

Press release

**TTG TRAVEL EXPERIENCE, ITALY'S KEY ROLE IN THE GLOBAL TOURISM LANDSCAPE:
SET TO LEAD EUROPE FOR SUMMER FLIGHTS GROWTH (+8.9%)**

- *TTG Italia analyses of OAG data. The European Travel Commission's figures show a 14% increase in international tourist arrivals in Italy in the first months of the year*
- *The data confirms Italy's appeal as a global tourism destination ahead of the 63rd edition of TTG Travel Experience and InOut | The Hospitality Community by Italian Exhibition Group to be held October 14 to 16, at Rimini Expo Centre*

Rimini, 3 June 2026 - According to the latest analysis compiled by **TTG Italia** based on data from OAG, one of the world's leading aviation data providers, **Italy is expected to record the highest percentage growth in air capacity among European markets in summer 2026**. Available seats to Italy will in fact **increase by 8.9%**, ahead of Spain (+7.6%) and Greece (+5.9%), in a context in which the European area will grow by 3.6% overall, equivalent to 18.5 million additional seats. The expansion of low-cost airlines will be the main driver of Italy's growth.

THE CENTRAL ROLE OF TTG TRAVEL EXPERIENCE AND INOUT

This scenario confirms Italy's central role in international tourism and will be among the key themes explored at the 63rd edition of **TTG Travel Experience and InOut | The Hospitality Community**, the leading events for tourism and hospitality organised by Italian Exhibition Group and scheduled at Rimini Expo Centre from **October 14 to 16, 2026**. An increasingly important format that in the **2025 edition** brought together **2,700 exhibiting brands, 1,000 buyers from 75 countries, 60 startups** and **400 speakers** representing institutions, companies and academies.

The cross-cutting theme chosen for **TTG and InOut 2026** will be '**Exist**', an invitation to slow down and rediscover the value of authentic experiences in a period marked by instability and information overload. "*At a time when instability is now experienced as normal,*" explains **Gloria Armiri, group exhibition manager of IEG Tourism & Hospitality Division**, "*the message of 'Exist' is about regaining awareness of the present moment, rediscovering the meaning of things and recognising their real, lived existence. An invitation to stop passing through time unconsciously and to find meaning in what we do.*" Among the main new features of the edition are the return of the Innovation District dedicated to cutting-edge companies in the tourism and hospitality industry and the strengthening of international matching through My Agenda by TTG. At the same time, InOut | The Hospitality Community will focus on design, wellness, technology, and sports as strategic drivers of hospitality developments and will dedicate new spaces to alternative concepts of accommodation. Together, TTG and InOut represent a unique format, a cross-cutting marketplace, from the production to the distribution of the tourism product.



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14 - 16 OTTOBRE 2026
RIMINI EXPO CENTRE

PRESS

INTERNATIONAL TOURIST ARRIVALS ON THE RISE IN THE FIRST HALF OF THE YEAR

Returning to the data, positive signs are also coming from the trend in the first few months of the year. According to the latest ETC – European Travel Commission data collected by TTG, **Italy recorded a 14% increase in international tourist arrivals**, thanks in part to the momentum generated by the Milano Cortina Winter Olympics. At the same time, the latest WTC surveys estimate a 3.8% growth in Italian tourism in 2026, outperforming the overall trend of the European economy.

But the market is changing rapidly. **Insights collected by TTG Italia** from the leading tour operators, point to a traveller who is increasingly focused on value for money, flexibility and safety, but at the same time interested in authentic and personalised experiences. **Ota Viaggi, Atelier Vacanze, Gruppo Nicolaus, Futura Vacanze** and **Isola Azzurra** report a less standardised and more experience-oriented demand, while operators such as Fruit InViaggi are investing in expanding services and sports activities to increase the perceived value of the holiday.

Similar indications also emerge from a recent survey by **Alpitour World conducted among over 5,700 travel agencies**: alongside price sensitivity, elements such as financial protection, booking flexibility and destination safety are gaining increasing importance, while 28% of operators expect the market to improve in the coming months. In this context, the strong growth in air capacity to Italy represents an important vote of confidence for the industry and for the country's appeal in international markets.

ABOUT TTG TRAVEL EXPERIENCE – INOUT | The Hospitality Community

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

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FOCUS ON

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.



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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.