



FIERA MILANO

MILANO Bit
YOUR TRAVEL
EXHIBITION.

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EVERYONE WANTS TO BE AT BIT DIGITAL EDITION: MORE THAN 1,500 PEOPLE SIGNED UP JUST DAYS BEFORE THE LAUNCH

The innovation of Expo Plaza's three channels has brought the whole world online: from Italian and foreign destinations to TOs and agency networks, DMCs, carriers and accommodation, right up to institutions and associations. Complemented by an unparalleled programme of events.

Milan, 6 May 2021 - It hasn't even opened its doors yet and it is already a success: **1,530** different players in the tourism chain have signed up for **Bit Digital Edition**, which will be held **online from Sunday 9 to Tuesday 11 May for operators and from Wednesday 12 to Friday 14 for the travelling public.**

This is thanks in particular to the innovation presented by **Expo Plaza**, the digital platform with **three channels**. First and foremost, a virtual exhibition space that exhibitors can enrich with multimedia and other content to present their offerings, network with operators and engage with travellers. Then there is the **Bit Talks** conference space, **with over 90 streaming events**, 13 of which are simultaneous in English, and the high-profile events of **Bit Special Talks**. Last but not least, **Bit Community**, the online evolution of MyMatching, the platform for profiling and confidential business meetings between supply and demand, where buyers and sellers will chat via video chat.

Among the destinations, **Italian presences** range from North to South with a mix of regions with different characteristics. From regions with a varied portfolio such as **Lombardy, Friuli Venezia Giulia or Piedmont** to traditional seaside destinations such as **Emilia Romagna or Liguria**.

Or regions known for their historical and cultural attractions, such as **Lazio, Campania, Tuscany and Veneto**, to regions that combine the open-air and history, such as **Trentino, Marche, Umbria and Sicily**, or emerging or trendy destinations of recent years, such as **Puglia, Basilicata, Abruzzo and Calabria**. Not only regions but also many local areas this year, such as the **Aeolian Islands**, or cities like **Maratea or L'Aquila**.

Equally diverse are the proposals from abroad. Short-haul is present with authentic tourist icons such as the **Canary Islands, Ibiza, Formentera or Andalusia**, charming destinations such as **Scotland**, as well as the "new Europe" of **Poland or Slovakia**. Among the corners of the Mediterranean to be discovered are **Croatia, Egypt or Tunisia**, while from the Middle East, **Dubai, Jordan and Israel** stand out.

In the medium and long haul, the classic "dream holiday" destinations - **Thailand, Dominican Republic, Seychelles, Cuba, Jamaica, Honduras, Maldives, Malaysia, Mauritius or Madagascar** - will be joined by undiscovered destinations such as the **British Virgin Islands or Namibia**.

The presence of sellers from the Gulf area such as **Anantara, Bulgari Resort Dubai, The Palm Dubai Resort, Caesars Palace Dubai, Delta Hotels By**



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Marriott Jumeirah Beach Dubai, Flydubai, Hyatt Andaz Dubai The Palm 5*, Malacca Travel And Experiences, The Westin & Le Meridien Mina Seyahi was particularly strong.

In terms of accommodation, all the major chains are present, such as **Accor Hotels, BWH Hotel Group, Blu Hotels, Hilton, Marriott and Meliá**, as well as numerous independent hotels, including many luxury, boutique and farmhouse hotels, and bed & breakfasts in the national association **ANBBA**. There are also numerous carriers such as **Air Europa, Blue Panorama, Emirates, Eva Airways, Neos Air, Qatar Airways or Volotea**. Operators include airport managers such as **Sea**, one of the most dynamic companies in the sector in recent years, historic tour operating brands and distribution networks such as **Alpitour World, Gruppo Uvet, Gattinoni, I Viaggi di Maurizio Levi and Gruppo Nicolaus/Valtur**, or more specialised ones such as **Peru Inkas Tours**, and the cruise scene with **MSC Crociere or Cruceros Australis**. Also of note are the institutional and associative presences of **ASTOI** (the Confindustria Association of Italian Tour Operators), **FTO-Federazione Turismo Organizzato, Fiavet, Associazione Startup Turismo, Federcongressi & Eventi, Convention Bureau Italia and Convention Bureau Milano**, and the return of **Grupo Consular De América Latina y El Caribe**.

The contents of **Bit Talks**, the dense programme of digital events entrusted to the editorial direction of **Carlo Antonelli** with **more than 90 conferences available to stream, 13 of which are also available in English**, are being defined in more detail. For the first time this year, the professional programme is complemented by the **Bit Special Talks, which are mainly cultural in nature**, while the range of reports from authoritative industry analysts will be unprecedented.

For up-to-date information on Bit Digital Edition: www.bit.fieramilano.it, @BitMilano.

Pre-registration has been active since 1 May.