

Borsa Internazionale del Turismo
International Tourism Exchange

PRESS RELEASE 22-25 February 2007

The figures confirm Bit 2007 as the tourism capital

A total of 150,000 visitors for Bit. A new record: 108,000 trade visitors over the four days, up 4% on 2006 figures, thanks to the new dates.

Outstanding success also for pre-registration:
some 46,000 visitors used the service to date, including 15,600 travel agents.

Milan, 25 February 2007 – Over 150,000 visitors have flocked to the 27th edition of Bit – International Tourism Exchange – which ends today at the fieramilano exhibition centre in Rho. Of these, 108,000 have been trade visitors: a 4% average increase on 2006 figures over the four days, a figure that confirms the event's continued growth.

A success partly due to the pre-registration service offered by the www.bit.expocts.it site, which around lunch time today had recorded some 46,000 users, of which 15,600 have been travel agents.

"We are delighted with the increase in the number of professionals visiting Bit 2007 and the total number of visitors," says **Adalberto Corsi**, Chairman of EXPOCTS. *"The figures are all the more impressive in view of today's private traffic ban, which certainly did nothing to help boost visitors' numbers on this last day. I believe that for the future it will be necessary for institutions and the productive sector to coordinate in advance when initiatives to limit public mobility are planned."*

Over the two days reserved to trade visitors -- Thursday 22 and Friday 23 February -- the number of professional operators has grown by 15% compared to the figures recorded over the same days in 2006.

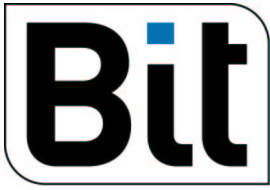
"The figures show that Bit's new formula, with the first two days reserved to the professionals and the weekend open to the travelling public, has been greatly appreciated by tourism operators," says **Carlo Bassi**, EXPOCTS's CEO. *"The 27th edition has shown, once more, that Bit is the landmark event for the tourism sector. The new shows, Travel&Motion and Boat Village, devoted to caravanning and the open air, and to yachting and sailing respectively, have also been a success, validating our 360° approach to the tourism sector."*

An all-round project that has confirmed Bit and its host city, Milan, as the tourism capital of Italy, attracting the attention of both government and other institutional bodies which this year have been represented at the exhibition by their most illustrious exponents.

EXPOCTS: born to organize exhibitions

EXPOCTS S.p.A., in which Fiera Milano holds a 51% controlling interest, with the remaining 49% being held by Milan Province's Unione del Commercio Turismo e Servizi (the employers' organisation for trade, tourism and service industries) has over 35 years' experience in the organisation of international trade fairs and events. Thanks to this expertise, it enjoys a pre-eminent role in Italy and in Europe. EXPOCTS's mission is to promote all sectors of the economy, and in particular those that play a more significant cultural and economic role: tourism, fashion, commerce, services, technology, art, the food industry, wellbeing and music.

Adalberto Corsi is Chairman of EXPOCTS S.p.A; Carlo Bassi is the company's CEO.



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