on the results

TOURIST TREND® HAS DESIGNED SEVERAL DIFFERENT PROFESSIONAL EVENTS THAT ARE NOW A BENCHMARK IN THE TOURISM INDUSTRY



International event
dedicated to the promotion
of food&wine tourism
in Italy

CHILDREN'S TOUR

Event dedicated to family and children's
holidays (0-14 years)



European event
dedicated to mountain tourism



Event dedicated to sports and outdoor tourism

A FEW OF OUR INTERNATIONAL CLIENTS

Atout France

France Montagnes

Austria Tourism Board

Ireland Tourism Board

Slovenia Tourism Board

Regional Tourism Board for Austrian Tyrol, Salzburg area, Carinthia and Styria

Switzerland Tourism

A FEW OF OUR ITALIAN CLIENTS

Regione Emilia Romagna

Regione Friuli Venezia Giulia

Regione Lombardia

Regione Piemonte

Regione Calabria

Regione Sicilia

Regione Liguria

In Liguria, agenzia promozione turistica

Visit Trentino

Visit Brescia

Visit Bergamo

Agenzia Regionale dell'Umbria

ATL del Cuneese, delle Langhe, Distretto Turistico dei Laghi, ATL dell'Alto Piemonte, Alexala

Fiera Milano, BolognaFiere, ModenaFiere, Fiera di Bergamo, Fiera di Verona, Fiera di Udine, Fiera di Padova

Alleanza delle Cooperative italiane

Camera di Commercio de l'Aquila, Reggio Calabria, Imperia, La Spezia, Udine

Comune di Sanremo, Cremona, Cervia, Cesenatico

Circuito termale dell'Emilia Romagna

Visit Emilia, Visit Romagna, Territorio turistico Bologna Modena

Consorzio promozione turistica del Tarvisiano





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