

Organized by

ITALIAN EXHIBITION GROUP
Providing the future



TTG
TRAVEL
EXPERIENCE

57TH EDITION

14-15-16 October 2020

Italian Exhibition Group
Rimini Exhibition Centre



TTG
TRAVEL
EXPERIENCE



SIA
HOSPITALITY
DESIGN



SUN
BEACH&OUTDOOR
STYLE

The Italian marketplace for travel & hospitality



TTG Travel Experience. The only true gateway to the Italian outbound market.

TTG Travel Experience is more than a travel trade show. It is a unique platform where you can discover the latest trends in the travel industry, meet professionals and experts from all over the world and grow your network and your business.

- ● The global product for Italy's leading demand-side operators
- ● The best of Italy's offer and creativity for International markets

TTG Travel Experience is the main marketplace in Italy for negotiating and networking between International offer and the intermediaries of the tourist product. The last TTG Travel Experience registered an attendance figure of 45,621 over three days.

3 days of pure business, efficiency, productivity, return on investment and a peek into what the future holds for the industry.

Every October.
The best time to launch products in Italy.

THE VALUE TO DO BUSINESS IN ITALY

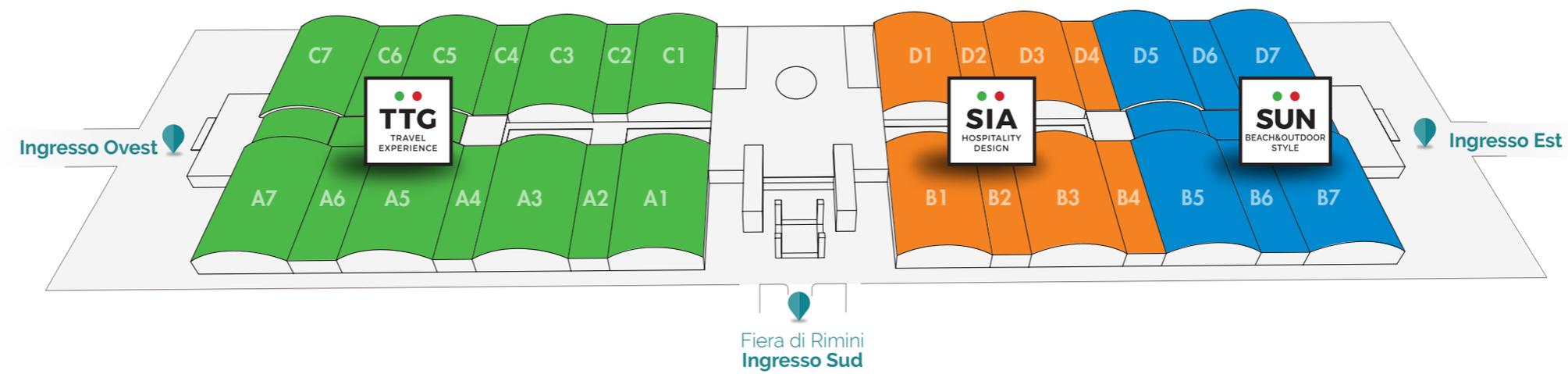
- Most Italians, especially when travelling long-haul, are seen as "big spenders"
- Outbound trips from Italy has a positive trend

Forums, conventions and conferences put the spotlight on the evolution of tourism worldwide.

TTG Travel Experience bring together at a single event the communities of the industry's three leading trade shows:

- A **single marketplace** to promote business and networking opportunities for those who create products and those who distribute them in Italy and abroad.
- A **workshop of ideas** for operators from all over the world.
- A **source of information and inspiration** for research into design, trends, new tourism formats, consumer desires and aspirations
- An **International benchmark** in tourism and hospitality style.

