

MILANO **Bit**  
YOUR TRAVEL  
EXHIBITION.



**07-09 FEBRUARY 2021**

Fieramilanocity

Step into a new journey.

[bit.fieramilano.it](http://bit.fieramilano.it)



**FIERA MILANO**



# BIT MILANO, YOUR TRAVEL EXHIBITION.

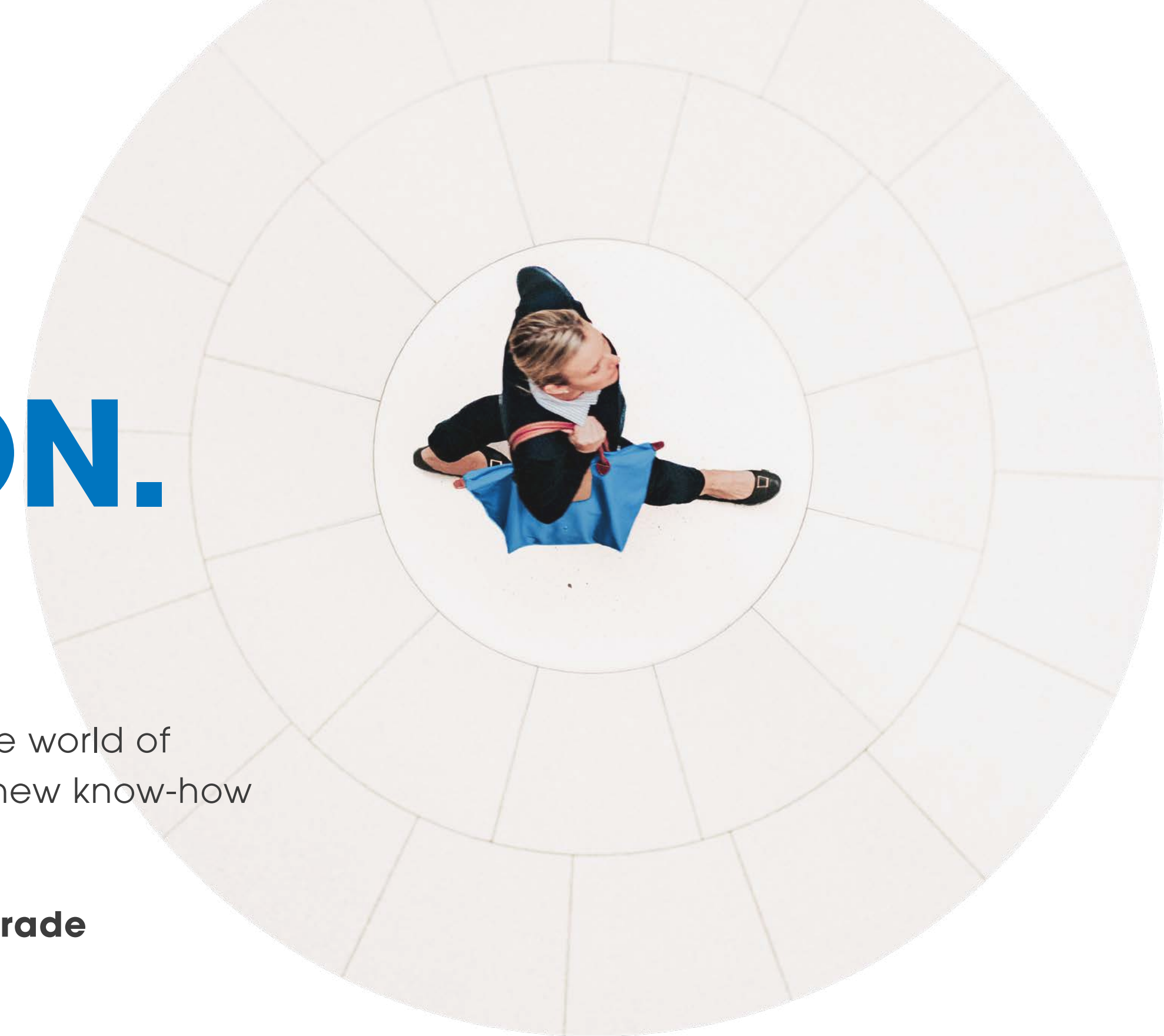
Since **1980**, **BIT MILANO** has been one of the most eagerly awaited and important events in the world of international **tourism**, the ideal place in which to develop relationships and do business, share new know-how and inspire change.

