



NOVEMBER 30TH / DECEMBER 1ST
FORTEZZA DA BASSO
FLORENCE

PRESENTATION BTO2016



BTO - Buy Tourism Online is the **number one event for tourism and online technologies today**. Now in its ninth year, its characteristic blend of scientific research and creativity continues to inspire its many visitors.

BTO- Buy Tourism Online was created in 2008 in order to bring together the tourism industry and the IT sector which has so deeply affected the workings of the industry. It has continued to grow ever since, and has now become the most awaited event not only for the hospitality industry but also for territorial promoters and online tourism marketing researcher. Each year, the BTO welcomes thousands of professionals from the public and private sector, **eager to discover new**

market trends and the latest solutions in online tourism and travel marketing.

In 2014, BTO made a significant new addition to its team: **Philip Wolf**, founder of **PhoCusWright®** (a worldwide leading tourism research hub), **having had previously taken part in BTO debates, became one of our “ambassadors”** and contributors to this year’s edition.

BTO’s contributions in 2015



149 training activities took place simultaneously in 9 different areas (Main Hall + 8 Focus Halls) of the Fortezza da Basso pavilions (Vision, Basic and Advanced Tool Box, Research, debates, interviews, Product Presentation), giving businesses the opportunity to introduce themselves and their products.



An exhibition hall with customizable stalls and additional features for Italian and international companies especially selected for the quality and innovative character of their products and services.



Its unconventional format, in terms of concept, program and set-up encourages networking and participation and has made BTO an unmissable event.

Thanks to public funding and the non-profit nature of BTO, it is able to offer so much and maintain a **minimal entrance fee**, allowing the number of visitors to continue to grow



BTO2015 saw the creation of the “MYBTO” networking platform, through which participants were able to get to know one another, interact and create their own program, take notes and most of all, share material (1100 documents were downloaded).

As always, news and updates for 2016 will soon be online on **www.buytourisonline.com**.

The BTO – Buy Tourism Online brand belongs to the Region of Tuscany and the Chamber of Commerce of Florence

BTO2015 SYNCHRONICITY

2-3 DICEMBRE 2015
FORTEZZA DA BASSO
FIRENZE

PREVIOUS EDITIONS OF BTO

#BTO 2015

More than **10.000 visitors**, **4.000 online users** streamed live content, **+10% tickets sales**, **turnover 18% higher than 2014**, **149 events**, **250 speakers**, **400 bloggers and journalists**. 58 exhibitors (23% more than 2014) from 8 different Italian Regions: Tuscany, Latium, Liguria, Basilicata, Sicily, Apulia, Abruzzo and Sardinia, as well as all over Europe (Germany, Switzerland, Spain, the United-Kingdom, Ireland). The exhibition area has increased from 11.000m² to 17.000m².

Significant local and national media attention. An extensive piece was broadcast on TG2 and Rai Toscana, as well as other local networks covered the event extensively. Local Tuscan newspapers such as Sole24Ore, Avvenire and QN, as well as regional press from other parts of Italy, such as La Gazzetta del Mezzogiorno, Il Giornale di Sicilia, Il Piccolo, or other local publications in Puglia, Emilia, Umbria and Veneto covered the event extensively. Travel publications such as GuidaViaggi, Travelnostop, L'agenziadiviaggi, TTgitalia, Travelquotidiano, Bookingblog, Webitmag covered the event as well. Online press mentions were made by Repubblica.it, Wired, La Stampa, Corriere Innovazione, Rainews24, Ansa, Adnkronos, Agi and Askanews.

VINO

TOMASO RODRIGUEZ
Operations & Logistics Manager @ Uber

CARLO RHEEM
Vice President, Research & Analytics
per Brand USA

MARCELLO MASI
Director of TG2, co-founder of the TV program
Signori del Vino on RAI2

PARTICIPATING COUNTRIES AND GUESTS - VIII EDITION BTO 2015 DECEMBER 2nd and 3rd 2015

Italy, **Germany and Switzerland, Spain, Great Britain and Ireland** are some of the participating countries. This year, many Italian regions have confirmed their presence

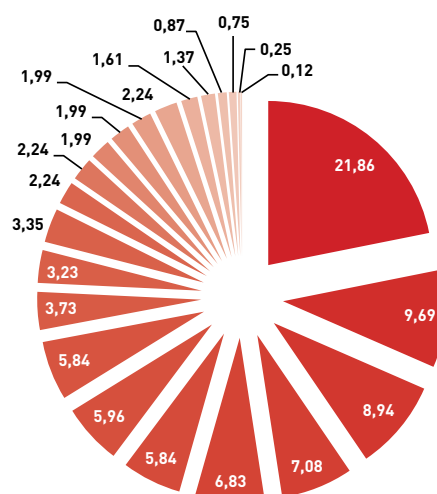
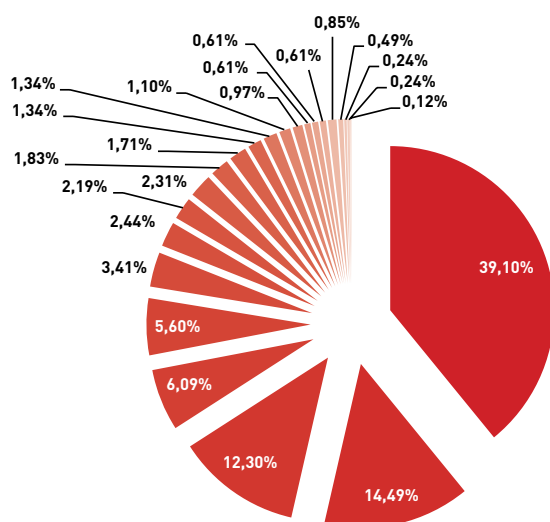
at BTO: **Tuscany, Latium, Liguria, Basilicata, Sicily, Apulia, Abruzzi and Sardinia.**

