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NEW STRATEGIC PARTNERSHIP FOR BIT: THERMALIA BY FEDERTERME AT EXHIBITION FOR FIRST TIME

- *Three-year agreement between Bit and Federterme-Confindustria*
- *Thermalia: the only event in Italy bringing together spas and wellness will be part of Bit*

Milan, 16 January 2024 – This year **Federterme-Confindustria** will be at **Bit Milano** for the first time. There are more than **320 thermal spas** in Italy, 90% of which are accredited with the national health service. This unique heritage combines the healing properties of mineral waters with regional tourism, comprising natural resources, history, art, culture, and food and wine. Taking these thousand-year-old facilities spread across Italy as its starting point, FederTerme has selected the Borsa Internazionale del Turismo (International Tourism Exchange) as the setting to present the highest quality companies, the sector's future and the latest projects related to the world of wellness and wellbeing – a pillar of the country's tourist offer. As of this year **Thermalia by FederTerme** will be taking part at **BIT**; it will be a key part of the exhibition at the **Allianz MiCo from 4 to 6 February 2024**, showcasing more than 30 exhibitors from the thermal spa and wellness sector, while also providing an opportunity to explore the future prospects of wellness-focused tourism.

Massimo Caputi, President of Federterme-Confindustria, commented: *“Thermal spa and wellness tourism is becoming one of the pillars of Italy's tourism industry, and thanks to Europe's leading thermal spa network, which – including related services – turned over €1.6 billion in 2023, it is well placed to attract guests from abroad and is a crucial asset for making tourism a year-round business. Bit is a unique marketplace that we chose because it offers us the possibility of creating an innovative format that encourages attendee engagement. This will deliver opportunities for discussion between players in the sector, as well as with players in related areas and all our stakeholders, through talks and events that reflect the invaluable ability of Thermalia by FederTerme to build cooperation and mark out a new future.”*



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The agreement with Federterme-Confindustria confirms Bit's standing as a leading platform for all companies operating in the world of tourism – a sector with high added value capable of boosting the specific qualities of Italy's local regions.

Bit Milano and Thermalia by FederTerme runs from 4 to 6 February 2024 at the Allianz MiCo.

Find out more:

<https://bit.fieramilano.it/>

<https://www.thermalia.org/>

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