

● - IF YOU TRAVEL IT SHOWS - #48

MILANO **Bit**

YOUR TRAVEL EXHIBITION.

12-14 FEB 2023

Allianz MiCo



With the patronage of:



FIERA MILANO

# WE CONNECT THE TRAVELLING WORLD

**IN THE HEART OF EUROPE**, IN ONE OF THE MOST INNOVATIVE CITIES IN THE WORLD, AT THE CENTRE OF BUSINESS, INNOVATION AND THE FUTURE, **BIT** IS THE INTERNATIONAL TOURISM FAIR IN ITALY. A MARKETPLACE TO SUPPORT THE TOURISM INDUSTRY IN ITALY AND AROUND THE WORLD.

**THE ONLY ONE THAT CONNECTS THE WORLD OF INDUSTRY PROFESSIONALS** IN A TOTALLY B2B CONTEXT, BUT AT THE SAME TIME OFFERS THE OPPORTUNITY FOR PROFESSIONALS TO MEET TRAVELLERS DIRECTLY.

**3** DAYS FOR  
TRADE

**1** FOR THE  
PUBLIC



# OUR MISSION, YOUR SUCCESS



## A GLOBAL NETWORK

WE ARE THE REFERENCE EVENT FOR COMPANIES IN THE INDUSTRY, **ITALIAN REGIONS AND TOURISM AUTHORITIES** TO DEVELOP RELATIONSHIPS AND BUSINESS, SHARE NEW KNOWLEDGE, DESIGN CHANGE.



## THE GATEWAY TO THE WORLD IN ITALY

THANKS ALSO TO **MILAN'S POSITIONING IN THE WORLD** AND THE **VALUE OF THE BIT BRAND**, WE ARE THE MOST IMPORTANT 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 INDUSTRY STAKEHOLDERS TO DEVELOP **SUCCESSFUL PROJECTS**.



## THE INTERNATIONAL SHOWCASE OF ITALY'S PRODUCT

FOR **INTERNATIONAL BUYERS AND VISITORS**, WE REPRESENT THE MAIN HUB FOR "BUYING" THE ITALIAN TOURISM PRODUCT, THANKS TO THE PRESENCE OF THE MOST QUALIFIED ITALIAN OFFER AT THE FAIR.



## INTERNATIONAL VISIBILITY AND COMMUNICATION

WE ARE THE INTERNATIONAL TRADE FAIR IN ITALY WITH THE **HIGHEST MEDIA COVERAGE**



## HUB FOR TRAINING AND DISCUSSION

THE RICH PROGRAMME OF TRAINING EVENTS AND CONFERENCES POSITIONS US **AS THE CULTURAL, INFORMATIVE AND EDUCATIONAL HUB OF THE INDUSTRY**



## A MEETING PLACE FOR TRAVELLERS

FOR THE CONSUMER, WE REPRESENT THE HIGHLIGHT EVENT FOR FINDING NEW **TRAVEL INSPIRATIONS IN ITALY AND AROUND THE WORLD**, TO GET INFORMATION AND TO MEET DIRECTLY WITH INDUSTRY PLAYERS.

# IN THE DNA OF BIT THE VALUES OF FIERA MILANO

**BIT** IS ORGANISED BY FIERA MILANO, A LEADING EUROPEAN HUB WITH A GLOBAL NETWORK CAPABLE OF CREATING BUSINESS OPPORTUNITIES AROUND THE WORLD.

## THE VALUES OF FIERA MILANO:



### EXCELLENCE

TO PROVIDE AN INNOVATIVE EXPERIENCE, IN SAFE, WELCOMING AND RELIABLE SPACES, OFFERING EXCELLENCE AND QUALITY SERVICES.



### CUSTOMER

OPERATE WITH GREAT CUSTOMER FOCUS AND AIMING FOR MAXIMUM CUSTOMER SATISFACTION.



### PEOPLE

WORKING AS A TEAM, PROMOTING PROFESSIONALISM, PASSION, INTEREST IN DAILY RELATIONSHIPS.



### RESPECT

BE RESPONSIBLE, SUSTAINABLE, HONEST AND TRANSPARENT TO CREATE RELATIONSHIPS OF TRUST AND VALUE FOR ALL STAKEHOLDERS.

