



# TITG

## TRAVEL EXPERIENCE

55<sup>TH</sup> EDITION, 10<sup>TH</sup>-12<sup>TH</sup> OCTOBER 2018  
RIMINI EXPO CENTRE, ITALY

PLAN*it*SPHERE

The Italian marketplace for travel & hospitality

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Organized by **ITALIAN EXHIBITION GROUP**  
A merger of Rimini Fiera and Fiera di Vicenza



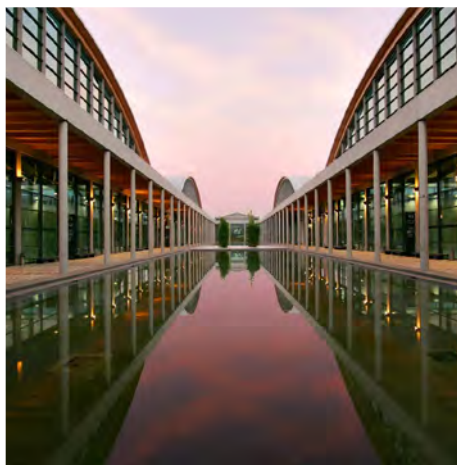
# PLANITSPHERE

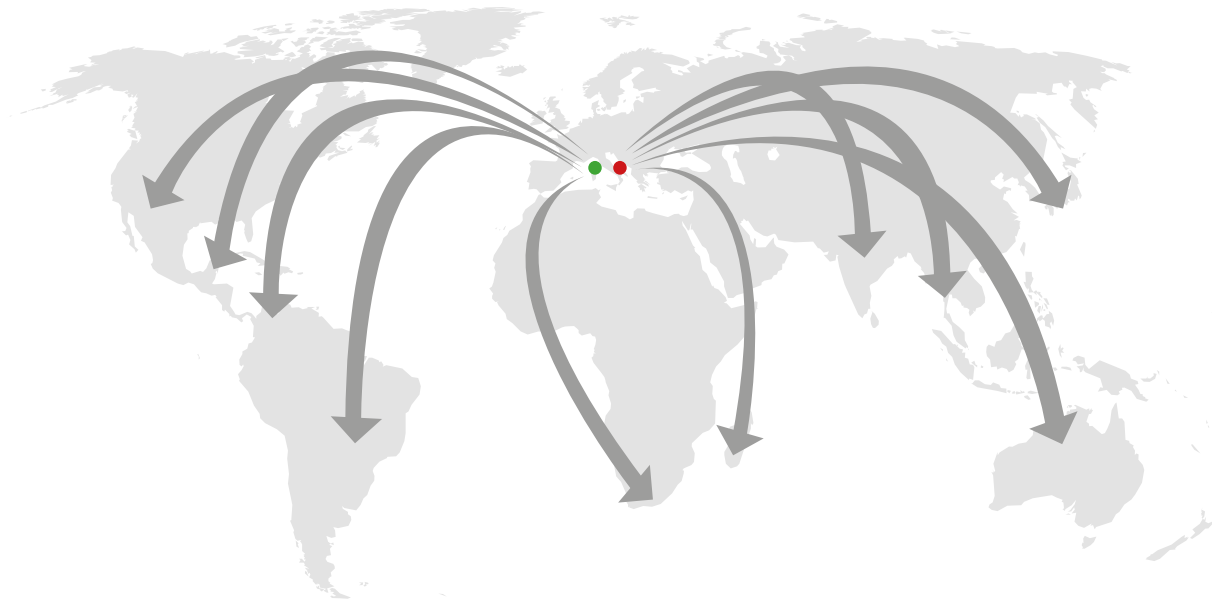
The Italian marketplace for travel & hospitality

**TTC**  
TRAVEL  
EXPERIENCE

**SIA**  
HOSPITALITY  
DESIGN

**SUN**  
EN PLEIN AIR  
STYLE





## PLANITSPHERE.

### A UNIQUE SHOWCASE FOR ITALY IN THE WORLD AND FOR THE WORLD IN ITALY

Planitsphere is a **new strategic business development model**, which brings together at a single event the communities of the industry's three leading trade shows: **TTG Incontri**, Italy's main International tourism show and the largest marketplace for Italy's tourism offer worldwide; **SIA Guest**, the International hospitality exhibition; **Sun**, the open-air holiday show.

**A single marketplace to promote business and networking opportunities** for those who create products and those who distribute them in Italy and abroad.