SECTORS PERCENTAGE OF VISITORS

Hospitality	39.10%
Extra Hospitality	14.49%
.ITisME *	12.30%
Tour Operator	6.09%
Marketing / Business consulting	5.60%
Various services ***	3.41%
Information Communication Technology	2.44%
Associations / Federations / Consortia / DMC / ATL / APT	2.19%
Web Agencies	2.31%
Web Marketing	1.83%
Travel Agencies	1.71%
Market Place	1.34%
Camping	1.34%
Holiday Villages	1.10%
Reservation Portals	0.97%
Schools / Campuses / Master courses / Universities **	0.61%
Food	0.61%
Tour guides	0.61%
Municipalities / Provinces / Regions / Rooms	0.85%
Tourist Boards	0.49%
Congress Centre	0.24%
Thermal Baths & SPA	0.24%
Seaside Resort	0.12%

REGIONS OF ORIGIN

TUSCANY [NOT INCLUDING FLORENCE METROPOLITAN AREA]	21.86%
CAMPANIA	9.69%
EMILIA-ROMAGNA	8.94%
FLORENCE METROPOLITAN AREA	7.08%
LIGURIA	6.83%
VENETO [NOT INCLUDING VENICE AND MESTRE]	5.84%
ROME	5.96%
LOMBARDY	5.84%
THE MARCHES	3.73%
SARDINIA	3.23%
EE	3.35%
SICILY	2.24%
PIEDMONT	2.24%
VENICE AND MESTRE	1.99%
APULIA	1.99%
UMBRIA	1.99%
TRENTINO	2.24%
ABRUZZO	1.61%
FRIULI VENEZIA GIULIA	1.37%
CALABRIA	0.87%
LATium [NOT INCLUDING ROME]	0.75%
SOUTH TYROL	0.25%
BASILICATA	0.12%



VIII

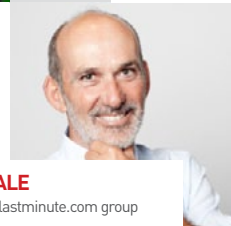
CARLO PETRINI
Founder Slow Food



LORRAINE SILEO
Senior Vice President of
PhocusWright, Research



FABIO CANNAVALE
Founder & Chairman lastminute.com group



MAIN THEMES VIII EDITION BTO 2015 DECEMBER 2nd and 3rd 2015

Mobile devices , Distribution, Social Media Sharing and Social Networking , Destination marketing and Market Leadership are but some of the main themes that will be tackled at this 8th edition of BTO. There will also be an exclusive space dedicated to Innovation.

BTO has always been an opportunity to discover what the current research trends are, and for researchers to unveil their work to industry professionals. During the 2015 edition, **PhoCusWright®** revealed data related to the trends of online travel in Italy and Europe; **Trivago** presented its study on big data and the tourism industry; **Amadeus** explained the results of its study on the travelers of the future: "Future Traveler Tribes in 2030"; **Episteme** presented a study entitled "Millennials on the run ? No, merely travelers and tourists". **Blogmeter** presented its analysis of the performance of the social media accounts of the Italian regions. **Facebook** workshops were held as well as **Google** reports on the e-booking trend.

Some of the most appreciated events were the discussion that took place between **Marcello Masi**, Director of Tg2 and **Carlo Petrini**, founder of Slow Food, around the dual concept of tourism + happiness, interviews conducted by **Giancarlo Carniani** on the stage of the Hospitality Oracle Hall of important figures of the global travel industry, the Director of BTO and **Philip Wolf**, Founder of PhoCusWright®, as well as **Lorraine Sileo** of PhoCusWright®, **Walter Lo Faro** of Expedia, **Andrea D'Amico** of Booking.com, **Tomaso Rodriguez** of Uber, **Matteo Stifanelli** of Airbnb, **Carroll Rheem** of Brand USA, **Joanna Darwin** of VisitLondon,

Dorianne Richelle of Facebook, **Fabio Cannavale** of LastminuteGroup. Another great success in terms of participation, was last autumn's Best Western Convention, which was organized for the first time within BTO.

The Minister for Tourism and Cultural Affairs, **Dario Franceschini**, visited BTO for the second year in a row. He was accompanied by **Francesco Palumbo**, general director of the Ministry's Tourism department, **Eveline Christillin**, president of Enit and **Stefano Ciuffo**, Councilor for Production Activities and Tourism in Tuscany.

