



ORGANIZED BY  
**ITALIAN  
EXHIBITION  
GROUP**  
Providing the future



**14 - 16  
OCTOBER  
2026**

**RIMINI  
EXPO  
CENTRE**

# TTG Travel Experience

**Italy's leading event for the promotion  
of global tourism**

# TTG Travel Experience

## Italy's leading event for the promotion of global tourism

For three days, Rimini becomes the beating heart of the global tourism industry: tourism boards, tour operators, travel agencies, airlines, accommodation facilities, and providers of services, technology and innovative solutions come together in a single major networking platform.

TTG is more than just a trade show, it is a workshop of ideas, a place to anticipate the trends, formats and inspirations the define contemporary travellers.

**TTG Travel Experience is a byword for tourism.**

Watch the video



# Italy's tourism and hospitality marketplace



Scheduled every year for October, TTG Travel Experience and InOut | The Hospitality Community are held at the same time to create **the largest Italian marketplace dedicated to tourism and hospitality.**

**TTG** is Italy's key event for the promotion of global tourism

**InOut** is Italy's leading event for the hospitality industry.

**TTG Travel Experience** brings together the leading players in organised tourism, including national and international accommodation facilities, while **InOut | The Hospitality Community** is an absolute must for companies offering hospitality products and services.

Scan the QR code and watch the video of the 2025 edition.



## Facts & Figures

### Key marketplace data

TTG Travel Experience is much more than a trade show. It is place where, for just three days, real opportunities for **networking, business and training** come together.

**3**

Days of business, meetings and seminars

**26**

Pavilions

**72,700**

Attendance, + 3% more visitors than in 2024

**19,500**

Business meetings

**70**

Foreign destinations

**2,700**

Brands

**1,000**

Buyer from 75 countries

**200**

Events

**400**

Speakers

\*Figures relate to the entire TTG Travel Experience and InOut | The Hospitality Community 2025 marketplace

# Visitors

TTG Travel Experience is the place that brings together the real decision-makers in tourism. **Over 60% of visitors hold key roles in the decision-making process**, which makes the event a real opportunity to develop relationships, forge agreements and anticipate industry trends.

**TTG is the place to meet the real decision-makers in tourism.**

**48%**

Tourism intermediaries

**12%**

Services

**26%**

Accommodation facilities

**8%**

Trade and mainstream media

**3%**

Transport

**3%**

Technology and innovative solutions



# The buyer contingent

**Selected buyers. Targeted meetings. Global opportunities.**

TTG welcomes a contingent of **around 1,000 carefully profiled buyers**, ready to discover the best in Italian and international tourism. A global network covering **over 75 countries**, with buyers from every continent.

## Buyers

- Tour operator and travel agencies
- Corporate travel manager
- OTAs and digital platforms
- Destination managers

## Meetings

- Over **19,500 B2B meetings** at the last edition
- Targeted matching through **My Agenda by TTG**, the digital meeting scheduling platform
- Profiled contacts to make the most of every moment at the show

# Exhibitors

An integrated exhibition ecosystem, designed to enhance every tourism segment. TTG is the place where supply and demand come together effectively, generating real value throughout the value chain.

**34%**

Tour Operators  
Travel agencies

**19%**

Italian and international  
promotional bodies

**11%**

Accommodation facilities

**11%**

Technology/web

**10%**

Services

**8%**

Transport

**4%**

Media / tourism  
marketing consultants

**4%**

Associations and  
institutions

# Exhibition areas



## ITALY

The Italy Area is the largest marketplace for Italy's tourism offer. Regions, agencies, operators and accommodation facilities promote Italy's tourism heritage to international stakeholders through experiences and destinations.

## GLOBAL VILLAGE

The beating heart of the tourism business: Global Village hosts tour operators, service companies, suppliers and technologies catering to the distribution network. It is a place to forge relationships and define market strategies.



## THE WORLD

The World is the area dedicated to major international destinations that wish to establish direct contact with tourism intermediaries. It hosts airlines, tourism boards, DMCs, incoming operators and accommodation facilities abroad that promote authentic experiences and tailored products for international markets.





Alongside its large exhibition areas, TTG offers dedicated vertical features designed to capture emerging trends and put the spotlight on the players reshaping

the sector's future: from the most promising start-ups to large international hotel chains.



