

PRESS RELEASE



A new and professional meeting place for the travel trade

In Oslo, Norway, a new professional event for the travel industry is launched to take place on March 1, 2012. TravelMatch is first and foremost a professional workshop, based on pre-booked meetings, where international suppliers of travel services can meet with Norwegian distributors and buyers. This will take place the day before the annual travel fair, Reiseliv, which is now turned into a consumer event, and moved to early March.

A professional meeting place

For international providers of information and services, such as tourist boards, incoming agents, hotels, airlines and other passenger carriers etc., this is a unique chance to meet with a large number of Norwegian counterparts in the same day. International companies and organizations who would like to sign up for this event, can do so by logging in to the website of the event, and register their company profile and contact details. In the same website, Norwegian distributors and buyers can request meetings. It is also possible for the sellers to contact potential partners for a meeting. During the workshop, there will be 15 minutes sessions, based on an organized rotation, and a pre-booked schedule. New appointments can also be signed up in the spot.

Downtown Oslo, ahead of the travel fair

To better suite both the travel trade exhibitors and the visitors to the fair, Reiseliv has been moved to early March. It is now a 3 day public event, which means that TravelMatch will take the role of the previous trade days at the fair, and in a professional way make this a fruitful business event for the participants. It shall be held the day before the fair, that used to be the trade day of the fair, which means that it takes place on **March 1, 2012**. Unlike the Reiseliv fair, TravelMatch shall be held downtown Oslo, in the largest venue of its kind, the Oslo Spektrum. This is close to all public transportation hubs and a variety of hotels.

Partnership in the travel industry

TravelMatch is organized jointly by the most important players in the field of international outbound tourism from Norway. This includes Virke Reiseliv (the association for the travel agents and tour operators), PATA Norway Chapter, Discover America Chapter Norway, ANTOR Norway, and Norges Varemesse, the organizer of the travel fair Reiseliv. Jointly these partners will secure the quality of the event, giving value for all the participants attending.

Part of major B2B event

TravelMatch is a separate concept, primarily focusing on the professional workshop. In addition, TravelMatch shall also be part of a B2B trade day, with events also for other parts of the travel industry, taking place in the same venue during the same time. This also includes joint presentations with international key note speakers and a major networking social event in the evening.

More information

For more details about the event, please click on to www.travelmatch.no.

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