



FIERA MILANO

MILANO **Bit**
YOUR TRAVEL
EXHIBITION.

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OVER 600 EXHIBITORS AT BIT DIGITAL EDITION, WHILE THE SCHEDULE OF BIT TALKS IS BEING DEFINED

Regions, foreign destinations, Tour Operators, accommodation facilities and operators will be present. The panels and contents of the Bit Talks programme of events are defined.

Milan, April 15, 2021 – Registrations are accelerating for **Bit Digital Edition**, the innovative digital evolution of the most influential tourism event in Italy, which will be held **online from May 9 to 11 for operators and from May 12 to 14 for the travelling public**. Thanks to **Expo Plaza**, the digital exhibition space where exhibitors can present their offerings using multimedia tools, network with operators and talk to travellers, **which already includes more than 626 exhibitors including, Regions, Tourism Authorities, Tour Operators and operators**.

Presences from Italy range from North to South with a mix of territories with different characteristics. From regions with a diversified offer 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 territories that combine open-air and history such as **Trentino, Marche, Umbria, Sicily**, or even emerging or trendy destinations of recent years, such as **Puglia, Basilicata, Abruzzo and Calabria**.

Equally diverse are the proposals from abroad. While short-haul is represented by authentic tourism icons such as the **Canary Islands and Ibiza**, as well as the 'new Europe' of **Poland or Slovakia** and undiscovered corners of the Mediterranean such as **Croatia and Tunisia**, in medium and long haul, the more classic 'dream holiday' destinations - **Thailand, Dominican Republic, Seychelles, Cuba** - will be joined by undiscovered destinations such as the **British Virgin Islands or Namibia**.

Operators include excellent carriers such as **Emirates**, airport managers such as **Sea**, one of the most dynamic companies in the sector in recent years, historic tour operating brands such as the **Uvet, Gattinoni and Nicolaus/Valtur groups**, or more specialised ones such as **Peru Inkas Tours**, and big names in the hotel industry such as **Blu Hotels**.

At the same time, the contents of **Bit Talks**, the dense programme of digital events entrusted to the editorial direction of **Carlo Antonelli** with **more than 90 conferences in streaming, 20 of which are also available in English**, are being defined in more detail. For the first time this year, the professional programme is supplemented by special **talks with a predominantly cultural twist**. At the same time, the range of reports from leading industry analysts will be unprecedented.



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The foreground is the "toolbox" of the **Training** section with which Bit Digital Edition intends to support all supply chain stakeholders to **exploit the opportunities for relaunching** tomorrow's tourism optimally.

In the meeting **Direct Booking Movement: from proposal to reality**, on May 9 at 3:00 p.m., hospitality consultant **Gianpaolo Vairo** will analyse the dynamics behind this method, which is gaining followers all over the world and, on the same date and time, the phenomenon of **Non-fungible tokens in Travel**, units of value with innovative characteristics, will be discussed by consultant Luca De Giglio.

On May 10 at 3:00 p.m. **Sebastiano Peluso**, Co-founder and Head of International Development of Smartourism, will talk about how to enrich technology with services for Destination Management with the **Smartourism platform** while on May 11 at 2:00 p.m. **Helene Gallone**, Coach, Trainer, Soft Skills Trainer will discuss **A new method to relate effectively with the different types of clients of a travel agency**.

In keeping with Bit's tradition, great attention is also given to experiential aspects with the dedicated **Experiential Travel** section.

On May 10 at 2:00 p.m. **M. Giulia Biagiotti**, SEO & PR Manager Italy of Holidu.com, **Davide Valin**, Founder of Xenipro.com and **Maura Di Mauro**, Intercultural, Diversity & Inclusion & Sustainability Specialist, will talk about examples of strategies, helpful tools, practical cases and ideas for the implementation of a content marketing plan during the **Content Marketing: what Travel Destinations (still) don't know**.

Technology can also be an opportunity for re-launch: this will be discussed on May 11 at 12:00 p.m. with **Michele Mondolfo**, Founder of Incoming Partners and Fabio Quochi, Consultant of Incoming Partners, in the appointment **Wisits - a digital renaissance for tourist and excursion guides**, who will explain how to use digital tools such as video conferencing experientially in tourism.

On May 11 at 5:00 p.m. **Federica Volla**, Coach and Tourism Digital Communication Expert, will lead the talk **TuristicaMente: allenarsi per vincere nuove sfide (Tourism Mind: training to win new challenges)** where she will talk about how Business Coaching can help enhance a winning mentality and redefine successful strategies.

Among women's various characteristics, we can recognise their ability to network, nurture and be generators of development. On May 11 at 6:00 p.m., the event "**Le community femminili come forza motrice per la promozione dei territori**" (Women's communities as a driving force for the promotion of territories) will focus on tourism with **Ilaria Canali**, Founder of the National Network of Women on the Move and the Girls on the Go Community, **Lidia Antonacci**, President of Donne Daune: stories of hands and land, and **Mariangela Cassano**, Founder of the DEA Community Donnecheammiro.

The events will be divided into **5 topical areas**; each one identified using a different colour to make access even more intuitive: **Training (blue)**, **Experiential Travel (brown)**, **Technology & Innovation (grey)**, **Hot Topics (red)** and **Food & Wine Tourism (green)**.

You can consult the programme timetable at:

<https://bit.fieramilano.it/topics/programma-.html>.



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For updated information on Bit Digital Edition: www.bit.fieramilano.it, @BitMilano
Pre-registration for content will be active from May 1.

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