To name but a few of the speakers during BTO 2015: Enrico Belisario, a member of the permanent round table for innovations ("Tavolo permanente per l'innovazione") and the Italian Digital Agenda ("Agenda digitale italiana"), **Stefano Quintarelli**, president of the Steering Committee of the Italian Digital Agency ("Comitato di indirizzo dell'Agenzia per l'Italia digitale"), **Beatrice Ferri** of Runtastic, **Daniele Beccari** of Criteo, **Ghassan Teffaha** of Amadeus, **Almir Ambeskovic** of The Fork, **Silvia Barbieri** of Future Brand, **Filippo De Matteis** of Skyscanner, **Joao Murias** of Latam Airlines Group, **Larry Mogelnosky** of LMA and **Carlo Fontana** of Hoxell.

Sponsor of BTO 2015: all the exhibitors are listed in the specific section of the website www.buytourisonline.com, as well as the following sponsors: Best Western, Criteo, Unicredit, Oracle Hospitality, Airplus International, Contactlab.



The **change** that is currently taking place comes as no surprise. What is surprising is the **speed** at which it is affecting all sectors and creating **new interdependencies**, thus requiring a new way of thinking. The main themes discussed at BTO 2015 shouldn't be regarded as threats to the industry or problems that need to be overcome, but rather as new strategies and tools for future improvement. They are all interlinked and understanding their full scope is impossible without considering them as one single entity. Past BTO editions include **BEING** (ITisME, BTO 2013) and **DOING** (MIND the GAP, BTO 2014). The title of the 8th BTO has a definite rock'n'roll ring to it: **SYNCHRONICITY**. It was inspired by the iconic 1983 Police album, Synchronicity, with the idea of encouraging synchronicity and bringing people together through discussions and events around innovation and globalization.

BTO ON SOCIAL NETWORKS



11.159
MI PIACE
on Facebook profile



10.700
FOLLOWERS
on Twitter



According to **Blogmeter** between **November 27th and December 4th**, the busiest days of BTO 2015:

@buytourism 2.823
@robertamilano 998
@insopportabile 758
@igersitalia 646
@visit_lazio 545

TOP 5 OF MOST
MENTIONED
PROFILES



24,8K

is the total
number of tweets



3K

is the total number of single users
(an average of 8.3 tweets/per user)

TOP 5 #

#bto2015 24.052
#turismo 967
#firenze 582
#igersalbto 409
#shift 404

BTO 2015 IN NUMBERS

The previous edition of BTO – Buy Tourism Online took place on December 2nd and 3rd:

149 EVENTS
in **9** HALLS

16 TIME SLOTS of 50' each, 8 in
Day ONE and 8 in Day TWO

19 EVENTS
in the main hall

1 MENU with 7 different options to
choose from for each time slot

56 SCIENTIFIC SLOTS with **10** BASIC [how to...]
and **19** ADVANCED [how to improve...]

7 SLOT
about governance

38 PRODUCT PRESENTATION by the Club of Exhibitors companies ("Aziende del Club degli
Espositori") of the most significant IT innovations in the travel industry at BTO 2015

To conclude, the records of the 2015 edition:

more than **10.000** PARTICIPANTS **250** SPEAKERS **400** JOURNALISTS and
BLOGGERS

an EXHIBITION AREA of **17.000 mq** in Fortezza da Basso in Firenze **4.000** SPECTATORS
watching the event on TV

