



ITALIA
TTG
MAGAZINE
2026

LEADING EDITORIAL BRAND IN TOURISM

TTG Italia (*Travel Trade Gazette*), founded in 1973 with the aim of providing specialised journalistic information to tourism operators, quickly became a **journalistic information platform** capable of reaching **key players in tourism and hospitality** with **print and digital editorial products**.

Supporting this ecosystem is **TTG Travel Experience**, Italy's leading event for the promotion of global tourism. Over three days, international operators and key players from the sector's leading companies gather in Rimini to generate high-level networking opportunities.



TTG READER TARGET AUDIENCE

- Travel agencies
- Tour operators
- Agencies and PR firms
- Transport (airlines, shipping companies and rail transport companies)
- Service and technology companies
- Tourism organisations
- Accommodation facilities
- Trade associations

MEDIA & EVENTS

FEBRUARY

TTG TODAY
Tabloid



TTG



EVENTS

TTG DAY

The annual event in the calendar of meetings organized by TTG Travel Experience and InOut | The Hospitality Community for the travel and hospitality industry.



Italy's leading trade show for the promotion of global tourism. For three days, Rimini becomes the stage for the world of travel: national tourism boards, tour operators, travel agencies, airlines, transport companies, accommodation providers, tourism services, and technology companies come together to shape the future of tourism and create new business opportunities.

MARCH

TTG DAY

TTG TODAY
Tabloid



APRIL

TTG
Italy



in
out
review



AURA

AURA The Luxury Travel Event is the new benchmark for luxury tourism — a business platform hosting one-to-one meetings between top-tier international buyers and high-end travel operators.



Italy's leading B2B event for the hospitality industry — a comprehensive platform dedicated to designing, furnishing, and innovating spaces for hotels, resorts, and beach establishments. It brings together the best technologies, supplies, furnishings, and wellness solutions for the hospitality world.

MAY

TTG LUXURY
Spring Edition



JUNE

TTG
Global



MEDIA

TTG

The leading editorial brand in tourism and hospitality, publishing four magazines each year:
Italy: focused on the inbound market
Global: dedicated to stories, key figures, and businesses in the tourism industry
Innovation: focused on technological transformation
World: dedicated to destinations and the international market

TTG

The tabloid that reports on what happens across the main trade shows in the industry.

in
out
review

The editorial brand dedicated to the hospitality industry.

TTG LUXURY

The magazine dedicated to high-end tourism, showcasing trends and insights from those who have made exclusivity and uniqueness their hallmark in travel.

OCTOBER

AURA
THE LUXURY TRAVEL EVENT
POWERED BY TTG

TTG LUXURY
Winter Edition



TTG
TRAVEL
EXPERIENCE

TTG TODAY
Tabloid



in
out
THE HOSPITALITY
COMMUNITY.

in
out
review



DECEMBER

TTG
World



in
out
review





FEBRUARY

Technological transformation



APRIL

Incoming market
DIGITAL EDITION SENT TO 4,000
INTERNATIONAL BUYERS



JUNE

Companies, personalities and the market



DECEMBER

International Market

TTG ITALIA MEDIA SYSTEM – Magazine

Four magazines per year with specific focuses and in-depth vertical analyses. Extreme business synergy with TTG Travel Experience: the exhibition sectors and main topics guide the *know-how* of the editorial product offered.

DISTRIBUTION

Print: sent by subscription to 17,000 addresses.

Digital: browsable on the website homepage, read by more than **400,000 unique users per month***. ✓

SOCIAL MEDIA

Presence on major channels. Accounts up 6.3% compared to 2024.



*The data contained in this document is certified by ANES through its CSST webauditing office. It is collected by counting tools whose operation is approved by CSST webauditing and is consistent with IFABC (International Federation of Audit Bureaus of Circulations) guidelines. Therefore, any traffic not generated by real users outside the domain being certified is excluded from this count.



9 OTTOBRE 2025 DAILY

COMPAGNIE AEREE

Ita Airways, numeri positivi

C'è soddisfazione tra le fila di Ita Airways per i risultati raggiunti quest'anno. L'a.d. Joerg Eberhart guarda perciò avanti con ottimismo e confida nella scalata del Gruppo Lufthansa a giugno 2026

A pag. 4



OPENING TTG Travel Experience e InOut mettono in campo il cambiamento

Laboratorio del futuro

È a TTG Travel Experience e ad InOut | The Hospitality Community che si costruisce il cambiamento. Lo dicono, dal palco dell'opening ceremony, il presidente di IEG, Maurizio Ermeti, e i suoi ospiti, che rileggono il tema della manifestazione 'Awake to a New Era' come una sfida, quella del risveglio e della rinascita davanti a un mondo profondamente mutato. "Non ci limitiamo a fotografare oggi - dice Ermeti -, ma vogliamo essere una piattaforma di idee che aiuti il turismo a trovare il suo risveglio".