# BIT IS

## VISION

AT BIT WE PLAN THE FUTURE TOGETHER: EXHIBITORS, TRADE VISITORS, THE TRAVELLING PUBLIC, POLITICAL INSTITUTIONS; INDUSTRY EXPERTS.



## INTERNATIONALITY

THE WORLD IN MILAN: INTERNATIONAL TOURISM ORGANISATIONS, BUYERS FROM ALL OVER THE WORLD. INTERNATIONAL PRESS



## SUSTAINABILITY

WE STRIVE TO MAKE THE EVENT MORE AND MORE SUSTAINABLE

## RELATIONSHIPS/ CONNECTIONS

WE SUPPORT THE COMPANIES' OPERATIONS AND PROMOTE DIALOGUE BY PUTTING SUPPLY AND DEMAND IN THE MOST EFFECTIVE POSITION TO ESTABLISH VALUABLE RELATIONSHIPS



## UNIQUENESS

THE ONLY INTERNATIONAL TOURISM FAIR IN ITALY WITH A DUAL SOUL. OPEN TO THE TRAVELLING PUBLIC AND OPERATORS.



## CHANGE

WE GIVE SPACE TO ALL INNOVATION, NEW TOURISM SEGMENTS, TECHNOLOGY, EVOLUTION. PREVIEW OF NOVELTIES AND PROPOSALS



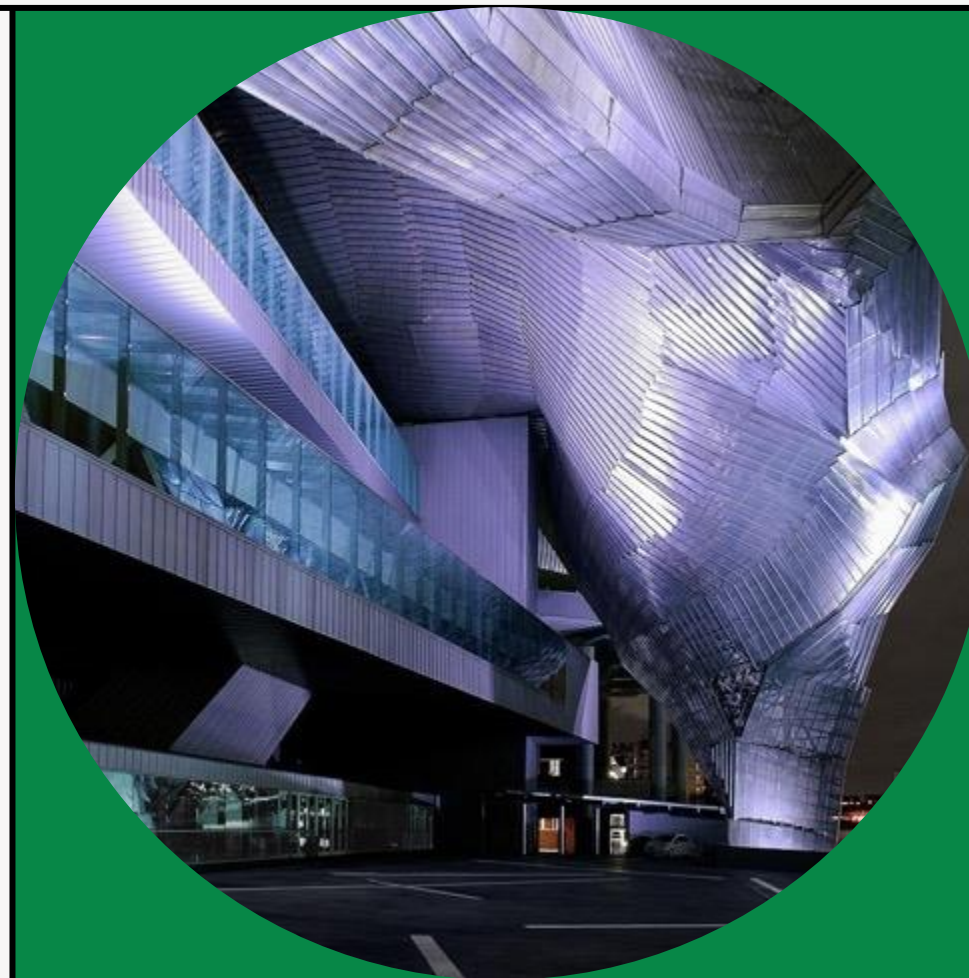
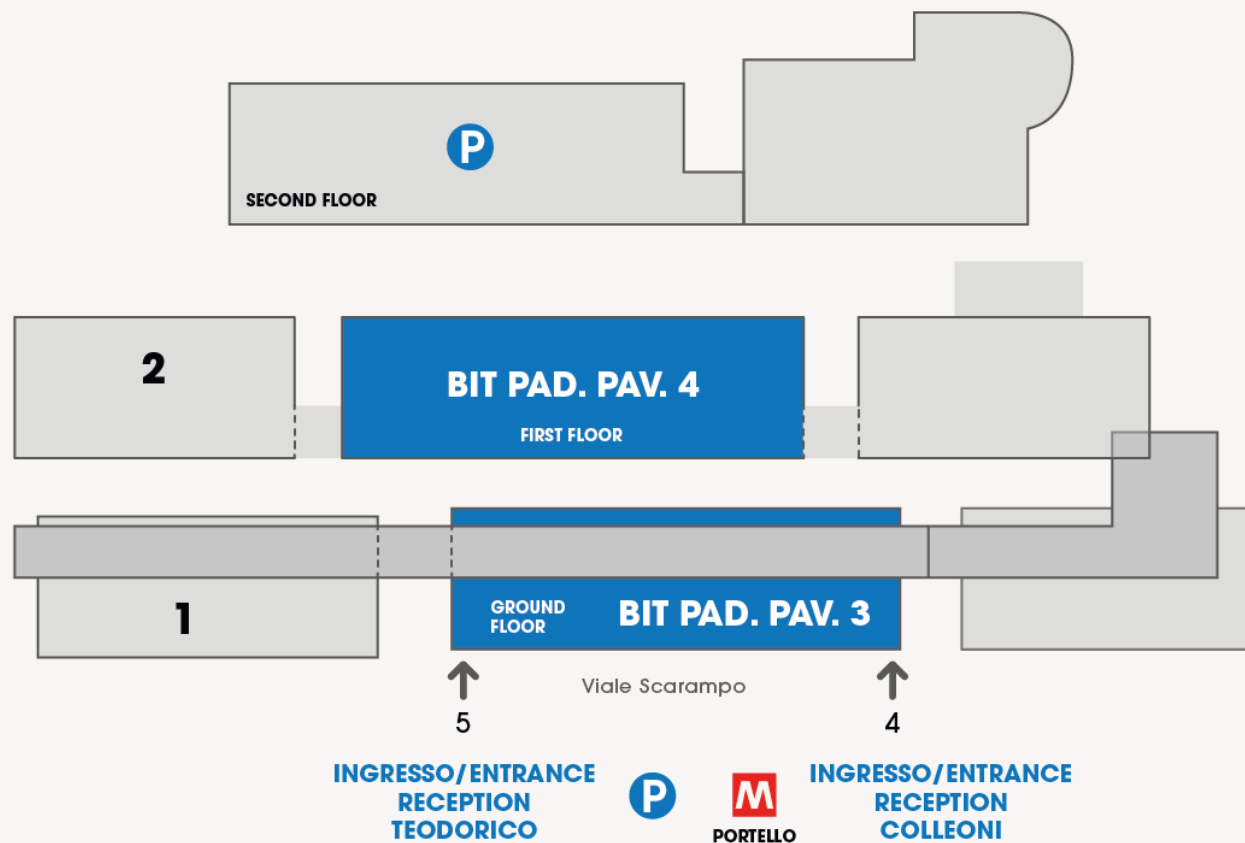
## DIGITISATION, INNOVATION, TECHNOLOGY, FUTURE.

BIT IS AN OBSERVATORY TO EXPERIENCE THE EVOLUTION OF THE SECTOR AND SUPPORT DIGITAL TRANSFORMATION

# EASY TO REACH, EASY TO LIVE WITH

ALLIANZ MICO, THE EXHIBITION CENTRE HOSTING BIT, IS IN THE HEART OF CITYLIFE, THE MODERN RESIDENTIAL AND COMMERCIAL DISTRICT DESIGNED BY ARCHITECTS ARATA ISOZAKI, DANIEL LIBESKIND AND ZAHA HADID.