### TTG Next Startup

The area dedicated to innovation in tourism, with a selection of the most exciting national and international start-ups. This dynamic hub features pitches, talks and events that foster discussion between new businesses, investors and operators, creating concrete opportunities for growth, cross-fertilisation and the development of new travel solutions.

IN PARTNERSHIP WITH



### Hotel Chains

The TTG project conceived for large hotel chains. A high-visibility format that focuses on brands, strategies and business models, with Hotel Talks as its beating heart: an exclusive space for presentations, meetings and targeted networking opportunities with buyers and operators, thanks in part to the meeting scheduling opportunities provided by MyAgenda.

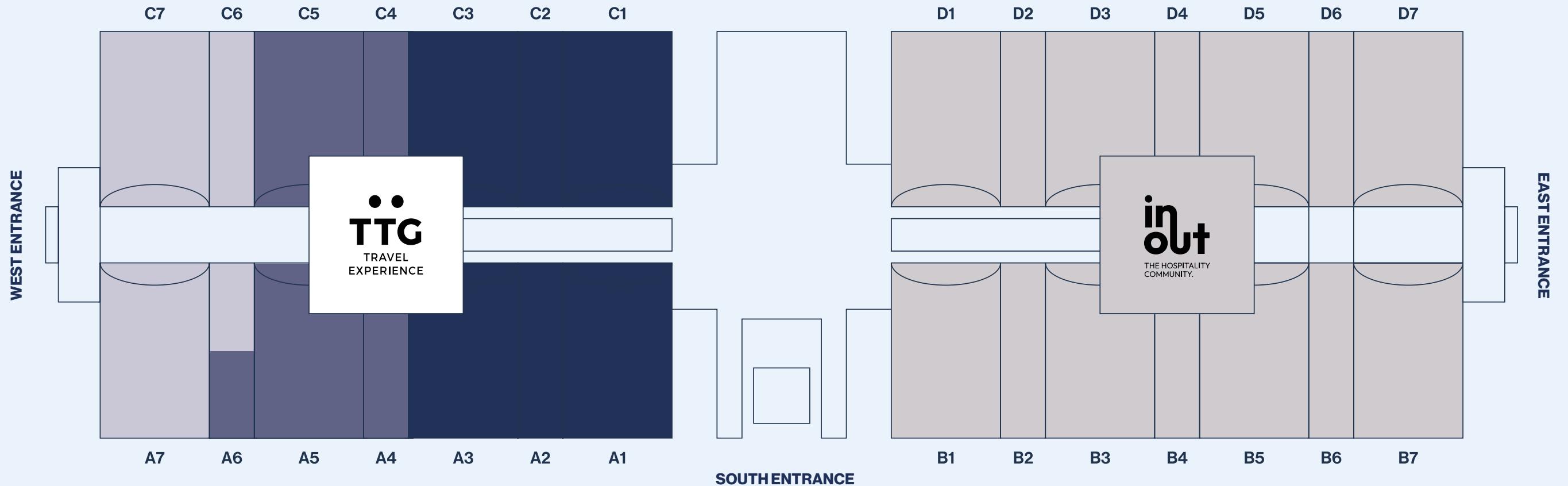
# Exhibition layout

<b>ITALY AREA</b>	A1 - A2 - A3 - C1 - C2 - C3
<b>GLOBAL VILLAGE AREA</b>	A4 - A5 - A6 - C4 - C5
<b>THE WORLD AREA</b>	A6 - A7 - C6 - C7

The layout is designed to facilitate direct contact between supply and demand.

It is designed to optimise visitor flow and maximise visibility for exhibitors, offering all stakeholders an immersive, functional and business-oriented experience.

The three main areas – **Italy**, **The World** and **Global Village** – are designed to showcase every segment of the tourism industry, make it easier for visitors to explore the entire offering, create synergies and foster direct contact between supply- and demand-side operators.



# Business opportunities

## Meet buyers. Build your business.

At TTG Travel Experience, exhibitors are not only visible: they are connected. TTG provides you with a customised programme for you to make direct contact with the buyers most relevant to your business.

### MY AGENDA BY TTG

MyAgenda organises one-to-one meetings with Italian and international buyers, selected to match your target audience. This global matching platform creates one large community where Italian and international supply and demand come together in an exclusively B2B environment.

