

● - IF YOU TRAVEL IT SHOWS - #48

YOUR TRAVEL EXHIBITION.

Allianz MiCo

MILANO
Bit

4-6 FEB 2024



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.

4-5-6 FEB

**OPEN TO
TRADE OPERATORS**

**ALSO OPEN TO
GENERAL PUBLIC**



MILAN, THE CITY OF THOSE WHO LOOK AT 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**.

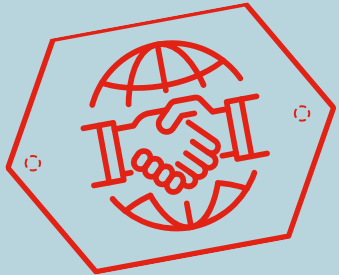
Milan and Lombardy are the main departure and arrival hubs in Italy for tourists from all over the world. **Milan, is the capital of business and a global reference point for innovation and development.**

11 MILLION TOURISTS EVERY YEAR
IN MILAN ON AVERAGE

**ALMOST
45 MILLION**

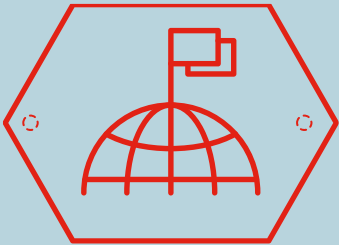
**PASSENGERS TRANSIT EACH YEAR THE
THREE INTERNATIONAL AIRPORTS:
LINATE, MALPENSA AND ORIO AL SERIO**

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 and design change.



THE WORLD'S GATEWAY TO 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.



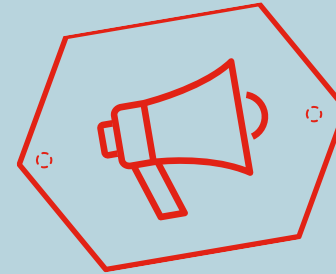
A DEVELOPMENT PLATFORM FOR THE TOURISM SYSTEM

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.



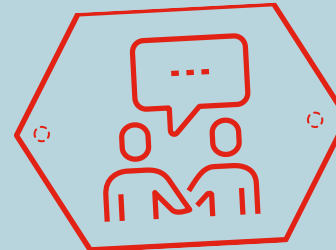
INTERNATIONAL VISIBILITY AND COMMUNICATION

We are the international trade fair in Italy with the **highest media coverage**.



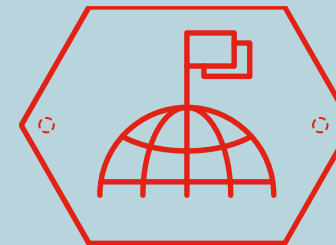
HUB FOR TRAINING AND DISCUSSION

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.



FOREIGN DESTINATIONS

A window on **international destination proposals**.

THE KEYWORDS

INTERNATIONALITY

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

TARGET
ITALY

The biggest market place for the promotion of italian **touristic** offer

UNIQUENESS

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

RELATIONSHIPS
/ CONNECTIONS

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

NOVELTY

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

THE MEGA
TRENDS

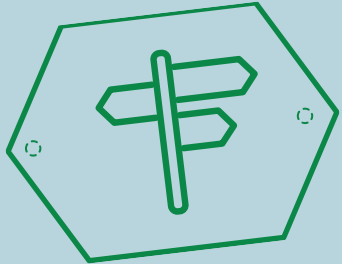
Training, inspiration, and in-depth analysis: the rich programme of BIT 2024 analyses the new trends and skills required by industry players with a highly practical approach

SUSTAINABILITY

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

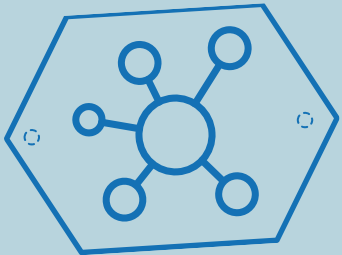
AN INTERNATIONAL VILLAGE TO DESIGN TOMORROW'S TOURISM

Divided into themed areas, **Leisure**, **BeTech** and **MICE**, **BIT** brings together the entire tourism industry under one roof.



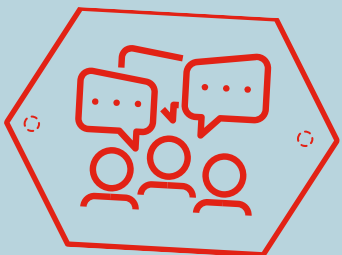
LEISURE

Based on a system of pre-arranged appointments, this is the section where **INTERNATIONAL TOURISM SUPPLY AND DEMAND MEET**, 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

