



Final Press Release

TTG INCONTRI, SIA GUEST and IBE: THE SUCCESS OF TOURISM

60,158 VISITORS
FOR THE RIMINI FIERA EXPOS DEDICATED TO THE TOURIST CHAIN
(18% UP ON 2013)

**Opened by Minister Franceschini, the days bore witness to
the entire system's orientation towards innovation and business**

Watch the video: <http://youtu.be/COyye1qjO4Y>

Rimini, 13th October 2014 – Sights set on innovation. The tourism industry chain integrated strategies and objectives on the days during which Rimini Fiera featured as key players the **51st TTG Incontri**, the **63rd SIA GUEST** and **IBE International Bus Expo**. Days that gave an insight on a scenario of enterprises orientated towards innovation, stimulated by continuously evolving technology, products and services, with all the leaders as key players at the expo centre from 9th to 12th October.

Trade visitors' response was one of extraordinary appreciation: **60,158 professional visitors** came to Rimini Fiera on the four days (three for TTG Incontri and IBE), with an important increase on 2013 figures (18%).

This result rewards a unique format in the tourism sector, which features the only expo in Italy dedicated specifically to hotel supplies and the commercialization of international products. Overall, 14 halls with **2,800 enterprises represented**.

TTG Incontri, SIA GUEST and IBE therefore strengthened Italy's leadership as an expo showcase for tourism, with an event already established as one of the top five in Europe.

Over 130 countries represented, a thousand foreign buyers attending and 35,000 business meetings overall:

these figures show the scale of an effective driving force at the service of the sector's trade chain, with virtuous matching and great opportunities for development. There was high profile media coverage, with over 700 journalists accredited.

The participation of the Minister for Tourism Dario Franceschini on inauguration day, key player at an effective in-depth *question time* with trade members' questions, began the busy days of networking and professional training. There was also the significant participation in the expo of Hisham Zaazou, the Minister for Tourism in Egypt, partner country of TTG Incontri. On inauguration day, Federalberghi figures on tourist flow in Italy in the first nine months of 2014 were also announced.

With such a positive stimulating overall balance, Rimini Fiera has already confirmed the format of holding the expos simultaneously also in 2015, with **TTG Incontri** scheduled from October 8th to 10th and **SIA GUEST** running until 11th October, while the biennial **IBE International Bus Expo** will be back in 2016.

All the press releases are available in the press area of the Web sites www.ttgincontri.com www.siaquest.it

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