



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



**14 – 16
OCTOBER
2026**

**RIMINI
EXPO
CENTRE**

TTG Travel Experience

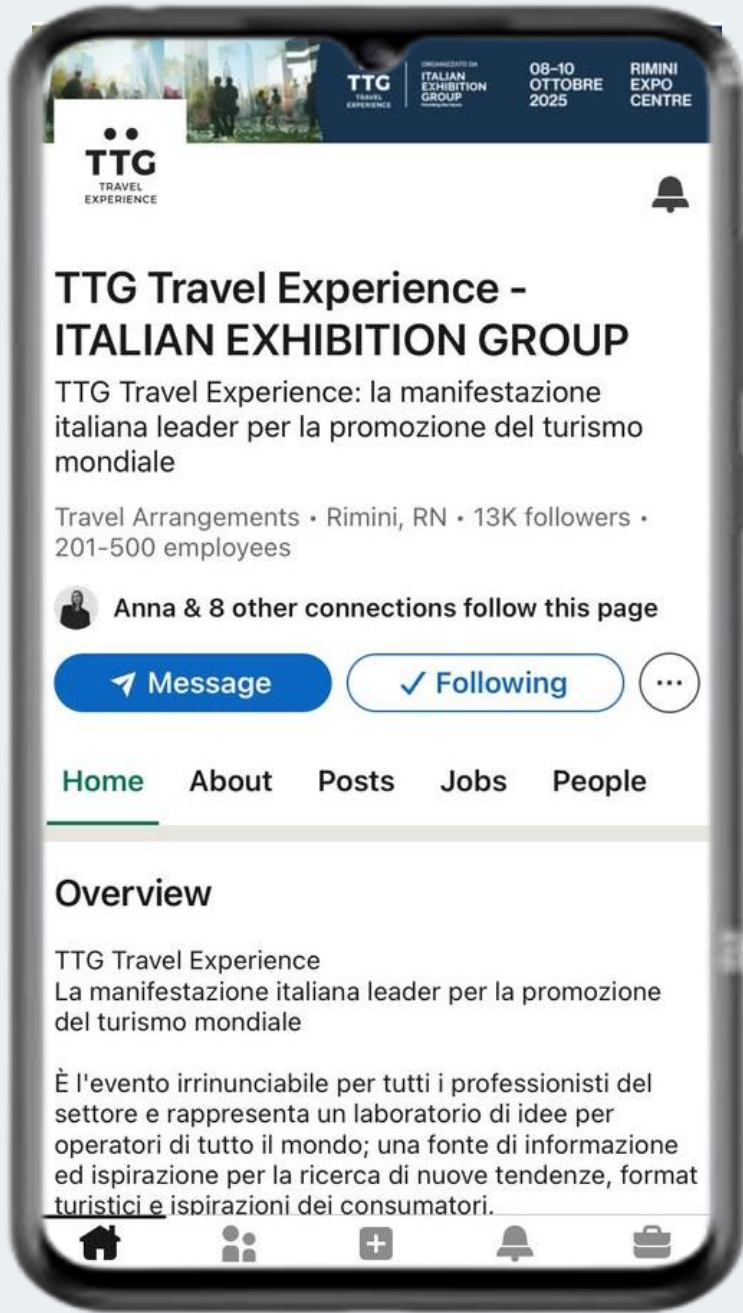
The Mediterranean's leading event for the global
tourism industry

