



**FIERA MILANO**

MILANO **Bit**  
YOUR TRAVEL  
EXHIBITION.

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## Ufficio stampa / Press office

# BIT 2025 previews the Travel of tomorrow with an unparalleled schedule of events

*From AI to bleisure, from digital nomadism to sustainability and overtourism, an agile talk format will delve into all the challenges of the sector, and how to address them. On Tuesday 11 February, the Bit4Job event area will bring together supply and demand in the sector with the participation of important companies*

*Milan, 6 February 2025 – An edition that consolidates the role of **BIT – Borsa Internazionale del Turismo** as a reference exhibition in Italy for innovation, sustainability and new forms of experiential, motivational and emotional tourism, with their content of customisation enabled by technologies. Not only along the exhibition layout, but also **in the rich programme of events**.*

### Three days of discussion, insights and a look at the future

After the success of the previous editions, these premises are the ones on which [BIT 2025, in the new location of Fiera Milano – Rho from Sunday 9 to Tuesday 11 February](#) strengthens and consolidates the talk format of **Bringing Innovation Into Travel**. **Overtourism and sustainability, artificial intelligence, emotional tourism and digital nomadism** will be just some of the challenges analysed in the meetings during the three days of the exhibition.

The **Bringing Innovation Into Travel** talks will be organised around the themes of **Top trends, Eco tourism, Artificial and generative intelligence, Toolbox, Jobs & tourism, Startup innovation and Emotional tourism**.

### From emerging trends to the more responsible traveller

And BIT 2025 will delve into some of the **Top Trends**, such as the return of a renewed luxury, in [Luxury Tourism: how to promote and sell it](#) (Bit Room 5, Hall 11, 10 February at 12.30 pm) or the major scenarios, such as [10 trends that will influence the hotel offering in the next 10 years](#) (11 February at 1 pm), but also which criteria and which evaluations to keep in mind for a decision that adds value when choosing a destination, in [Scouting for new destinations](#) (Bit Room 1, Hall 9, 11 February at 1.30 pm).



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In the **Eco tourism** meetings, experts and professionals will discuss strategies to promote a more balanced tourism, which respects local communities and the environment. For example, we will be talking about [\*\*Distributing and deseasonalising. How to fight overtourism\*\*](#), (Bit Room 1, Hall 9, 10 February at 10.30 am) with a focus on diversified experiential offers. A phenomenon closely intertwined with sustainability, which will also be analysed in meetings such as [\*\*Travel and sustainable mobility: compensating is not enough\*\*](#), which will talk about eco-friendly transport and accommodation choices, but also delve into slow niches, such as **food and wine tourism**, in [\*\*The new routes of food and wine tourism: trends, innovative experiences and emerging technologies\*\*](#) (BIT Arena, Hall 9, 10 February at 3 pm).

**Artificial intelligence, the spearhead of the “toolbox”**

In turn, **artificial intelligence** is revolutionising the tourism industry, offering innovative solutions to **personalise the traveller experience** and improve operational efficiency. The [\*\*Hospitality between human touch and artificial intelligence\*\*](#) meeting (Bit Room 2, Hall 9, February 10 at 3 pm) will explore how to find that balance between human interaction and technology capable of satisfying the guest. The talk [\*\*Tailor-made experiences: Instead, Personalisation and interaction with tourists in hospitality in the era of AI\*\*](#) (Bit Room 5, Hall 11, February 10 at 3:30 pm) will outline a vision of the potential offered by AI in redefining the standards of excellence in contemporary hospitality, as well as [\*\*The travel manager and AI: towards the integration of skills\*\*](#) (Bit Room 2, Hall 9, 10 February at 2 pm) will analyse how the travel manager can use AI to optimise the budget and dedicate their energies to value-added activities.

The **Toolbox** section will go into more detail about the technicalities of the sector. In the spotlight [\*\*Social media: how to use them best with the aid of AI\*\*](#) (Bit Room 4, Hall 11, February 10 at 3:30 pm) with insights on how to generate content, design campaigns, or interact with followers. [\*\*Dynamic pricing affects everyone: management and implications for the travel market\*\*](#) (Bit Room 5, Hall 11, 10 February at 11:00 am) will reflect on how to best manage bookings, from a trade and end consumer perspective, and [\*\*KPIs in tourism companies: how to maximise sales performance?\*\*](#) (Bit Room 5, Hall 11, 10 February at 2 pm) will talk about how to identify the right data to drive strategic decisions that create value and improve competitiveness.

**Emotional tourism with the support of innovation**



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**Emotional tourism** is one of the biggest travel trends that have undoubtedly stood out in recent years. *Bringing Innovation Into Travel* will explore how destinations can adapt to these new needs, not only with active and experiential tourism proposals, but also by valorising major events. The former will be the topic discussed in the talk [Outdoor and active: the irresistible call of nature](#) (Bit Room 5, Hall 11, February at 12:30 pm), while the latter will be a key topic for discussion during the meeting [The Olympics and major events, sport as a driving force for tourism](#) (Bit Room 2, Hall 9, 11 February at 10:30 am).

But new ways of travelling call for support provided by innovative solutions and new professional skills. This is why *Bringing Innovation* will also propose meetings in the **Startup Innovation** section, such as [Smart Destinations: Tourism between AI, Augmented Reality and Big Data](#) (Bit Room 3, Hall 11, 10 February at 12:30 pm), on the possibilities offered by digital solutions to make travel experiences increasingly accessible, personalised and immersive, or in the **Jobs & Tourism** section, such as [Working in tourism: how to attract young people and retain them](#) (Bit Room 3, Pavilion 11, 11 February at 12:30 pm) which will analyse how to bring young people closer to the tourism professions, and which tools to use to help them grow and retain them.

The complete programme is available in the [events section of the BIT 2025 website](#).

As part of *Bringing Innovation Into Travel*, on **Tuesday, 11 February**, the **Bit4Job** event area, in collaboration with **Lavoro Turismo and Welcome Travel Group**, will serve as a meeting point between supply and demand in the industry, providing **students and professionals** with the opportunity to connect with the most prominent companies in tourism to kick-start or take their careers to the next level. The companies present will include: **Alpitour, Costa Crociere, IC Bellagio, Gattinoni, Insurance Travel, Neos, Stars Be Original, TopTarget, VOIhotels, Welcome Travel Group**.

Both travellers and professional operators can [purchase digital tickets in advance at the Online Ticket Office](#) on the Bit 2025 website.

BIT 2025 is present on the main social media with the handle @BitMilano.  
For updated information: bit.fieramilano.it