



WITH HEART, TOGETHER FAR

Milan, 05 March 2024 - The annual Convention of the Frigerio Group took place on Saturday 2 March: 150 travel agents from all over Italy, affiliated agencies and consultants from the network, gathered at the Starhotels Rosa Grand in Milan. A day of sharing, where we talked about results, objectives and news, as well as being a valuable opportunity to make teams.

The Convention was the opening of an important year for the company, which in 2024 celebrates 3 anniversaries: 25 years of Frigerio Viaggi Network (a company that brings together 90 agencies and consultants throughout Italy), 50 years of Frigerio Viaggi (company dealing with tourism, corporate, business travel, events and incoming) and 75 years of Frigerio Trasporti, the parent company of the Group with a large fleet of coaches and minivans from 4 to 85 seats.

"With heart, together further" is the claim of the Convention and the limited edition of the Anniversaries logo. "Because the Frigerio Group is the story of a passion that has been handed down for three generations, shared every day with employees and affiliates, the people we have chosen and who have chosen us, who put themselves at stake, who put their heart into it." This is how the work opened the President Giancarlo Frigerio "Together we arrived here today and tomorrow we will arrive even further, because the teamwork allows the ordinary people to reach results out of the common!"

Paola Frigerio, Travel, Marketing & Network Director, has anticipated the path for the celebrations of the anniversaries and has revisited the stages of a history in continuous evolution, reaffirming the importance of teamwork. "The whole is greater than the sum of its parts" as Aristotle said: problems divide, ideas multiply, results come. Together with Natalia Boccadoro, Head of Programming, and Sarah Bogani, Head of Leisure and Welfare, he has explored the unique and valuable tools in the hands of the Group's agents: the exclusive catalogues (WOW for individual holidays, Top class for educational trips, A thrill for ever for weddings and private events, Collection for corporate events and MICE). Not least the brand new website, a valuable tool both in B2C and B2B perspective: 5,000 transport companies, 990,000 hotels, 200,000 activities, 3 shipping companies and car rentals worldwide.

Carlo Frigerio, Mobility Director, focused on the strengths of the Transport Division, which have always distinguished service as the highest standards of quality, safety of passengers and workers, sustainability with a low-environmental impact vehicle park, which in the last 13 months has seen the entry of 12 new buses. Without forgetting the fundamental values of reliability, flexibility, competence and courtesy. 2023 closed very well, with a significant increase in turnover. Simone Frigerio, General Director, in addition to giving results and goals for the new year, he illustrated the news of FriTravelApp, proprietary platform developed for business travel, that in 2024 will see the implementation of the calculation of co2 emissions at the time of booking: the traveler can thus make an informed choice based on the emissions produced. Chiara Frigerio, HR Director, highlighted the centrality of the person and the importance of training, updating and soft skills, key words of the company strategy. Without forgetting how fundamental are meeting moments like the Convention, to make team and strengthen the spirit of the group.

A team enriched by the work of valuable partners: hotel chains, carriers and mobility, tour operators, services and experiences, insurance. Convention guests, as well as Starhotels in the host's capacity, ITA Airways, MSC Cruises, Alpitour World, Sand Tour, Civitatis and Ergo Insurance, who have contributed by talking with all agents and professionals of the Travel present in the hall. There are also over 25 Personal Travel Expert TEX, a network that today has 70 Personal Travel Experts throughout Italy and of which Frigerio is a majority partner since 2023.

The day ended with an exciting team building "We paint our purpose" on artistic theme. The participants were divided into working groups with the aim of creating a "masterpiece", a unique piece personalized with images, keywords and logos inspired by 75 years of history and company values. The drawing, which had not been shown to any of the participants, was divided into 60 black and white panels and the teams' aim was precisely to paint the tiles in the right colours, coordinating with the other working groups. The final masterpiece 4 x 2.5 meters was assembled and unveiled to all participants only at the end of the activity.

Guest in the hall Fabio Sironi, illustrator who in his long career has collaborated with prestigious names such as *Giorno* and *Corriere della Sera*: during his course he followed and picked up inspiration, details and topics of the Convention.

FRIGERIO TRAVEL - The Frigerio Group now brings together over 90 travel agencies and travel planners throughout Italy and offers guarantees of seriousness and reliability. Individual and group travel, holidays, incoming, business and corporate travel, meetings, incentives, congresses and events without forgetting communication and marketing: these are the areas of excellence in which today the company stands out to give to each customer, in addition to the care and attention that are part of its tradition, a unique solution and each time unrepeatable.

For further information:

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