



Spotlight on New Hotels

Bit Milano to be Held Virtually

Özgür Töre 23 March 2021



Bit Milano, the **International Tourism Exchange**, will be held for the first time **in digital form**, renewing at 360 degrees the appointment dedicated to the world of travel thanks to a completely new way of operating.

The decision was taken after listening to the market and is the result of a careful evaluation of every possible solution, closely linked to the situation we are experiencing. Therefore, this will be a highly innovative edition, full of opportunities: arising from the possibility of business meetings between operators and thanks to the new features of Expoplaza, which is part of the new platform developed by **Fiera Milano**,

BIT Milano digital edition will be held May '21, 9-11 and It will be extended for other three intense days dedicated to consumers and to the promotion of tourism offer at 360 degrees, doubling its duration with a subsequent extension of the proposals developed by exhibitors in the catalogue,

Operators in the catalogue will also have the opportunity to get in touch with potential buyers and to access the rich calendar of training and information events that have always distinguished Bit Milano and that will be addressing

MOST POPULAR IN 2021

[Visit KC Moves to Spark KC Creative Workspace](#)

[Arabian Travel Market Features Arabian Travel Week and ILTM Arabia 2021](#)

[Berlin Travel Festival Goes Virtual in March 2021](#)

[Brian Kavanagh remains optimistic about Irish Horses travel to Cheltenham](#)

[Who will be the New UNWTO Secretary-General?](#)