

press release

FROM THE LATEST HOTEL INDUSTRY TRENDS TO DESTINATIONS: AURA - THE LUXURY TRAVEL EVENT SHOWCASES ITALIAN LUXURY

From 27th to 29th October 2026, at the Fortezza da Basso, Italian Exhibition Group's new B2B event. Companies already confirmed include Aman Venice, Mandarin Oriental, Rocco Forte Hotels, Castelfalf and Lungarno Collection. The luxury segment is driving hotel investments in Italy with 48% of total volumes and 167 new openings expected by 2029.

*Florence, 29th July 2026 – With 745 high-end facilities already operating in Italy, 167 new openings forecast by 2029 and 48% of hotel investments targeted on the luxury segment, high-end tourism is one of the national hospitality sector's most dynamic drivers. **AURA – The Luxury Travel Event**, organised by **Italian Exhibition Group** and scheduled for **27th to 29th October 2026** at the Fortezza da Basso in Florence, focuses on this particular scenario.*

For three days, AURA will be hosting the very best of Italy's offer and international professionals who design bespoke trips for high-spending clients, facilitating direct dialogue between hospitality businesses, specialist operators and key players in the global tourism distribution sector.

Companies that have already confirmed their participation include Aman Venice, Mandarin Oriental, Rocco Forte Hotels, Castelfalfi and Lungarno Collection, alongside other leading names in the hotel and luxury tourism service industry.

*"Our event will be business-oriented with the primary aim of concretely fostering contacts between those who develop the offer and those who take it to international markets," says **Gloria Armiri**, Group Exhibition Manager of the Tourism & Hospitality Division at Italian Exhibition Group. "We acknowledged the sector's requests and decided to create an event that would generate genuine business relationships and commercial opportunities. The response we are receiving confirms the market's interest with high-level participation from companies and international operators."*

Early comments from key players confirm the direction the sector is taking: luxury is moving away from extravagance and becoming increasingly more focused on the quality of the experience, connection with places, and the ability to create bespoke stays.

"For Rocco Forte Hotels, luxury is first and foremost about authenticity, personalisation and a sense of place," the renowned hotel group reports. "Through AURA, we aim to share our vision of luxury hospitality, founded on elegance, attention to detail and a deep understanding of the local area. It will be a chance to explain how the group enhances the destinations in which it operates, starting with Florence itself, by creating authentic experiences that allow guests to enjoy the best of Italy in an exclusive and contemporary manner."

Castelfalfi, a luxury destination in Tuscany nestled amidst nature and the countryside, also interprets luxury through its connection with the local area: *"In our opinion, luxury means slowing down, reconnecting with nature, enjoying authentic experiences and letting yourself be inspired by the beauty of the Tuscan landscape. A discreet form of luxury, characterised by attention to detail, sincere hospitality and respect for the local area."*

AURA's profile is further enhanced by its partnership with the **Italian Hotel Industry Association (Confindustria Alberghi)**, which has member establishments throughout the country and acts as a key reference point for a central component of the Italian tourism economy.

LUXURY IS DRIVING HOTEL INVESTMENTS

The growing interest in AURA comes within an economic outlook that sees the high-end segment playing an increasingly central role in the development of the Italian hotel industry.

According to a 2026 Report on the hotel facility market, compiled by Scenari Immobiliari and Castello SGR, Italy is the European country with the highest number of luxury destinations. **The national hotel portfolio has reached a total value of over 173 billion euros** with a 7.2% year-on-year growth.

Investment is being driven by the luxury segment which accounts for **48%** of the total volume. High-end hotels across the country currently number **745** with a further **167** openings are foreseen by 2029. These figures not only demonstrate Italy's appeal as a tourist destination, but also investors' growing interest in high-quality assets and projects that can enhance local areas, properties and identities.

In 2025, the Italian hotel facility market reached investment volumes of **€2.35 billion**, up **27%** on the previous year and one of the highest levels in recent years.

BUSINESS, RELATIONS AND TERRITORY

The number of registrations received by AURA – The Luxury Travel Event reflects the industry's commitment to meeting an international demand that is increasingly focused on personalisation, authenticity and the quality of the experience.

B2B meetings and networking opportunities will be accompanied by a programme that will include several experiences based on the cultural, artisanal and creative heritage of Florence and Tuscany.

An evolution of the **Luxury Event by TTTG**, which generated over **1,600 business meetings** at its most recent edition, AURA – The Luxury Travel Event will be a standalone and highly specialised event, organised with the support and collaboration of the **Region of Tuscany**,

Toscana Promozione Turistica, the Destination Florence Foundation, Firenze Fiera and Dreamsteam.

Sponsors: Region of Tuscany; Main Partner: Toscana Promozione Turistica; Host and Destination Partner: Destination Florence Foundation; Venue Partner: Firenze Fiera; Strategic Partner: Dreamsteam; Media Partner: TTG Luxury.

MEDIA AGENCY TTG TRAVEL EXPERIENCE

Martina Vacca: martina@mindthepop.it, mob. +39 339 748 5994; Fabrizio Raimondi: fabrizio@mindthepop.it, mob. +39 335 389 848; Benedetto Colli: benedetto@mindthepop.it, mob. 380 371 2272.



FOCUS ON

Italian Exhibition Group S.p.A., società con azioni quotate su Euronext Milan, mercato regolamentato organizzato e gestito da Borsa Italiana S.p.A., ha maturato negli anni, con le strutture di Rimini e Vicenza, una leadership domestica nell'organizzazione di eventi fieristici e congressuali e ha sviluppato attività estere - anche attraverso joint-ventures con organizzatori globali o locali, come ad esempio negli Stati Uniti, Emirati Arabi Uniti, Arabia Saudita, Cina, Messico, Germania, Singapore, Brasile - che l'hanno posizionata tra i principali operatori europei del settore.

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.