

Borsa Internazionale del Turismo
International Tourism Exchange

PRESS RELEASE December 2006

Winter holidays, signs of vitality for tourism

Bit, the privileged monitoring body for tourism, is presenting some figures from its research into the Christmas and New Year holidays and a preview of data on teletourism.

Milan 20 December 2006 – it is barely two months from the start of Bit - **the International Tourism Exchange** – which will take place in the fieramilano Rho exhibition centre from **Thursday 22 to Sunday 25 February 2007** and there are positive signs for the sector from the winter holiday forecasts.

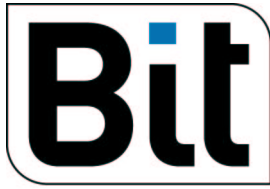
There will be at least 6 million Italians on holiday at Christmas, according to research by Isnart-Unionecamere, which is up 10% compared to last year. Italy is leading the way. Of the 6 million, 75% will actually stay in the Bel Paese. According to a survey by Fedralberghi-Confiturismo, between Christmas and the New Year the total turnover will be 5.4 billion euro. In excess of 1.4 million Italians will head off to foreign destinations, especially towards European capitals and warm tropical seas.

There is a new travel trend developing on the tourist industry scene. It is called teletourism, where locations that are used for fictional TV series are being visited. This is being monitored by the Study Centre for Places and Locations after being commissioned by **EXPOCTS – the International Tourism Exchange**. According to the research which will be presented in January 2007, Italian TV fiction has progressively ousted “prime time” US TV programmes and has created real and genuine television successes and a strongly induced factor in tourist terms for the places that host these productions. Three Italian fictional cases have been examined (Carabinieri, Il Commissario Montalbano and Elisa di Rivombrosa) and two successful foreign series, one English (Heartbeat) and one French (Dolmen).

Of the cases examined, the Castello di Agliè, in Piedmont, has seen the number of visitors multiply ten fold from when it was used as the main setting for Elisa di Rivombrosa. In Sicily, the “stanza del questore” from the Commissario Montalbano series, which is really the Sicilian Mayoral Office (Ragusa Province), receives three thousand visitors per month. In 2002, Pieve in Perugia, the setting for the first TV series Carabinieri, experienced a 20% increase in tourists. The evidence highlights the view that teletourism is not merely an Italian phenomenon. In England, in the North Moors National Park in Yorkshire, set for the British TV programme Heartbeat, tourism numbers have gone from 200,000 to 1.5 million visitors

The snapshot of winter holidays formed by the recent research – comments Carlo Bassi - The EXPOCTS CEO – depicts an industry which displays many signs of vitality. Not only in numbers but also in trends. Phenomenon such as cinetourism and teletourism are prime examples as are sustainable tourism and open-air tourism. It is not only Italy which is showing signs of recovery, it is happening globally as well. With its heritage of almost thirty years of trade fairs devoted to tourism, Bit is the ideal





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monitoring body to anticipate new trends and supply operators with the tools to transform them into business opportunities.”

Bit 2007 – the International Tourism Exchange will take place in the fieramilano exhibition centre at Rho from Thursday 22 to Sunday February 2007.

For further information and to pre-register please go to www.bit.expocts.it

To vote and take part in the Bit Tourism Award go to www.award.expocts.it

EXPOCTS: born to organise fairs

EXPOCTS SpA is jointly owned by Fiera Milano (the majority shareholder) and by the local Unione del Commercio, Turismo e Servizi (the Union for Trade, Tourism and Services — Milan Province). The company boasts over 30 years of experience in the organization of international trade shows, which places EXPOCTS S.p.A in a privileged position both in Italy and in Europe. EXPOCTS S.p.A has always covered a variety of economic sectors and specializes in those of greater economic and cultural relevance, such as tourism, fashion, commerce, technology, art, food wellbeing and music

Adalberto Corsi is the EXPOCTS S.p.A President and Carlo Bassi is its CEO.

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