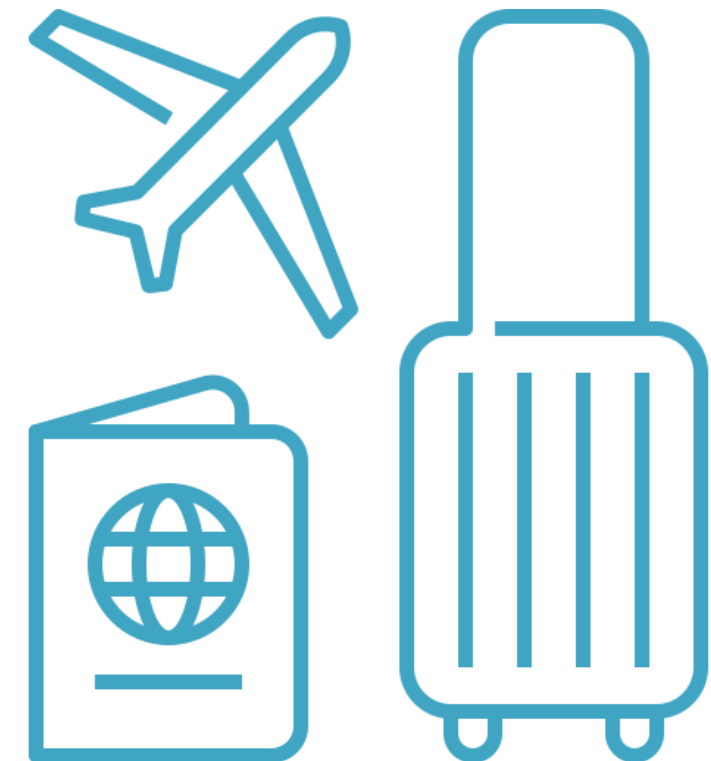


B-SMART TRAVEL

Do you want to make the difference?

Be trendy for 2025 in Sustainable
Tourism



B-SMART TRAVEL

Lead the innovation in sustainability

Who is it aimed at?



- Catalonia
- National and international destinations
- Institutions and companies in the sector



- Generalist companies and institutions positioned in the sustainable sphere



- Companies and institutions specialising in sustainability

THE PLACE TO B

32 YEARS BEING THE EVENT TOURIST OF REFERENCE IN THE SOUTH OF EUROPE

Catalonia is the epicenter of the motion tourist national, and continues leading a year further the ranking of CCAA further travelers of Spain. And of all the trips that they have his origin here, 20 % are destinations national and 28% international.

HUB OF CONNECTION INTERNATIONAL



Airport of Barcelona
Vueling, Iberia...

49.9M
of passengers

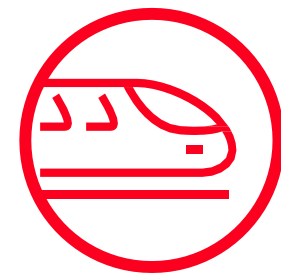
19.9%
further that in 2022



Port of Barcelona
MSC, Royal...

3.56M
of movements

52.9%
further that in 2022



Traffic railway
Iryo, Renfe...