**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.**



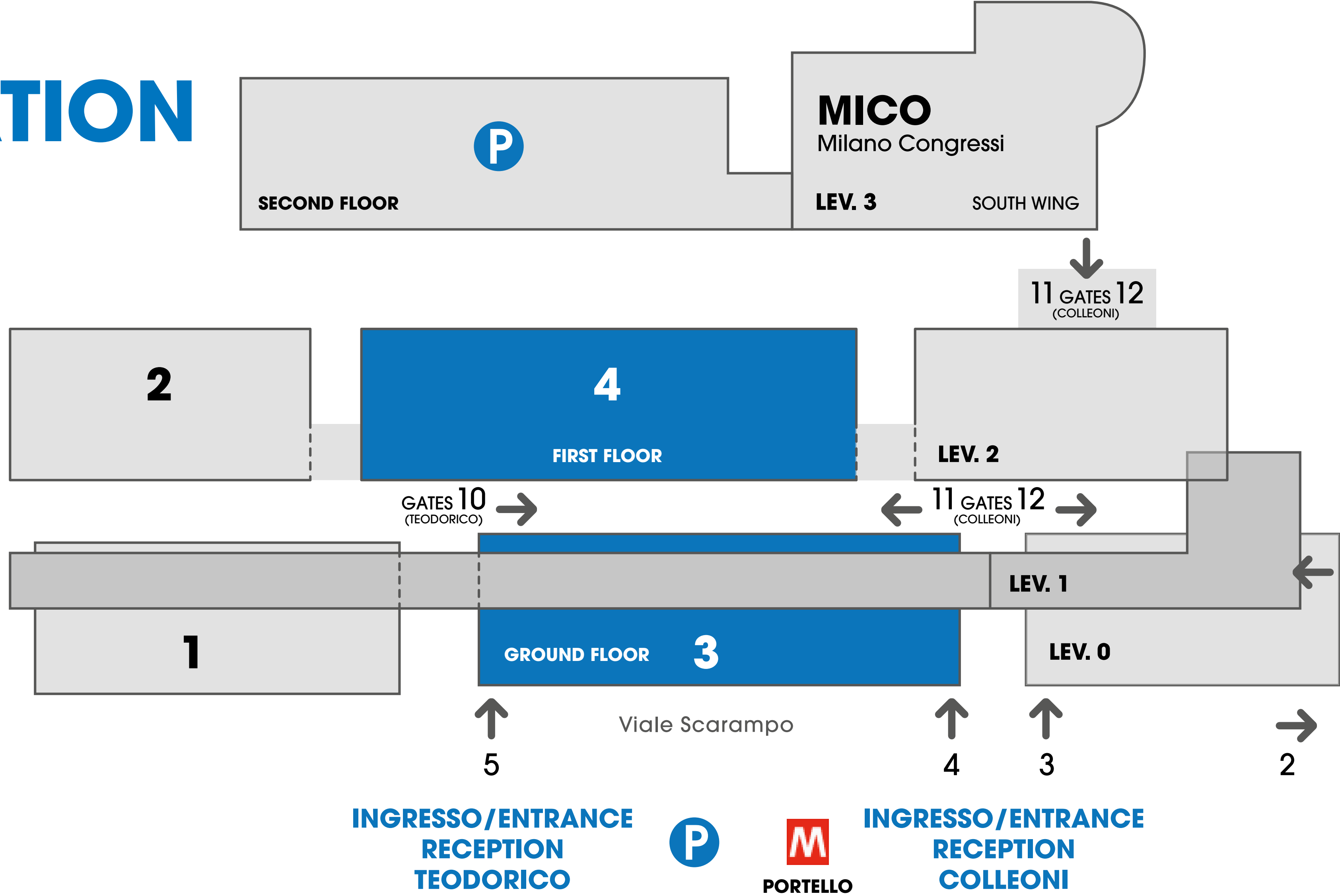




# THE EXHIBITION CENTRE.



# 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”

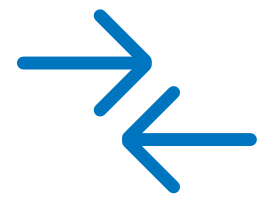
«It gets a lot of **media attention**.»

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



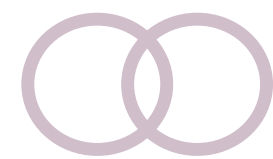


# THEMED AREAS



## 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.



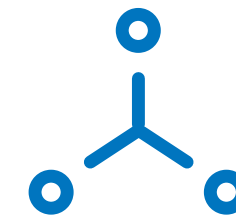
## I LOVE WEDDING

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



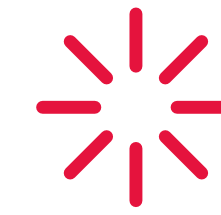
## BIT EXPERIENCE

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 4JOB

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



# VISITOR PROFILE.





# 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.



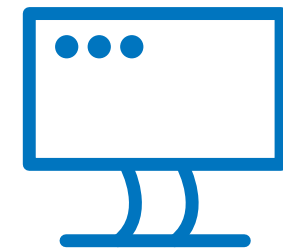


# TRADE AND CONSUMER COMMUNICATION CHANNELS



## MONTHLY NEWSLETTERS

Sent out to 150,000 e-mail contacts.



