

MILANO
Bit
YOUR TRAVEL
EXHIBITION.



bit.fieramilano.it

07-09 FEBRUARY 2021

Fieramilanocity

Step into a new journey.



FIERA MILANO

BIT MILANO, YOUR TRAVEL EXHIBITION.

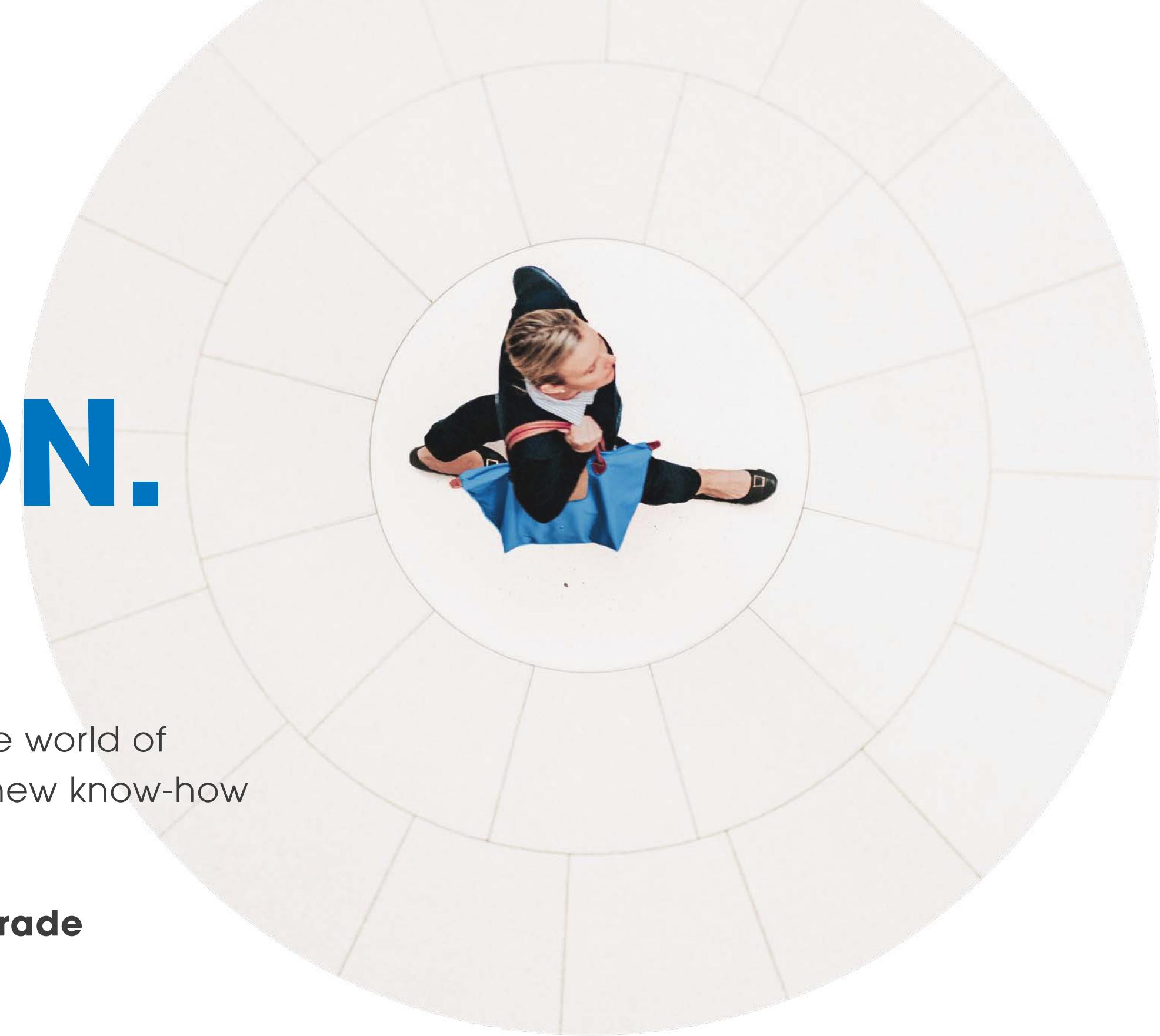
Since **1980**, **BIT MILANO** has been one of the most eagerly awaited and important events in the world of international **tourism**, the ideal place in which to develop relationships and do business, share new know-how and inspire change.

BIT MILANO is the only Italian fair with two separate targets: three days devoted exclusively to **trade operators** and one day in which it opens its doors to the **public**.