### MEET&MATCH

Speed dating sessions at the start of the event: an extra opportunity to expand your contacts, fill your diary and get noticed by new buyers.

### FAM TRIP

By coming to TTG Travel Experience, you gain access to an exclusive business opportunity: Fam trips dedicated to the event's buyers.

A strategic opportunity to introduce and showcase your destination to those who shape the global tourism offer.

**Fam trips** take place **before or after the event**, but also **throughout the year**, as **tours organised outside the show**: real experiential moments designed to connect regions and buyers selected by TTG.

### Why organise a Fam trip with TTG Travel Experience?

#### The benefits:

- **Bring your region to life for a selection of tourism operators** in an authentic and immersive setting.
- **reate strategic and lasting connections with target buyers**, increasing opportunities to forge commercial partnerships.
- **Stand out from the competition by promoting your tourism offering** in a customised, high-impact programme.

The TTG Travel Experience buyer team carefully selects operators that are suitable for your product and the fam trip programme, ensuring high-value meetings and maximum effectiveness.

Fam trips take place before or after the event and generate concrete results: 85% of buyers include the visited destinations in their offer and over 75% of exhibitors establish new business relationships.

Want to find out more?  
Scan the QR code



# Opportunities to boost visibility

## An integrated communication ecosystem

By coming to TTG, you can ensure your brand has a constant presence before, during and after the show, through a combination of digital channels and physical spaces.

**Newsletters & DEMs:** targeted communications sent to a **highly profiled database** to generate awareness and high-quality leads.

**Sito web:** a dynamic portal with a high volume of monthly visits and real-time updates.

**Social Media** (LinkedIn, Facebook, Instagram): constant promotion on strategic platforms, with editorial and sponsored content. A constantly growing community ensures constant visibility before, during and after the show.

## Visibility tools available to your brand

Digital channels, physical spaces and editorial tools combine to optimise your presence.

**Official app:** your brand's presence on a digital tool increasingly used by visitors to find their way around, plan and interact with content and exhibitors. It includes features such as an interactive map, event programme, push notifications and much more.

**Visibility in the fairgrounds and offline advertising:** promotional materials (totems, posters, banners, signage) strategically placed around the exhibition centre..

**Publishing - online and offline:** communication opportunities through TTG Italia, the show's official publishing channel and a fully integrated journalistic information platform dedicated to the key players of the tourism industry.

# Why exhibit at TTG?

## **To give your brand maximum visibility**

You will be able to present your latest products to a professional audience and enhance your presence through promotion on all event channels and in official trade show materials.

## **To connect with the industry's real decision-makers**

Thanks to highly selected visitors and buyers and the My Agenda by TTG business matching platform, you can plan targeted meetings and expand your network of strategic relationships to boost the growth of your business.

## **To stay one step ahead**

Through our numerous seminars, conferences and exclusive installations, you can discover the latest market trends and anticipate your customers' needs.

**Scan the QR code, request a personalised quote and put your brand at the heart of the industry!**





## Why visit TTG?

**To get a first look at innovations and outstanding solutions**  
At TTG, you will meet travel agencies, tour operators, accommodation facilities, and companies providing services, technology and transport solutions: the best in the industry to inspire your business.

**To expand your network and connect with industry leaders**  
To take part in exclusive networking events with key decision makers and learn more about trends through talks with experts and leading companies.

**To grow your business**  
To keep abreast of the latest innovations, create new strategic partnerships and capitalise on development opportunities in a dynamic and highly specialised environment.

**Find out more**



# Training opportunities and content

TTG offers content designed for those who want to anticipate change and guide their strategies accordingly.

The content is divided into **thematic areas** and includes:

- Seminars, talks, panel discussions and case histories
- Contributions from experts, top companies and prominent industry voices
- Focus on innovation, sustainability, design and new formats

## BOOK & GO

**Book&Go** is TTG Travel Experience's narrative format dedicated to travel stories, tourism culture and the promotion of regions.

This experiential arena is dedicated to revealing regions, and is designed to inspire, generate strategic connections and foster dialogue on the future of tourism and hospitality..



# Travel & Hospitality Vision. Anticipating change. Driving innovation.



Every year sees the presentation of **Travel & Hospitality Vision**, a **strategic tool** that captures the main **economic trends** and changes in consumer behaviour that will shape the future of tourism and hospitality.

