

# EXPO INCREASES TRAVEL TO MILAN BY 600%



The number of tourists visiting Milan since the World Expo opened its doors in May of this year has grown by more than 600%, according to online travel agency eDreams which says that the number of tourists visiting the Lombardy capital has not stopped growing.

Besides the Italians themselves, the French and the German visitors are the most numerous at Expo. **With almost 15% of the bookings, the Spanish are third among those who have given in to the show's appeal.**

The British, Belgians, Austrians, Portuguese, Luxembourgiens and Romanians are the Europeans completing a list of visitors which includes tourists from only one non-European country: the United States, on the ninth place.

Pablo de Porcioles, director of Business Development for eDreams, said that international events are always an incentive for tourists. "The increase in bookings for Milan was evident from the outset: in March we were already seeing more than 10% of total bookings and by May almost 30%," he said.

In April and June, another 20% of the flights were sold. **"There are several weeks to go, and hopefully after the summer Milan will be one of the most preferred destinations for a getaway for many Europeans,"** the director concluded.

Hoteliers also report increased numbers of guests in Milan. Many of them recorded exponential growth from May to August compared to the same period of 2014: +9% occupancy in May, +12% in June, +19% in July and +49% in August.

Under the theme "Feeding the Planet, Energy for Life" and until October 31, the Milan Expo will bring together nearly 150 countries and international organizations for a unique experience of educational leisure developed around nutrition, food and resources worldwide, where visitors can learn about the different elements surrounding the complex world of food.

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