Social media channels

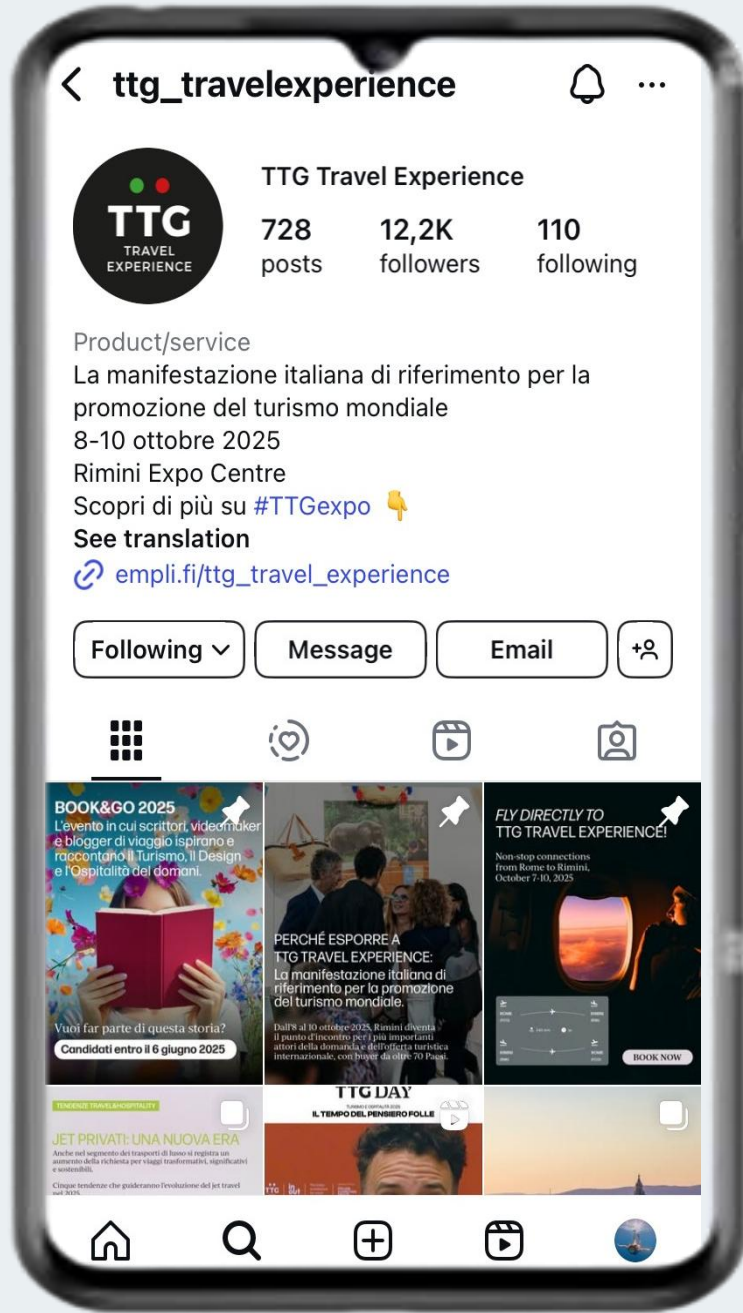
The following are the official accounts of the event. Follow, mention and tag **TTG Travel Experience**.



