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**ITALIAN EXHIBITION GROUP**  
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Press Release  
(English translation)

## IEG: TTG, SIA AND SUN 2021 - CONFIDENCE IS THE KEY WORD

*Italian Exhibition Group revs up with a view to the 58<sup>th</sup> edition of TTG Travel Experience, 39<sup>th</sup> of SUN Beach&Outdoor Style and 70<sup>th</sup> of SIA Hospitality Design: the three expos will once more be held live from October 13<sup>th</sup> to 15<sup>th</sup> at Rimini expo centre*

Rimini, 19<sup>th</sup> April 2021 – TTG, SIA and SUN 2021, it's time get confidence on the road. **"Be Confident"** is the topic linking the three **Italian Exhibition Group** expos being held live at the Rimini expo centre **from 13<sup>th</sup> to 15<sup>th</sup> October**. The most important Italian tourism marketplace, which brings together products, market, and services from incoming to seaside tourism, passing through furnishings and fittings for the hotel industry, launches a message of hope to hospitality, intermediation and service enterprises and, obviously, to travellers: "Be confident".

With the 58<sup>th</sup> edition of TTG Travel Experience, the 39<sup>th</sup> SUN Beach&Outdoor Style and the 70<sup>th</sup> *birthday* of SIA Hospitality Design, things are moving towards a new world, with supportive bonds interwoven between people, companies and clients. At TTG, SIA and SUN 2021 confidence will unfurl by means of **8 thematic arenas, over 200 events** and **more than 300 speakers** who will contribute to the exchange of supply and demand for safety and wellness, which are currently the main *currency* of the travel and hospitality industry. In 2021, people will travel to be looked after. A decisive role will be played by the ability to listen to and respond to travellers' need for empathy.

**TTG Travel Experience** is sharing these topics with the market, thanks to the support of the institutions and trade associations. Throughout Rimini expo centre's halls, the utmost attention will be focussed on the domestic market, with a catalogue of ideas ranging from the new expanded edition of **Book&Go**, in which travel writers inspire travel agents and tour operator in their creation of tourist products, to **Beactive** which, as wells as active and sports tourism, will cover the slow and naturalistic aspects that make tourist destinations a common asset, **Eatxperience** will show how Italy is studded with hospitality facilities with top-grade food service, wine bars and cellars, food museums, cooking schools, wine and food routes that are the edible features of the **culture** of small towns, spiritual walks, routes that, together, represent the great **experience clusters** which play the role of thematic links of the **Italia** Area. TTG 2021 will be completed by **The World** area, dedicated to foreign destinations, and **Global Village**, dedicated to tour

operators and the service distribution network, as well as start-ups and innovative enterprises in the **TTG Next** format.

**SIA Hospitality Design** is returning in its full formula of an exhibition space for settings, furnishings and fittings from the leading design companies for the hotel hospitality. For its 70<sup>th</sup> *birthday* edition, there will be new clusters: sustainable mobility, luxury, technology and services for the non-hotel and outdoor sector. The **Outdoor Focus** will be dedicated precisely to open-air life, featuring a large *en plein air* experience-based space with furnishing and décor products, pergolas, verandas, outdoor curtains and canopies. Two exhibitions will strengthen the bond with the most innovative names on the Italian interior architecture scenario. The **Mostra Rooms** (*Rooms Exhibition*) will host hotel room mock-ups.

On the other hand, the **Mostra Wellness** (*Wellness Exhibition*) by architect Simone Micheli will give an example of what it means to dedicate space to relaxation and individual wellness. And, lastly, to meet the new need for safety in tourist destinations and hospitality facilities, the **Tech&Services Focus** will offer the most recent and innovative solutions for technical and sanification services.

**SUN Beach&Outdoor Style** will also have as its guidelines the anticipation of service trends and innovation. Proximity, open air, low environmental impact and authentic locations are the key words for both seaside vacations and those on campsites, which also have the exclusiveness and luxury of reserved areas and unconventional locations. In **Beach Village**, SUN will highlight the new trends for the beach and in **Camping – Nomadic Lifestyle** will feature the best examples of Glamping, Yurte, Tiny House and Bubble Rooms. Innovation will play a key role with both the start-ups of the Innovation Seastyle Area and in Sun Next Camping, in collaboration with CNA Emilia-Romagna and Mondo Balneare magazine.

#### **ABOUT: TTG TRAVEL EXPERIENCE – SIA HOSPITALITY DESIGN – SUN BEACH&OUTDOOR STYLE**

**Category:** International exhibition; **Organizer:** Italian Exhibition Group SpA; **Frequency:** annual; edition: 58<sup>th</sup> TTG, 70<sup>th</sup> SIA, 39<sup>th</sup> Sun; **admittance:** trade members only; website: [www.ttgexpo.it](http://www.ttgexpo.it) #TTG21 - [www.siaexpo.it](http://www.siaexpo.it) #SIA21 - [www.sunexpo.it](http://www.sunexpo.it) #SUN21

#### **FOCUS ON ITALIAN EXHIBITION GROUP**

Italian Exhibition Group (IEG), listed on the MTA (screen-based stock exchange) organised and managed by Borsa Italiana S.p.A., has built up over the years, through its Rimini and Vicenza venues, a position of domestic leadership in the organisation of trade fairs and conferences, and has developed its foreign activities - also through joint ventures with global or local organisers, in the United States, United Arab Emirates, China, Mexico, India - which have positioned it among the leading European operators in the sector.

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.