A pag. 3



LUSSO Presentato il nuovo appuntamento di IEG dedicato al settore upper level

AURA, la sfida di alta gamma atterra a Firenze

A pag. 2



Si chiamerà AURA il nuovo appuntamento per il turismo di lusso che si svolgerà a Firenze dal 27 al 29 ottobre 2026. È la scommessa di IEG che vuole rispondere alle richieste del mercato di fascia alta, alla ricerca di idee e suggerimenti che permettano al segmento di continuare a crescere.



CAFFÈ CON IL DIRETTORE

Ivana Jelinic: «Il turismo è in salute»

A pag. 5

HOSPITALITY

Hotel e tecnologia La prova dell'IA

A pag. 7

NORMATIVE

Direttiva pacchetti Nodi da sciogliere

Alle pagg. 8 e 9



TENDENZE

Vision +26 Realistic Pattern

A pag. 6

BOSCOLO

Emozioni e Viaggi che valgono davvero

TTG ITALIA MEDIA SYSTEM – Tabloid

The essential **tabloid** for tourism trade fairs in Italy: **five issues** per year covering news and providing live coverage of key players.

The newspaper is distributed at **BIT** (February), **BMT** (March), and above all during the three days of the **leading event in the sector, TTG Travel Experience** (October), a key event in the tourism industry.

DISTRIBUTION

Print: distributed during BIT, BMT and the three days of TTG Travel Experience in Rimini: 30,000 copies.

Digital: available to browse on the website homepage, read by more than **400,000 unique users per month***.



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OTHER TTG ITALIA PRODUCTS

TTG LUXURY MEDIA SYSTEM

The system includes two biannual print editions and their respective digital versions, the newsletter and social media properties. **The magazine is also fully translated into English.**

DISTRIBUTION

Print: 10,000 copies per edition, fully bilingual (IT and ENG). Sent to our target community.

Digital: bilingual browsable version of the magazine. Editorial plan for dedicated monthly newsletters – 80,000 mailings.



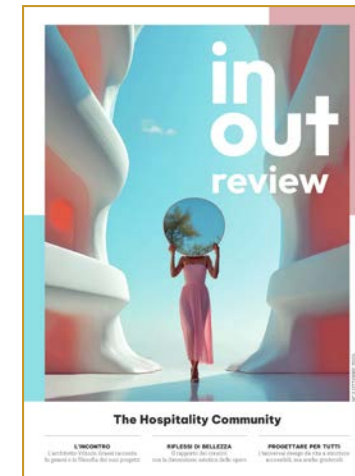
MEDIA SYSTEM INOUT INTERVIEW

Three issues per year dedicated to design, interior design and contract work in indoor and outdoor environments in the world of hospitality and hotels.

DISTRIBUTION

Print: sent by subscription to 12,000 addresses.

Digital: edition viewed by 100,000 profiled contacts.



TTGITALIA.COM


The daily press agency that reports on current events in the world of tourism with news, interviews and in-depth analysis. A modern and innovative website that exploits the potential of the web to interact even more with the market and readers.

Daily and weekly TTG Report – A working tool that allows operators in the sector to keep up to date with the top news relating to destinations, products and companies.

The website reaches 400,000 unique users per month*. 
Newsletter: sent to a database of 80,000 contacts.

Open rate 27%

KPI period September 2024-2025 vs LY: **unique users +11%, sessions +19%, views +11%*.** 

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KEY AUDIENCE DATA

TTG ITALIA

PRINT

- **TTG Italia** (4 issues): 17,000 subscribers: Address clusters: 70% travel agencies, 11% tour operators, 4% institutions and public bodies, 4% marketing and communication, 4% miscellaneous, 3% destinations, 2% transport, 2% tourism services
- **TTG Luxury** (2 issues): 10,000 copies distributed
- **Tabloid**: 30,000 copies distributed during trade fairs

DIGITAL

www.ttgitalia.com website

- **400,000 unique users per month**
- **Average active user** engagement time: 2 min 54 sec
- **130,000 profiled contacts** browse the digital editions of the magazines

NEWSLETTER

- Sent to **80,000 contacts**
- **Open rate 27%**

SOCIAL MEDIA

- Accounts up +6.3% vs 2024
- IG TTG Luxury account +49% fanbase vs 2024



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INOUT REVIEW

PRINT

- **12,000 subscriber addresses**
- **Address clusters**: 47% 3- and 4-star hotels, 27% designers and architects, 23% InOut trade fair exhibitors, 2% general contractors, 1% ADA

DIGITAL

www.inoutreview.it website (active since June 2024)

- **50,000 unique users per month**
- **100,000 profiled contacts** browse the digital editions of the magazines

NEWSLETTER

- Sent to **40,000 contacts**
- **Open rate 23%**

SOCIAL MEDIA

- Growing accounts