

PRESS RELEASE

**MILAN BERGAMO AIRPORT BUSINESS WORKSHOP
HIGH ATTENDANCE FOR THE B2B EVENT FOR OPERATORS
IN THE AIR TRANSPORTATION SECTOR**

On 21 March 2018 Milan Bergamo Airport held its first workshop dedicated to airlines, tour operators and local travel agencies, with the aim of contributing to developing a range of opportunities for collaboration in the travel industry, and new possibilities for shared strategies among air transportation companies.

The workshop saw the presence of representatives from the eleven airlines which operate routes from Milan Bergamo Airport (Air Arabia, Albastar, Blue Air, Blue Panorama, BMI Regional, Ernest Airlines, Pegasus Airlines, Ryanair, Ukraine Airlines, Volotea) and nine tour operators whose programming includes flights from the airport (Brevivet, Caboverdetime, Eden Viaggi, Futura Vacanze, Nicolaus, Mediterraneo, Rusconi, Tui, Veratour).

The large turnout of travel agents confirmed the preference for a B2B exchange formula between airlines and tour operators, allowing for the creation of strategies and the identification of new areas for proposals, both in light of the imminent opening of the summer season (which begins on Sunday 25 March, coinciding with the beginning of daylight saving time), and within the framework of future programming.

The workshop also provided an opportunity to discuss medium- and long-term programming and the forming of travel offers, introducing solutions which may be more attractive for those choosing to go on holiday. Alongside the traditional packages based on charter flights, there is an ever-increasing number of operators who propose a choice of flights alongside their all-inclusive offers.

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