



The italian  
marketplace  
for travel  
& hospitality

THE YEAR OF  
**VERITAS**  
09 - 11 October 2024  
Rimini Expo Centre

ORGANIZED BY

**ITALIAN EXHIBITION GROUP**

In the time of artificially created storytelling, not always authentic reviews and false information on the internet, a new need for truth arises.

Companies **need to work on certain trend data**, on scientifically verifiable market analyses, on **truthful accounts of regions**, going beyond “clichés” and “guided viewpoints” designed purely to persuade a **traveller who no longer feels like a consumer but like a thinking and self-assured individual**.

This new awareness among travellers requires products and narratives that companies can only build with the help of reliable information and data. What we need are cross-functional skills, elasticity of thought, young resources and fresh minds to be brought on board, thereby fostering generational change and ushering in a new renaissance for the industry.



## THE YEAR OF **VERITAS**

*Veritas*, in the Latin meaning chosen for the 2024 Show Theme, is a **reminder of the indispensable search for “factual truth”**.

The visual transposes the effort needed to make progress in a new business and market environment into an image.

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# TTG TRAVEL EXPERIENCE

**Digital and physical** join forces to shape a kind of **tourism** ready to respond to the needs of travellers looking for a highly **adaptive** product capable of maintaining focus on the specific features of the **true human experience**.

**Generative AI, monitoring and flow detection systems**, however, require deep human thought, capable of translating **numbers and statistics** into projects geared towards the **harmonious and sustainable development of transport, hospitality and traveller assistance networks**. Technological interconnection, the ability to read and decode complex data form the basis of a design capable of building an ever closer relationship between the life of the product and that of the customer.

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# INOUT THE CONTRACT COMMUNITY

Hospitality businesses and planners now have a wealth of **databases** and **survey systems** that can provide them with **factual and predictive information**, not only on travellers' needs but also on **the adaptability of architecture and materials to different cultural, social and climatic environments**.

In order to examine every possible variable and anticipate customers' **purchasing behaviour**, however, we need **reliable and aggregable data** that provide a truthful overview of the market situation. All this is needed to correctly guide **business choices, development strategies and investments**.

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Every year, TTG Travel Experience and InOut suggest a Main Theme inspired by the market environment at the time.

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The aim is not to identify a trend, but to **condense in a quick concept the specific features and urgent issues affecting the many facets of the sector.**

Italy's key shows for the promotion of global tourism, in daily contact with a vast community through their own publications *TTG Italia* and *InOut Review*, TTG Travel Experience and InOut **provide through the Main Theme a compass that guides product strategies, communication with Italian and foreign buyers, and the themes of the speeches and conferences** that will transform the nine arenas in the hall into a lively workshop of ideas, attended and recognised by industry companies.



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