For trade operators it offers an opportunity to build successful relationships with carefully selected and profiled decision-makers and buyers from all over the world, in a b2b setting. At the same time, they can promote their brand and present new products to a selected target of travellers in search of new inspiration and opportunities for their forthcoming travels and holidays.

The next edition will take place in **Milan from 7 to 9 February 2021 at fieramilanocity**.

BIT MILANO is organised by **Fiera Milano**.

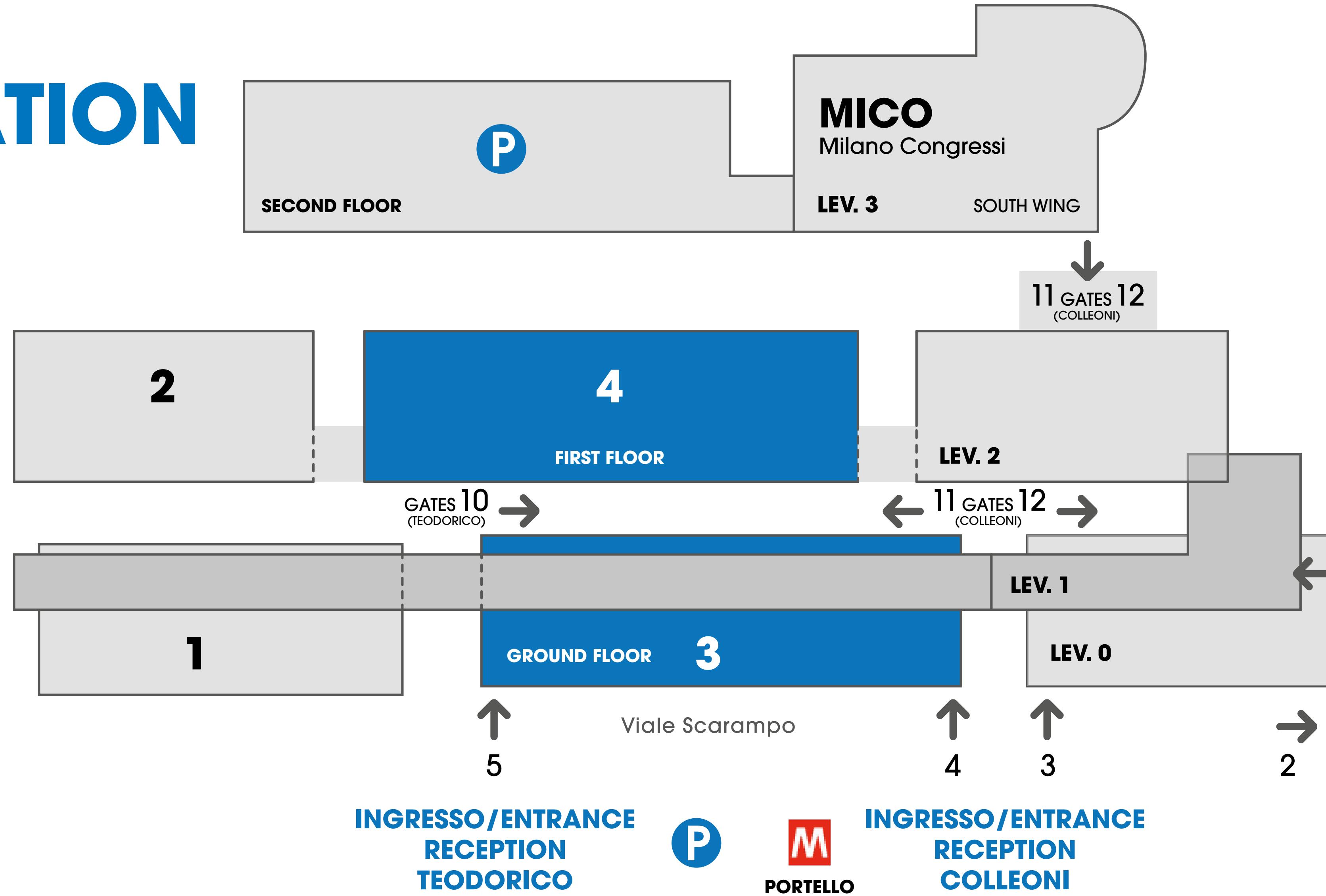




THE EXHIBITION CENTRE.

BIT MILANO, YOUR TRAVEL EXHIBITION.

LOCATION





THE EXHIBITION OFFERING.