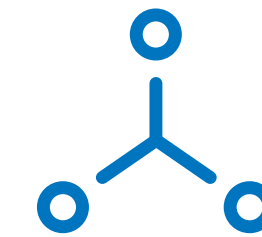
## WEBSITE

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.



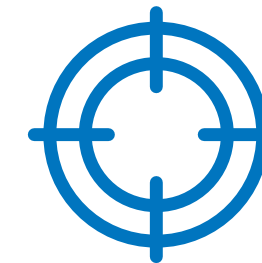
## DEDICATED APP

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

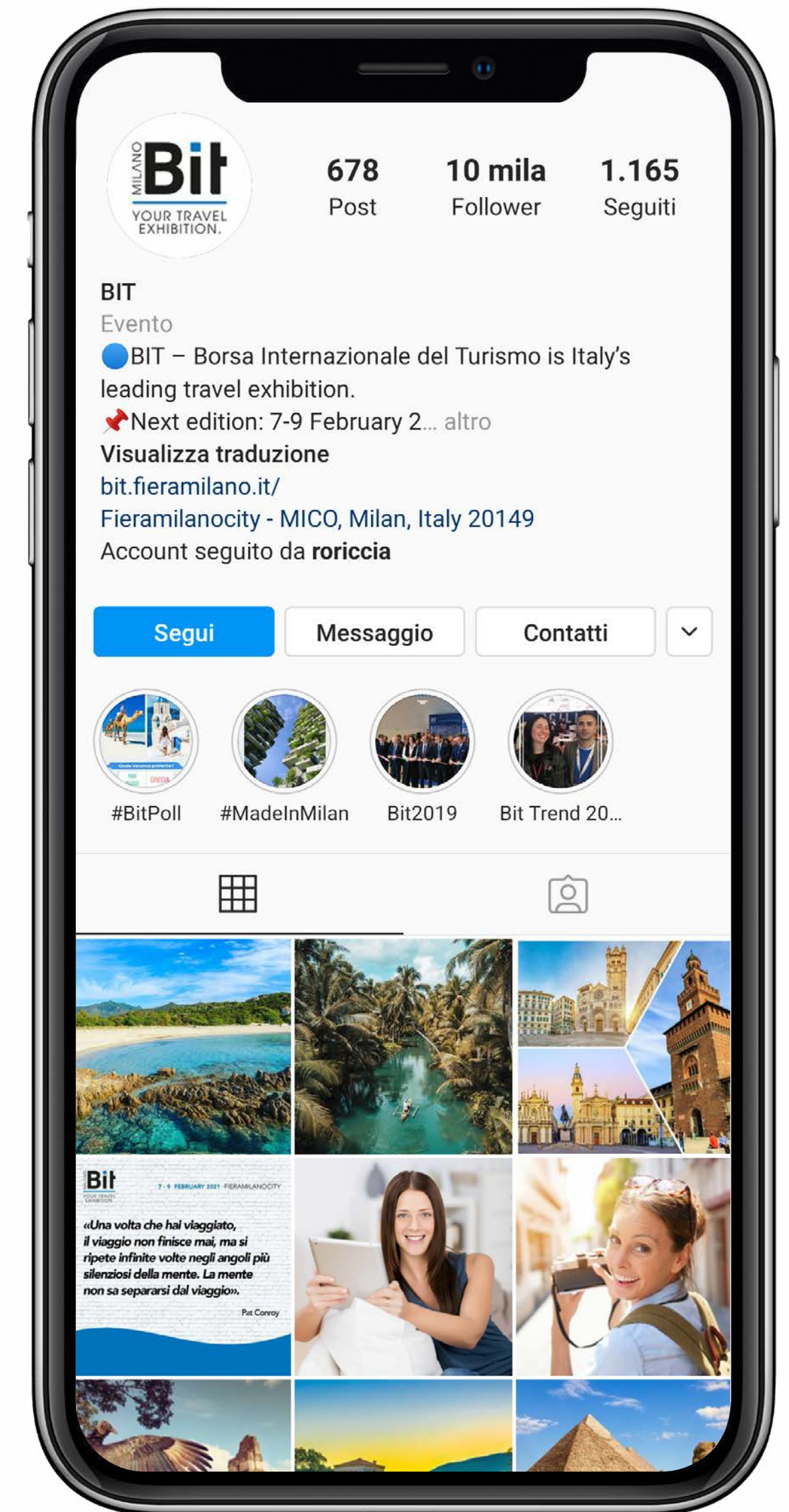
Social Communication Plan to actively monitor the main digital channels, interact with the market, predict and report trends and news, reach targets and expand the audience.