+10% TICKETS
sold in 2014

A TURNOVER of **+18%** in 2014

58 EXHIBITORS

8 ITALIAN REGIONS
participating at the event

VIII

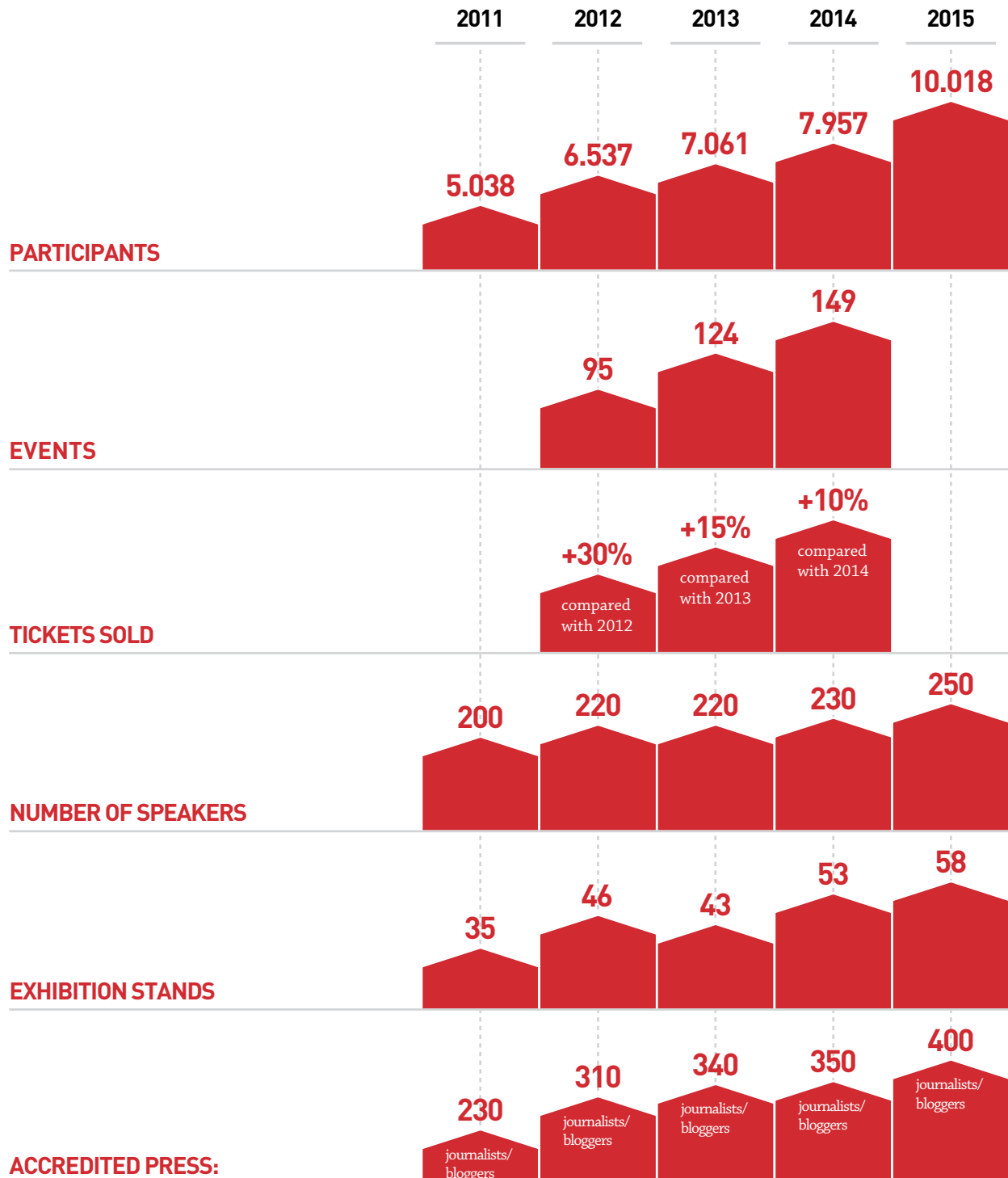
BTO OVER THE YEARS

EXHIBITION AREA

11000 m²
in 2014



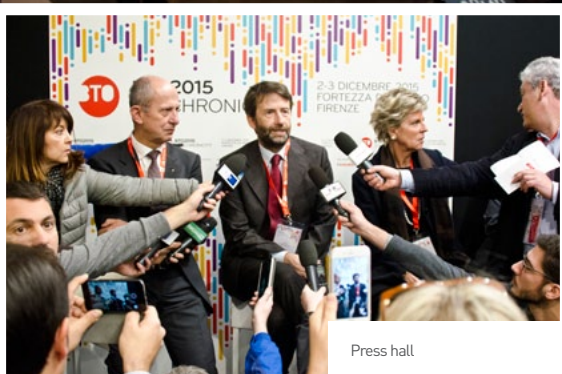
14000 m²
in 2015



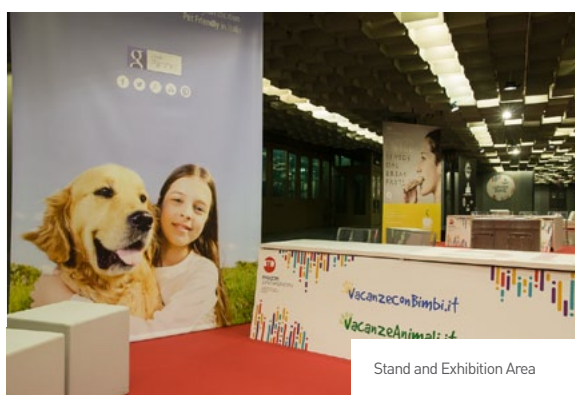
VMI



Main Hall



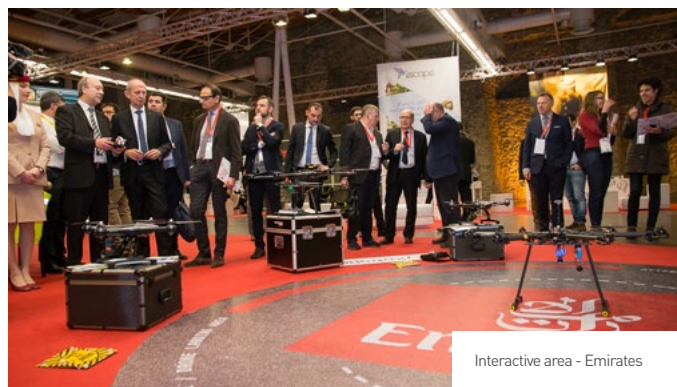
Press hall



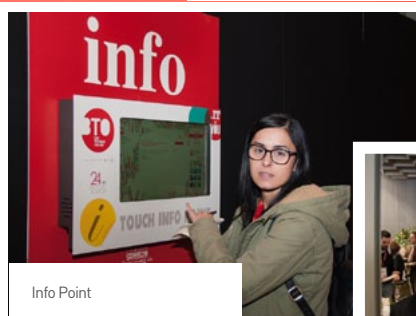
Stand and Exhibition Area



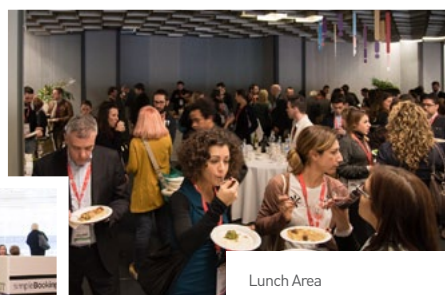
Relax/Recharge Area



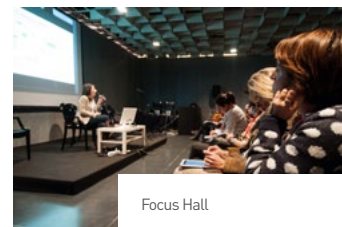
Interactive area - Emirates



Info Point



Lunch Area



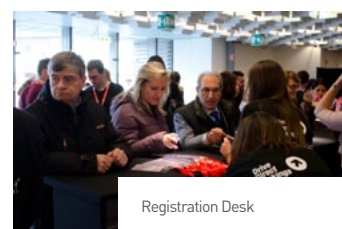
Focus Hall



Exhibition Area



Exhibition Area



Registration Desk



Stand of the Basilicata region



Main Hall



Main Hall Stage



Exhibition Area



Relax/Recharge Area



Interactive area - Emirates



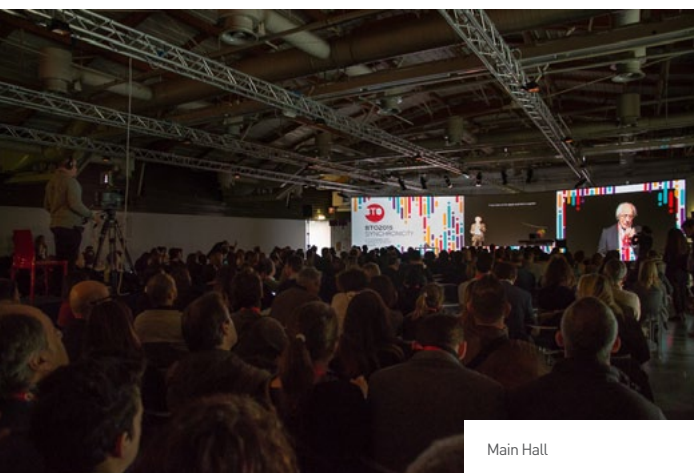
Relax/Recharge Area



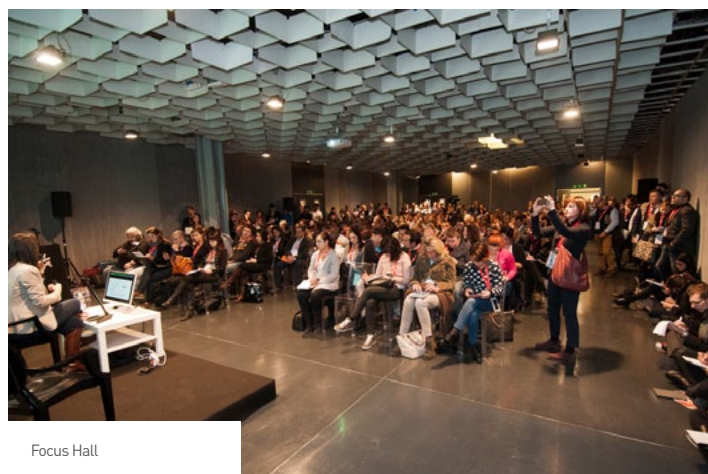
Exhibition Area



Press Hall



Main Hall



Focus Hall



BTO 2014 has confirmed its role as an event that incites the interest of the media on both regional and national levels.

30 television coverage services that spoke of the event, including TG 2, and 5 radio coverage services, including Radio 1 RAI.

Over 70 articles published by the press – from Sole24Ore and the “Sette” insert of Corriere della Sera to Corriere Innovazione and QN. BTO’s presence in numerous regional papers indicates dissemination of its contents on a geographical level as well. In fact, articles were featured in long-established Tuscan papers such as Il Tirreno and Corriere Fiorentino but newspapers from other parts of Italy like La Nuova Sardegna, La Prealpina, La Gazzetta di Basilicata, Il Mattino di Napoli, Il Giornale di Brescia and Il Corriere dell’Isola ran pieces as well. The event was also offered high visibility on the web with 522 articles posted online. The online newspapers that dedicated the most space to the event included Repubblica.it (which also ran pieces on its home page), Sole24ore.com, Wired.it, Corriere.it, Lastampa.it, Ansa.it, Corriereinnovazione.it and Lanazione.it (to mention just a few). The most important panels of BTO2014 were broadcasted in direct video streaming at lanazione.it, corriereinnovazione.it and dozens of ANSO (National Online Press Association) web TVs.

