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Countdown to BIT 2026: data, themes and names in preview

Details of the new concept presented, with numerous prestigious names already registered among exhibitors. From Italy, the presence of almost all regions has been confirmed. This year's new features will be the Unique and Premium partnerships. The themes of the Travel Makers Fest have also been previewed, from experiential tourism to digital innovation.

*Milan, 10 December 2025 – Moving. Not to change place, but **to learn and evolve**. This is the message that [BIT 2026 wanted to launch today, presented by Fiera Milano from Tuesday 10 to Thursday 12 February](#), choosing the **Museo Nazionale Scienza e Tecnologia Leonardo da Vinci in Milan** to share with the media a preview of the authoritative names of **exhibitors already registered and partners**, as well as the first details of the rich schedule of the [Travel Makers Fest](#) and some highlights of the data on the Italy brand that **Simon Anholt, founder of the Nation Brands Index**, will present in exclusive preview during the event.*

The iconic itinerary of the Museum dedicated to **mobility** – from the first automobiles born from the interweaving of ingenuity and craftsmanship to the great steam locomotives, passing through the bridge and party room of **the legendary ocean liner Conte Biancamano** – thus becomes a metaphor for **a BIT concept that is renewed** in line with an idea of travel increasingly as a search for content and ideas, experiences and sharing, enhancing **people and territories**.

Great quality in the exhibition path, with the people at the centre

A new concept that **revolutionizes the point of view on travel**: no longer starting from the product, but from **the people**. From those who plan, build or live the journey: all **Travel Makers**, each adding value to the entire supply chain with their own unique contribution. They will also serve as a thread of union in an **exhibition route** focused on experiences, capable of combining a panoramic view of the entire supply chain with vertical deep dives into the offerings, **articulated into six districts: Italy, World, Travel Expert, Hospitality, Innovation and Transportation**.

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Almost all **Italian regions** have already been confirmed, in addition to the institutional presence of **ENIT**. From **Europe**, among others, **Poland** is highlighted, which will also be **Destination Partner**. A participation that will also have a **sporting connotation**, with immersive experiences linked to outdoor, snow and nature. From the medium-haul, significant participations from **Egypt and Jordan**, while on the long-haul stand out **Korea, Nicaragua, Dominican Republic** and the United States with **Visit USA**. The presence of **operators** is also of great quality, among which **I Grandi Viaggi** among the tour operators. Confirming the importance of the **mobility** theme in this edition, carriers such as **ITA Airways, Singapore Airlines** and airport operators such as **SEA** will be present.

This year's new feature will be the **Unique Partners**. In addition to **Poland** among the destinations, **Autentico Hotels**, Luxury Partner and sponsor of the Buyers Lounge, and the AI Partner **Duolly by Fiven** stand out. Premium Partners will instead be **Heylight**, in the digital field, **Scalo Milano**, which will offer an exclusive shopping experience, and **Trenord**, among the speakers of the Bit Mobility Forum. BIT 2026 also joins the **Netcomm Consortium**, a point of reference for digital commerce in Italy.

Where tomorrow's Travel is born: ideas, visions and hot topics of Fest 2026

Enriching the exhibition part will be the new format of the **Travel Makers Fest**, a rich program of events that invites the sector to build bridges and imagine new travel ecosystems. **Four Squares** dedicated to vertical themes and **two Main Plazas** to find the right inspiration, articulated in **five fil rouges: Discovery**, with new trends and proposals for thematic and discovery travel; **Backstage**, which reveals the complexity of what lies behind a journey; **(Im)possible**, dedicated to great travellers and great journeys to be inspired by; **This Must Be the Place**, to find new ways of crossing the world; and **BIT & Friends**, appointments with experts who alternate on stage.

Meetings that intertwine **visions, skills and different languages**, entrusting some of the hottest topics of the debate to comparison with protagonists of culture, institutions and industry. Alongside conversations on major events – such as in the talk **Olympics. And after?** – the program explores new imaginaries of travel, between emotion, identity and transformation. **No place is far away** will bring the

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idea of movement as discovery and connection by showing that the true distance is interior and is bridged by changing perspective, while ***The power of images*** will offer a look at the role of cinema and seriality in building the desire to travel. The gaze then widens to territories: ***Italy, an open-air museum*** will delve into the cultural value of widespread Italy, from major attractions to landscapes that become identity.