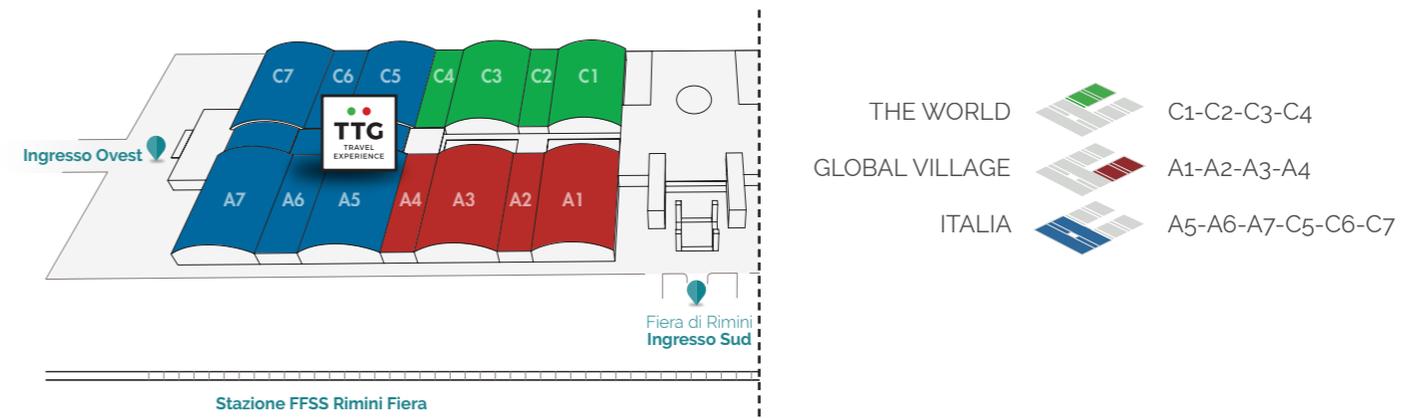
From design to distribution. The Marketplace that promotes the tourism in the world.



The last edition of the **TTG**, **SIA** and **SUN** registered together an attendance figure of **76.035 professionals** and **2,900 exhibitors**.



From incoming to outgoing: the world of travel's platform.



To help bring supply- and demand-side operators together, the show layout is subdivided into three macro-areas: **The World, Global Village** and **Italy**.

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

The offer of tour operators and tourism product and service companies for the distribution network will be concentrated in the **Global Village area**.

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

Every year, each macro-area includes exhibition spaces dedicated to international destinations and focuses on products.





TTG TRAVEL EXPERIENCE IN NUMBERS



EXHIBITORS
2.179
 from all over the world

- 29% Tour Operator/Travel agents
- 17% Accommodation facilities
- 16% Destinations/Regional Promotion/Institutions
- 14% Technology/Web
- 9% Services
- 8% Transport
- 4% Culture/Entertainment
- 3% Meeting Industry



VISITORS
45.621 total
 attendance figure

- 50% Tourism intermediaries (travel agents, OLTAs, tour operators)
- 26% Accommodation facilities
- 12% Tourism Marketing and Services
- 5% Transport + Transport Services
- 5% Media
- 4% Transport Tourism Services
- 2% Technology
- 1% Other



A hub to identify trends and changes, and do business.

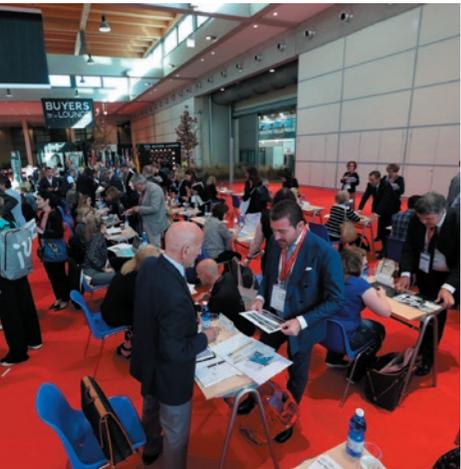


TTG Travel Experience is a workshop of ideas for operators from all over the world; a source of information and inspiration in the search for new trends, types of tourism and consumer aspirations. Every year, present **Vision TTTG by IEG**, a tool that interprets economic and consumer trends in the travel & hospitality sector.