VIII

MAIN THEMES SEVENTH EDITION BTO 2014 2-3 DECEMBER 2014

Among the main themes of this seventh edition: Web Marketing, Big Data and tourism, sharing economy, storytravelling, sustainable tourism, the evolution of Mobile, Reputation and Relevance, Mega Metasearch, Hospitality Internet of Things and Wearable technologies.

BTO has always been the perfect occasion to present or to get a preview of some of the most interesting research results in the sector: the travel habits of the under-30 set in Italy - "Travel young travel different" (Studio Giaccardi & Associati); the presentation by Future Brand with an in-depth look at Italy.

Here is a list of some of the participating speakers at BTO2014: Brett Halford - Head of CPC Sales at South EMEA TripAdvisor; Sydney Burdick - Global Communication Trivago; Gurhan Karaagac - Country Manager at Italia Kayak; Filippo De Matteis - Marketing manager at Italia Skyscanner;

WALTER LO FARO
Market Management Southern Europe
& European Regional Territories Expedia



STEPHEN KAUFER
Co-founder e CEO di TripAdvisor



BEPPE SEVERGNINI
Editorialist at Corriere della Sera
Contributing opinion writer The New York Times



Tomaso Rodriguez - Operations & Logistics Manager at Uber; Walter Lo Faro - Senior Director and Market Management Southern Europe & European Regional Territories at Expedia; Des O'Mahony - Chief Executive Officer and Co-founder of Bookassist; Fabio Lazzerini - Country Manager at Emirates Italia; Paolo Barberis - Innovations Advisor to the Prime Minister; Andrea D'Amico - Regional Director at Italia booking.com. Among the highlights of the event: the encounters with Dario Franceschini - Minister of Cultural Heritage and Activities and Tourism - and Sara Nocentini - Regione Toscana's Assessor of Tourism, Culture and Commerce - interviewed by BTO Director Giancarlo Carniani and Philip Wolf, Founder of PhoCusWright®.

BTO2014 Sponsors: aside from all the exhibitors (a list of them is provided in a special section of the www.buytourisonline.com website), the event's main sponsors were QNT - Simple Booking, Allianz Global Assistance, Opera di Firenze, Emirates and TripAdvisor.



MIND THE GAP

2-3 DICEMBRE 2014
FORTEZZA DA BASSO
FIRENZE

After the .ITisME of the 2013 edition of BTO-Buy Tourism Online with its concentration on the individual (ME), the time came to shake off any sense of pessimism and forge ahead with pride and stake out my territory with "l'Italia sono io" (I am Italy). MIND the GAP used for the 2014 edition was an ambitious leap forward that shifted the focus from being to doing.

"Mind the Gap", the warning phrase used to rail tube passengers in London to take caution while crossing the gap between the train door and the platform, was adopted for this edition.

An invitation to pay attention to the suspended gap below us as we cross from one place to another - attention to be given to every moment of change by using our "mind" as well as our heart.

Emotions are a central part of any change, e-moveo "moving towards" is the connection between an exclusively interior universe and a world to be shared that belongs to us all.

Elaborating the concept of MIND the GAP, the format and scientific programme for BTO 2014 was designed as a bridge between old certainties and new scenarios or between those working in the tourism sector (in the broadest sense of the term) and the market. In other words, competitiveness. The invitation to ACT was urgent and heartfelt. This is why the conclusion of BTO 2014 was entrusted to explorer and adventurer Alex Bellini.

A hand is holding a large, red, rectangular sign. The sign has white text and graphics. At the top, it says 'PREVIOUS EDITIONS OF BTO'. Below that is a large red hashtag '#BTO 2013'. The rest of the sign contains a detailed paragraph about the event. The background is a blurred blue and white pattern.

PREVIOUS EDITIONS OF BTO

#BTO 2013

Over 7,000 participants during the two days at the Fortezza da Basso, with 30% more ticket sales, 50 Italian and European exhibitors (10% more in comparison with the 2012 edition / with the return of many companies who had participated in previous editions), 220 speakers from all over the world, over 200 accredited journalists and 140 bloggers. The success of the 2013 edition was also confirmed on the Web: 40,000 people reached on Facebook via the event's page and 18,700 tweets. #BTO2013 was among the hashtags with the most tweets in Italy on 3 and 4 December and between the first and second places on the trending topics chart. The public followed the audience very closely (at the hall and in streaming) and paid close attention to the market research preview presented in Florence under the direction of Google, FutureBrand and Episteme. Participating brands included: Ryanair, Emirates Airlines, Trivago, Tripadvisor, Expedia, Airbnb, Airplus, Amadeus, Simple Booking and Bookassist. 2013 also marked a large increase in the presence of other Italian regions besides Tuscany. Special areas and stands hosted the following Italian regions: Lazio, Liguria, Apulia, Basilicata, Sicily, Umbria and Abruzzo. Ministry of Tourism Undersecretary Simonetta Giordano and ENIT (National Tourism Agency) General Director Andrea Babbi both sent messages and greetings during the event.

