



BTO 2013 - BUY TOURISM ONLINE RETURNS 3 AND 4 DECEMBER AT THE FORTEZZA DA BASSO IN FLORENCE

***As part of a deal with Italo, receive a €10 discount
on your train trip to and from Florence when you buy your ticket for BTO***

Do you work in tourism marketing? Do you manage an accommodation? Are you involved in local government? If so, clear your schedule for this **3 and 4 December** because you can't miss the **6th edition of BTO - Buy Tourism Online**, the international event on **Travel 2.0** that not only provides an overview of the latest news on tourism in **Italy and overseas**, but also a wide range of training. **The person at the centre of everything** is the theme organisers have chosen for the 2013 edition of **BTO - Buy Tourism Online**. The motto **"IT IS YOU"** will accompany every part of the two day programme, held in Florence's magnificent **Fortezza da Basso**. The scientific programme will particularly revolve around the – one of a kind – ability Italians have when it comes to tourism. Because it is every single tour operator, every single hotelier/restaurateur who makes a difference, adds value and does their bit to maintain the competitiveness of **Destination Italy**.

One of the objectives of BTO is precisely to **provide** these tourist operators with the **tools to improve their performance** and the **promotion of their business online**. At the 2012 edition, a good **95 scheduled events** had representatives from some of the biggest names in Tourism 2.0 as speakers (Airbnb, HomeAway, Kayak, Gogobot, Kwikchex). Among the gurus of Travel 2.0 who arrived in Florence were Arnie Weissmann from Travelweekly, Walter Lo Faro from Expedia, Roberto Frua from Kayak Europe, Fabio Maria Lazzarini from Amadeus, Chris Emmins from Kwikchex and Angus Struthers from TripAdvisor.

Online registration for BTO 2013 is **open** on the official event website <http://www.buytourisonline.com/>. Special offers for **young people under 26 years of age** will be available until sold out. In the meantime, the list of speakers continues to be enriched by the participation of excellence, to be slowly revealed in the coming days.

For more info about ticket prices: <http://www.buytourisonline.com/come-partecipare/?lang=en>

To stay up to date on all things BTO - Buy Tourism Online 2013: <http://www.buytourisonline.com/>

As part of a deal with Nuovo Trasporto Viaggiatori S.p.A, anyone who buys their ticket for BTO - Buy Tourism Online 2013 online will receive an email with a link to download their event PASS. Inside the PDF is a voucher for €10 off your **Italo Treno ticket**. The voucher, to be used between 2-5 December for trips to and from Florence, is valid for Smart, Prima and Club ambiances and applicable on Italo Treno's Economy and Base offers for the purchase of travel tickets on www.italotreno.it. The voucher's code is to be inserted at the time purchase by selecting the "Scopri Italo/Voucher Promo" payment method. This agreement is valid until 2 December.

BTO - Buy Tourism Online is an event promoted by the Regional Government of Tuscany, Toscana Promozione and the Florence Chamber of Commerce, organized by the Fondazione Sistema Toscana and Metropoli - Azienda Speciale della Camera di Commercio di Firenze. The scientific programme and creative concept: BTO Educational. www.intoscana.it, Tuscany's official website is media partner.

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