**EXPERIENCE THE CITY, EXIT THE METRO, STOP AT PORTELLO, ENTER BITMILANO!**





## **MILAN, THE CITY OF THOSE WHO LOOK TO THE FUTURE**

WHERE THE WORLD ARRIVES. MILAN IS A LABORATORY FOR CREATIVITY AND BUSINESS THAT PUTS PEOPLE AND THEIR WELL-BEING AT THE CENTRE. EASILY ACCESSIBLE FROM ALL OVER THE WORLD, CAPITAL OF INFORMATION AND COMMUNICATION, VISIONARY, INNOVATIVE AND TRENDY, MILAN OFFERS A WIDE RANGE OF ACCOMMODATION, EFFICIENT AND FAST CONNECTIONS AND COUNTLESS OPPORTUNITIES FOR NETWORKING AND EVENTS.

MILAN AND LOMBARDY ARE THE MAIN DEPARTURE AND ARRIVAL HUB IN ITALY FOR TOURISTS FROM ALL OVER THE WORLD. **MILAN, IS THE CAPITAL OF BUSINESS AND A GLOBAL REFERENCE POINT FOR INNOVATION AND DEVELOPMENT.**

### **THE NUMBERS**

**MILAN AVERAGES 11 MILLION OF TOURISTS PER YEAR**

**ALMOST 45 MILLION OF PASSENGERS IN TRANSIT EACH YEAR FROM THE THREE INTERNATIONAL AIRPORTS, LINATE, MALPENSA AND ORIO AL SERIO**

# PEOPLE AT THE HEART OF THE PROJECT, A DIALOGUE THAT MAKES THE SECTOR GROW

**BIT** CREATES MULTIPLE OPPORTUNITIES FOR COMPANIES AND PEOPLE: A EUROPEAN HUB AND A GLOBAL NETWORK THAT ENHANCES PRODUCTS, DESTINATIONS, TRAVEL SEGMENTS AND SUPPORTS THE DEVELOPMENT OF THE INDUSTRY.

A **LABORATORY OF IDEAS AND TRENDS** TO ANTICIPATE THE EVOLUTION OF TOURISM AND THE NEEDS OF TRAVELLERS.

## THE 2022 FIGURES

**OVER 1,000 EXHIBITORS FROM 35 COUNTRIES**

**33,080 VISITORS**

**28 TOURISM ORGANISATIONS PRESENT**

**17 ITALIAN REGIONS AS WELL AS CONSORTIA, CITIES, PROVINCES, CHAMBERS OF COMMERCE.**







## **THE WORLD WE LIKE IS SUSTAINABLE**

**SUSTAINABILITY** REPRESENTS A FUNDAMENTAL ELEMENT IN THE STRATEGY OF **BIT**.

THE COMMITMENT TO SUSTAINABILITY DOES NOT END WITH THE EXHIBITORS' PROPOSALS. BIT ALSO ADOPTS SUSTAINABLE PRACTICES FOR THE ORGANISATION OF THE EVENT: FOR EXAMPLE, WITH THE USE OF MORE EASILY RECYCLABLE OR REUSABLE MATERIALS AND INITIATIVES TO REDUCE ENERGY CONSUMPTION.

**84% of visitors reach the exhibition center by public transport; efficient waste management is envisaged with a view to circular economy (for example, 100% of the carpet is made from recycled material); compostable crockery is used in the refreshment points.**

# AN INTERNATIONAL VILLAGE TO DESIGN TOMORROW'S TOURISM

DIVIDED INTO THEMED AREAS, **BIT** BRINGS TOGETHER THE ENTIRE TOURISM INDUSTRY UNDER ONE ROOF **LEISURE**, **BUSINESS** AND **CONFERENCE**



## LEISURE

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 VILLAGE

AN AREA ENTIRELY DEDICATED TO THE **EVENTS, MEETINGS AND CONFERENCES** SECTOR, DELIMITED AND RESERVED EXCLUSIVELY FOR **MICE OPERATORS AND TOP BUYERS**.

