press release

TTG TRAVEL EXPERIENCE AND INOUT: FOREIGN TOURIST EXPENDITURE SPEEDS UP, +5% IN THE FIRST EIGHT MONTHS OF 2026. IN RIMINI, THE 2027 TOURISM ROADMAP

- **Incoming on the rise: €16.2 billion spent by foreign tourists in the first eight months of 2026, up 5% on 2025, according to Nexi. At the show, focus on the Mediterranean, AI, new travel models and the hotel sector with studies by Milan Polytechnic, Confturismo-SWG and Isnart**

- **Beach weddings are progressing, accounting for 38.7% of the global destination wedding market in 2025 with an approximate value of $15.7 billion**

- **From 14th to 16th October at Rimini Expo Centre, TTG Travel Experience and InOut | The Hospitality Community, the Mediterranean's leading global tourism events, will gather the travel industry together and open discussions on trends for 2027**

- **Features will include the new TTG Star Award format and the return of the Innovation District with TTG Next Startup. Also on the agenda, five 2027 trends from Travel & Hospitality Vision +27 by TTG, the new Report on Italian Tourism and the launch of the John Paul II Trail between Italy and Poland**

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Rimini, 29th September 2026 – From 14th to 16th October at Rimini Expo Centre, **TTG Travel Experience and InOut | The Hospitality Community**, the Mediterranean's leading global tourism industry events, organised by Italian Exhibition Group, will bring the travel and hospitality sectors together.
Meanwhile, the first figures from the second edition of Nexi's "Tourism and Incoming Watch", which will be previewed at the trade show, have been released: in the first eight months of 2026, foreign tourist expenditure in Italy reached **16.2 billion euros, up 5% compared to the same period in 2025**. A growth rate that is **more than six times higher** than a year ago.
And in this rapidly evolving scenario, TTG and InOut will be bringing operators, destinations and key hospitality sector players to Rimini to interpret the trends for 2027. The Mediterranean will be transversally analysed at the event with tourism boards from countries in the region and a special focus by CNR-ISMed (National Research Council – Institute for Mediterranean Studies). All with the backdrop of a summer that confirmed Italy's position at the top of European rankings with over 65 million overnight stays in the first half of the year and 36.2 million Italian holiday-makers.

FROM BEACH WEDDINGS WORTH 15.7 BILLION TO 5 TOURISM TRENDS FOR 2027
One of the emerging topics of a specific panel discussion at TTG will be **beach weddings**. In 2025, beach weddings accounted for **38.7% of the global destination wedding market**, amounting to approximately 15.7 billion dollars out of a total of 40.6 billion. A **market that is expected to reach 87.3 billion by 2034**.
The outlook for 2027 will range from **Travel & Hospitality Vision +27 by TTG's 5 consumer trends** to research conducted by **Milan Polytechnic** with market quantification and the first European traveller survey, right through to new holiday models analysed by **Confturismo-SWG**, according to which 58% of Italians already spread their holidays across several periods and 69% foresee one or more short breaks. **Isnart** will explore the relationship between tourism, events and regional development. Further topics will include a focus on

the **Zero Click Economy** featuring the first study on the presence of Italian hotels and destinations in responses generated by artificial intelligence, as well as the latest edition of the **Italian Tourism Report**.

WALKING TRAILS: THE ITALY-POLAND PROJECT WILL BE LAUNCHED IN RIMINI

One of the official events at TTG will see **Gianmarco Mazzi**, the Minister for Tourism, and **Ireneusz Raś**, Secretary of State at the Republic of Poland's Ministry of Sport and Tourism, launching the **John Paul II Trail**, a project dedicated to the places linked to the life and journeys of Pope Wojtyła. Further religious tourism events will include the discussion entitled "Religious Pilgrimages: the reasons for their success between slowness, rediscovery of interiority and the meaning of existence", featuring the Bishop of Rimini, **Monsignor Nicolò Anselmi**, and **don Marco Fagotti**, deputy director of the Pastoral Care IEC for Tourism.

NEW TTG STAR AWARDS, THE INNOVATION DISTRICT AND HOTEL CHAINS CONFIRMED

New features for 2026 will include the new **TTG Star Award** format with **12 nominees** in the **Transport, Hospitality, Destination and Tour Operator** categories, and an awards ceremony in the Main Arena for professionals who are innovating the sector. The **Innovation District** will be back with TTG Next Startup, where AI, smart destinations, automation, data, new experiences and human capital will take centre stage in pitches, talks and meetings with operators, destinations and investors. **Hotel Chains**, featuring leading national and international hotel groups and focuses on hospitality sector developments and transformations, has also been confirmed. In 2026, purchasing managers from the chains attending TTG will also be able to join the buyer contingent of **InOut | The Hospitality Community**, thus strengthening the direct relationship between demand, suppliers and the hotel industry.

AT INOUT, FROM GENERATIONAL CHANGE TO ALTERNATIVE ACCOMMODATION: HOW HOSPITALITY IS CHANGING

The hotel industry will also be at the centre of discussions on generational change with a talk by **Federalberghi's Young Hoteliers** entitled "Gen Z: how a generation is revolutionising work in tourism", and seminars organised by the Glion and Les Roches international schools on the new hospitality assets between human capital, efficiency and artificial intelligence. The **Extra Hospitality Arena** in Hall D2 will draw attention to the alternative accommodation sector and will host a study by the University of Florence on the role of operators, hosts and property managers in the economic, social, cultural and environmental development of local areas.

ABOUT TTG TRAVEL EXPERIENCE – INOUT | The Hospitality Community

Event: international trade show; **organiser:** Italian Exhibition Group SpA; **frequency**: annual; **edition**: 63rd; **entry**: trade only; **website**: www.ttgexpo.it - #ttgexpo

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Italian Exhibition Group S.p.A., a joint stock company listed on Euronext Milan, a regulated market organised and managed by Borsa Italiana S.p.A., has, with its facilities in Rimini and Vicenza, achieved national leadership over the years in the organisation of trade shows and conferences. The development of activities abroad - also through joint-ventures with global or local organisers, in the United States, United Arab Emirates, Saudi Arabia, China, Mexico, Germany, Singapore, Brazil, for example – now sees the company positioned among the top European operators in the sector.

This press release contains forecast elements and estimates that reflect the management´s current opinions (´forward-looking statements´), particularly regarding future management performance, realization of investments, cash flow trends and the evolution of the financial structure. For their very nature, forward-looking statements have a component of risk and uncertainty, as they depend on the occurrence of future events. The effective results may differ (even significantly) from those announced, due to numerous factors, including, only by way of example: food service market and tourist flow trends in Italy, gold and jewellery market trends, green economy market trends; the evolution of raw material prices; general macroeconomic conditions; geopolitical factors and evolutions in the legislative framework. Moreover, the information contained in this release, does not claim to be complete, and has not been verified by independent third parties. Forecasts, estimates and objectives contained herein are based on the information available to the Company as at the date of this release.