



FIERA MILANO

MILANO
Bit
YOUR TRAVEL
EXHIBITION.

welcome
travel group
ALPITOURWORLD Costa

Press Office
Fiera Milano

Rosy Mazzanti
Simone Zavettieri
+39 0249977457
+39 335 6992328
press.bit@fieramilano.it

Trade and foreign press office
YES

Giorgia Coghi
+39 342 1602482
giorgia.coghi@agenziaves.it

Fiera Milano S.p.A.
+39 02 4997 1
fieramilano@fieramilano.it
fieramilano.it

Press office

ALLIANCE BETWEEN TOURISM EXPERTS: BIT MILANO AND WELCOME TRAVEL GROUP SIGN A STRATEGIC AGREEMENT

- *The know-how of the important national Network encounters the experience of BIT Milano, Borsa Internazionale del Turismo*

Milan, November 14, 2023 - **BIT Milano**, Borsa Internazionale del Turismo and **Welcome Travel Group**, sign an agreement that will give life to a strategic synergy in the tourism sector. An alliance that highlights, once again, the force of attraction of the BIT Milano brand, which joins Welcome Travel Group, the leading national organized distribution Network with 2,500 affiliated Travel Agencies, in an **important partnership** for the upcoming 2024 edition of the Milanese trade fair. Specifically, Welcome Travel Group will organize the **National Convention** that will attract more than 1,600 Travel Agents and the Network's Business Partners on the days of the event.

On the podium, therefore, Welcome Travel Group on the one hand, which boasts the shareholding of the two leaders in the organized travel industry: Alpitour World and Costa Crociere, and on the other, BIT organized by Fiera Milano, Italy's leading trade fair, exhibition and convention company and one of the top globally-integrated operators in the industry.

This closeness and the idea of forging a partnership, which has now become a reality, had been "hinted at" in the last edition of BIT, during which **Adriano Apicella**, CEO of Welcome Travel Group, had said that the 2023 edition had reminded him of the best years of the tourism industry.

These are his words today: *"Milan represents the capital of business in all sectors, and tourism cannot be an exception to this central role. In a tourism-oriented country such as ours, we believe that BIT is the most coveted scenario for this sector at the international level. It is the ideal setting to meet our Travel Agents along with all Business Partners during our Annual Convention. For now, we prefer to keep the extraordinariness of this event confidential, but we can anticipate that there will be moments of exceptional professional sharing, side by side with celebratory evenings of great relationships and entertainment. BIT will not only be the context, but also a co-leader and an international megaphone for our 2024 Convention."*

"The signing of the agreement decrees BIT Milano as the most important relational platform in the world of tourism," affirms **Simona Greco**, director of events at Fiera Milano, *"but also a hub for sharing and knowledge with a schedule of conferences featuring universities, institutions and experts of international stature."*



FIERA MILANO

MILANO **Bit**
YOUR TRAVEL
EXHIBITION.

welcome
travel group
ALPITOURWORLD Costa

**Press Office
Fiera Milano**

Rosy Mazzanti
Simone Zavettieri
+39 0249977457
+39 335 6992328
press.bit@fieramilano.it

**Trade and foreign press office
YES**

Giorgia Coghi
+39 342 1602482
giorgia.coghi@agenziaves.it

Fiera Milano S.p.A.
+39 02 4997 1
fieramilano@fieramilano.it
fieramilano.it

BIT will once again confirm its formula in the next edition with an offer dedicated to travelers and tourism operators and will once again offer a comprehensive overview of destinations and industry trends. A concept, that of the event, which has adapted over the years to market demand without forgetting the end user.

The agreement with Welcome Travel Group will be one more piece of the proposal of the **Borsa Internazionale del Turismo which will be held at Allianz Mico (Milan) from February 4-6, 2024.**

Press contacts:

Fiera Milano Press Office

Rosy Mazzanti - Simone Zavettieri - +39 3356992328
YES PRESS & PR - Giorgia Coghi - + 39 342 1602482

Welcome Travel Group Press Office: Longoni Comunicazione

Mariolina Longoni | mariolina@longonicomunicazione.com | +39 331 2852079
Lorenza Beccaglia | lorenza.longonicomunicazione@gmail.com | +39 340 0080576

Welcome Travel Group S.p.A. operates in tourism distribution and boasts the shareholding of the two leaders in the travel market: Alpitour World and Costa Crociere, both of which hold a 50 percent stake in the company. The company manages the Travel Agency Networks, Welcome Travel and Geo, today representing the largest Italian distribution company. The network of Affiliated Agencies consists of 2,500 outlets located in all Italian provinces. The coming together of leading industry players and the best Travel Agencies has enabled the Welcome Travel Group brand to become the point of reference for more than one million Customers a year in choosing travel and vacations.
www.vacanzewelcometravel.it www.vacanzewelcometravel.it www.geotn.it