

• - IF YOU TRAVEL IT SHOWS - •

MILANO **Bit** YOUR TRAVEL EXHIBITION.

9-11 FEB 2025

NEW LOCATION!  
 FIERA MILANO-RHO

With the patronage of



Associated to



FIERA MILANO





# WE CONNECT THE TRAVELLING WORLD



BIT is the leading B2B and B2C marketplace for the tourism industry.

Three days dedicated to commercial operators for **BUSINESS**, **NETWORKING** and **TRAINING**.

One day (Sunday 9 February) will also be open to travellers attending the event to discover new experiences and get inspiration for future trips.

The themed areas, **LEISURE**, **BETECH** and **MICE** bring the entire travel industry together.

**9 - 10 - 11 FEB**

**NEW LOCATION**

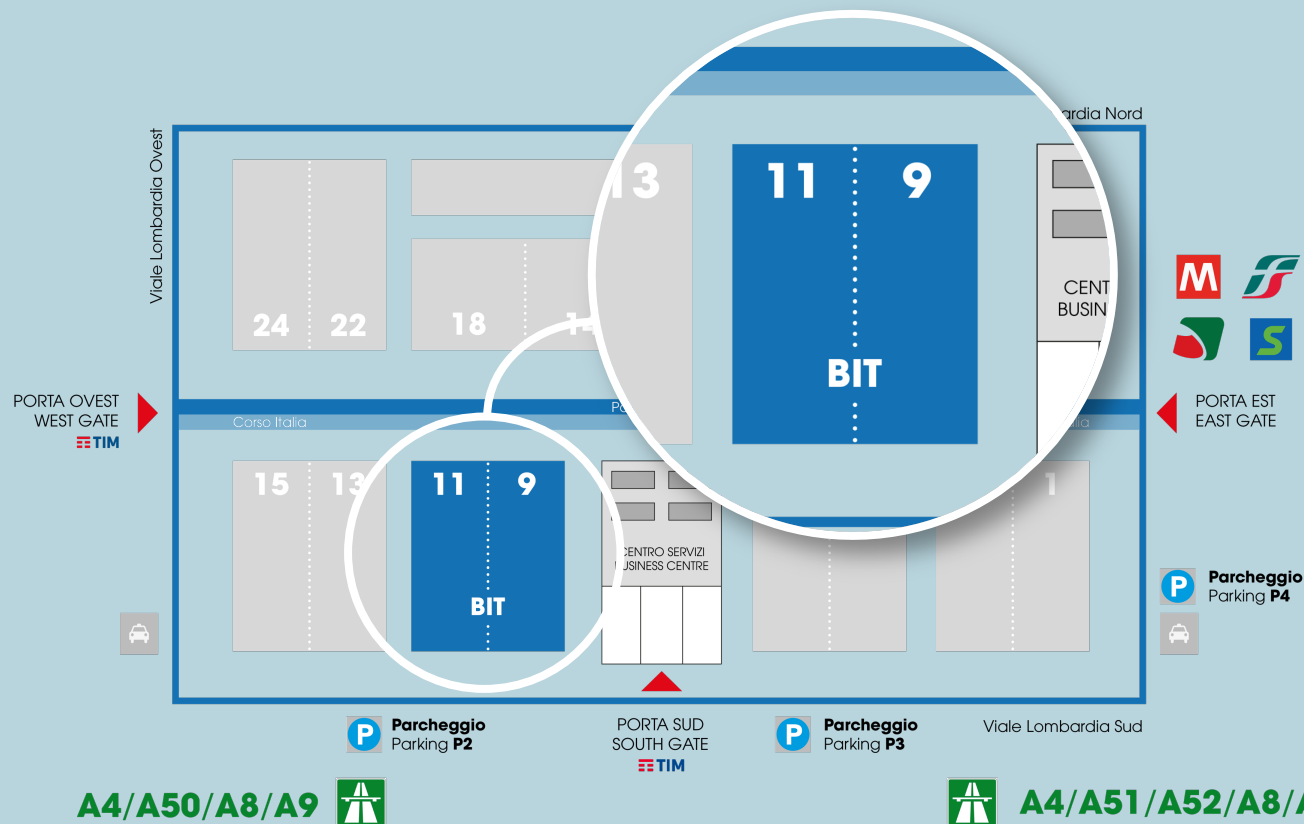
Fiera Milano - RHO

**2025**

# EASY TO GET TO, A PLEASURE TO STAY



**BIT** will be held in the **Fiera Milano Rho** district. One of Europe's most modern and state-of-the-art exhibition centres, it is home to major national and international events. It is easy to reach from the city and from anywhere in Italy and abroad, thanks to Milan's excellent road and air connections.





