

MILANO  
**Bit**  
9-11 FEB 2025

- IF YOU TRAVEL IT SHOWS - #48  
YOUR TRAVEL EXHIBITION.  
FIERA MILANO



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[bit.fieramilano.it](http://bit.fieramilano.it)



FIERA MILANO

VOGLIA DI  
VACANZE?

MILANO  
**Bit**

YOUR TRAVEL  
EXHIBITION.

— SE VIAGGI, SI VEDE —  
MILANO  
**Bit**  
YOUR TRAVEL EXHIBITION

## THE MAIN MARKETPLACE TO CONNECT THE TRAVELLING WORLD

**BIT** is the main B2B and B2C marketplace for the travel industry.

**Three days** devoted to trade operators for business, networking and training and one day (**Sunday 9th**) also open to travellers.

Thematic areas, Leisure, BeTech and MICE, bring together the whole travel industry.

## THE REASONS TO BE THERE

**Meet** new customers and travel agents

**Enhance** your business in Italy and around the world

**Get in touch** with selected buyers

**Present** the novelties to trade operators and travellers

**Discover** trends and insights from the industry

**9 - 10 - 11 FEB**  
**NEW LOCATION**

Fiera Milano  
Exhibition centre,  
RHO

**2025**



+ **40,000** visitors  
coming from **107** countries

- TOP 10**
- Switzerland
  - United States
  - Spain
  - United Kingdom
  - France
  - Germany
  - Egypt
  - China
  - United Arab Emirates
  - India

- WHO VISIT**
- Intermediaries of the tourism product (travel agencies, olta, tour operators, etc.)
  - International buyers
  - Professional congress organizers
  - Marketing and services for tourism
  - Travel bloggers
  - Content creators
  - Travellers

## INTERNATIONAL BUYERS

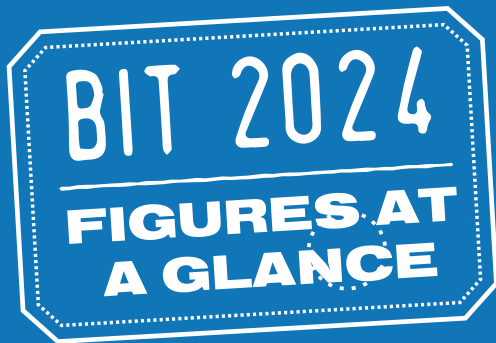
from **52 countries**, coming from Europe, North America, Asia, Central and South America, Middle East, CIS countries, Africa



**8,585**

business meetings thanks to the **My Matching platform**  
(+14% compared to 2023)





+1,100 exhibitors  
coming from 66 countries



Accommodation facilities  
Associations in the tourism sector  
Cruise and shipping companies  
Dmc (Destination management company)  
Event locations  
Italian promotion organisations  
Services for tourism  
Technology and technological services for tourism

Tour operators  
Tourism attractions  
Tourist boards/International destinations  
Training for tourism/  
Universities  
Transport  
Travel agency network



### **Thermalia Village by Federterme**

The only event that combines spa and wellness within the exhibition offer.

### **Welcome Travel Group**

With over 2,500 affiliates, WTG enriches the exhibition offer with the best tour operators, cruise lines, airlines, institutions and suppliers of tourism services.



# TRAINING & EVENTS



**BIT** is an important place to explore data and trends in the world of tourism. It is an opportunity for professional growth and sharing of expertise.

Conferences dedicated to innovation and the future. Training seminars for travel agents. Conferences dedicated to the meeting industry.

## TOPICS

### NEW TRENDS

Artificial intelligence and new business travel models

### INNOVATION

Training, competences, chatGPT and AI

### START UP

Innovation in tourism, green hospitality and sentiment analysis

### SUSTAINABILITY

Environmental protection and overtourism

+ 50 TRAINING SESSIONS

+ 200 SPEAKERS

# CONTACTS

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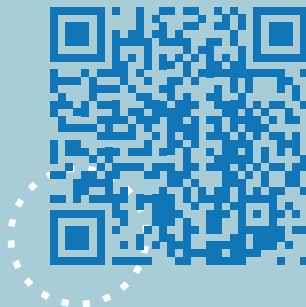
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