# THE EXHIBITION OFFER

## 3 REASONS TO VISIT



### MEET

NEW CUSTOMERS AND DO BUSINESS IN ITALY AND AROUND THE WORLD



### ADDING VALUE

TO YOUR COMPANY'S IMAGE, ALSO THANKS TO NUMEROUS VISIBILITY AND NETWORKING OPPORTUNITIES



### PRESENT

THE NOVELTIES TO TRADE OPERATORS AND TRAVELLERS

## WHO EXHIBITS

- ASSOCIATIONS IN THE TOURISM SECTOR
- SIGHTS
- CRUISE AND SHIPPING COMPANIES
- DMC (DESTINATION MANAGEMENT COMPANY)
- TOURIST BOARDS/INTERNATIONAL DESTINATIONS
- ITALIAN PROMOTION ORGANISATIONS
- TRAINING FOR TOURISM/UNIVERSITIES
- INFRASTRUCTURE (AIRPORTS, PORTS,...)
- INSTITUTIONS
- EVENT LOCATIONS
- MEDIA AND MARKETING AND COMMUNICATION COMPANIES
- TRAVEL AGENCY NETWORK
- RECRUITMENT
- SERVICES FOR TOURISM
- TOURIST REPRESENTATION COMPANY
- SPA&WELLNESS
- ACCOMMODATION FACILITIES
- TECHNOLOGY AND TECHNOLOGICAL SERVICES FOR TOURISM
- TOUR OPERATORS
- TRANSPORT

## EXHIBITORS SAY ABOUT US

*"It's an important showcase, you can't not be there"*

*"Milan is a very important hub. I appreciate the location and dates"*

*"It is Milan: the location attracts many travel agents as well as the public"*

*"It is an excellent appointment to present the year's novelties to both the trade and the public"*

*"Huge brand recognition, great location good service organisation"*

# THE QUESTION

## 3 REASONS TO VISIT



### DISCOVERING

THE LATEST NEWS AND MARKET TRENDS



### MEET

SUPPLIERS, FIND NEW ONES  
AND DO BUSINESS



### GET UPDATED

VIA EVENTS/CONFERENCES

# WHO VISITS

- INTERMEDIARIES OF THE TOURISM PRODUCT (TRAVEL AGENCIES, HOLTA, TOUR OPERATORS, ETC.)
- MEDIA
- INTERNATIONAL BUYERS OF ITALY PRODUCT
- PCO (PROFESSIONAL CONGRESS ORGANISER)
- MARKETING AND SERVICES FOR TOURISM

## B2B VISITORS TALK ABOUT US

"Bit Milano unites companies from across the tourism value chain, creating new business opportunities"

"I take part to have direct contact with Italian and foreign correspondents and to discover new destinations to propose to customers"

"I appreciate the ease of matching supply and demand, the opportunity to initiate business relationships with Italian and foreign operators, the simplicity in identifying partners of interest, the organisation"

"I like the networking opportunities"

"I like to have a place where I can talk to all the suppliers"

"I like the period, the location, the large international media presence"

## TRAVELLERS TALK ABOUT US

*"The whole world in one fair allows me to travel to new destinations and get to know places and locations I might never have considered"*

*"It is important to find industry professionals at a single event who meet your requirements and open up new scenarios"*

*"It takes part to get to know small Italian companies outside the generic tourist routes and international novelties and attractions"*

## INCOMING BUYER

THE **INCOMING BUYER** PROGRAMME IS CURATED BY THE BUYER TEAM OF **BIT**, WHICH WORKS THROUGHOUT THE YEAR TO IDENTIFY THE MOST INTERESTING INTERNATIONAL BUYERS FOR THE OFFER AT THE FAIR.

EXHIBITORS AND HOSTED BUYERS CONNECT THANKS TO THE **MY MATCHING** PLATFORM, WHICH TURNS RELATIONSHIPS INTO CONCRETE BUSINESS OPPORTUNITIES.

THROUGH THE PLATFORM, BUYERS CAN GET TO KNOW THE EXHIBITORS IN ADVANCE, WHILE EXHIBITORS CAN SELECT THE BUYERS MOST INTERESTING FOR THEIR BUSINESS AND SET UP MEETINGS TO PRE-ARRANGE THEIR AGENDA.

