press release no. 1

IEG, TTG TRAVEL EXPERIENCE 2026: 2,800 EXHIBITORS, 1,000 BUYERS AND THE MEDITERRANEAN AT THE CENTRE OF GLOBAL TOURISM

- **TTG Travel Experience and InOut | The Hospitality Community will be back in Rimini from 14th to 16th October with 28 halls and 140,000 square metres of exhibition space: 2,800 exhibiting brands and 1,000 buyers for three days of international business**

- **The Mediterranean at the centre of the global tourism debate: greater international participation with new exhibiting countries, while the programme will include the 5 Consumer Trends for 2027 by TTG and previews of key market research findings**

- **Innovation and hospitality take centre stage: 40 start-ups in the TTG Next Startup area and leading hotel chains in Hotel Chains. New features for 2026 will include the new TTG Star Awards format with prizes given to professionals who are driving change in tourism through innovative ideas and solutions. Twelve candidates are in the running divided into four categories: Transport, Hospitality, Destination and Tour Operator**

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Rimini, 9th October 2026 — **TTG Travel Experience** and **InOut | The Hospitality Community will be back** at **Rimini Expo Centre from 14th to 16th October** with **2,800** exhibiting brands, **1,000** buyers and **28** halls covering **140,000 square metres** of exhibition space.
Hence the two **Italian Exhibition Group (IEG)** trade shows will reaffirm their status as leading events in the Mediterranean for global tourism and hospitality and will place new consumer trends at the heart of the debate. The packed programme of business meetings will have an **even stronger international flair due to the exhibition debut of eleven new countries: the Czech Republic, Croatia, Cyprus, Moldova, the Philippines, Colombia, the Bahamas, Kyrgyzstan, Jordan, Georgia and Venezuela**. Their presence will enrich the exhibition layout, which will be divided into three main areas – Italy, Global Village and The World – designed to connect the intermediation supply chain with technology firms and tour operators.
The driving force behind the entire event will be the focus on the Mediterranean region. To define the guidelines and shape the sector's development, TTG has organised a round-table discussion between tourism bodies from countries in the Mediterranean basin and researchers from CNR-ISMed.
EXIST, the theme of this year's event, calls for a return to authentic experiences, time and relationships in an era characterised by instability, information overload and ever-faster technological change. This central theme will accompany discussions on new travel behaviours and the prospects of an evolving market, which is also experiencing growing international demand.

At the same time, **InOut | The Hospitality Community** will bring hospitality developments to Rimini by amassing hotels, hotel chains, designers, glamping and beach resort operators, suppliers and technology companies. **New features for 2026 will include the debut of Extra-Hospitality**, an initiative specifically for the alternative accommodation sector, while five exhibitions and installations will define the new languages of design, wellness and hospitality.

TOURISM 2027, NEW TRENDS AND MARKET RESEARCH PREVIEWS: FROM ARTIFICIAL INTELLIGENCE APPLIED TO TOURISM TO FOREIGN TOURIST EXPENDITURE

Eagerly awaited events will include the presentation of **Travel & Hospitality Vision +27 by TTG's five tourism consumption trends for 2027** and a preview of key market research findings. The spotlight will also be on the second edition of **Nexi's Tourism and Incoming Watch**, which reports that in the first eight months of 2026, spending by foreign tourists in Italy reached **16.2 billion euros**, **up 5% compared to 2025**. The programme will also feature studies by **Milan Polytechnic, Confturismo-SWG and Isnart**; the first research into the visibility of Italian hotels and destinations in artificial intelligence responses, focusing on the **Zero Click Economy**; and the latest **Italian Tourism Report**.

START-UPS, HOTEL CHAINS AND NEW TOURISM PROFESSIONALS

In regard to projects for the 2026 edition, **TTG Next Startup** will now be housed in **Hall C3 – Italy Area**. Organised in collaboration with **Associazione Startup Turismo**, it will feature **40 start-ups in an area of approximately 1,300 square metres** with meetings, pitches and in-depth sessions on AI, automation, data, smart destinations and new business models. **Hotel Chains**, the format for leading national and international hotel chains, will also be back with **Hotel Talks** on development strategies, brand evolution and new forms of hospitality.

New features will include the debut of the **new TTG Star Awards format**, which awards professionals who are able to interpret and drive change in tourism through innovative thinking and product development. The 12-candidate shortlist is divided into four categories — **Transport, Hospitality, Destination and Tour Operator** — with the awards ceremony scheduled to take place in the **Main Arena**.

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
Providing the future

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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

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