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## **BIT 24: ANOTHER EXCITING JOURNEY AROUND THE WORLD**

- *The latest BIT – International Tourism Exchange is coming up, set for 4 to 6 February 2024 at Milan's Allianz MiCo: a showcase of global tourism, offering a glimpse of the most captivating destinations, exciting activities, and the ever-changing trends in the travel industry.*
- *BIT Milano stands as the world's premier marketplace for "Product Italy", reaffirming its role as a key event for the entire tourism industry. It boasts a vast exhibition area, featuring everything from Italian and international tourism organizations to airlines, trade associations, tour operators, and emerging niche destinations.*

Milan, 1 February 2024 – **BIT – International Tourism Exchange** is gearing up to launch its **44th edition**, following on from a **standout year for Italian tourism**. Data from the **first 11 months of 2023** show **118.2 million arrivals** and **397.5 million overnight stays** (up 5.4% and 0.7% from the same period in 2022, according to ISTAT), and early January estimates by Assoturismo-Confesercenti predict **445.3 million overnight stays** in domestic accommodation for the year (an 8.1% increase on 2022, surpassing 2019 figures).

Fiera Milano is organizing the event at the **Allianz MiCo in Milan** from **Sunday 4 to Tuesday 6 February**, catering to the needs and desires of both **travelers** (4 January only) and **industry professionals**.

This year's innovations are significant, including the partnership with **Welcome Travel Group**, which – with its extensive network and partners like Alpitour World and Costa Cruises – opens up new travel horizons and numerous opportunities for operators. BIT Milano is also teaming up with **Federterme-Confindustria**, as the Thermalia section makes its debut at the event. With over 30 industry exhibitors taking part, it's set to be a prime chance to get together and spark a revival in the wellness sector, which is becoming a key choice for travelers of all ages.

**More than 1,100 exhibitors from 66 countries** will meet **top domestic and international buyers** at the exhibition, hailing from Europe (44%), North America (14%), Asia (14%), Central and South America (11%), and the Middle East (8%). Exhibitors will therefore have plenty of chances to start business relationships and improve opportunities for trade with key countries.

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Many well-known companies, such as **Grupo Viajes El Corte Inglés**, **Travelzoo**, **Lidl Österreich**, and **TUI Netherlands** from Europe, along with **Backroads**, **HelmsBriscoe**, and **Dell Technologies** from the United States, and **Fliggy** and **Beijing GE Hualun Medical Equipment** from China, are involved.

The exhibition is split into **three thematic areas**: **Leisure** showcases both Italian and international destinations and exhibitors, while **BeTech** focuses on digital services and startups, and the **Mice Village** is centered on the conference industry.

In the **Leisure** sector, **Italy** showcases its regional diversity from north to south: from the captivating canals of Venice in **Veneto** to the Metapontino Coast in **Basilicata**, through to Tropea's attractions in **Calabria** and the Aeolian Islands off **Sicily**; from wellness breaks to walks along the most evocative lakes in **Lombardy**, which is preparing for the 2026 Winter Olympics, to the beaches of Lignano Sabbiadoro and the Tarvisio mountains in **Friuli-Venezia Giulia**; and then there are the vast landscapes of the Langhe and the Savoy Royal Residences in **Piedmont**, the Frasassi Caves in **Marche**, the Cammino Grande di Celestino in **Abruzzo**, the charming masserie of **Puglia**, farmhouse stays in **Sardinia**, the colorful Cinque Terre in **Liguria**, and the wine experiences amid the countryside of **Tuscany** and **Umbria**. Next, let's take a journey to **Emilia-Romagna**, from the Riviera to the food tours of Parma and Bologna, to **Lazio** with its historic marvels and spiritual trails, ahead of the 2025 Jubilee, and on to **Campania** for an enchanting coastal tour.

BIT is also a global showcase, offering a **complete world tour**: from nearby European spots like the **Azores**, **Canary Islands**, **Croatia**, **Slovenia**, **Formentera**, and **San Marino**, to the Indian Ocean and the temples, nature reserves, and vast beaches of **Sri Lanka**, **Malaysia**, and **Mauritius**. Then onwards to the Caribbean, boasting dreamy destinations like **Anguilla**, **Barbados**, **Cuba**, and **the Dominican Republic**, as well as Central and South America, featuring **Nicaragua**, **Uruguay**, and Brazil's **Ceará** state.

For those drawn to the East, you can also call in to **China**, which reopened its borders in March 2023 after years of closure, or explore **Japan**, the land of samurai, and **Tokyo**, a city famed for its advanced technology. Then, onwards to the Middle East, from the rock-hewn cities of **Jordan** to the Sahara's oases in **Algeria**, **Egypt**, and **Tunisia**, and even into Africa – **Gambia**, **Nosy Be** and **Senegal**.

**Airlines** and **cruise operators**, including top names like **Aereoitalia**, **ITA Airways**, **Lufthansa**, **Eva Airways**, **Trenitalia**, **Trenord**, **Costa crociere**, **MSC**

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**Crociere**, and **Cruiseline**, will also be in attendance. In the **travel network and tour operator** sector, prominent names include **Gattinoni**, **Alidays**, **Alpitour World**, **Boscolo**, **Futura Vacanze**, **Going**, **Guinness Travel**, **HotelTurist**, **Idee Per Viaggiare**, **Imperatore**, **Isola Azzurra**, **I Grandi Viaggi**, **Kel 12**, **Naar**, **Nicolaus**, **Veratour**, and **Viaggi Del Mappamondo**.

On top of all that, there are also **attractions** like Gardaland, shopping hubs like **CityLife**, and major **hotel chains** including **Best Western Italia**, **NH Milano Congress Centre (Minor Hotels)**, and **A&O Hotels and Hostels Holding GmbH**.

The exhibition has backing from leading industry groups: **ASTOI** Confindustria Travel, **ETOA** - European Tour Operators, **FTO** - Federazione Turismo Organizzato, **Federcongressi&eventi**, **Federterme**, **MPI Italian Chapter** and **Confartigianato Imprese**.

BIT brings together diverse cultures and viewpoints, covering different continents and offering a worldwide outlook on a broad selection of destinations and activities: from **food and wine** to **local experiences**, from **relaxing vacations** to **sports tourism**, to **spiritual walks** and the most adventurous travel ideas for **digital nomads**.

BIT 2024 guides travelers on an **enthralling journey** to explore local delicacies and fresh travel options, with a view to deasonalization, coolcationing, "Blue Zone" retreats, and options for both luxury and budget-conscious explorers. There are many options available: from **outdoor adventures** to **astro-tourism**, **rural and regenerative tourism** and eco-diving, for genuine experiences connecting with the local area, including **wine tastings** and **culinary tours**, **scenic bike rides**, and **enchanted walks**. Waterfront vacations are transformed into "**lounges with a sea view**", encouraging more sustainable vacations, while historic treasures welcome tourists to UNESCO sites for art and cultural tours. There are sophisticated options for **wellness holidays** and "**bleisure**" – the ideal blend of business and leisure travel.

Last but not least, BIT Milano offers a great chance to stay current with the latest trends in tourism, with a focus on sustainability, awareness, personalization and digitalization through **specialized workshops and events** in the engaging series "**[Bringing Innovation into Travel](#)**".

You can find the full program on the [exhibition website](#).  
For updated information: [bit.fieramilano.it](http://bit.fieramilano.it); @BitMilano.