

final press release

TTG AND INOUT 2026, TOURISM SHORTENS THE DISTANCES: AT RIMINI, FOREIGN EXHIBITORS UP 11% AND 8% MORE INTERNATIONAL EXHIBITION SPACE

- At Rimini Expo, 2,800 brands, more than 1,000 buyers and 15,000 business meetings
- International destinations and Italian regions together at Italy's main marketplace, a reference point for global tourism and hospitality in the Mediterranean
- Five research studies and in-depth analyses to help interpret tourism evolution: from artificial intelligence to new travel behaviours
- From youth training to workplace inclusion: TTG and InOut place people at the heart of the hospitality industry

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Rimini, 16th October 2026 – The future of tourism lies in the ability to combine innovation with the value of relationships. This was the key takeaway from the **63rd edition of TTG Travel Experience and InOut | The Hospitality Community**, events organised by Italian Exhibition Group (IEG) that came to a close today at Rimini Expo Centre after reaffirming their status as the main marketplace for global tourism and hospitality, and a leader in the Mediterranean. A platform that manages to gather together international and Italian destinations and the entire hospitality supply chain, from travel to accommodation facilities, services and design. A role increasingly recognized by Italy's regions, which took centre stage in Rimini, not only to promote their destinations but also to engage in institutional dialogue on tourism strategies. The three-day event, centred on the theme 'Exist', was held in collaboration with key institutional partners: **the Italian Ministry of Foreign Affairs and International Cooperation (MAECI), the Italian Trade Agency (ICE), which promotes the internationalisation of Italian companies abroad, and the Italian National Tourist Board (ENIT).**

GREATER INTERNATIONAL PRESENCE AND 15,000 BUSINESS MEETINGS

The event's international dimension saw significant growth: an 8% increase in the foreign exhibition area and an 11% rise in the number of international exhibitors. Figures that strengthen Rimini's role as a meeting point between the Italian and global tourism markets. **On the business side, 2,800 exhibiting brands and over 1,000 buyers were in attendance and 15,000 business meetings organised**, flanked by Meet&Match speed-date-style sessions between industry professionals.

TOURISM ACCORDING TO THE DATA: THE MAIN MARKET ANALYSIS STUDIES

The trade shows were a prime vantage point for observing tourism in evolution since they featured studies and analyses by **ISNART, Nexi and Milan Polytechnic**, alongside a **survey on the Zero Click Economy, the Confturismo-FWG Observatory**, and the **Italian Tourism Report**. **Insights into the preferences of industry buyers were provided by TTG Monitor**, a survey conducted among event participants, which reveals that 46.6% of respondents foresee using artificial intelligence to personalise travel proposals, while 43.4% intend to use it for direct sales. **However, technology does not replace the human element: professional guidance and trust are still crucial**, especially when it comes to handling unforeseen issues. Italy ranks as the most sought-after destination (21.9%), followed by European capitals (12.8%) and Japan (9.6%). There is growing interest in experiential tourism, wellness, luxury travel and slow travel and the most typical budgets for a main holiday fall between 3,000 and 5,000 euros per person (36.6%).

YOUNG PEOPLE AND INCLUSION: HOSPITALITY INVESTS IN PEOPLE

Simply offering employment is no longer enough: the new generations are looking for clear career paths, training, autonomy and a healthy work-life balance. This was one of the key takeaways from a discussion between students, businesses and human resources managers, organised by **Confindustria Alberghi**. **The value of individuals was also highlighted at the TTG Star Awards 2026**, which were determined by over 6,000 votes from TTG Italia readers. Awards were presented to Gaetano Intrieri, Marcello Mangia, Kyriaki Boulasidou and Francesco Vitali, while a **special prize was awarded to Alex Toselli, president of Albergo Etico, in recognition of an inclusive hospitality model that has so far helped 375 people with disabilities enter the workforce.**

INOUT, AMID DESIGN, TRAINING AND NEW HOSPITALITY IDEAS

InOut | The Hospitality Community placed a hospitality model increasingly focused on design, sustainability, and accessibility to the fore of the industry debate. Among the various initiatives, *Thinking Box* emerged from its traditional setting and went directly into the exhibition halls with architects and designers visiting company stands. The *Sustainable & Inclusive Hospitality Design* exhibition showcased solutions for areas able to accommodate different needs. The event also addressed the challenges facing the outdoor hospitality sector through the *FAITA Agorà* debate and hosted discussions on beach tourism, a sector that, according to data presented by the Italian Beach Operators' Union, saw a 2% increase in total visitor numbers and a 6% rise in the number of foreign tourists during the summer of 2026. Area design and the quality of the guest experience were also at the heart of the awards presented at InOut. The third edition of the **ADI InOut Hospitality Design Awards**, organised in collaboration with ADI (Association for Industrial Design), rewarded products and projects able to innovate the hospitality sector. Winners included Culligan Italy for its Purity water purification system; NodolItalia for the ZIP 2026 outdoor sofa, reinterpreted by Antonio Marras and Jacuzzi for the Lodge+ S mini pool. A special mention went to Ponzi Porte Scorrevoli for its TOS T.T. sliding door system. In the beach sector, the **Best Beach 2026** competition, organised by Mondo Balneare, named Aloha Beach in Follonica the overall winner and Best Italian Beach. The Best Beach Design award went to Sangita Apulia in Bisceglie, while Lido Pantarei in Torre Mileto took home the Best Beach Bar award.

UPCOMING EVENTS

The tourism industry's focus now shifts to Florence where **Aura – The Luxury Travel Event**, a new IEG initiative specifically for the high-end travel sector, will be making its debut from **27th to 29th October 2026**.

TTG Travel Experience and InOut | The Hospitality Community will welcome industry professionals again at Rimini Expo Centre from 13th to 15th October 2027.

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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