The new brand is inspired by the Italian vocation of creating value: the creativity that is able to interpret, transform products, anticipate trends, design and develop new businesses. It is the Italian quality response to the evolving International demand.

Planitsphere is the right combination of solid experience and propensity to change.

It is the Italian style in the **International development** of tourism and hospitality:

- ● 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





**TTG TRAVEL EXPERIENCE.  
THE ONLY TRUE GATEWAY TO THE ITALIAN  
OUTBOUND MARKET.**

- ● 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.

It is the **only appointment in Italy** where exhibitors can meet all the main Italian travel agencies and tour operators in a context which is **exclusively b2b**.

**3** DAYS OF PURE BUSINESS. EFFICIENCY,  
PRODUCTIVITY, RETURN ON INVESTMENTS  
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.

**72,667** VISITORS

**150** DESTINATIONS REPRESENTED

**300** EVENTS

**750** JOURNALISTS

**1,500** BUYERS FROM

**90** COUNTRIES

**300** BLOGGERS

**2,550** EXHIBITORS

**155** MILLION MEDIA CONTACTS

# ITALIAN EXHIBITION GROUP

A merger of  
Rimini Fiera and Fiera di Vicenza

## A TOP CLASS EXHIBITION & CONVENTION PROVIDER

TTG Travel Experience is organized by **Italian Exhibition Group**, Italy's leading exhibition & convention provider for directly-organized events.

It is an International business hub serving evolving and competing value chains looking to the future.

With its own events recognised internationally, and incoming buyer and outgoing company programmes, IEG has over time cultivated a network spread over five continents, with venues in **Rimini, Vicenza, Milan, Turin, Dubai, San Paolo, Shanghai** and **Chengdu**, and well-established partnerships in **Las Vegas, Mumbai** and **Hong Kong**.

60 EXHIBITIONS

216 CONFERENCES  
AND EVENTS

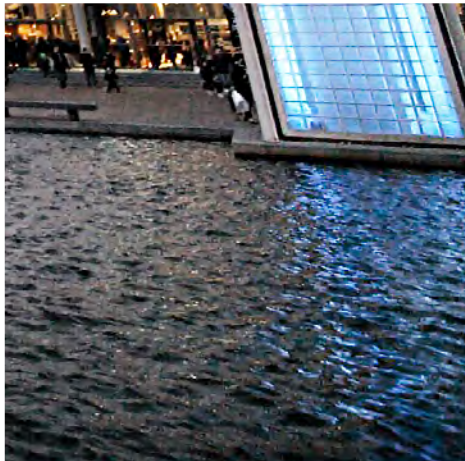
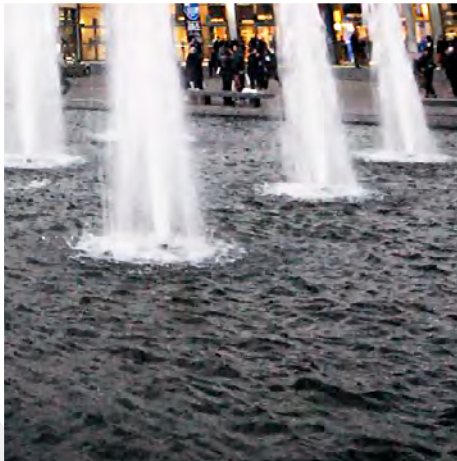
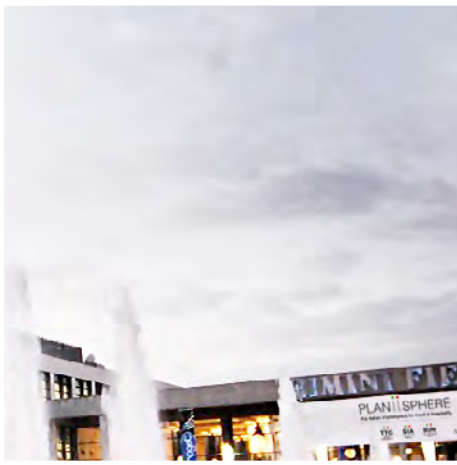
2.5 MILLION  
VISITORS

5 NEW  
VENUES

21.9 € MILLION  
EBITOA

14,593 EXHIBITORS


6.6 € MILLION  
NET PROFIT





[www.ttgincontri.it](http://www.ttgincontri.it)

  
**PLANISPHERE**  
The Italian marketplace for travel & hospitality

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