Think Future is the name given to define the rich programme of conventions, training seminars and conferences at TTTG Travel Experience. An event within an event: 140 meetings, over 300 internationally-renowned speakers, panel discussions featuring experts and companies, case histories and debates between operators, and talks between experts and companies to explore the theme of change and innovation, and design the future of tourism and hospitality.

Themed workshops and networking opportunities for operators are organised to bring together supply and demand, in addition to negotiations at the stands.

- **Meet&Match**: the speed dating event between sellers and the over 1,500 international buyers attending the show.
- **Meet Your Destination**: matching international destinations with Italy's distribution network.



TTG Travel Experience is an opportunity to:

MEET NEW CUSTOMERS AND DEVELOP NEW BUSINESS

- Meet all tourism product intermediaries **at your stand**
- Organise **business meetings with international buyers**
- **Scout** for new customers
- **Meet professionals** from a wide range of sectors interested in your innovations and technology

STRENGTHEN RELATIONS WITH THE MARKET AND PRESENT NEW DEVELOPMENTS

- **Network with sector operators** during workshops and events
- **Sponsor events** and use **speaking opportunities** at conferences and seminars
- **Give visitors new ideas, products and services** to respond to the needs of their customers, who are increasingly looking for exclusive and personalised proposals

PROMOTE AND ENHANCE THE VALUE OF YOUR BRAND

- **Design your stand with us** to find innovative solutions to display and enhance the value of your brand and products;
- **Give your brand visibility through the show's media** (website, newsletter, social channels) and on the district's signage.
- **Give your brand visibility through the show's three publications.** TTG's editorial team guarantees continuous contact with the TTG Travel Experience community all year round through its weekly TTG, the most widely-read publication by sector operators, a website that registers **more than 1,500,000 unique users a year**, and a **newsletter** sent every day to more than **80,000 travel professionals**.
- **Take part in a show that enjoys extensive media coverage:** a total of 225,205,678 gross contacts, 900 accredited journalists, 108 agency reports, 616 news articles, 32 tv reports and 1,626 web articles.



TTG Travel Experience. A show with a green and sustainable heart.

TTG Travel Experience is organised by Italian Exhibition Group, Italy's leader in organising trade shows and one of the main European operators in the exhibition and congress sector.

TTG Travel Experience is held in the **Rimini's modern trade fair district, designed to have a low environmental impact**, with extensive green areas, photovoltaic installations, mainly natural or LED spotlight lighting and fountains using recycled water.

The whole district, which has **UNI EN ISO 14001:2004 certification**, is managed in an eco-friendly manner with particular attention to waste management; on average, **every year we collect approximately 1,800 tonnes of waste, which is then processed externally**.

Of this amount, **1,300 tonnes** (73% of the total) **is recovered**: 161 tonnes of plastic, 65 of glass, 140 of carpeting, 290 of paper and cardboard, 25 of tins and 620 of wood.

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Sustainable mobility
28 sockets for recharging cars and motorbikes, free of charge.

20% of visitors use the railway station within the district.

The Ice Bank
-50% of the energy used for air-conditioning, thanks to an underground system that produces cold air at night and circulates it during the day.

Green areas
1.500 1,500 plants

Every year, we save...
23.000.000 litres of water

400.000 Kwh of energy

680 tonnes of CO₂ emissions

25.000 meals, since 2015 saved with the Food for Good project

30.000 square metres



Photovoltaic system covering an area of 114.000 sqm



7.000.000 kwh/year of energy produced

TOTAL ANNUAL CONSUMPTION OF THE RIMINI PLANT



3 BOILERS latest-generation modular condensing

HEATING CAPACITY EQUAL TO THAT OF 50 APARTMENTS



www.ttgexpo.it



The Italian marketplace for travel & hospitality

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