



**FIERA MILANO**

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

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## Press office

### **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, **Daide 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](http://www.bit.fieramilano.it), @BitMilano  
Pre-registration for content will be active from May 1.

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