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

FACEBOOK	<b>93 K interactions</b>
TWITTER	<b>1.2 mln views per #bit2020</b>
INSTAGRAM	<b>42 K Stories views</b>
LINKEDIN	<b>6.6% clicks</b>
SITO WEB	<b>56 K visitors</b>

**700 K** people reached online.

Data for the 2020 edition.



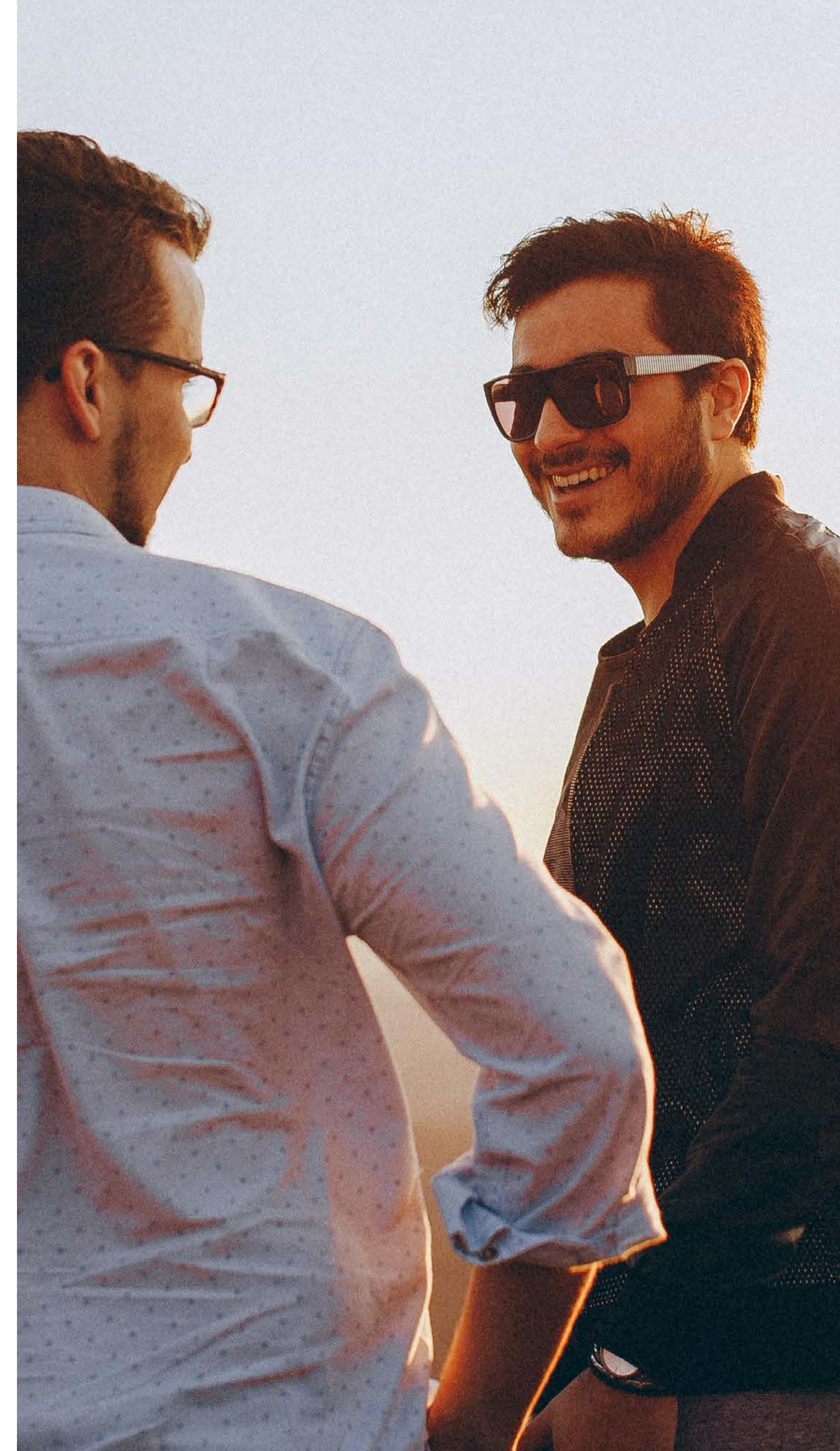


# WHO'S TALKING ABOUT US

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  
LEGGO  
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](https://bit.fieramilano.it)



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