



FIERA MILANO

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Bit
YOUR TRAVEL
EXHIBITION.

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WORKING ON BIT 2024, WITH THE EXCITEMENT OF A GROWING INDUSTRY

- *Work on the 44th edition of BIT 2024, scheduled to take place at the Allianz MiCo in Milan from 4 to 6 February 2024, is about to get into high gear, after a decidedly positive 2023 edition, both in terms of numbers reached and the ferment of a recovering market.*
- *As the first marketplace for the “Italy” product in the world, BIT2024 is confirmed as an event that represents the entire tourism sector, supported also by its multi-targeted format and the numerous “Bringing innovation into travel” conferences.*

*Milan, 27 June 2023 - The **Allianz MiCo** congress&expo centre, in the heart of Milan's CityLife district, will host the next edition of **BIT - International Tourism Exchange**, now in its 44th year, **from Sunday 4 to Tuesday 6 February 2024.***

According to Assaeroporti, **Milan** is Europe's hub and **annually welcomes an average of more than 10 million tourists** and more than **42 million passengers in transit** at its three airports, Linate, Malpensa and Orio al Serio. This is why it is the most suitable city to host BIT, the first marketplace of the “Italy” product in the world, not to mention the only trade fair dedicated to tourism with a multi-target, b2b and b2c format.

Growing numbers and quality

BIT's tried-and-tested format will continue in 2024, in the wake of the last highly satisfying edition that **exceeded previous events in terms of expectations and numbers**. With more than **37 thousand visitors from 111 countries** and **1,032** Italian and foreign **exhibitors** from 56 countries, the event also found added value in the **high quality of trade visitors** as well as a younger, more dynamic and interested traveler audience.

Thanks to a wide range of **selected buyers** and a high **turnover**, the trade show once again proved to be an undisputed venue for activating new business. It is no coincidence, then, that one-third of the visitors were at the exhibition for the first time.

A buzzing tourism sector

The tourism sector **has sprouted again**; according to ISTAT, the “confidence level” that has emerged among tourism businesses is back to its highest level, and is comparable to 2019.

According to the Travel Industry Trend Report, by the Mastercard Economics Institute, **spending on travel and entertainment events increased by 42% in Europe between January and March 2023**; Italy ranks 4th in terms of interest among European tourists - after the UK, Spain and the USA - and sixth for Americans.

Not only that. From the Assoturismo-Confesercenti survey, carried out by the Florence-based Center for Tourism Studies, Italy's accommodation system is expected to record **212.8 million presences in the summer quarter, about 12.5**



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million more than the summer of 2022 (+6.2%). Foreign tourists (+9.6%) are once again the driving force behind the increase.

Also affecting these figures is the upswing in air travel. As reported by IATA - Annual General Meeting & World Air Transport Summit 2023, air **transport is a winning industry gateway**; passenger traffic has already almost fully recovered from the 2019 figures (levels close to 100%) with airports increasingly vibrant and a supply chain that is generating profit once again. "With **revenues of 803 billion dollars**, airlines will share **9.8 billion dollars in net profit** this year by earning an average of 2.25 dollars per passenger", explained IATA CEO William Walsh.

Therefore, faced with this renewed momentum, updating, comparing and networking within the supply chain, for a widespread and shared rationale, in terms of modernization, sustainability and travelers' needs, once again becomes essential.

A comprehensive offering to get ahead of the times

The International Tourism Exchange is not only a marketplace for meeting supply and demand, but a **sharing space between people** geared towards forecasting data and trends, in addition to providing instruments for professional development. A mission pursued on a yearly basis with the aim of responding to the new needs of travelers and stakeholders in the supply chain in real time.

Nowadays, a vacation aimed increasingly at digital technology but also at achieving personal well-being through wellness and food and wine, all accompanied by a nostalgic touch, with a return to roots and local imprint, appears to be emerging.

The BIT team is collecting these new developments, while working on the 2024 edition. Already confirmed to date are the **Leisure** areas with proposals from destinations and operators, with **a renewed focus on foreign destinations and internationalization**; **BeTech**, for digital services; and the **MICE Village**, entirely dedicated to business travel. The **Bringing Innovation Into Travel** format, the organized schedule of events, is also confirmed: a full calendar of events that will range from meetings with major international figures to more practical ones aimed at providing useful and up-to-date instruments for developing business.

To learn how to become an exhibitor at **BIT 2024** visit [this page](#) of the website. To find out how to participate as a professional visitor, visit [this page](#).

For updated information: bit.fieramilano.it; @BitMilano.