



**FIERA MILANO**

**MILANO**  
**Bit**  
YOUR TRAVEL  
EXHIBITION.

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## Ufficio stampa / Press office

# One of the most engaging BITs of recent years debuts at Fiera Milano – Rho

*The new location will host more than a thousand exhibitors from 64 countries, hosted buyers from 49 countries and an unmissable schedule of talks to learn about the excellences of today and explore the trends of tomorrow.*

Milan, 6 February 2025 – It is now not long until the curtain goes up on the 2025 edition of [BIT – Borsa Internazionale del Turismo](#), the most important exhibition in Italy for innovation in the travel sector, organised by Fiera Milano, which will debut this year at [Fiera Milano – Rho, from Sunday 9 to Tuesday 11 February](#).

The **new location** will allow for a more linear layout and a smoother visitor flow, particularly on **Sunday 9 February, the day when the exhibition is open to travellers**, as well as more efficient logistics with trains, motorways and car parks.

**BIT 2025** is one of the most important trade fairs for Fiera Milano, also because it represents one of the strategic sectors in the run-up to the Milan-Cortina 2026 Olympics. As **Partner of the Milan-Cortina 2026 Olympic and Paralympic Winter Games**, Fiera Milano will open up its spaces to host some of the most eagerly awaited competitions. The combination of sport, culture and tourism is a strategic lever for the development of the sector, and BIT will be a fundamental chance for operators interested in seizing the opportunities linked to an event of global importance. Tourism, in fact, will be a key asset for the success of the event, with a growing demand for innovative and sustainable services.

In detail, **BIT 2025** will occupy **pavilions 9 and 11** ([view the map here](#)) and will be divided into the consolidated **Leisure** areas, dedicated to Italian and foreign destinations, the **BeTech** Digital Area, reserved for technologies, and the **Hospitality Area**, dedicated to hotels and chains. The offer is completed by various **focus areas**: one unmissable example is the **Thermalia Village by FederTerme**, a true multisensory journey into a new concept of wellness as a life philosophy. Further on, the **ASTOI Village** will showcase organised tourism and the **We Live the BIT** area will highlight the initiatives organised by **Welcome Travel Group** as part of its partnership with BIT 2025.

**Over a thousand excellent proposals from Italy and all over the world**



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A unique opportunity **for both operators and travellers** to discover the excellences of tourism from all over the world: thanks to the participation of **over 1,000 exhibitors from 64 countries, in addition to Italy**, BIT 2025 will be one of the most engaging and international editions of recent years.

The representation from the **Italian regions** is particularly significant, along with direct involvement from **ENIT SpA - Ministry of Tourism** leading the promotion of the Belpaese. Other local entities will also be present, including **Abbiategrasso, Altamura, Carovigno, Cefalù, the Art Cities of Veneto, Genoa, the Castellana Caves, the Aeolian Islands, Lake Como, Lampedusa, Magenta, Matera, Monreale, Naples, the Archaeological Parks of Paestum and Velia, Polignano a Mare, Varese.**

**Foreign exhibitors** from five continents will be present, confirming the increasingly global appeal of the exhibition. And the destinations will include: **Algeria, Anguilla, Central America, Argentina (Santa Fe), Azores, Barbados, Bosnia and Herzegovina (Sarajevo), Cambodia, China, Cuba, Dominican Republic, Egypt, Georgia, Japan, Jordan, Gran Canaria, Greece, Ibiza, Israel, Lanzarote, Madagascar, Morocco, Moldova, Poland, Romania, Saudi Arabia, Seychelles, Slovenia, South Korea, Switzerland, Tajikistan, Tenerife, Thailand, Tunisia, Uruguay, USA and Vietnam.**

Among the Tour Operators **Alpitour, Caldana Europe, Dimensione Turismo, Gattinoni, Gioco Viaggi - Crociere, Giver, Go Global Travel, Going, I Grandi Viaggi, Il Girasole Viaggi, Imperatore Travel, Mamberto, Meridiano, Rusconi Viaggi, Veratour, Viaggi del Mappamondo**, and the **Welcome Travel Group** are to be noted; as are **Blu Hotels, Hoteltourist, Leonardo Hotels, Nicolaus** in the hospitality sector; digital companies **A-Zeta, Blastness, Blinkup, HeyLight by Compass, Holafly, Rate Hawk, Revolut, Sybilla, Slope, Titanka!, Viral Passport**; cruise operators and shipping companies such as **Costa Crociere, Frittelli Maritime Group, Grimaldi, MSC, Norwegian Cruise Lines**; finally, among the carriers, **Air France, All Nippon Airways, British Airways, Delta, Eva Airways, Iberia, Icelandair, ITA Airways, KLM, Singapore Airlines, TAP, SEA Aeroporti di Milano, Trenitalia, Trenord or United Airlines.**

**[The full exhibitor catalogue can be consulted on the BIT website.](#)**

The **Hosted Buyer** programme will also welcome **hundreds of invited buyers from 49 countries..** 45% of these come from Europe, including Italy; 27% from the Americas; 18% from Asia (including CIS countries) and Oceania; 10% from the Middle



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East and Africa. The most represented countries include **Saudi Arabia, Argentina, Brazil, Canada, China, France, Germany, India, the Eastern European countries, the Gulf countries, Spain, USA.**

Also of great importance are the partnerships with associations, which include **ASTOI – Confindustria Viaggi, ETOA – European Tour Operators Association, Federterme, FTO – Federazione Turismo Organizzato.**

### **An unparalleled calendar of events**

The exciting schedule of **over 40 talks** in the [Bringing Innovation Into Travel](#) format complete the deep dive into the tourism of tomorrow along the exhibition path. BIT has always been the event that anticipates the trends of the year. And BIT 2025 will delve into some of the hottest topics, such as **overtourism and sustainability, artificial intelligence, emotional tourism and digital nomadism** or the return of renewed **luxury** . These are just some of the challenges that the travel sector will have to face in the coming years which will be up for discussion during the meetings.

Finally, **on Tuesday 11 February** the [Bit4Job](#) event area, in collaboration with Lavoro Turismo and Welcome Travel Group, will represent a meeting point between professional supply and demand in the sector, giving **students and professionals** the opportunity to meet the most important tourism companies to kick-start their career or turn it around. 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 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](#)