PARTICIPANTS

1,154 EXHIBITORS
FROM 68 COUNTRIES

 83% ITALY
17% ABROAD

Public and private companies operating in the professional tourism categories:

INSTITUTIONS - PROMOTIONAL ORGANISATIONS - TOUR OPERATORS - TRANSPORT - TECHNOLOGIES - INFRASTRUCTURE - HOSPITALITY - SERVICES - ACTIVE TOURISM - SUSTAINABLE TOURISM - WELLNESS - CULTURE AND LEISURE - MICE - TRAINING AND MEDIA

Figures related to the 2020 edition

TOP 10 COUNTRIES OF ORIGIN

ALBANIA
CROATIA
EGYPT
INDIA
INDONESIA
ISRAEL
ITALY
MOROCCO
RUSSIA
SOUTH AMERICA

WHAT THE EXHIBITORS SAY

«BIT MILANO continues to be the most important showcase for Italian tourism, where you can **meet** not just operators, but also representatives of local, provincial, regional and national institutions.»

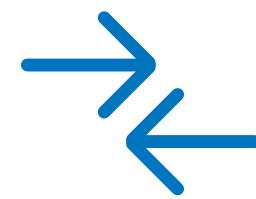
“**Milan** is a central location”

«It gets a lot of **media attention**.»

«It's an exhibition with an excellent reputation and a long-standing tradition behind it.»

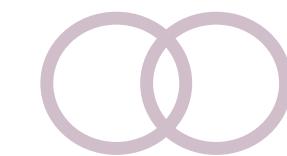


THEMED AREAS



LEISURE

The ideal territory for **bringing together supply and demand for international tourism**, following a system of set appointments, but also a place where the public can discover new holiday destinations and attractions that take them off the beaten track.



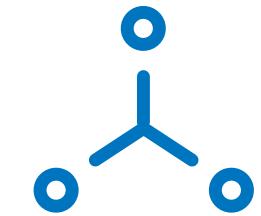
I LOVE WEDDING

An area for the promotion of tourist destinations, tour operators, travel agencies and locations that offer **packages or special services for weddings**.



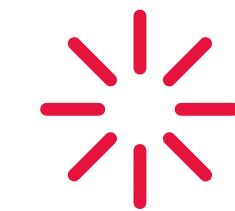
BIT EXPERIENCE

A combination of **emotions and experiences** in an area which offers the chance to **promote the unique aspects** of different national and international territories.



BE TECH

BeTech groups together companies that offer **business & networking services**, exclusive digital and social content, both physical and virtual.



MICE VILLAGE

A separate area dedicated entirely to the **events, meetings and congress sector**, and reserved exclusively for MICE operators and top buyers.



BIT 4 JOB

The area of BIT dedicated to **recruiting for the tourism industry**: an opportunity to select competent staff and promote your company.

VISITOR PROFILE.

BIT MILANO, YOUR TRAVEL EXHIBITION.

09

WHO VISITS THE EXHIBITION

MORE THAN
40,000 **VISITORS**
OVER THE THREE
DAYS OF THE EVENT

TRAVEL AGENCIES - ITALIAN AND INTERNATIONAL
BUYERS - TOUR OPERATORS - TOURISM SERVICE
COMPANIES - EVENTS, TRAVEL PLANNERS, PCO -
TRAVEL BLOGGERS AND JOURNALISTS - PUBLIC*

TOP 7 COUNTRIES OF ORIGIN

GREECE
INDIA
ITALY
RUSSIA
SPAIN
SWITZERLAND
USA

*Sunday 9 February only.

Figures related to the 2020 edition

WHAT THE VISITORS SAY

«Operators know they simply have to be here because of the **networking** opportunities available.»

«BIT MILANO is an essential showcase for foreign countries and regions, the place to **meet** all the international stakeholders.»

«The conferences give you the chance to find out what's new and **gain a strategic knowledge of the sector**, giving you a professional advantage to improve your business.»

«The importance of being in the centre of **Milan**.»

«It's an appointment not to be missed, due to the extensive **offering in terms of tourism**.»



BUYER PROFILE.



INCOMING BUYER

MORE THAN
600 BUYERS FROM **65 COUNTRIES**

The incoming buyers programme is curated by the BIT MILANO Buyers team. Thanks to the My Matching platform, it is possible to turn relationships into tangible business opportunities. To get to know the exhibitors in advance and find out which buyers are most interesting, schedule meetings and fill in your personal agenda, and to keep track of your appointments on all digital devices.

Decision-makers profiled and selected thanks to a meticulous scouting activity.

More than 11,198
Business Matching meetings.