Alongside the more inspirational dimension, the Fest opens operational windows on the processes that shape tomorrow's tourism. In ***The Future of Travel***, the role of **AI, data and new distribution models** in redesigning choices, paths and products will be discussed, between personalisation, flow management and new forms of relationship between travellers and destinations. The partner **Heylight** will instead illustrate the new developments related to **payment solutions** for travellers.

In collaboration with **Netcomm**, an innovation pathway will be organised: ***Digital Tourism 5.0: ecosystems, experiences and innovation for the traveller of the future***. A three-act journey to explore how digital transformation is redefining the tourist experience, enhancing Made in Italy, enabling new business models and placing the traveller at the centre of an integrated ecosystem.

Of particular interest is also the **BIT Mobility Forum**, organised in collaboration with **NME - Next Mobility Exhibition**: three days of meetings, visions and comparisons on how moving can mean knowing, enhancing and connecting, with a contribution, among others, from partner **Trenord**. The strategic reflection will be opened by the inaugural conference on ***Mobility as a lever for tourism development***: trains and planes for a more accessible Italy.

The complete program is available in the Travel Makers Fest section of the BIT website.

The world and Italy: a loved country, but with much still to discover

It is in this perspective based on **people, content and ideas** that the reflection of Simon Anholt also fits, on Tuesday 10 February in the meeting ***Italia Mammamia: how the world sees Italy***, a keynote based on the **Anholt Nation Brands**

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Index® (NBI) – an annual survey that for twenty years has measured the international perception of nations – which will also ideally open the **Travel Makers Fest** path.

The previews confirm that our country remains among the most appreciated national identities in the world: fourth in the overall ranking and **first for tourism**, driven by creativity, beauty and experience. In addition to tourism, the main drivers are **culture**, in which the Beautiful Country is second only to France, and **the quality of people**, in fourth place after Canada, Australia and Japan.

The Italian image is stable over time and homogeneous across geographical areas: **third** among G7 countries and **fifth** among BRICS+, with minimal differences compared to other nations. Curious demographic data: **men** place it in second position, **women** in fifth; **young people** in third, the elderly in **fifth**.

The research highlights how international perception is decisive in travellers' choices, making reputation a strategic asset to attract quality tourism: the image of a country thus becomes a heritage to be cultivated, enhanced and renewed every day.

Further details on the highlights are available in [the article dedicated to the Nation Brands Index](#) on the BIT 2026 website.

The appointment with BIT 2026 is **at Fiera Milano from Tuesday 10 to Thursday 12 February**.

Among those who have already confirmed their presence at BIT 2026 are:

ENIT, ABRUZZO, BASILICATA, CALABRIA, CAMPANIA, EMILIA ROMAGNA, FRIULI VENEZIA GIULIA, LAZIO, LIGURIA, LOMBARDIA, MARCHE, MOLISE, PIEMONTE, PUGLIA, SARDEGNA, SICILIA, TOSCANA, UMBRIA, VENETO; ADMINISTRADORA DE HOTELES DE MEXICO IG, AGENZIA IGC (EXPEDIA TAAP), ALZARA GRUPO DE COMUNICACION SL (CUBA), ASSOCIAZIONE VISIT USA, AUTENTICO HOSPITALITY, BLASTNESS, BREAKWATER SRL, COMPASS BANCA SPA, CONSORZIO DEL FORMAGGIO PARMIGIANO REGGIANO, DOOR TRAVEL LDA, EDOGRAF HELPFLY, EGYPTIAN TOURISM AUTHORITY, ENTE TURISMO REPUBBLICA DOMINICANA, EVA AIRWAYS, FIVEN S.P.A., GALAXY EXPEDITIONS CORP, GREAT PLACE TO WORK, I GRANDI VIAGGI SPA, ITALIA TRASPORTO AEREO (ITA AIRWAYS), JORDAN TOURISM BOARD, KOREA TOURISM ORGANIZATION, LA TUA LONDRA, LEON TRAVEL SRL, LEONARDO HOTELS ITALY, LOCATE DISTRICT SPA, NICARAGUAN TOURISM BOARD, SI NATIONAL PR-CENTRE (UZBEKISTAN), SINGAPORE AIRLINES, SMART

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