

press release no. 3

INOUT 2026: THREE DAYS OF TALKS AND INSPIRATION FOR HOSPITALITY THAT “EXISTS”

- From 14th to 16th October, the arenas at InOut | The Hospitality Community will spark debates on alternative accommodation, design, artificial intelligence, beach resorts, wellbeing and the younger generation amid strategic insights and practical tools for hospitality sector operators
- Spotlights also on recognitions: with the ADI InOut Hospitality Design Award 2026, the Best Beach and the TTG Star Awards

www.inoutexpo.it | www.ttgexpo.it

Rimini, 9th October 2026 – From 14th to 16th October, **InOut | The Hospitality Community** will not only be an exhibition but will also include discussions and vision with specific arenas: the InOut Arena (Hall D3), the Beach Arena (Halls B7/D7) and the new Extra Hospitality Arena (Hall D2). Here, a programme of events will be hosted to connect design, technology, artificial intelligence, wellbeing and the younger generation. Furthermore, the Main Arena, shared with TTG (South Hall), will round off the programme with previews of research and award-giving ceremonies.

EXTRA HOSPITALITY ARENA: THE NEW AREA FOR ALTERNATIVE ACCOMMODATION

As of this year, **InOut** will boast a special area for the alternative accommodation sector (Hall D2) featuring speeches and talks aimed at hosts, operators and property managers to outline the sector’s situation. The programme will begin with research by Florence University on alternative accommodation’s role in regional development, followed by a discussion on disintermediation from OTAs (Federalberghi Extra), a manifesto-style book on the transition from host to hospitable citizen, and case studies of four Italian enterprises that have invested in people and skills.

NOT-TO-BE-MISSED EVENTS AT INOUT 2026

Wednesday 14th October

- **Opening Ceremony – The Year to Exist** (Main Arena, 10.15 am): attended by the Minister for Tourism, Gianmarco Mazzi, the TTG and InOut opening ceremony will look ahead to tourism in 2030.
- **“The role of managers, hosts and property managers in the economic, social, cultural and environmental development of local territories”** (Extra Hospitality Arena, 11 am): a Florence University study measures alternative accommodation’s impact on local areas.
- **“FederBalneari Italia’s commitment to the future of coastal tourism”** (Beach Arena, 11 am): with Hon. Erica Mazzetti, an update on the Bolkestein Directive and the extension of licences until 2033.
- **“Beyond expectations. Data from a record-breaking summer and new perspectives for beach establishments”** (Beach Arena, 1.20 pm): Spiagge.it presents data regarding online booking, coastal area demand and expenditure.

- **“Existing without filters: young people and hospitality businesses compared beyond the Blind Spots of (mis)Match”** (Main Arena, 2.10 pm): with Confindustria Alberghi, a talk with students and HR managers about a new pact between generations.
- **“New existence projects for hospitality”** (InOut Arena, 2.30 pm): the Glion Institute of Higher Education addresses operational efficiency and new human resource roles in the AI era.
- **“Measuring the existence of Italian tourism in the age of the Zero Click Economy”** (Main Arena, 3.20 pm): The first study on the visibility of Italian hotels and destinations in responses generated by artificial intelligence.
- **“Longevity Hospitality: science, innovation and new models of hospitality”** (InOut Arena, 3.40 pm): with Giulio Contini from the SIO – Italian School of Hospitality, on how health span changes travel modalities.
- **Travel & Hospitality Vision +27 by TTG** (Main Arena, 4.30 pm): a sneak preview of the tourism sector’s 5 consumer trends for 2027.
- **“AI in Open Air businesses: opportunities, tools and skills for the future”** (InOut Arena, 4.50 pm): FAITA-Federcamping and Ciset present the Artificial Intelligence Manual for outdoor tourism.

Thursday 15th October

- **“Regenerating existence according to the Les Roches Hospitality School roadmap”** (InOut Arena, 11 am): a practical regenerative hospitality model that combines clean technology and vision.
- **“Hospitality made visible”** (Extra Hospitality Arena, 1.20 pm): The manifesto-style book for alternative accommodation that creates value from the host to the hospitable local.
- **ADI InOut Hospitality Design Award 2026** (InOut Arena, 2.30 – 3.30 pm): third edition on the theme “Inhabiting spaces and taking care”; the winner will pass the first selection stage for the ADI Design Index 2026 and the shortlisting stage for the 30th Golden Compass.
- **TTG Star Awards 2026** (Main Arena, 3.30 pm): a new format with 12 nominees across four categories – Transport, Hospitality, Destination and Tour Operator – and the special “TTG Star Exist” award.
- **“Gen Z: how a generation is revolutionising work in tourism”** (InOut Arena, 3.40 pm): The Federalberghi National Committee of Young Hoteliers presents a study conducted in collaboration with Tecnè.
- **Best Beach 2026** (Beach Arena, 4.20 pm): Mondo Balneare awards the overall winner of the eleventh edition of the competition for Italy’s finest beaches

Friday 16th October

- **“I exist. And you? Humans and humanoids in tourism work of future”** (Main Arena, 11 am): AssoParchi will put a humanoid robot connected to an AI system on stage to respond to the audience in real time.
- **“From bank teller to travel designer, from promotor to experience curator: here are the jobs young people want to do in tourism”** (InOut Arena, 11 am): a discussion with young new tour operating and travel design professionals.

ABOUT TTG TRAVEL EXPERIENCE – INOUT | The Hospitality Community

Event: international trade show; **organiser:** Italian Exhibition Group SpA; **frequency:** annual; **edition:** 63^a; **entry:** 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.

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.