TOP 7 COUNTRIES OF ORIGIN

ARGENTINA
BRAZIL
INDIA
RUSSIA
SOUTH AFRICA
UKRAINE
USA

Figures related to the 2020 edition

WHAT THE BUYERS SAY

«**Timing**: at the beginning of the season, the perfect moment for meeting partners, because most of them are here.»

«**It's the best showcase for Italy**, almost all the regions are here, with a wide choice of accommodation, attractions and operators.»

«**The large number of participants**, the quality of the catering service and the events held during the day and in the evening.»





CONVENTIONS AND TRAINING.

CONVENTIONS AND TRAINING

BIT MILANO is also a training event, where you can find out all about current figures and trends in the world of tourism. It is an opportunity for professional growth and to share skills.

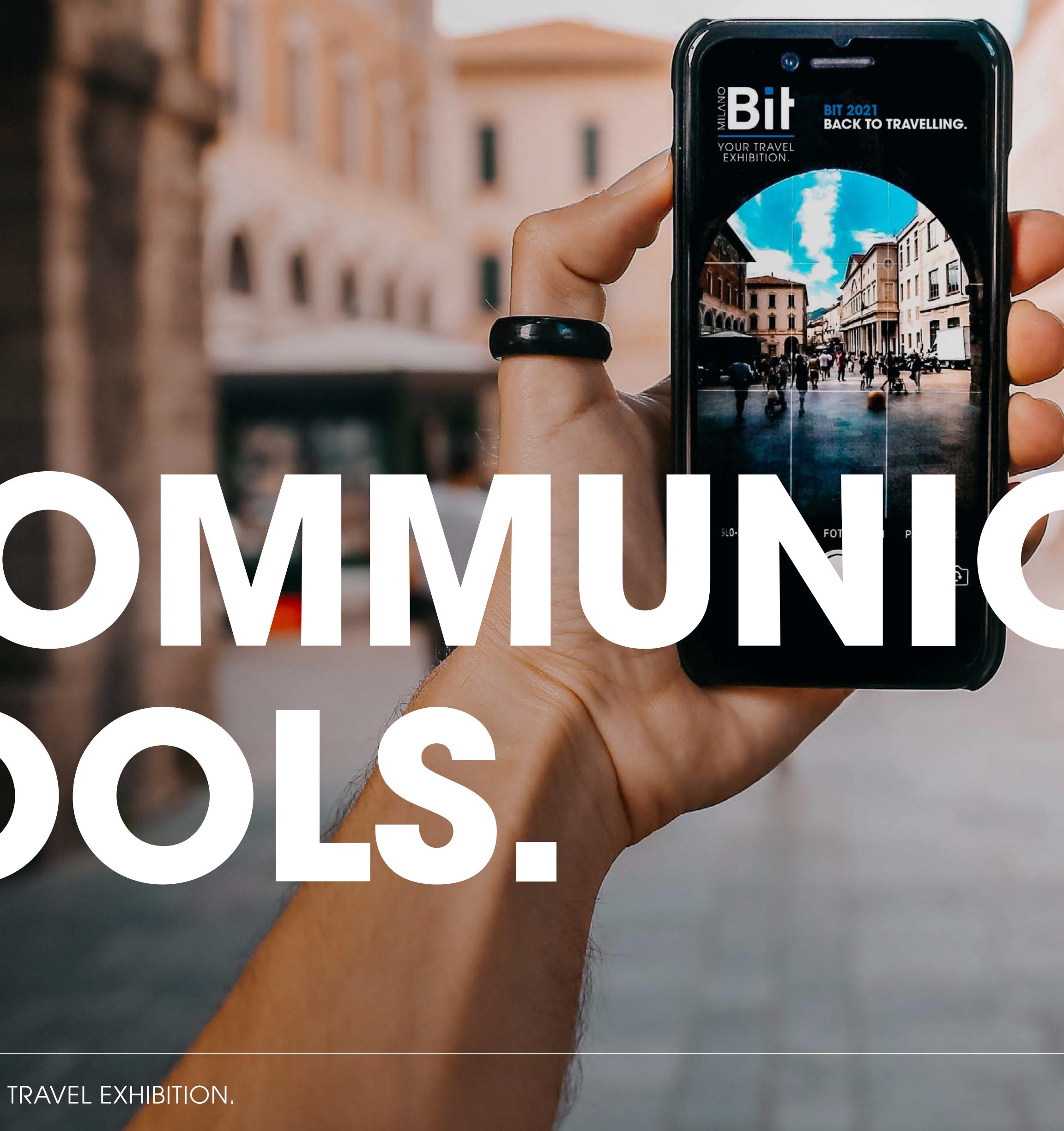
BIT MILANO has always been held up as an **indicator of the state of health and new trends in the tourist industry**, providing important indications of the choices of the contemporary traveller, on the hunt for unique experiences now more than ever.

