



**FIERA MILANO**

**MILANO**  
**Bit**  
YOUR TRAVEL  
EXHIBITION.

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## Press office

# IF YOU TRAVEL IT SHOWS: BIT 2023 GETS READY TO “LEAVE ITS MARK” ON INTERNATIONAL TRAVEL

- *The new advertising campaign kicks off as part of a three-year communication plan focused on the experiential nature of travel. Designed by agency Le Dictateur Studio, the campaign uses a strong visual and message, characterized by diversity and inclusiveness*
- *The advertising will be supported by a social media campaign under the hashtag #seviaggisivede, while the website will be revamped in content and enriched with a browsable PDF selection of the most interesting articles published in the media*
- *The campaign reinforces BIT Milan's positioning among the leaders in focusing on sustainable and conscious travel; for the next edition, the Leisure, BeTech, and MICE Village areas have already been confirmed. Also getting ready is the packed schedule of the Bringing Innovation Into Travel event area*

*Milan, September 12, 2022 - "If you travel, it shows." This is the catchy slogan of the new communication campaign for the 2023 edition of **BIT - Borsa Internazionale del Turismo**, which will be held at fieramilanocity from Sunday, February 12 to Tuesday, February 14, 2023.*

Created by the creative team of the **Le Dictateur Studio** agency, the new advertising campaign is part of a **three-year strategic communication plan** with **increasing internationalization** among its primary goals. A goal that the new communication wants to achieve thanks to a high-impact visual and message that can create powerful images with a universally recognized symbol of international travel. In fact, the inspiration comes from the graphic layout of passports and, specifically, the image of the stamps of the countries visited.

Each new stamp in the passport represents a **new country, a new experience**, in a visual summary of **travels that have left their mark**, on the passport as well as on us. An effect that the campaign's visual approach interprets through powerful, **multi-ethnic and inclusive** images of women and men travelers living their experiences, literally "on their skin".



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Traditional advertising will be joined by a **social media campaign** under the hashtag **#seviaggisivede**. Also revamped in content is the **website**, which is filled with a [selection in browsable PDF format](#) of the **most interesting articles about the event** published in the media. With the new campaign focused on the more human and personal side of travel, BIT 2023 reinforces its positioning as a **leader among tourism events in Italy thanks to its focus on sustainability and more conscious forms of tourism - from slow tourism to walking, cycling tourism, small villages and local cultures in both the Italian regions and cities, and international destinations.**

The BIT team is working on new features for the 2023 edition. Already confirmed to date are the **Leisure** areas with the destinations and the operators' offers, **BeTech** for digital and social services, and the **MICE Village** entirely dedicated to business travel. Also confirmed is the **Bringing Innovation Into Travel** format for events, which has enjoyed great success in recent years with a range of events from meetings with major international personalities to a "toolbox" of practical business development tools.

To learn how to become an exhibitor at **BIT 2023** visit [this page](#). To find out how to participate as a professional visitor, visit [this page](#).

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