

9 - 11
OCT.24

RIMINI EXPO CENTRE



TTG TRAVEL EXPERIENCE

The whole tourism
community at a
single event

TTG
TRAVEL
EXPERIENCE

organized by

**ITALIAN
EXHIBITION
GROUP**
Providing the future

TTG Travel Experience

TTG Travel Experience is Italy's key B2B show for the promotion of global tourism.

For **3 days**, international operators and key players from the sector's leading companies are in Rimini: tourism boards, tour operators, travel agents, airlines, transport companies, accommodation facilities, and those providing tourism services, technology and innovative solutions.

A hub of ideas for tourism operators worldwide, a source of information to identify new trends and innovations, tourism formats and consumer inspirations.

TTG Travel Experience stands for tourism.



2023: the first edition of the new event for the whole Contract Community.

A single event, designed to attract and inspire the entire hospitality industry through offers, training, networking, exhibitions and installations that can chart the industry's future. **Inout|The Contract Community** a single marketplace to bring together the **four shows of the indoor/outdoor sector**: SIA Hospitality Design, Sun Beach&Outdoor Style, Superfaces and the new Greenscape.



▲ SIA HOSPITALITY DESIGN:

The exhibition space for settings and furnishings from the leading companies in hotel and hospitality design.

▲ SUN BEACH&OUTDOOR STYLE:

A comprehensive exhibition of innovations for beach companies and establishments.

▲ SUPERFACES:

The first Italian B2B marketplace dedicated to Italian and international companies that produce innovative materials for surfaces and installation.

▲ GREENSCAPE:

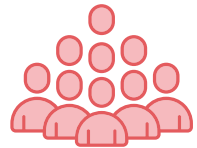
The show dedicated to design and furnishing solutions for outdoor hospitality spaces.

The strategic union of **TTG** and **INOUT** aims to make the tourism and hospitality marketplace in Italy more circular and comprehensive. **TTG Travel Experience will continue to attract the world of organised tourism; INOUT will become the unmissable event for the wider world of hospitality that incorporates the contract community.**

