







THE B2B SHOW FOR THE OUTDOOR, SEASIDE, GLAMPING AND CAMPING WORLDS.

SUN is the only trade show in Italy to bring together two macro sectors: the seaside world (Seastyle) and the camping world (Camping & Village show).

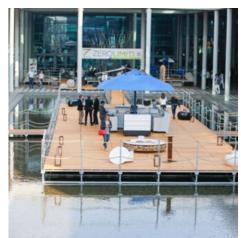
Together with the trade shows TTG Travel Experience and SIA Hospitality Design, SUN is The Italian Marketplace for Travel&Hospitality, three events in one to promote a new model of strategic growth for business, that brings together the communities of the industry's leading fairs.

From design to distribution the Marketplace represents a global event that is unique in the world and is ispired by the italian vocation to create value and a taste for beauty, innovation and research.

A complete event that promotes the whole value chain and the international business.

The last edition of the TTG, SIA e SUN registered together an attendance figure of **73,821 professionals** and **2,850 exhibitors**.





















SEASTYLE, GIOSUN, CAMPING VILLAGE, GLAMPING.

SUN brings together the sector's trends, experience and complete offer.

SFASTYLE

The most complete and innovative B2B exhibition area dedicated to the seaside sector, with furnishings, equipment, services for seaside resorts and the beach in general. It is the ideal shop window to offer a preview of what's new for the following season, to take stock at association level of market trends and legislation, and to take part in professional training seminars.

BEACH BAR AND BEACH DESIGN

A beach bar & beach design area with prototypes and high-range products, in a highly innovative and high-quality design environment.

GIOSUN

An area dedicated to outdoor games, for parks, beaches, and public or private spaces.

SUN CAMPING & VILLAGE SHOW

On display: mobile homes, bungalows, equipment and accessories for camp sites and holiday villages; Target visitors: owners, managers and operators of camp sites and holiday villages. The area is completed with a training and update programme for sector managers and operators, intended to increase business and incoming tourist flows from abroad.

GLAMPING

The SUN Camping & Village show area includes a space dedicated to glamping and luxury trends, which are increasingly gaining in appeal also on the Italian market.

EXPERIENTIAL CAMPING

Finally, an ad hoc space is dedicated to companies that provide services, particularly those relating to security (antifire) and monitoring (access, cameras, etc.) technology.

SUN ARENA

A unique central arena dedicated to events, meetings and conventions about seaside and camping worlds.

BEST BEACH BAR – BEST DESIGN BEACH – SUN NEXT

SUNnext, the space dedicated to innovation that hosts the best start-ups in the sector.

in collaboration with





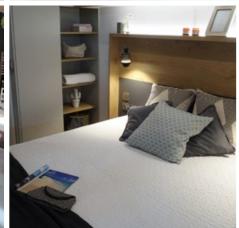






















SUN BEACH&OUTDOOR STYLE IN NUMBERS

- • 12,866 total attendance figure over 3 days
- • 200 exhibitors

CHI VISITA:



- 45% Services for the public (Seaside Resorts, Restaurants, Bars, Restaurant Chains)
- 25% Accommodation facilities (Camp sites, Holiday Villages, Resorts, Holiday Farms, Hotels, Hotel Chains, Spas)
- 10% Distribution
- **7**% Planning/architecture/design studios
- 3% Associations
- 2% Real estate companies
- **8**% Other





www.sunexpo.it







The Italian marketplace for travel & hospitality

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