



FRIGERIO VIAGGI®

NEWS FROM FRIGERIO VIAGGI AT TTG TRAVEL EXPERIENCE 2021

Milan, 12 October 2021 – The Frigerio Viaggi Group participates in the 58th edition of TTG Travel Experience, the most important B2B Tourism fair, in Rimini from 13 to 15 October. A perfect opportunity to present the new FriDom format and the news in the Incoming sector.

“After the difficulties that the entire sector has shared in the last year and a half, it is a pleasure to be able to meet with colleagues, partners and suppliers looking at each other again” comments Paola Frigerio, Travel, Marketing & Network Director of Frigerio Viaggi “Our participation in the fair is in fact, first of all, an opportunity to meet new agents, finally in person. In recent months we have completely revisited our affiliation concept and we will be in Rimini to talk about the new FriDom format. A format that is attracting interest, because it aims to propose concrete solutions, real answers and not just chatter to the daily needs of agents. We are the first to have been doing this work for over 40 years and we know the real needs and problems of organized distribution”.

FriDom was born from the experience of Frigerio Viaggi Network, a transparent and flexible format, to create a circuit of value, concrete and immediate, which is aimed at all professionals in the travel sector: travel agencies and consultants, those who are reinventing themselves, to those who want to make tourism their job with passion and seriousness. The Group's 3 "historical" affiliation formulas remain unchanged: Friends, for agencies that want to maintain their commercial identity, but feel the need to rely on a consolidated reality; Travel Planner, for consultants who wish to operate with maximum autonomy without giving up an organized and flexible structure; Franchising, for new entrepreneurs who wish to open a travel agency using the help and know-how of a network. The real innovation concerns the introduction of 4 modules with services and technological tools suited to meeting specific needs: Leisure module, Corporate module, Incoming module and MICE module. Each of the 3 types of contract can be modulated on demand and allows the professional to activate one or more modules, based on your needs and desire to expand.

The Frigerio Viaggi Network stand will be shared with two top-level co-exhibitors: The Travel Expert and Fidenza Village. Rimini is in fact the opportunity to officially start the collaboration, announced a few weeks ago, with Tex for networking, while the one already started with Fidenza Village, now a historic partner for Incoming, continues.

The programming activity has been implemented in this last sector and, after the recent satisfaction that saw Frigerio Viaggi Official Tour Operator of World Routes 2021, the most important event in the aviation industry, the Frigerio Group at the TTG Travel Experience presents the latest Incoming products such as the Reggia di Monza, a pearl of rare beauty for the valorisation of the Lombardy territory, as well as experiences on the city of Milan (Cenacolo Vinciano, Duomo, Castello Sforzesco, Wine experience), Lake Como, the cities of Italian art and the always fruitful collaboration with Bernina Express. For all shopping addicts, what better solution than Fidenza Village? Finally, the flagship of the Incoming branded Frigerio

OpenCITY: the app developed by Frigerio Viaggi to visit and discover Milan, the first true example of digital tourism. Its format, totally innovative and unique in the world, was created to accompany the traveler on a live exploration of the places described, through an immersive.

FRIGERIO VIAGGI - The Frigerio Group today brings together over 50 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 for giving each of its individual customers, in addition to the care and attention that are part of its tradition, a unique and unrepeatable.

For more information:

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