## BUYERS TALK ABOUT US

*"In an international and easily accessible city you meet all the best Italy has to offer"*

*"Participating in Bit Milano gives you a broad and global view of the tourism offer"*

*"Great concentration of suppliers and products"*

## THE 2022 FIGURES

**OVER 300 HOSTED BUYERS FROM 47 COUNTRIES**  
(EUROPE, NORTH AMERICA, CENTRAL AND SOUTH AMERICA, MIDDLE EAST)

**THE TOP COUNTRIES OF ORIGIN: UNITED STATES, BRAZIL, ARAB EMIRATES, ARGENTINA, GERMANY, NETHERLANDS, SPAIN**

### MAIN PRODUCT CATEGORIES:

- \_\_\_ **TOUR OPERATORS/ONLINE TRAVEL AGENCY** \_\_\_
- \_\_\_ **INCENTIVE HOUSES/BUSINESS TRAVEL AGENCIES/EVENT ORGANISERS** \_\_\_\_\_
- \_\_\_ **CORPORATE COMPANIES / MEDICAL-SCIENTIFIC ASSOCIATIONS** \_\_\_\_\_



# CONFERENCES AND TRAINING

**BIT** HAS ALWAYS STOOD OUT AS AN INDEX OF THE HEALTH AND NEW **TRENDS** IN THE TOURISM SECTOR, PROVIDING RELEVANT SIGNALS ON THE CHOICES OF THE CONTEMPORARY TRAVELLER, WHO NOW MORE THAN EVER IS LOOKING FOR UNIQUE EXPERIENCES.

**BIT** IS AN IMPORTANT PLACE TO EXPLORE DATA AND TRENDS IN THE WORLD OF TOURISM. AN OPPORTUNITY **FOR PROFESSIONAL GROWTH AND SHARING OF EXPERTISE.**