# EXHIBITORS

1,100  
EXHIBITORS FROM  
66 COUNTRIES\*

## THE REASONS TO EXHIBIT

**MEET** new customers and do business in Italy and around the world

Get in touch with **SELECTED BUYERS** interested in the Italian and international tourist offer

**BUILD YOUR COMPANY'S IMAGE,** including through the multitude of visibility and networking opportunities

**SHOWCASE NEW PRODUCTS** to trade operators and travellers

**MEET** Italian Travel Agents

## WHO EXHIBITS

- ASSOCIATIONS IN THE TOURISM SECTOR
- TOURIST ATTRACTIONS
- CRUISE AND SHIPPING COMPANIES
- DMCs (DESTINATION MANAGEMENT COMPANIES)
- TOURIST BOARDS/INTERNATIONAL DESTINATIONS
- ITALIAN PROMOTION BODIES
- TRAINING FOR TOURISM/UNIVERSITY
- INFRASTRUCTURE (AIRPORTS, PORTS,...)
- EVENT LOCATIONS
- TRAVEL AGENCY NETWORK
- TOURISM SERVICES
- SPA&WELLNESS
- ACCOMMODATION
- TECHNOLOGY & TECHNOLOGY SERVICES FOR TOURISM
- TOUR OPERATORS
- TRANSPORT

## TOP 10 COUNTRIES

ITALY

SPAIN

SWITZERLAND

UNITED KINGDOM

FRANCE

INDIA

IRAN

TURKEY

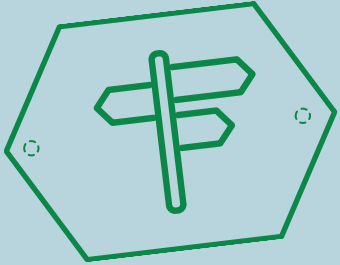
ALBANIA

BELGIUM



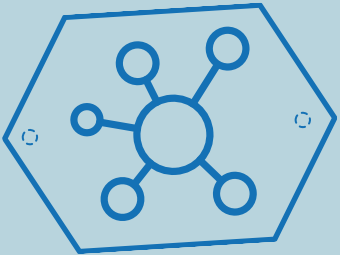
# AN INTERNATIONAL VILLAGE TO DESIGN TOMORROW'S TOURISM

Divided into themed areas: **Leisure**, **BeTech** and **MICE**, **BIT** brings together the entire tourism supply chain under one roof.



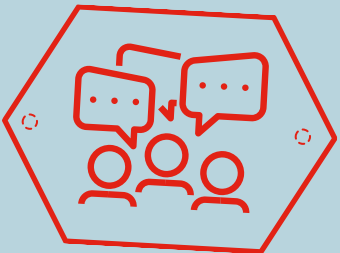
## LEISURE

It is where international tourism **SUPPLY AND DEMAND MEET**, based on a system of pre-arranged appointments, but also where the public can discover destinations, new holiday destinations and lesser-known attractions.



## BETECH

BETECH groups companies offering **BUSINESS & NETWORKING SERVICES** exclusive digital and social content, both physical and virtual.



## MICE

An area entirely dedicated to the **EVENTS**, **MEETINGS** and **CONFERENCES** sector, with the presence of **MICE OPERATORS** and **TOP BUYERS**.

# VISITORS

MORE THAN **40,000**  
VISITORS FROM  
107 COUNTRIES

## THE REASONS TO VISIT

**DISCOVER** the latest news and market trends

**MEET** existing and new suppliers and do business

**GET UPDATED** via events/conferences

## WHO VISITS

- TOURISM PRODUCT INTERMEDIARIES (TRAVEL AGENCIES, OLTA<sub>s</sub>, TOUR OPERATORS, ETC.)
- PCOs (PROFESSIONAL CONGRESS ORGANISERS)
- MARKETING AND SERVICES FOR TOURISM
- INTERNATIONAL BUYERS
- TRAVELLER AUDIENCE
- MEDIA

## TOP 10 COUNTRIES

SWITZERLAND

UNITED STATES

SPAIN

UNITED KINGDOM

FRANCE

GERMANY

EGYPT

CHINA

UNITED ARAB EMIRATES

INDIA



# INCOMING BUYERS

The **INCOMING BUYER** programme is curated by the **BIT** buyer team, who work throughout the year to identify the most interesting international buyers for the exhibition.

Exhibitors and hosted buyers connect through the **MY MATCHING** platform, turning relationships into solid business opportunities.