2023 Edition*

3 Days of business, meetings and seminars

26 Halls



67,000

attendances, 19% more professional visitors than 2022



20

Italian regions

55 Foreign destinations

2,700 Brands



1,000

Buyer from 50 countries

+200 Events

+250 Speaker

*Numbers refer to the entire TTG and INOUT marketplace

TTG Travel Experience Visitors

48%
Tourism brokers

26%
Hospitality venues

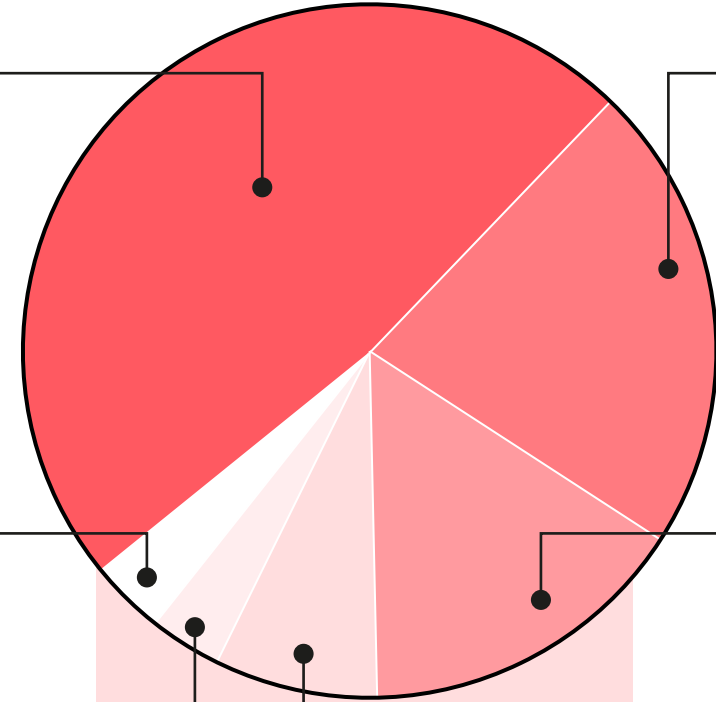
4%
Technology

10%
Services

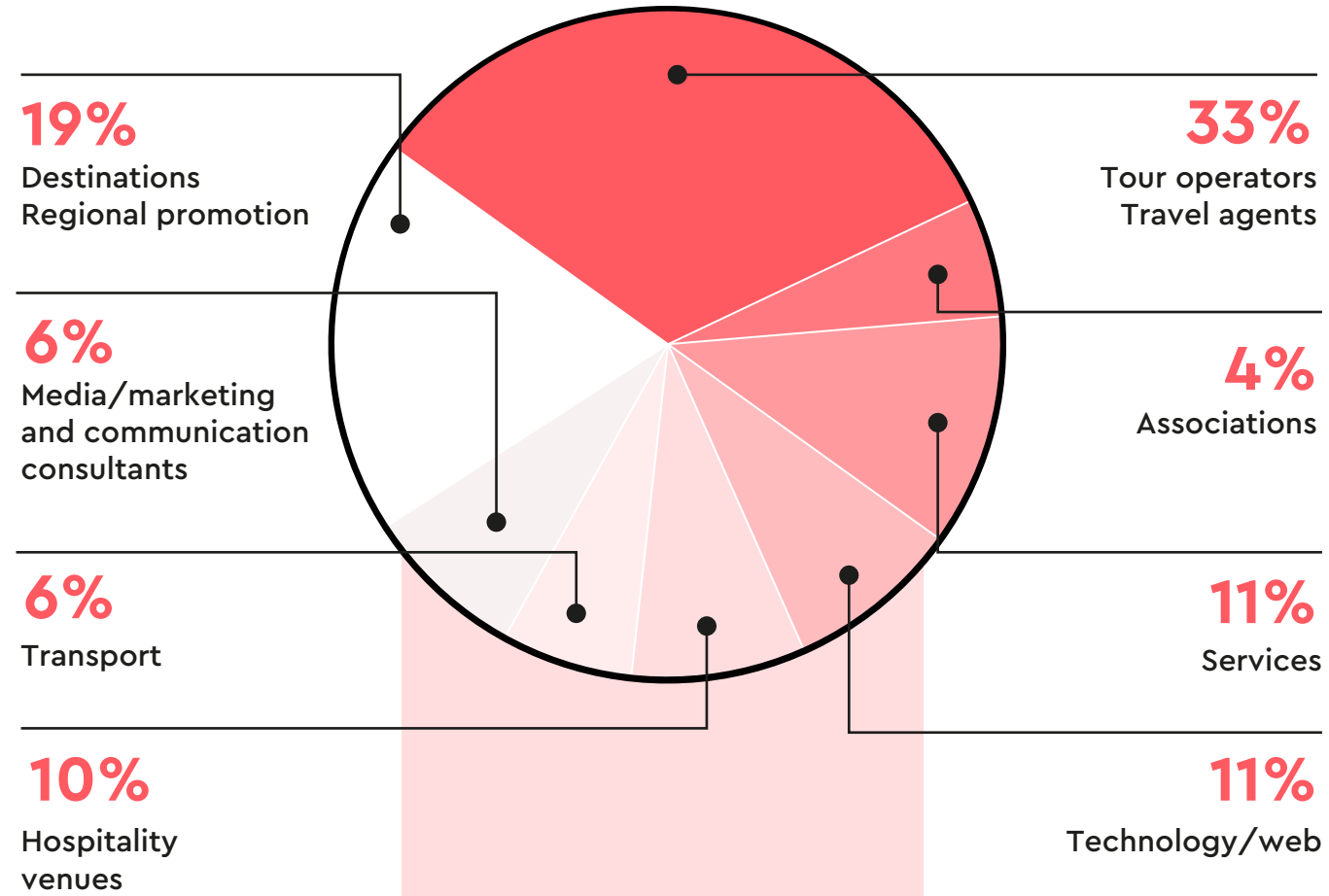
4%
Transport

8%
Media/
communication consultants

More than **60%**
of visitors are in decision-making roles



TTG Travel Experience Exhibitors

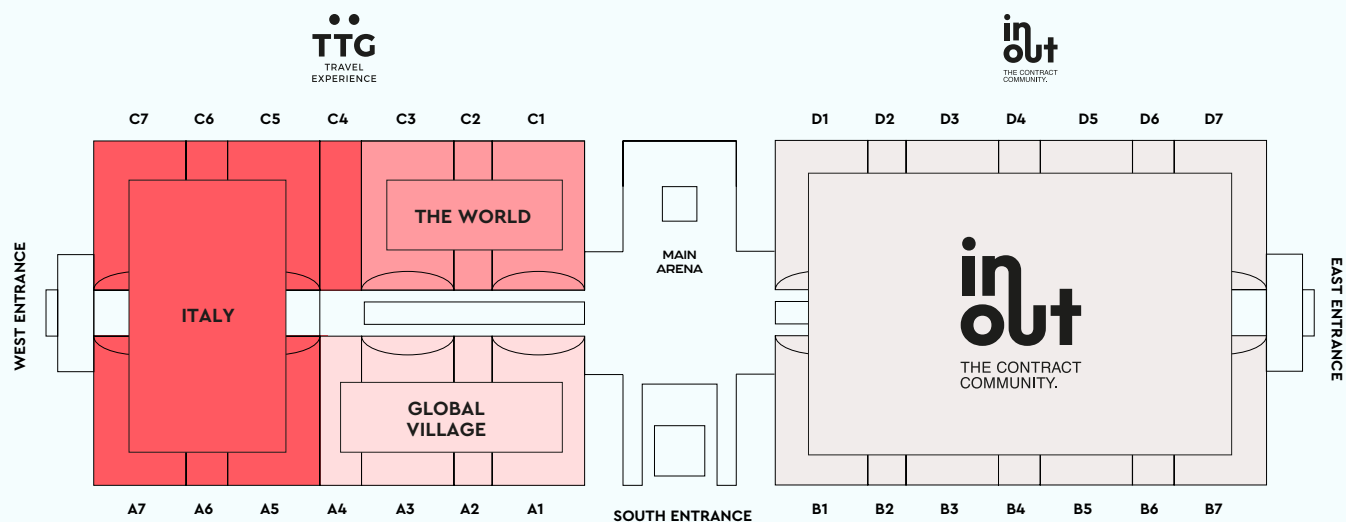




From incoming to outgoing: the meeting for the travelling world

A visitor route divided into
three macro areas helps bring
together supply and demand.