The exhibitors present have fully grasped the current needs, focusing their offers on particular market segments, in which **sustainability** has become a priority value, especially among Millennials.

IN THE 2020 EDITION, **OVER 100 APPOINTMENTS DREW MORE THAN 5,000 PARTICIPANTS.**



COMMUNICATION TOOLS.



COMMUNICATION TOOLS

BIT MILANO is the only Italian tourism exhibition with a consolidated and recognised mixed formula (trade and consumers).

The communication channels used by **BIT MILANO** envisage the diversification of communication activities depending on the reference target.

At the next edition, **BIT MILANO** will be focusing on and analysing the two targets, stimulating and encouraging exhibitors to present new products, commercial opportunities and entertainment before, during and after the event.

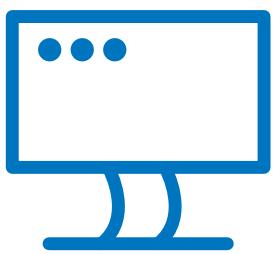


TRADE AND CONSUMER COMMUNICATION CHANNELS



MONTHLY NEWSLETTERS

Sent out to 150,000 e-mail contacts.



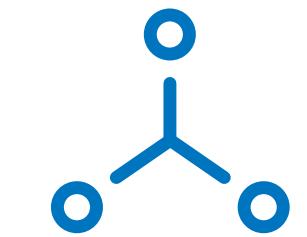
WEBSITE

Accessible also by smartphone and tablet.



CONGRESSES AND EVENTS

A combination of business and training.



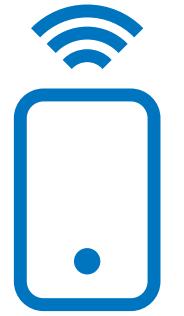
SOCIAL MEDIA MARKETING

On Fb, Twitter, LinkedIn and Ig.



SOCIAL MEDIA ADV

Fb, Twitter, LinkedIn.



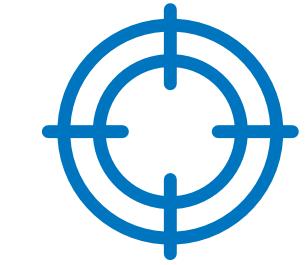
DEDICATED APP

With more interactive functions for a better planning of your visit to the exhibition.



MEDIA PLANNING

In national and international magazines and newspapers.



GOOGLE AND RE-TARGETING CAMPAIGN

To boost the exhibition in a targeted and selective way.

