

2026
THE
YEAR
TO

EXIST

ARE YOU SURE
YOU REALLY EXIST?

14–16 OCTOBER 2026

RIMINI EXPO CENTRE

Fragile growth, persistent geopolitical tensions, polarised opinion and judgements, and fragmented information: **we are living in a fragile equilibrium** that is constantly being renegotiated. Today's world is not defined by one clear crisis, but by a more subtle and pervasive condition,

WITH INSTABILITY AS THE NORM.

In addition to this, we are experiencing unprecedented cultural change: **information is proliferating, languages are evolving, while images come thick and fast.** Initially perceived as a threat, technology has become a tool for speeding things up and enhancing them. But just as it becomes indispensable, it ceases to fully represent us.

IN THIS SCENARIO, EXPERIENCE DOESN'T DISAPPEAR, BUT STRUGGLES TO BECOME FULLY REALISED.

Things that change too quickly don't take root. And what doesn't take root fades.

THE CONTEXT

THE THEME **EXIST**

**EXISTING TODAY MEANS
LOOKING FOR DEPTH OF
MEANING. IT MEANS
BEING THERE.**

Existing today becomes a **deliberate act**. It is a desire not to pass through time absent-mindedly, not to consume experiences without remembering them, and thereby restoring significance to what we experience.

EXIST IS ALSO PROOF OF LIFE.

It means reaffirming the centrality of the human experience. It means returning to people the ability to declare what exists and what doesn't, what matters and what is just noise. **I exist, and through my experience, I validate what is real.**

EXIST is a system that encourages us to create real, lived experiences.

In 2026, we respond to the rush, frenzy and overload we are subject to by choosing to be present.

EXIST FOR OUR

SECTOR

In our sector, EXIST takes on a particularly powerful significance. For tourism and hospitality companies, it means **designing experiences** that restore time, attention and depth.

It means creating moments that are not just Instaworthy, but memorable because they have been truly experienced.

Travelling is an opportunity to experience fleeting moments of conscious happiness, genuine connection and a physical connection with places and people. We **travel** not for entertainment, but as a **chance to reconnect.**

At the same time, EXIST calls on the industry to put the lived experience back centre stage: to showcase the process, the material, the real landscape and vibrant communities. Not to construct perfect backdrops, but to **create the conditions for genuine experiences.**

In this sense, tourism and hospitality are not an escape from reality, but a special space in which to again live within it.

NOT MERELY A DESTINATION, BUT A PROJECT THAT CAN ONCE AGAIN GIVE US A FULL LIFE.

THE JOURNEY

The choice of **EXIST** is a natural progression of the journey that began in previous years.

With **UNBOUND**, we went beyond borders and explored new possibilities beyond imposed limits. With **UTOPIA**, we gave shape to an ambitious vision of the future. With **VERITAS**, we felt the need to bring the discussion back to the reality of data and concrete facts.

With **AWAKE**, we recognised the moment of collective awareness: a slow, gradual awakening that made us more clear-sighted about the complexity of the present.

EXIST IS THE NEXT STEP.

If **AWAKE** was the realisation, **EXIST** is the inevitable consequence. **Simply being awake is not enough. We must be present.**

EXIST is an invitation to reclaim authorship of our lives. Not to just watch them go by, but to be consciously present in them.

At every edition, TTG Travel Experience and InOut | The Hospitality Community introduce a Key Theme inspired by the current market landscape. The goal is not to point out a single trend, **but to distill into a concise concept the defining features and urgent challenges shaping the industry in all its facets.**

As Italy's leading events for the promotion of global tourism, and in constant dialogue with a wide community through their media platforms TTG Italia and InOut Review, TTG Travel Experience and InOut | The Hospitality Community **use the Key Theme as a compass to guide product strategies, communication with Italian and international buyers, and the content of talks and conferences**—turning the nine in-hall Arenas into a vibrant, participatory hub of ideas, widely valued by industry professionals.



ORGANIZED BY

**ITALIAN
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Providing the future

and you...

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