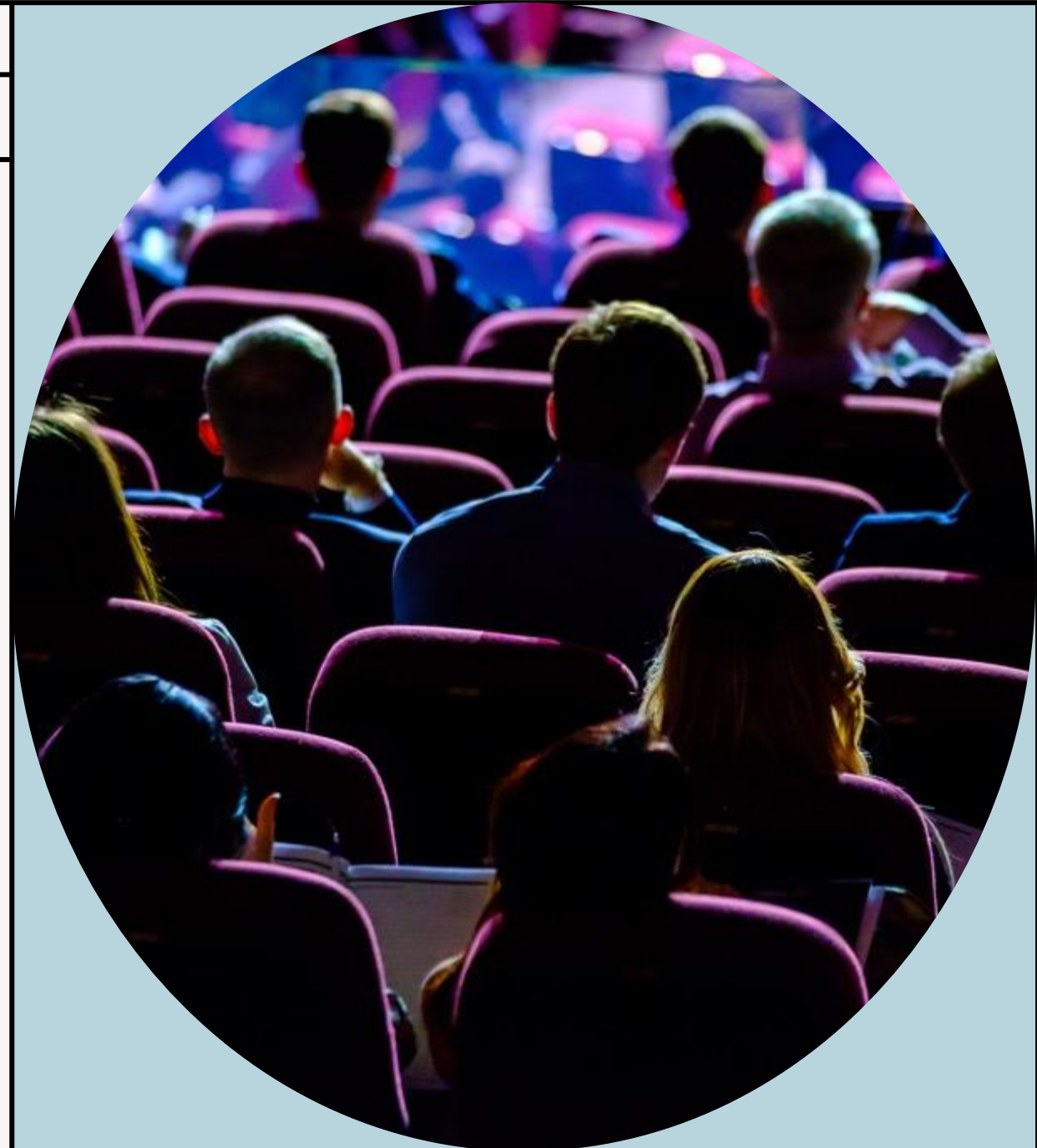
## THE 2022 FIGURES

**90 CONFERENCES FOR TRADE AND CONSUMER DIVIDED BETWEEN:**

**62 CONFERENCES DEDICATED TO INNOVATION AND THE FUTURE**

**10 SEMINARS TRAINING SEMINARS FOR TRAVEL AGENTS**

**20 CONFERENCES DEDICATED TO THE MEETING INDUSTRY**



# INTERNATIONAL PROMOTION

**BIT** INVESTS IN AN **ON-OFF LINE PROMOTION** WHICH ENABLES A CONSTANT PRESENCE ON INTERNATIONAL MARKETS AND INTERACTION WITH COMPANIES, VISITORS, PRESS AND STAKEHOLDERS FROM ALL OVER THE WORLD.

**MEDIA PLAN** TRADE AND CONSUMER

ONE **NEWSLETTER** THAT REACHES LEADING PROFESSIONALS IN ITALY AND ABROAD EVERY MONTH

**COMMUNICATION DEDICATED** TO TRAVELLERS TO PRESENT THE NOVELTIES OF DESTINATIONS AROUND THE WORLD

**SOCIAL** CHANNELS TARGETING BOTH TRADE VISITORS AND END CONSUMERS

## THE 2022 FIGURES

— **OVER 200 RADIO AND TV BROADCASTS** —

— **ABOUT 2.000 ARTICLES AND QUOTATIONS IN THE OFF- AND ONLINE PRESS** —

— **1680 JOURNALISTS IN THREE DAYS: OF THESE, 57 ARE INTERNATIONAL** —



# DIGITAL SERVICES

**BIT'S DIGITAL SERVICES** FOR A BETTER EXPERIENCE BEFORE, DURING AND AFTER THE FAIR.



## DEDICATED PORTALS

PORTALS DIRECT EXHIBITORS AND STAND BUILDERS TO WHAT THEY NEED TO BEST MANAGE THEIR TRADE FAIR PARTICIPATION.

**PORTALS**, THROUGH THE FAIR ID, **PROVIDE DIRECT ACCESS TO DIGITAL SERVICES.**

SETTING UP AND MANAGING YOUR OWN STAND IS NOW QUICK AND EASY, EVEN THROUGH THE DIRECT COMPILATION OF DOCUMENTATION AND PAPERWORK.



## EXPO PLAZA

GET TO KNOW THE EXHIBITORS, THE PRODUCT SHOWCASE AND ARRANGE MEETINGS AT THE FAIR OR REMOTELY: **EXPO PLAZA IS THE SOLUTION THAT PROVIDES VISITORS AND EXHIBITORS WITH A DIGITAL PRESENTATION AND MEETING SPACE.**

EACH EXHIBITOR CAN BE CONTACTED VIA THE CHAT SERVICE AND CAN CUSTOMISE THEIR OWN PAGE, CREATING CONTENT TO SHARE WITH VISITORS (EVENT CALENDAR, DOCUMENTS, INFORMATION, VIDEOS, ETC.).



## APP

**THE EXHIBITION APP IS DESIGNED TO ALLOW EXHIBITORS AND VISITORS TO CUSTOMISE AND PLAN THEIR TRADE FAIR EXPERIENCE,** ALLOWING THEM TO NAVIGATE AROUND THE EXHIBITION GROUNDS, CONSULT THE EVENTS CALENDAR, **STAY UP-TO-DATE ON ALL SCHEDULED EVENTS AND SCHEDULE APPOINTMENTS ON-SITE OR REMOTELY.**

## CONTACTS

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