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BIT 2022 DATE CHANGE:
EVENT FROM 10 TO 12 APRIL

Milan 3 January 2022 - The International Tourism Exchange is still listening to operators who are aiming for a spring relaunch.

Tourism is experiencing a moment of uncertainty. In a context where the pandemic is affecting both short- and long-haul travel, the sector is still affected by the decisions of various governments and the behaviour of individuals.

Given this context, tourism operators, who see Bit as a unique and privileged opportunity to do business and meet each other, are asking for more time to allow the sector to redress its balance and identify the trends that will characterise the coming months.

For this reason, **the International Tourism Exchange changes date: will move from February to Spring, from 10 to 12 April 2022,** maintaining its formula that looks at tourist destinations in Italy and around the world and presents a complete incoming and outgoing offer through its exhibitors.

From now until April, the Bit Observatory will be active to monitor the situation and identify the best solutions to relaunch the sector. Listening to the market as always, Bit will continue to work with operators to create an event in step with the needs and the current context.

The aim is to ensure the high standards offered by the event in a context full of opportunities, which we hope the Spring will offer.

The April dates have been chosen to allow operators to actively promote the tourist season all round.

The International Tourism Exchange event will therefore be held from 10 to 12 April 2022.

The appointment with BIT 2022 is at **fieramilanocity** from **10 to 12 April 2022**.
For further information: www.bit.fieramilano.it; @bitmilano