Through the platform, buyers can get to know the exhibitors in advance, while exhibitors can select the most interesting buyers for their **BUSINESS** and book **MEETINGS**, organising their schedule in advance.

## INTERNATIONAL BUYERS

from **52 COUNTRIES**

Areas of origin:

**EUROPE | NORTH AMERICA | ASIA |  
CENTRAL & SOUTH AMERICA | MIDDLE EAST |  
CIS COUNTRIES | AFRICA**



# EVENTS AND TRAINING

Tourism is a fundamental sector for the national economy, both for its ability to contribute to a country's growth and for its ability to develop regions and their identities.

At **BIT** you will find not only business opportunities, but also conferences and training to explore data and trends and discover practical tools to improve your business.

It's an unmissable opportunity for **PROFESSIONAL GROWTH**, **SHARING** and **NETWORKING** with key companies in the tourism industry.

+200 SPEAKERS  
+50 SESSIONS

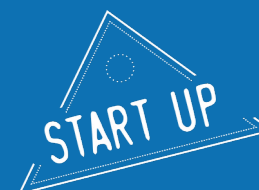
## TOPICS



Artificial intelligence and new business travel models



Training, skills, ChatGPT and artificial intelligence



Innovation and tourism, green hospitality and sentiment analysis



Environmental protection and overtourism

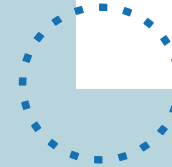


# PARTNERSHIP



## Thermalia Village by Federterme

A key part of the exhibition, showcasing more than 30 exhibitors from the thermal spa and wellness sector, while also providing an opportunity to explore the future prospects of wellness-focused tourism.



## Welcome Travel Group

Welcome Travel Group operates in tourism distribution and is owned by two market leaders: Alpitour World and Costa Crociere. The company manages the Welcome Travel Network and Geo Travel Network, and today is the largest Italian distribution company. Its network of affiliated Agencies comprises 2,500 points of sale across all the Italian provinces.

# ROAD TO BIT2025

## **Asia:**

China – Guangzhou, Shanghai, Beijing, Hong Kong

## **Africa:**

South Africa – Durban, Cape Town

## **Europe:**

Germany – Berlin, Frankfurt, Düsseldorf

France – Paris, Marseille

Greece – Athens

Italy – Rimini

Poland – Poznam , Warsaw

United Kingdom – London

Spain – Madrid

Slovenia – Ljubljana

Turkey – Istanbul

## **Middle East:**

United Arab Emirates – Dubai





# COMMUNICATION AND PROMOTION



## **AWARENESS**

Raising exhibitor and partner profiles through interviews, editorial content and social media through dialogue with national and international trade journalists.



## **INTERNATIONALISATION**

Promoting the Italian product thanks to the presence of regions and international destinations that best represent the world of tourism.



## **ENGAGEMENT**

Engaging the community by developing partnerships with institutions and associations to create a strong, business-oriented strategic network.



## **TRENDS**

Building a Tourism Observatory by interviewing companies, international stakeholders, buyers, analysing market data and sector background.

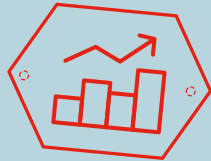
# INTERNATIONAL PROMOTION

**BIT** invests in an **ON-OFF LINE PROMOTION** plan which allows you to always be present in international markets and interact with companies, visitors, press and stakeholders from all over the world.



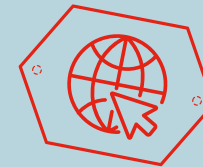
## **MONTHLY NEWSLETTERS**

sent to 150,000 email contacts



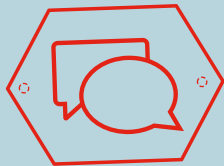
## **MEDIA PLANNING**

in national and international newspapers



## **WEBSITE**

constantly updated



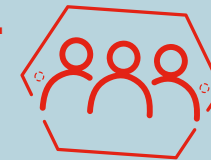
## **SOCIAL MEDIA MANAGEMENT**

on Facebook, Twitter, LinkedIn and Instagram social media channels



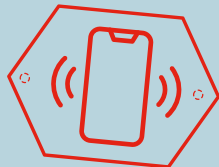
## **ADVERTISING ON SOCIAL MEDIA CHANNELS**