Produced by TTG Travel Experience, Vision is designed to support those working in the sector with **data, insights and scenarios that help guide business decisions**. It provides high value-added content, aimed at those who want to stay one step ahead.

## Who is it aimed at?

- Tour operators
- Tourism promotion bodies and institutions
- Hoteliers and accommodation managers
- Travel agencies
- Destination managers
- Designers, content creators and travel designers

## What does it offer?

- A clear overview of the trends that will drive the market in the coming years
- Practical ideas for building effective strategies and communication plans
- A compass to help you navigate constantly evolving markets with confidence

## How to access it?

- Attend the **official presentation** during TTG Travel Experience
- View the **Vision** preview to discover emerging trends in advance (scan the QR code on the side)

Find out  
more



# TTG Italia: the leading publishing brand in tourism and hospitality



**The editorial point of reference for those involved in tourism.** Through the TTG Italia brand, TTG Travel Experience provides the sector with authoritative content and knowledge tools to support the development of regions and business growth. TTG Italia is the leading publishing brand for tourism and hospitality: a multi-channel platform, both in print and digital, which informs, inspires and connects key industry players on a daily basis.

With over 50 years of experience, TTG Italia reaches the desks of tourism professionals directly: over 70% of readers are travel agents, always on the lookout for insights into industry trends and news about companies, destinations and products.

**Being featured in TTG Italia means speaking to the heart of the market.**

# Offline and online publishing products

## OFFLINE

### TTG Italia – Thematic magazines

Strategic content for a global view of the sector



**TTG Innovation, TTG Italy, TTG Global, TTG World:** four magazines per year, each with a specific thematic focus and an in-depth editorial approach, designed to offer **analysis, trends and perspectives** useful to tourism and hospitality professionals.

The titles and content are inspired by the macro areas of **TTG Travel Experience**, creating a coherent and functional synergy with the show and its business objectives



## TTG Today – he tabloid that’s there where tourism takes place

The official tabloid of key industry events, distributed at the main Italian trade shows dedicated to tourism and hospitality: BIT, BMT and, above all, during the three days of TTG Travel Experience. With five issues per year, TTG Italia provides live coverage of the latest news, trends and key players in the market. Distribution is targeted at a select community: tour operators, travel agencies, tourism boards, transport companies, institutions, and companies offering services and innovation.



## TTG Luxury – The magazine dedicated to high-end tourism

TTG Luxury is TTG Italia’s publication that explores the world of exclusive hospitality and high-end tourism, reporting on trends, innovation and news in a sector where uniqueness is the defining characteristic.

With two annual editions (Spring and Winter) and a fortnightly newsletter, it is aimed at a select audience of luxury professionals: Readers: 5\* and 4\* Superior hotels, tour operators specialising in luxury travel, DMCs and providers of exclusive services, airlines, private jets and high-end shopping malls.

## ONLINE

### Website: [ttgitalia.com](http://ttgitalia.com)

The platform where you can find daily updates, trends and industry insights.

**Visit the website to stay up to date**



### Newsletter

A daily update featuring the most important news from the world of design applied to hospitality and sent to a database of 30,000 targeted contacts.

**All the news delivered straight to your inbox!  
Scan the QR code to subscribe.**



### Digital edition

Immediate access to digital versions for quick and interactive viewing.

**Browse the magazine wherever and whenever you want!  
Scan the QR code and get instant access to the digital versions.**



# The TTG ecosystem



## Events outside the show

### TTG DAY

TTG Travel Experience is expanding its business and communication platform with **TTG DAY**, the event **dedicated to tourism and hospitality professionals.**

Organised by TTG Travel Experience and InOut | The Hospitality Community, TTG DAY is an exclusive event designed for **managers and business people in the sector:** a unique opportunity to identify trends, analyse data, draw inspiration for strategies and discuss market challenges and opportunities.

The programme features high value-added content, including the results of **TTG Monitor** – the survey that gathers insights directly from the TTG Community of buyers, tour operators and travel agencies – to support decisions based on concrete data.