MEDIA PLANNING: TRADE

FVW
GUIDA VIAGGI
HOSTELTUR
IL GIORNO
L'AGENZIA DI VIAGGI
LIFEGATE
MASTER MEETING
MEETING E CONGRESSI

TTG MENA
TTG UK
TRAVELNOSTOP
TRAVELQUOTIDIANO
TURISMO & ATTUALITÀ
WEBITMAG
WHERE MAGAZINE
TOP MEDIA PARTNERS



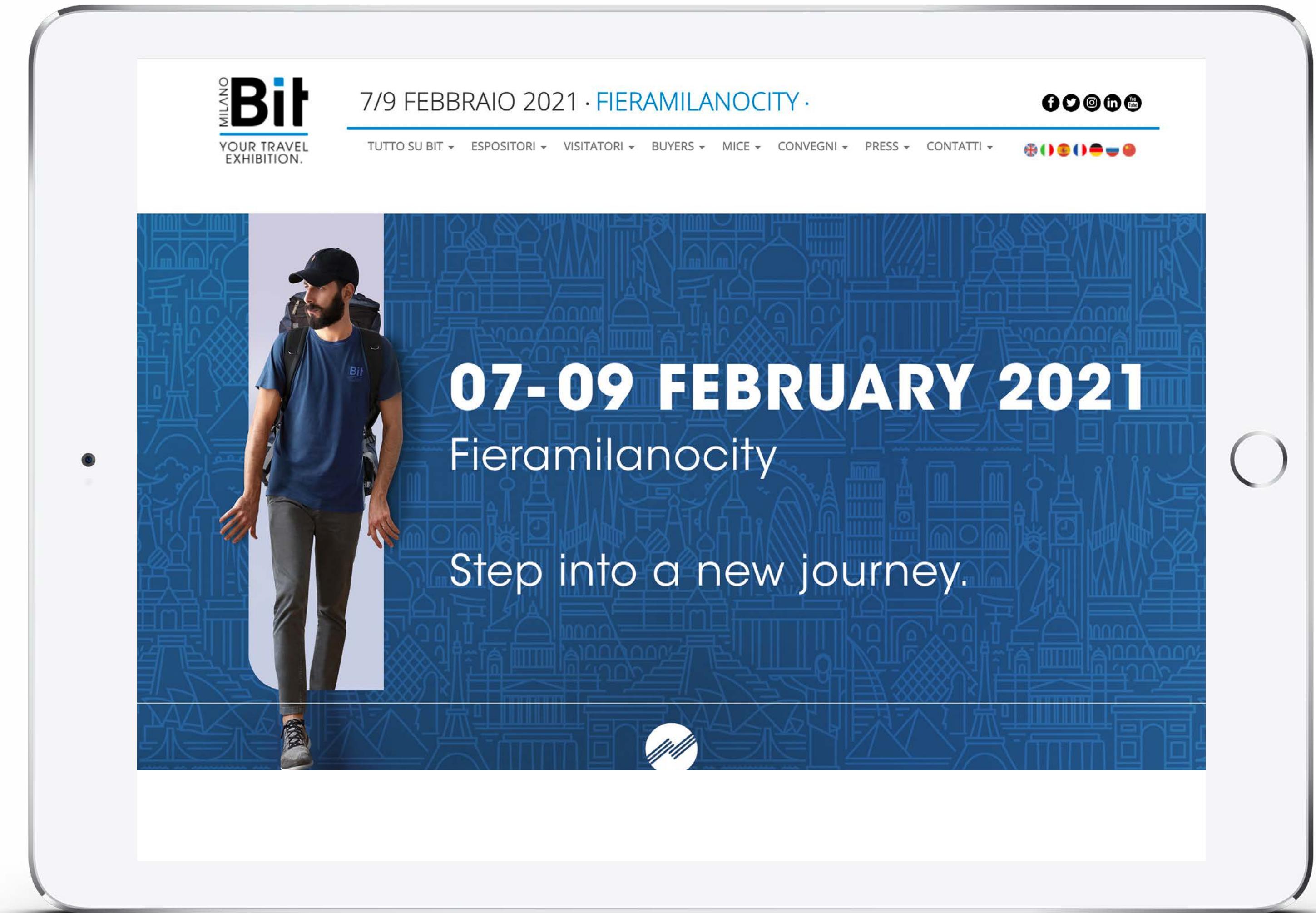
MEDIA PLANNING: CONSUMERS

Media planning for travellers involves the use not only of traditional tools, but also Out-of-Home advertising campaigns (billboards and videowalls, etc.), radio and TV commercials.



WEBSITE

A new website to offer more space to photos, stories and videos.



MEDIA RELATIONS & CONTENT MARKETING

Specialised press office for trade and consumer press.

Media relations for ongoing interaction with Italian and international journalists.

Plan for a fortnightly Newsletter to be sent out to all operators in the sector and stakeholders.

Permanent international outlook, trend focus.

Video interviews with exhibitors, visitors and buyers.



SOCIAL STRATEGY

Social Communication Plan to actively monitor the main digital channels, interact with the market, predict and report trends and news, reach targets and expand the audience.