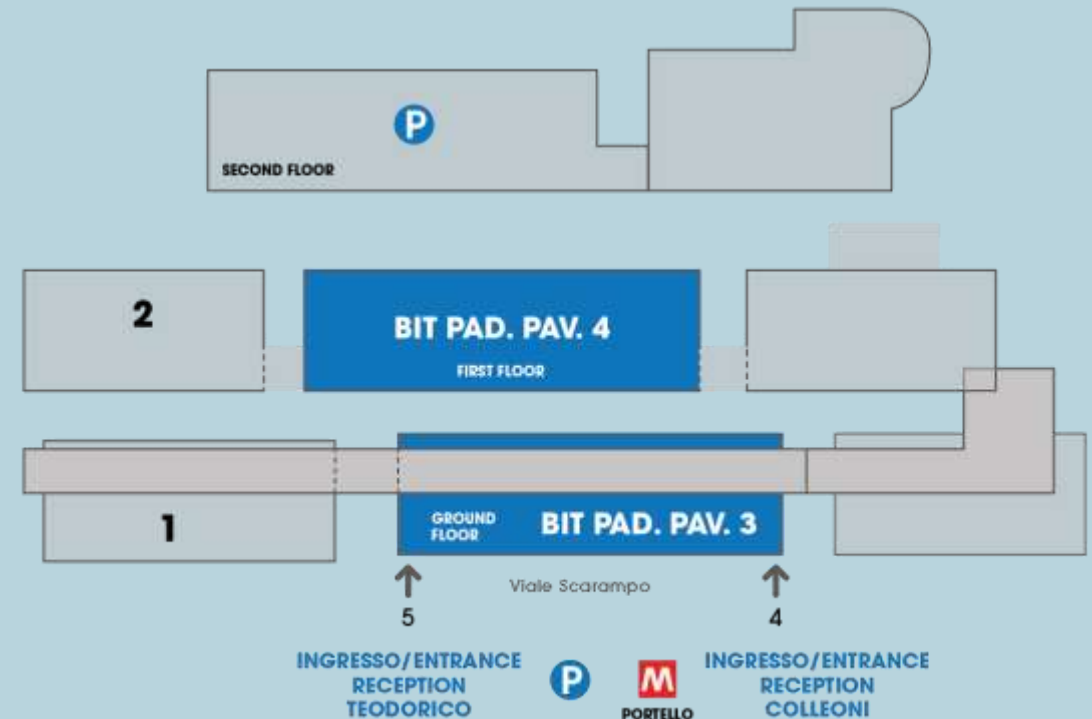
An area entirely dedicated to the **EVENTS, MEETINGS** and **CONFERENCES** sector, delimited and **RESERVED EXCLUSIVELY FOR MICE OPERATORS** and **TOP BUYERS**.



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 BIT!



THE EXHIBITORS



THE REASONS TO EXHIBIT

1.032*
EXHIBITORS FROM
56 COUNTRIES

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

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

INTRODUCE NOVELTIES to trade operators and travellers

Meet Italian **TRAVEL AGENTS**

WHO EXHIBITS

- ASSOCIATIONS IN THE TOURISM SECTOR
- TOURISM 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

THE VISITORS



THE REASONS TO VISIT

DISCOVER the latest news and market trends

MEET suppliers, find new ones and do business

GET UPDATED via events/conferences

MORE THAN 37,000*
VISITORS FROM 111
COUNTRIES

TOP 10 COUNTRIES

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



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

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.

TOP 5 COUNTRIES

- USA
- GERMANY
- CANADA
- SPAIN
- ARGENTINA

7.547*
BUSINESS MEETINGS

CONFERENCES AND TRAINING



BIT is an important place to explore data and trends in the world of tourism. 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

207 SPEAKERS

62 TRAINING HOURS

ALL-ROUND COMMUNICATION

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.



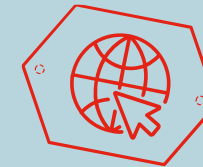
MONTHLY NEWSLETTERS

sent to 150,000 e-mail contacts



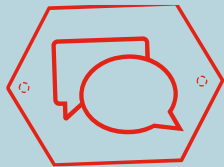
MEDIA PLANNING

in the most important international and national trade magazines



WEBSITE

constantly updated



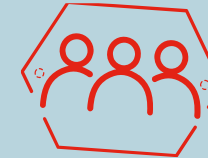
SOCIAL MEDIA MANAGEMENT

on Facebook, Twitter, LinkedIn and Instagram



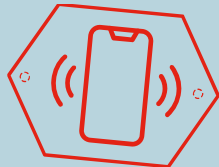
SOCIAL ADVERTISING PLANNING

Facebook, Twitter, LinkedIn, Instagram



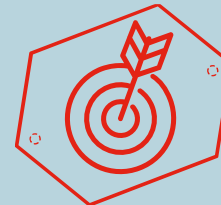
CONFERENCES AND EVENTS

business and training



DEDICATED APP

with more interactive features to better plan your visit



RETARGETING AND GOOGLE CAMPAIGN

to improve the exhibition experience in a targeted and selected way



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.

BIT 2023 marked a milestone as the first carbon-neutral edition: the estimated 3,000 tons of CO2 generated by the event will be fully offset by a certified environmental project of a photovoltaic plant in the Andhra Pradesh region of India, therefore also having a social value.

CONTACT US



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