



FRIGERIO VIAGGI®
NETWORK

FIRST CONVENTION FRI SUN ON MSC SEAVIEW

Milan, 16 November 2021 – The First FRI DOM Convention was held from 9 to 13 November, the new affiliation format created and promoted by Frigerio Viaggi Network, which brought together over 70 Frigerio Viaggi agents, GPT Gruppo Professione Turismo and The Travel Expert.

“Although in reality, it is the 38th convention of the Frigerio Viaggi Group, we wanted to emphasize the fact that it was the “First” since the Covid 19 pandemic broke out, and on the new FRI DOM format which, in addition to fully represent the different types of professionals in the sector, respecting the uniqueness of each one, from the smallest to the most structured, offers in a flexible and transparent manner a vast choice of products, contracts and combined innovative digital technology, which makes it a unique proposal of great value” begins Paola Frigerio, Travel, Marketing & Network Director of the Group.

Host MSC Cruises who hosted the agents on board MSC Seaview in the Western Mediterranean: Genoa, Barcelona and Marseille the itinerary of the 5 days of Convention.

A precious opportunity to experience the ship and touch the product first-hand, as well as strengthening the spirit of belonging and sharing, with a view to a stimulating and constructive discussion between “We are very satisfied to have finally managed to host the Frigerio Viaggi Network Convention and in particular the First FRI DOM on board MSC Seaview. We follow and support this new project with great interest, a combination of different realities that are able to exalt themselves in their own peculiarities that they bring together” comments Fabio Candiani, Director of Sales and Network Italy of MSC Cruises “Together with the commercial staff led by Gianni Pilato we were able to focus on the Winter 21/22 commercial activities, in particular on the pricing in force from this week. Among the thousand opportunities and services on board offered by MSC Seaview, we were also able to visit and test the MSC Yacht Club area. We hope that this is only the first of 38 other Conventions together”.

“There was a strong need, two years after the outbreak of the pandemic, to return to an important face-to-face meeting to share not only strategies and objectives, but the warmth of a handshake or a hug, with old and new colleagues to give life to “a new departure”, which we all feel a profound need for” continues Giorgio Mariani, Network & Incoming Manager of the Group, “We are aware that the path is still uphill, but clarity of vision, product and technology are the drivers who are moving energy between territories, travel professionals and domestic demand and international”.

Gian Paolo Vairo CEO & Founder of Trustforce, which collaborates with the Frigerio Viaggi Group through a team of territorial consultants looking for new affiliates to the FRI DOM project, declares: “It was really interesting to see different types of professionals interact in harmony. I believe it is successful to offer a wide range of diversified services based on the types of business: Leisure, Corporate, MICE and Incoming. An original and innovative technology that made the convention full of interesting and current topics.”

Michelangelo Crippa President of GPT Gruppo Professione Turismo “I applaud the great team work that distinguishes our relationship with Frigerio Viaggi Network and thanks for

having also connected in streaming those who, like me, were unable to participate in person at the convention but had the opportunity, also from the agency, not to miss anything of the rich news presented".

"This is the first off-site for The Travel Expert and we are honored to have become part of Frigerio Viaggi Network which, in addition to having decades of experience in the field of the product and contracts with suppliers, is the owner of a technology innovative digital technology that will allow everyone to leap forward." comments Davide Volpe, Co-Founder The Travel Expert. "We really liked the FRI DOM format and we feel ready to join because it respects the uniqueness of each professional, allowing everyone to express themselves at their best. It's not about making comparisons about who is better at what, but about enhance the strengths of both" adds Luigi Porro, Co-Founder The Travel Expert.

"We were born with a great focus on leisure and today we find ourselves collaborating with a large producer of Italian products such as Frigerio Viaggi. This is the opportunity to make a big leap on the incoming and Italian experiences module, taking advantage of already consolidated products and sales channels and innovative digital formats such as OpenCITY. The strong technological vocation of the Frigerio Group was certainly one of the reasons that made us lean towards the partnership with them".

"The Convention was also an opportunity to present our proprietary technological tools, which aim to simplify the operations of travel agents, such as FriTravel App." continues Simone Frigerio, General Director of Frigerio Viaggi "A single dashboard for booking and issuing travel tickets: over 1,000 flights and 1 million hotels around the world, trains, car rentals and ancillary services such as parking, visas, insurance and airport services. The system allows you to access all the main information, saving time and what's more, thanks to the simplified view of the various processes, the agency becomes more performing and profitable. In particular, for travel agencies we have developed the FriTravel Fast product, an online booking system that allows both the consultant and the agent to work wherever they are; while for companies we have FriTravel Solution, a smart and intuitive platform for managing corporate travel. The icing on the cake is the large vertical and horizontal integration project called SITO, Integrated System for Online Travel".

Partner of the event Ergo Assicurazioni, which had the opportunity to discuss and present the product news and strategy for the next season to the Frigerio Viaggi Network agents. "As partners, we are very happy to have taken part in this convention and to have been able to present our customized insurance solutions for the different types of services and packages offered by Frigerio Viaggi" concludes Daniela Panetta, Commercial Director of Ergo Assicurazione Viaggi "L The opportunity was also precious for us to continue constant training for travel agents on the new coverage relating to Covid and quarantines".

The first FRI DOM Convention was an important meeting which saw the alternation of work and training meetings with moments of leisure and networking. The topics covered ranged from product and programming, with an important focus on Incoming and the Italian product, to web and social technology.

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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