Facebook, Twitter, LinkedIn, Instagram



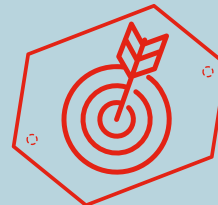
## **CONFERENCES & EVENTS**

a mix of business and training



## **DEDICATED APP**

with more interactive features to help better plan your visit to the exhibition



## **GOOGLE AND RETARGETING CAMPAIGN**

to increase exposure in a targeted and selective way



# BIT2024 – OUTDOOR PROMOTION ITALY/ABROAD



METRO M5



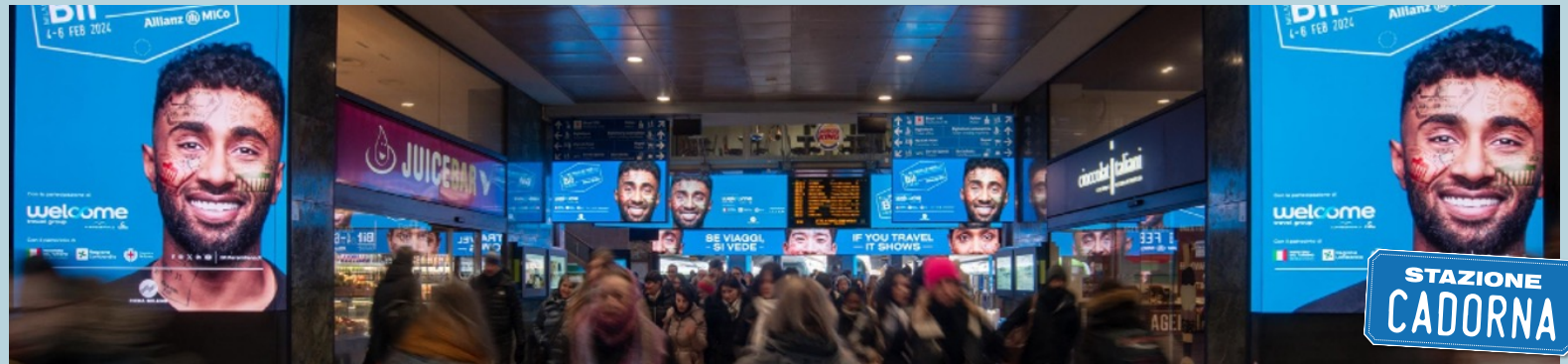
METRO M4



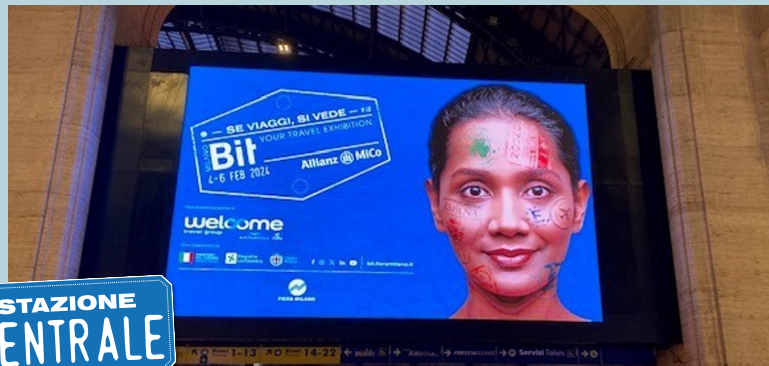
METRO M1-M3



TRAM FULL WRAP



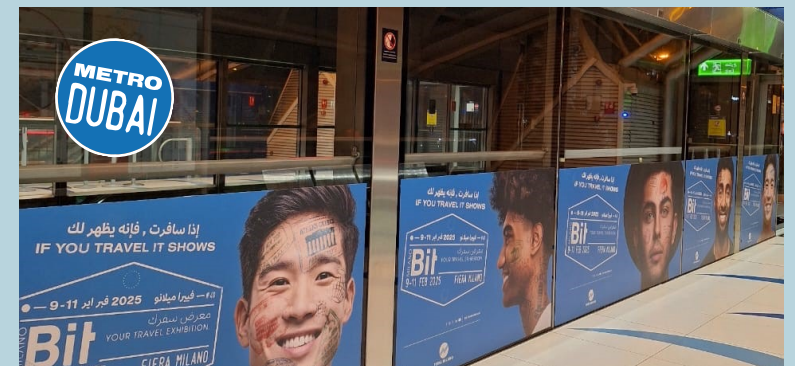
STAZIONE CADORNA



STAZIONE CENTRALE



RIMINI



METRO DUBAI

# WHAT THEY SAY ABOUT US

*“Very dynamic event, professionalism of operators, very important annual event for the tourism and MICE industry.”*  
EXHIBITOR

*“A very interesting schedule of events as well as a wide range of Italian regions and international destinations.”*  
BUYER