**TTG DAY** is the ideal meeting point for those who wish to anticipate the future of tourism and hospitality.

Scan the QR Code  
and watch TTG  
MONITOR 2025 video



Scan the QR Code  
and watch TTG DAY  
2025 video



# AURA

THE LUXURY  
TRAVEL EVENT

POWERED BY TTG

## The event dedicated to the world of luxury travel

**27<sup>TH</sup> - 29<sup>TH</sup> OCTOBER 2026 FLORENCE**

An exclusive event that brings together top international buyers for one-to-one meetings with high-end operators. Three days of B2B workshops, explorations of the local area, conferences, unique experiences and high-level networking in the heart of Florence, a destination of excellence.

**AURA. LUXURY FOR THOSE WHO CRAFT IT  
AND FOR THOSE WHO SEEK IT.**

Find out more



# Media&Events

FEBRUARY

TTG TODAY  
Tabloid



ITALIA  
TTG



## EVENTS

TTG DAY

The annual event in the calendar of meetings organized by TTG Travel Experience and InOut | The Hospitality Community for the travel and hospitality industry.



Italy's leading trade show for the promotion of global tourism. For three days, Rimini becomes the stage for the world of travel: national tourism boards, tour operators, travel agencies, airlines, transport companies, accommodation providers, tourism services, and technology companies come together to shape the future of tourism and create new business opportunities.

MARCH

TTG DAY

TTG TODAY  
Tabloid



APRIL

ITALIA  
TTG  
Italy



in  
out  
review



AURA  
THE LUXURY TRAVEL EVENT  
POWERED BY TTG

AURA The Luxury Travel Event is the benchmark for luxury tourism — a business platform hosting one-to-one meetings between top-tier international buyers and high-end travel operators.

in  
out  
THE HOSPITALITY COMMUNITY

Italy's leading B2B event for the hospitality industry — a comprehensive platform dedicated to designing, furnishing, and innovating spaces for hotels, resorts, and beach establishments. It brings together the best technologies, supplies, furnishings, and wellness solutions for the hospitality world.

MAY

ITALIA  
TTG LUXURY  
Spring Edition



JUNE

ITALIA  
TTG  
Global



## MEDIA

ITALIA  
TTG

The leading editorial brand in tourism and hospitality, publishing four magazines each year:

**Italy:** focused on the inbound market

**Global:** dedicated to stories, key figures, and businesses in the tourism industry

**Innovation:** focused on technological transformation

**World:** dedicated to destinations and the international market

ITALIA  
TTG  
TODAY

The tabloid that reports on what happens across the main trade shows in the industry.

in  
out  
review

The editorial brand dedicated to the hospitality industry.

ITALIA  
TTG LUXURY

The magazine dedicated to high-end tourism, showcasing trends and insights from those who have made exclusivity and uniqueness their hallmark in travel.

OCTOBER

AURA  
THE LUXURY TRAVEL EVENT  
POWERED BY TTG

ITALIA  
TTG LUXURY  
Winter Edition



TTG  
TRAVEL  
EXPERIENCE

TTG TODAY  
Tabloid



in  
out  
THE HOSPITALITY COMMUNITY.

in  
out  
review



DECEMBER

ITALIA  
TTG  
World



in  
out  
review



# Italian Exhibition Group: leader in trade show experiences

Italian Exhibition Group SpA, a joint stock company listed on Euronext Milan, organises and hosts 56 major trade shows and 119 conferences in Italy and around the world. It sets itself apart by organising events in **seven categories**, of which one category, **TOURISM & HOSPITALITY**, includes **TTG Travel Experience** and **InOut | The Hospitality Community**:

Tourism & Hospitality  
Food & Beverage  
Jewellery & Fashion  
Wellness, Sport & Leisure  
Lifestyle & Innovation  
Green & Technology  
Industrial

**A guarantee of quality, innovation  
and international vision.**

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EXHIBITION  
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Providing the future

Watch the video



Save the Date

**14 - 16 october 2026**

RIMINI EXPO CENTRE



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### **Tourism & Hospitality Division**

Foro Buonaparte, 74 - Milan

Tel. 02 806892

[salesttg@iegexpo.it](mailto:salesttg@iegexpo.it)

### **HEADQUARTERS**

ITALIAN EXHIBITION GROUP SpA

Via Emilia 155 - 47921 - Rimini

Follow us on



Please contact our team for further information, cooperation or inquiries.

[ttgexpo.it](http://ttgexpo.it)