V

SIXTH EDITION BTO 2013 3- 4 DECEMBER 2013

BTO – Buy Tourism Online strengthens its role as a benchmark for Online Travel. The power of the message in the 2013 slogan - .ITisYOU – received compliments from founder of Eataly Oscar Farinetti, who tuned in live from Chicago:

“IT is You, Italia sei is brilliant. I feel very connected to this title. I have been telling people to stop complaining for years now. We are the ones who should reclaim our country back and raise it up: we have everything we need to do so”.

.IT is YOU/.IT is ME was dedicated to the ability that each professional along the tourism-accommodations supply chain has to make Destination Italy truly competitive, with the support of the web and ICT. .IT is YOU/.IT is ME has come into its own and has become a campaign with thousands of enthusiastic participants who have linked their faces to their Twitter and Facebook accounts.

The influence of international speakers has brought the initiative to new, record-breaking heights: BTO – Buy Tourism Online found a passionate and distinguished ambassador in the person of Philip Wolf, the founder of PhoCusWright during the inauguration at the “Visions” Hall. Another important acknowledgment was Google’s Made in Italy project, introduced as a preview by Senior Analyst Diego Ciulli.

BTO - Buy Tourism Online 2013 proposed almost 100 events in its increasingly intense and detailed programming schedule that centred upon such key themes as sharing economy, web reputation, tourism start-ups and airline companies, tourism and tourists in 2020, the association between music and tourism as well as the one between fine foods and wines and travel.

Seven halls were active simultaneously:

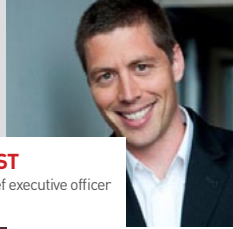
Visions, the Basic and Advanced Tool Boxes, Research, debates, interviews and Product Presentation

Here is a list of the tags for the 2013 edition: Travel Agents, Distribution, Mobile, .IT is ME, Travel industry, Sharing Economy, Social Reputation, Territorial Marketing,

RJ FRIEDLANDER
Founder & CEO ReviewPro



BENJAMIN JOST
Co-founder and chief executive officer
of TrustYou



PHILIP WOLF
Founder of PhoCusWright



Marketing, Web Marketing, e-commerce, Revenue Management, Publishing, Food & Travel, Culture & Travel, Web Economy, Innovation.

The “Visions” Hall was the space dedicated to the scenarios for 2013. It hosted the event’s inauguration and Philip Wolf’s speech about the future of the Travel Industry. After that, the trends in Hospitality Distribution according to Trust International CEO Richard Wiegmann, Neal Gorenflo (Shareable) on sharing economy, Heather Leisman (Hotel Tonight) on travel and mobile, the research on FutureBrand in Italy with Silvia Barbieri and Paolo Iabichino (Ogilvy&Mather Italy).

Other special events included: the visionary “technological master” Gigi Tagliapietra spoke of the roles music plays in the territorial marketing sector, the Emirates Airlines vs Ryanair match with Fabio Lazzarini and John Alborante, Social Reputation according to Daniel Craig (Reknown), to close with the reprise of reputation and the “circle of trust” with Benjamin Jost (TrustYou).

The attendance at the “Visions” Hall did not inflict damage upon the other six halls in any way. They were all packed and guest speakers focused on more specific and operational topics or presented the latest in technical and commercial innovations.

These were all presented with a variety of formats: debates, keynotes, analysis and research, basic and advances “how-to” workshops (the “tool boxes”), Think Tanks, “tagged” thematic presentations to facilitate the creation of individual programming schedules on the BTO2013 app MyAgenda.

The success of the Hospitality Social Awards organized by Teamwork at BTO was also confirmed. This is the first Italian award dedicated to the excellent quality of Social Media Marketing in the tourism and hospitality sectors.

PREVIOUS EDITIONS OF BTO

#BTO 2012

Over 6,500 participants during the two days of the event, 220 speakers of more than 15 different nationalities, 46 Italian and international exhibitors (30% more in comparison with the 2011 edition). Over 180 accredited journalists and 130 bloggers, 4,000 single users who followed the event broadcasted live on the intoscana.it website for a total of 60 hours of direct live streaming split into three channels. Tens of thousands of posts on Facebook (1,500 fans were added during the last two weeks) and almost 1,800 'Talking abouts'. BTO#2012 was among the hashtags with the most tweets in Italy on 29 and 30 November with 10,000 registered tweets and the event took first and second places on the trending topics chart. There were also 450 photographs posted on Instagram, 250 check-ins on Foursquare and 500 downloads from the BTO app during the two days of the event. Many exhibitors of companies that had participated in prior editions returned. In fact BTO registered a very high level of customer retention including English, Irish and German brands. The novelty at this year's edition was the arrival at the Exhibitors Club of its first American company Revinate.