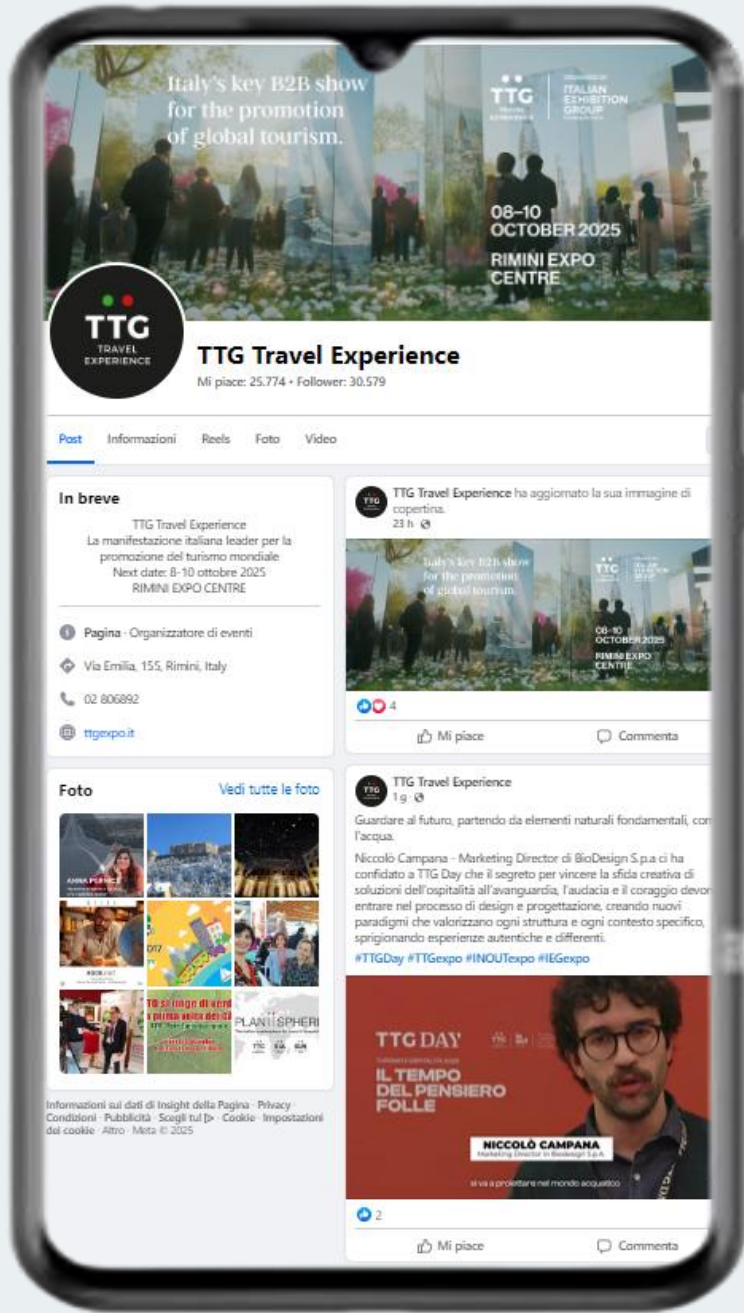
@TTGTravelExperience



@ttg_travelexperience



@TTGTravelExperience



Hashtags

The following are the official social media hashtags for **TTG Travel Experience**.

We recommend using both hashtags when posting on social media.

#TTGexpo

#IEGexpo



Where possible, we also recommend using a geographical tag referring to **Italian Exhibition Group, Rimini Expo Centre** or the **TTG Travel Experience** event.

Logo

Download the official logo of TTG Travel Experience



DOWNLOAD

Social media graphics

Download ready-to-use formats to share on your social media channels.



[DOWNLOAD](#)

FEED

4:5 format, suitable for Facebook, Instagram, LinkedIn feeds.



STORY

Vertical format, suitable for Instagram and Facebook stories.



Banners

Download the following formats for a tailored use to your type of communication: email, website banner, etc.



DOWNLOAD

120x600
FORMAT

728x90 FORMAT



300x300 FORMAT



800x450 FORMAT



950x250 FORMAT



Nice to know

EXIST: THE MAIN THEME FOR THE 2026 EDITION

As every year, the 2026 edition of TTG and InOut presents a **main theme** that guides the event's program. The 2026 theme, **EXIST**, delivers a clear message: *today, to exist means seeking a depth of meaning. It means truly being present.*

Existing today becomes a deliberate act. It is the intention not to pass through time absentmindedly. To not merely consume experiences without retaining them, restoring substance to what we experience.

EXIST is also proof of life.

It means reaffirming the central role of the human experience. It means putting the power back into people's hands to declare what exists and what does not, what matters and what is simply noise. I exist, and through my experience, I legitimize what is real.

EXIST is a framework that invites the creation of real, lived experiences. In 2026, we respond to the rush, frenzy, and overload by choosing to be present.



In our sector, EXIST takes on a particularly powerful significance. For tourism and hospitality businesses, it means designing experiences that restore time, attention, and depth. It means offering moments that are not just "Instagrammable," but **memorable because they are truly lived.**

Travel is an opportunity to experience micro-moments of intentional happiness, authentic connection, and tangible contact with places and people. **Travel not as entertainment, but as a moment of reconnection.** At the same time, EXIST invites the sector to put "proof of life" back at the center: showcasing the process, the materials, the authentic territory, and living communities. Not constructing perfect stage sets, but creating the conditions for **genuine experiences.**

In this sense, tourism and hospitality are not an escape from reality, but a privileged space to inhabit it once again. Not just a destination, but a project capable of restoring a full sense of existence.

Thank you!



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