*“There are many tour operators and hotels to choose from to offer a wide range of options to our customers.”*  
BUYER

*“Having a day dedicated to consumer visitors is certainly a strong point.”*  
EXHIBITOR

*“This is an event that is known and attended by professional operators, the time of year is ideal and the quality of the meetings is high.”*  
EXHIBITOR

*“The opportunity to meet all the players in the travel industry in one place, to learn about new trends, new developments in the hotel industry, airlines, travel technology and local experiences.”*  
BUYER

*“The opportunity to meet many operators in the outgoing and incoming sector, tourist boards, hotel chains, airlines, etc.”*  
BUYER

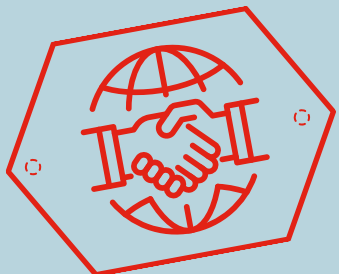
*“Organisation of meetings and B2B activities through appointment calendar and speedy meetings with buyers.”*  
EXHIBITOR

*“An international event par excellence, with an important presence of foreign buyers, a very active showcase where supply and demand for Italian and international tourism meet.”*  
EXHIBITOR

*“The diversity of the offer and the international dimension.”*  
EXHIBITOR

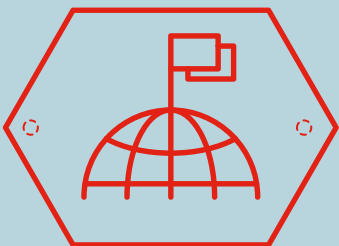


# OUR MISSION, YOUR SUCCESS



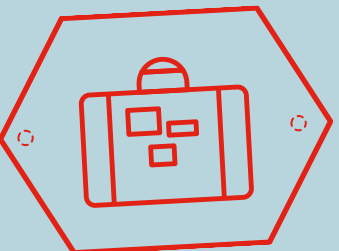
## A GLOBAL NETWORK

We are the reference event for **companies in the sector, Italian regions and tourism boards**, to develop relationships and business, share new knowledge and shape change.



## THE ITALIAN GATEWAY TO THE WORLD

Thanks also to **Milan's position in the world** and the **value of the BIT brand**, we are the main gateway to the Italian market for international exhibitors.



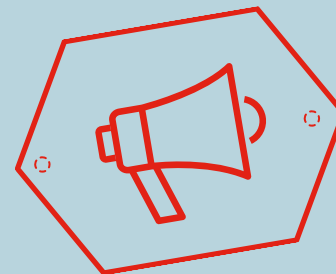
## A DEVELOPMENT PLATFORM FOR THE TOURISM SYSTEM

We contribute to the revitalisation of the "Italian tourism system" (leisure, MICE) by working with all the sector's stakeholders to develop **successful projects**.



## THE INTERNATIONAL SHOWCASE FOR THE ITALY PRODUCT

For **buyers and international visitors**, we are the main hub for "buying" the Italian tourist product, thanks to the presence at the exhibition of the most complete Italian offering.



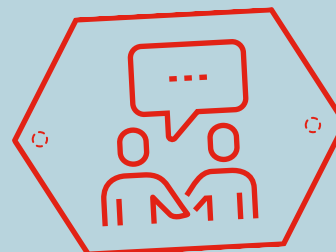
## INTERNATIONAL VISIBILITY AND COMMUNICATION

We are the international exhibition in Italy with the **highest media coverage**.



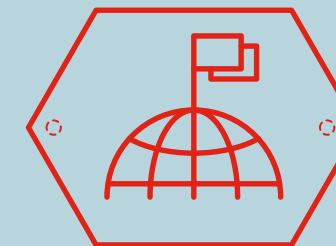
## TRAINING AND DIALOGUE HUB

The rich programme of training events and conferences positions us as a **cultural, informational and educational hub** for the industry.



## MEETING PLACE FOR TRAVELLERS

For the consumer, our event is the key opportunity to find new **travel inspiration in Italy and around the world**, to gather information and have face-to-face meetings with operators in the sector.



## INTERNATIONAL DESTINATIONS

A **showcase for travel suggestions** for international destinations.



# THE WORLD WE WANT IS SUSTAINABLE



**SUSTAINABILITY** is a key factor at **BIT**.

Our commitment to sustainability is not limited to what our exhibitors offer. BIT also uses sustainable practices in the organisation of the event, including the use of more easily recyclable or reusable materials and reduced energy consumption.

# CONTACT US

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