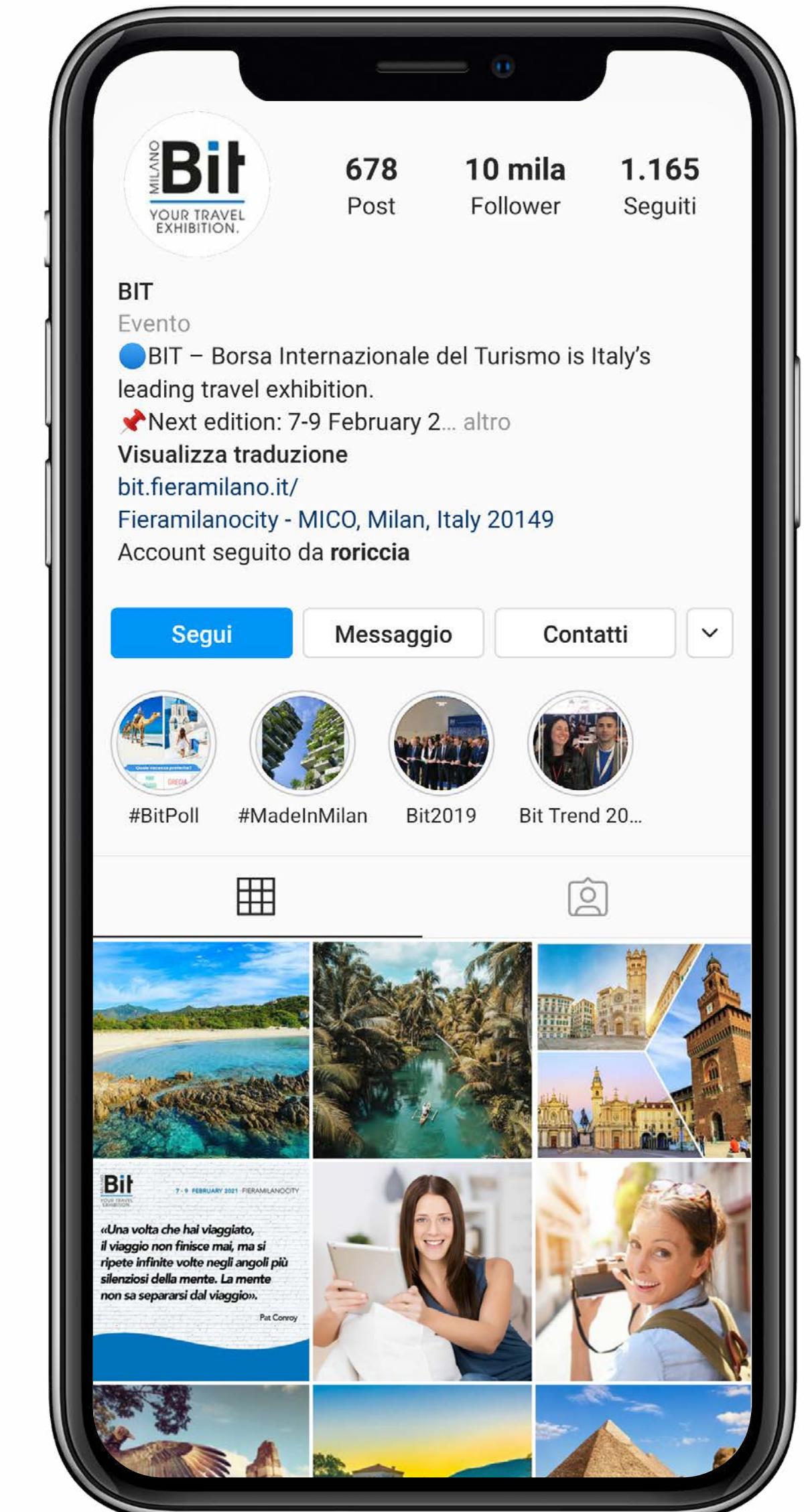
Content and actions that target Awareness, Engagement, Business and Networking, Conversation, Influencers and PR.

FACEBOOK
TWITTER
INSTAGRAM
LINKEDIN
SITO WEB

700 K people reached online.

93 K interactions
1.2 mln views per #bit2020
42 K Stories views
6.6% clicks
56 K visitors

Data for the 2020 edition.

