

NEW DATES FOR BIT 2021, NOW SET TO TAKE PLACE IN MAY

MILAN - Initially scheduled for February, BIT , the International Travel Exhibition will now be held at fieramilanocity from 9 to 11 May 2021. The leading tourism exhibition in Italy, a key event also on the European landscape, has therefore listened to the needs of the tourism market, which is able to look to new modes of travel, tourism seasonality and the application of innovative technologies.

The new dates will allow BIT to fully exploit its role as both driver for the sector and as an exceptional tool for international buyers, ensuring a sufficient period in which to effectively reorganise and plan the relaunch of tourism activities and offering, anticipating future scenarios.

To this end, BIT, an essential event for the Italian tourism industry in the world and for the promotion of the international offering, is working to make every themed area (leisure, MICE, wedding, tech, experience and job) a well-defined zone that can encourage the constructive meeting of supply and demand. This, in a context that encourages the direct sharing of knowledge between all actors within the community of reference.

In addition, BIT 2021 will once again present a wide range of conferences, the ideal setting in which to meet with key players in the sector.

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