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FIERA MILANO



**WE CONNECT
THE TRAVELLING
WORLD**

IN THE HEART OF EUROPE,
IN ONE OF THE MOST
INNOVATIVE CITIES AND
AT THE CORE OF BUSINESS,
BIT IS THE MARKETPLACE
SUPPORTING THE TOURISM
INDUSTRY IN ITALY AND AROUND
THE WORLD.

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 tourism offer

Meet Italian **TRAVEL AGENTS**

ENHANCE THE IMAGE of your
company also thanks to numerous visibility
and networking opportunities

INTRODUCE NOVELTIES to trade
operators and travellers

4-5-6 FEB

**OPEN TO TRADE
OPERATORS**

**ALSO OPEN TO
GENERAL PUBLIC**

BIT 2023 – KEY NUMBERS

EXHIBITORS

1,032
EXHIBITORS FROM
56 COUNTRIES

THEMATIC AREAS

Divided in three areas: **Leisure**, **BeTech**, and **MICE**, **BIT** brings together the entire industry.

WHO VISITS

TOP 10 COUNTRIES

- SWITZERLAND
- SPAIN
- FRANCE
- GERMANY
- USA
- UNITED KINGDOM
- EGYPT
- GREECE
- CROATIA
- PORTUGAL

MORE THAN 37,000
VISITORS FROM 111
COUNTRIES

INCOMING BUYERS

Exhibitors and hosted top buyers from 53 countries connect thanks to the **My Matching** platform, which turns relationships into real business opportunities.

TOP 5 COUNTRIES

- UNITED STATES
- SPAIN
- GERMANY
- ARGENTINA
- CANADA

7,547
BUSINESS MEETINGS

- | | |
|-----------------------------------------------|------------------------|
| • TRAVEL AGENCIES, OLTA, TOUR OPERATORS, ETC. | • INTERNATIONAL BUYERS |
| • PCO (PROFESSIONAL CONGRESS ORGANISERS) | • TRAVELLING PUBLIC |
| • MARKETING AND SERVICES FOR TOURISM | • MEDIA |

WATCH BIT 2023 VIDEO



THE KEYWORDS

INTERNATIONALITY

The world in Milan: international tourism organisations, buyers from all over the world and international press

The biggest market place for the promotion of Italian tourist offer

TARGET
ITALY

UNIQUENESS

The only international tourism exhibition in Italy with a dual soul: open to the travelling public and trade operators

Several targeted business opportunities between supply and demand; speedy meetings among buyers and sellers; pre-arranged matching; thematic areas for specific targets

RELATIONSHIPS
/ CONNECTIONS

NOVELTY

Preview of novelties and proposals, space for new tourism segments, technology, innovation

Training, inspiration, and in-depth analysis: the rich programme of **BIT 2024** analyses the new trends and skills required by industry players with a highly practical approach

THE MEGA
TRENDS

SUSTAINABILITY

BIT is carbon-neutral with emissions compensated by certified environmental projects



CONFERENCES AND TRAINING

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

- **SUSTAINABILITY**
- **INNOVATION**
- **MICE**
- **QUALITY AND INCLUSION**
- **DIGITAL**

56

CONFERENCES

62

**WORKING
HOURS**

207

SPEAKERS

ALL-ROUND COMMUNICATION



MONTHLY NEWSLETTERS

sent to 150,000 e-mail contacts



MEDIA PLANNING

in the most important international and national trade magazines



SOCIAL MEDIA MANAGEMENT

on Facebook, Twitter, LinkedIn and Instagram



DEDICATED APP

with more interactive features to better plan your visit



WEBSITE

constantly updated



SOCIAL ADVERTISING PLANNING

Facebook, Twitter, LinkedIn, Instagram



CONFERENCES AND EVENTS

business and training



RETARGETING AND GOOGLE CAMPAIGN

to improve the exhibition experience in a targeted and selected way

BIT SPECIAL TOUR IN THE CITY



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The World

STAND ENQUIRY



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