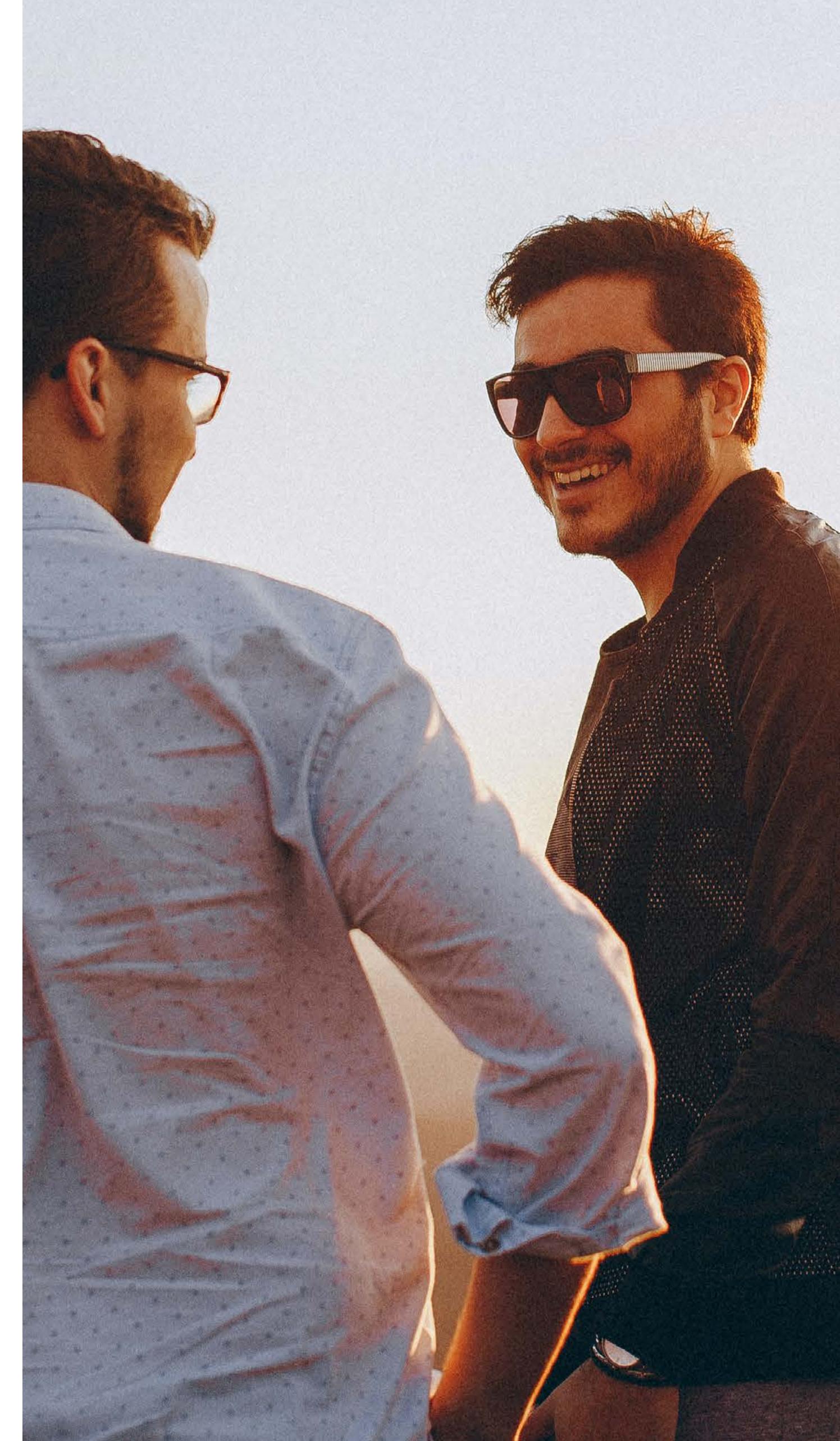


WHO'S TALKING ABOUT US

AFFARITALIANI.NET
ANSA
ASKANEWS
CANALE 5
FVW
GUIDA VIAGGI
ILBLOGGATORE.COM
IL CORRIERE DELLA SERA
ITALIA 1
IL GIORNO
IL GIORNALE
IL MESSAGGERO
IL RESTO DEL CARLINO
IL SOLE 24 ORE

L'AGENZIA DI VIAGGI
LA REPUBBLICA - ED.MILANO
LA STAMPA
LEGOO
MESSAGGERO
MASTER MEETING
MEETING E CONGRESSI
MF - MILANO FINANZA
PANORAMA
RADIO DEEJAY
RAI NEWS
RAI RADIOUNO
RAI3
TELELOMBARDIA

TG COM24
TRAVELNONSTOP
TRAVELQUOTIDIANO
TREND
TURISMO & ATTUALITÀ
VIRGILIO.IT
WEBITMAG



CONVENTIONS

At BIT **MILANO 2021** MiCodmc, a Fiera Milano SpA group company, is at your disposal to help you organise every detail of your visit to Milan: travel, hotel bookings, transfers and any other service you may require, thanks to:

- Agreements with **hotels** in Milan and in the immediate vicinity of the exhibition centre.
- Partnerships with the leading **airlines** to ensure the best possible conditions.
- Discounts for **rail transport**.
- Experience in the organisation of exclusive tours and excursions to enjoy the city and its surroundings in a unique and special way **with** traditional cultural visits, unusual itineraries and shopping tours.
- **Support** for the organisation of your events for the duration of the exhibition: MiCodmc is at your disposal if you would like to organise a private event or a dinner for your guests. We will help you to organise everything in the best way possible, creating ad hoc proposals for any budget and number of guests.





YOUR TRAVEL
EXHIBITION.

BIT 2021 BACK TO TRAVELLING.

7- 9 FEB 2021 FIERAMILANOCITY

bit.fieramilano.it

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