



**FIERA MILANO**

**MILANO Bit**  
YOUR TRAVEL  
EXHIBITION.

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## **Towards BIT 2025: challenges and opportunities for an evolving tourism industry**

*The exhibition welcomes a diverse presence of international operators and organisations, including Visit USA and Japan. Revenues for the 2024-25 holiday season grow by 12%, but the sector is looking carefully at the emerging markets and the new global dynamics.*

*Milan, 11 December 2024 – The festive season are always an important test for the travel industry. And, with the start of the countdown to [BIT 2025, on at fieramilano – Rho from 9 to 11 February 2025](#), the exhibition organised by Fiera Milano, leader in Italy for innovation in tourism, **the BIT Observatory** has analysed the most interesting data and trends.*

### **Italians book early and revenues are on the up**

Regarding holiday travel, data from **ASTOI** – a partner of BIT 2025 – confirms that the trend toward early booking is growing stronger: **60% of bookings for holidays between December 18, 2024 and January 12, 2025 were made at least 90 days in advance.** A factor that contributed to a **12% increase in revenue** compared to 2023: the average price of the packages is around **2,400 euros** per person and the average duration is **8.2 days**.

### **Experiences, well-being and hyper-personalisation**

But what does the global scenario look like, and what can we expect next year to bring? In 2023, global tourism recovered approximately **90% of its 2019 levels** and in 2024 a **further increase of 2%** is recorded: **21%** of the world's population travels, a figure that will rise to **24% in 2030** and **33% by 2040** (*Source: Oxford Economics*).

Of the **countries that generate tourism, China, Germany, the UK and the USA** stand out, these alone accounting for 45% of global flows, while the emerging markets include **Saudi Arabia, Brazil, Indonesia, Mexico and Pakistan**.

When it comes to destinations, **Spain, France and the USA** will remain in poll position, while **Italy** will rank sixth in 2040. Overall, the top five destinations will reduce their share of global tourism **from 30% to 20%**: a sign that travellers are **looking for something new** and that destinations will become **more diversified** (*Source: Oxford Economics*).

### **A driver of economic growth that promotes cultural exchange and mutual understanding**

From the meta-analysis carried out by the **BIT Observatory**, it emerges that the multiplier effects of tourism involve **numerous productive, cultural and**



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**social** sectors, promoting exchanges of experiences and "cultural osmosis" which favour the **overall socio-economic growth**.

In fact, tourists favour **local culture, traditions and cuisine** which, together with **well-being and active and outdoor holidays**, account for **over two thirds of global demand** (*Source: Deloitte*). The **focus on experiences** and the demand for **increasingly personalised offers** are confirmed.

**The BIT Observatory** also notes that to continue maintaining this **sustained and sustainable growth** in the coming years too, decision makers will have to pay close attention to the growing pressure on **the most iconic destinations**. The analysis suggests that, despite the diversification underway, the largest flows will continue to be concentrated in four main macro-regions: **the Mediterranean, Southeast Asia, the Middle East and the Caribbean**.

To address these challenges, it will be essential to use the opportunities offered by technological innovation, and in particular **by digitalisation**, for example by facilitating the organisation and personalisation of travel, pushing towards **more inclusive and hybrid modes**.

**BIT 2025: the event where you can get an exclusive sneak preview of tomorrow's travel**

**BIT 2025** responds to these themes and challenges with [the continuous evolution of its exhibition format](#), featuring a **new location at fieramilano - Rho**: the areas dedicated to **Leisure, Italy and World** will benefit from a more streamlined layout and smoother access, especially on the **day open to the public** on Sunday 9 February.

In the Italy area, all the **Italian holiday regions** from North to South will be represented: from **Piedmont, Liguria, Lombardy, Veneto**, to **Abruzzo, Basilicata, Calabria, Campania**, from **Emilia-Romagna and Marche** to **Sicily**. Among the foreign destinations, the grand comebacks of **Visit USA, Cuba, Japan, the Dominican Republic and Vietnam** stand out, but also Mediterranean destinations such as **Algeria, the Canary Islands, Egypt, Jordan and Tunisia**, or emerging destinations such as **Central America and Uruguay**.

As far as the operators in attendance go, these will include **Blu Hotels, BWH Hotel Group, Mangia's Resorts and Clubs and The Social Hub** in the hospitality sector and **Gattinoni** among the tour operators. Among the cruise operators, **MSC, Grimaldi and Giver** stand out, while many carriers will be present, such as **ANA, Eva Airways, ITA Airways, Singapore Airlines** among the airlines and **Trenord** among the railway operators.

This year, the spotlight will also be on the theme of **digital and innovative services**, with companies such as **Blastness, Compass-HeyLight, Revolut and Titanka!** in attendance. Finally, the **partnerships with associations and networks are a key element of the exhibition**. These will include **ASTOI, ETOA – European Tour Operators Association Limited, FTO – Italian Federation of Organised Tourism, Federterme and WTG – Welcome Travel Group**.



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After the success of the first edition last year, **Thermalia by Federterme is also returning to BIT 2025**, a real holiday resort dedicated to **spa, medical and wellness tourism** which will also offer a rich programme of events: among these, meetings with institutions and experts, new lifestyle proposals, insights into new techniques.

There will also be a new hospitality area and events with a high social media potential to engage younger travellers and **Gen Z** in particular.

As usual, the conference programme of **Bringing Innovation into Travel** is also very rich. Just to give a few examples, the role of **continuing education** in the industry will be discussed, with a **focus on the digital sphere and the customer experience**, also in response to the increasing **demand for qualified personnel**.

The spotlight will also shine on **next-generation technologies** such as AI, with its impact on personalising the journey, optimising operations and improving customer interaction. **Sustainability** and emotion-driven tourism will also be in the foreground, the former meeting the need to spread good practices and the latter stemming from the growing awareness of travellers.

**Macro-themes** spanning from **aviation, luxury, and travel risk management** to the **scouting of new destinations** to prepare the tourism product of the future will also be on the agenda.

Finally, these will be a strong focus on professional opportunities with **Bit4job**, a recruiting day that will be held on **Tuesday 11 February in pavilion 11**. A packed programme of events will encourage meetings between **students from tourism, hotel and related institutes**, and from **post-diploma university and ITS (higher technical institute)** programmes with study courses dedicated to tourism, featuring the participation of **professionals and companies from the travel industry**.

**BIT 2025 will be held at fieramilano – Rho from 9 to 11 February 2025**. BIT 9 will only be open to trade operators on **Monday 11 and Tuesday 11 February**, and on **Sunday 10 February** it will also be open to the public.

For up-to-date information on the exhibition: [bit.fieramilano.it](http://bit.fieramilano.it), [@bitmilano](https://twitter.com/bitmilano)