QUINTA EDIZIONE BTO 2012 29 e 30 NOVEMBRE 2012

95 events were scheduled featuring representative speakers from some of the biggest names in 2.0 tourism (Airbnb, HomeAway, Kayak, Gogobot and Kwikchex). Some of the gurus of 2.0 travel who arrived in Florence for the event: Arnie Weissmann Editor-in-Chief of Travel Weekly, the first source in Italy to offer a coverage to social media; Walter Lo Faro, Senior Director of Expedia's Market Management Southern Europe; Roberto Frua, Sales Director of Kayak Europe; Fabio Maria Lazzerini CEO of Amadeus, Chris Emmins co-founder of Kwikchex and Angus Struthers, TripAdvisor Senior Director of Global Communications.

The exclusive presentations of PhoCusWright, BlogMeter, EyeForTravel and Future Brand were met with a large audience. There were many illustrious guests such as Dario Vergassola, Syusy Bladi, Patrizio Roversi and Colonel Mario Giuliaci. The BTO stage also hosted Andrea Babbi, the new General Director of ENIT (National Tourist Agency), for his first public appearance. Babbi chose BTO to launch his message for the future: "the keywords for tourism in Italy are innovation, innovation, innovation".

All of the scheduled events were sold out. The encounters in the Main Hall were very popular as well as those held in the two Scientific Halls, the three Focus Halls and in what has become the famous "Tool Box" Hall which offered training events dedicated to travel operators. The goal was to give them the "tools" needed to improve their performance and promote their facilities on the web. Many young people also participated actively at the event, most of whom arrived from Cà Foscari University of Venice and the Genoa-based Garrone Foundation.

The 2012 edition opened with three exclusive presentations: a report on the status of online travel in Italy prepared by PhoCusWright, a photograph of the status of the social media in Italy taken by BlogMeter and an overview of the universe of mobile devices and apps developed by EyeForTravel.

Time and space was offered to start-ups in the Travel 2.0 sector with Gnammo (a community that organizes food events in the home), Bid My Travel (users post a request for a tailor-made travel experience that can be either structured or completely de-structured and travel operators put together

solutions to choose from), GoHasta (a calculation engine that cross-checks supply and demand for the purpose of finding the best geolocation-based solution, on line since January 2013) and ChangeYourFlight (a tool used to recuperate unused tickets. Travelers benefit by recovering a portion of the ticket price and airline companies benefit by optimizing their flight capacity).

Lastly, the 2012 edition of BTO-Buy Tourism Online added a new and prestigious event: the HSA Hospitality Social Award conceived and organized by TeamWork. Television's popular "accidental tourists" Syusy Bladi and Patrizio Roversi awarded the best Social Media Marketing ideas applied to the tourism and hospitality sectors. This is the first Italian award dedicated to these excellent services.



PREVIOUS EDITIONS OF BTO

#BTO 2011

2,947 participants, 176 speakers [44 in 2010], 91 events, 108 accredited journalists, 179 students and bloggers, 31 Web Portals at Speed Date, 34 companies at the Exhibitors Club, BTO#2011 was the hashtag with the most tweets in Italy on 1 and 2 December, 18 hours of keynotes and interviews recorded at the Main Hall.

PREVIOUS EDITIONS OF BTO

#BTO 2010

2,911 participants, 44 speakers, 42 FREE Training Sessions with 2,810 participants, 112 accredited journalists, 60 Bloggers and Evangelists 2.0, 4 Television stations covering the event, media partners: Wired.it and intoscana.it, thanks to: ObiettivoTre and MarketPlace, 38 Web Portals, 39 companies at the Exhibitors Club, #BTO2010 was the hashtag with the most tweets in Italy on 18 and 19 November, Livestream.com BTO-Buy Tourism Online 2010 Day ONE was the most followed Direct broadcast in the world on Thursday 18 November, Livestream.com BTO-Buy Tourism Online 2010 Day TWO was the most followed Direct broadcast in the world on Friday 19 November, 965,420 minutes on Livestream.com viewed by the total amount of users during the live streaming of the event, 17 hours of keynotes and interviews recorded at the Main Hall.

PREVIOUS EDITIONS OF BTO

#BTO 2009

**Completely SOLD OUT 5 days prior to the event:
2,833 participants, 50 speakers (half of which were international), 31 FREE Training Sessions with 1,421 participants, 85 accredited journalists, 65 Bloggers and Evangelists 2.0, 2 BTO Live news broadcasts per day, 136 Sellers at Workshops, 106 Web Portals at Workshops, 33 companies at the Exhibitors Club, #BTO2009 was the hashtag with the most tweets in Italy on 16 and 17 November, #BTOLIVE was the hashtag with second most tweets, Livestream BTOLIVE was the most followed Direct broadcast in the world on 17 November, 216,000 minutes of Livestream viewed by the total amount of WEB_TV users, 17 hours of debates, keynotes and interviews recorded at the Main Hall.**

WE ♥ TANTED

A man with dark hair, wearing a dark jacket, is shown in profile, speaking into a black microphone. He is holding the microphone with both hands. The background is a solid, vibrant red. The lighting is dramatic, with strong highlights and shadows. The overall mood is professional and energetic.

PREVIOUS EDITIONS OF BTO

#BTO 2008

100 buyers, 200 accredited professionals at the
workshops, over 2,400 guests at 3,000 appointments

2016 | **NOVEMBER 30TH / DECEMBER 1ST** **FORTEZZA DA BASSO** **FLORENCE**

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