Every year, each macro-area contains **exhibition spaces dedicated to international destinations and product focuses***



*LAYOUT 2023 EDITION

Italia

The **Italy** area represents the largest marketplace for Italy's tourism offer in the world.

The World

The **World** area includes the main international destinations interested in developing business with tourism product intermediaries.

Global Village

Global Village concentrates the offer of tour operators, transport companies and companies offering tourism products and services aimed at the distribution network.

TTG Travel Experience and TTG Italia Communities

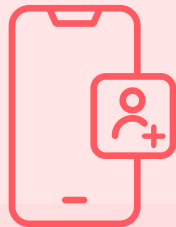


75,000

Contacts in the database

4,5 MILIONI

Unique users per year on the
site www.ttgitalia.com



60,000

Follower on social media

TTG's editorial team ensures contact with the **TTG Travel Experience** community all year round through the TTG Italia weekly magazine, the most widely read publication by industry professionals.

Thanks to its community that is active throughout the year, TTG Travel Experience offers the opportunity to develop and strengthen professional relationships and keep up to date with the latest developments.

TTG Travel Experience: the engine of your business. Come and meet our international buyer contingent.

TTG Travel Experience provides numerous business opportunities before, during and after the show.

FIND OUT ABOUT ALL THE OPPORTUNITIES

DURING THE SHOW:

MEET&MATCH:

The speed dating event between sellers in the **Italy** area and the **international buyers** attending the show.

MEET YOUR DESTINATION:

Business matching between international destinations in **THE WORLD area** and the **Italian distribution network**. **1,600 appointments were confirmed between Italian buyers and international exhibitors**

MY AGENDA BY TTG:

The appointments diary dedicated exclusively to exhibitors in the **ITALY area with international buyers**. **In this edition, 11,000 appointments were confirmed on the agenda.**

TTG MED:

Business matching between Mediterranean destinations and international buyers. The first countries involved in the project were Greece, Croatia, Slovenia, Morocco and Jordan. **A unique opportunity to expand business in an international context.** **In this edition, 200 appointments were confirmed on the agenda.**

BEFORE AND AFTER THE SHOW:

In an increasingly articulated, complex and constantly changing scenario, TTG Travel Experience proposes the **TTG Masterclass** intensive course for managers and operators in the tourism and hospitality industry, **which includes the following modules:**

INSPIRING - VISION +24 BY TTG:

A training course that gives industry professionals an insight into future consumption scenarios in the tourism and hospitality sector.

TRAINING - DESTINATION MANAGEMENT:

Training modules aimed at fostering the development of destinations by proposing strategies built on data and analysis of the needs directly expressed by buyers of the ITALY destination.

MEETING - EVENTI INCOMING:

B2B matching in regions between TTG community buyers and operator.

ROADSHOW:

the presentation of international destinations to Italian intermediaries.

LUXURY EVENT by TTG

This is the **B2B event** dedicated to luxury travel that anticipates the TTG Travel Experience and is specifically aimed at industry professionals. Business event with the most qualified international buyers, designed to facilitate one-to-one meetings with high-end tourism operators. **In the first edition in October 2023, 800 business meetings were held in a single day.**



A *hub* for identifying trends and developments in the industry

TTG Travel Experience is an **ideas workshop** for operators from all over the world; a **source of information** and **innovation for those searching for new trends**, tourism formats and consumer inspiration.

THINK **FUTURE**

The theme of vision, the event's true common thread, guides the contents of **Think Future**, the packed programme of events.

Seminars, conferences, case histories featuring experts and companies, and testimonials from some of the sector's leaders, to change, innovate and design the future of tourism and hospitality.

TRAVEL & HOSPITALITY
vision +24 by TTG



Travel&Hospitality Vision by IEG, a tool for interpreting economic and consumer trends in the sector, is presented at the show every year.



TOURISM & HOSPITALITY DIVISION

Foro Buonaparte, 74 - Milano

Tel. 02 806892

salesttg@iegexpo.it

en.ttgexpo.it

HEAD OFFICE & RIMINI EXPO CENTRE

ITALIAN EXHIBITION GROUP SpA

Via Emilia 155 - 47921 - Rimini

Exhibit and promote your offer in the most important B2B event and platform for tourism in Italy.

**SCAN THE QR CODE
AND CONTACT US**



organized by

**ITALIAN
EXHIBITION
GROUP**

Providing the future