201M
of trains/km

10.1%
further that in 2022

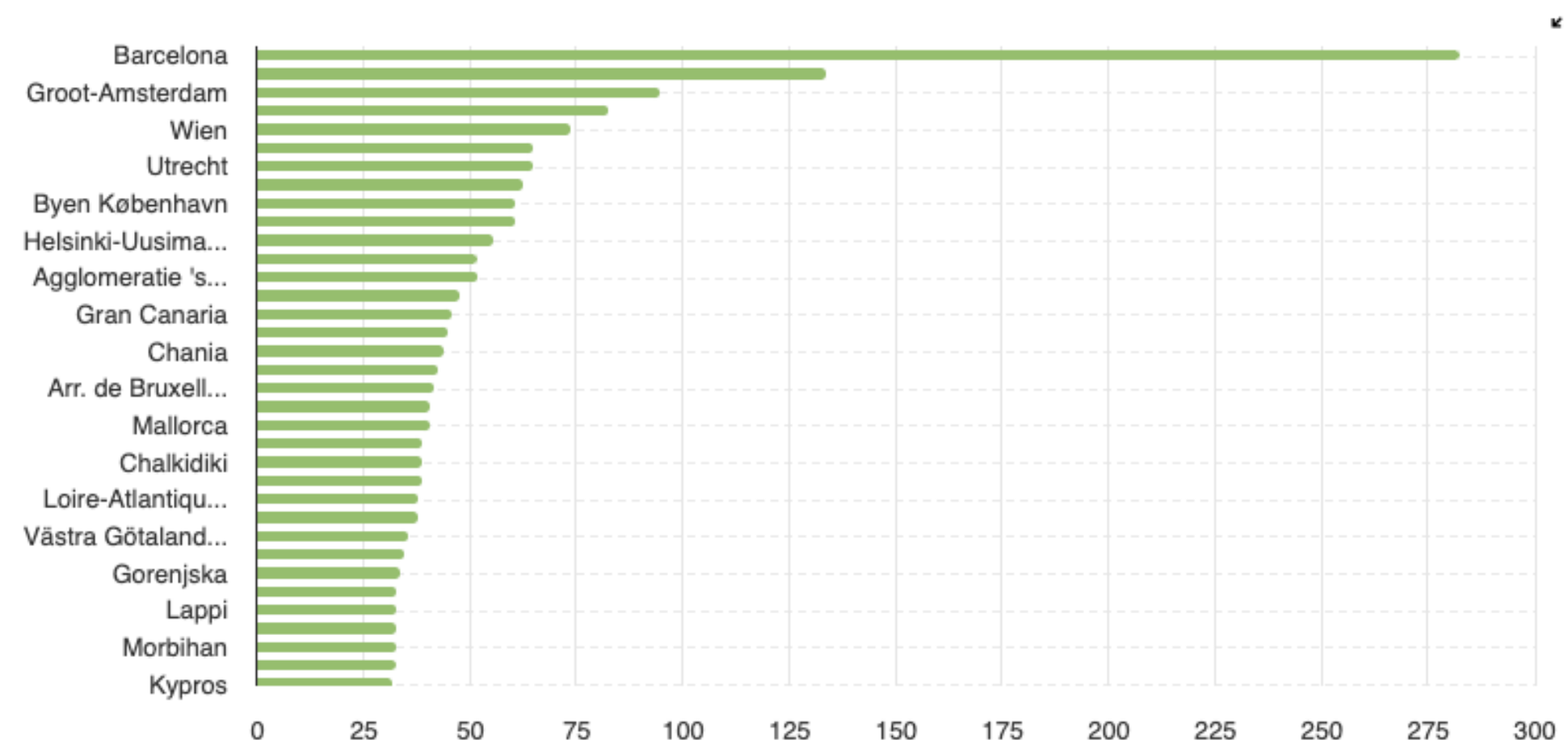


B-TRAVEL, A REFERENCE PLATFORM FOR THE LARGEST TRAVELER MARKET

Leading sustainability destinations thanks to Biosphere

The destinations that are committed to Biosphere are among the 10 best in Europe in terms of sustainability, according to indicators recognised by the European Union.

Places such as the province of Barcelona, Gran Canaria, Centro de Portugal and Alentejo stand out for their commitment to the **17 SDGs** and **169 United Nations** goals, promoting a system of continuous improvement that connects tourism development with responsible and sustainable practices.



BIOSPHERE®, A DIFFERENTIATED CERTIFICATION SYSTEM

1. It has a long experience, as a pioneering initiative, since it was created in 1997, through the **Responsible Tourism Institute**.
2. It is the only one that is structured according to the **17 SDGs** and **169 United Nations** goals, allowing the improvement of sustainable management to be monitored through the corresponding indicators, designed in collaboration with the United Nations agency UN-SDSN.
3. It has been recognised by Sheerbrooke University as the **world's most comprehensive sustainability certification system**.
4. Has standards for destinations and over 20 different business activities
5. Designed to work proactively on an individual plan for **continuous improvement of sustainability** in all its aspects
6. Allows you to work **100% online**
7. Allows two levels of relationship: committed and certified
8. Offers its services in **9 languages**
9. Recognised by the **Travalyst coalition**
10. It is recognised by **WTTC Basics** in the accommodation activity and by other sector associations, such as SHA.
11. It is part of the **Tourism Sustainability Certifications Alliance (TSCA)**, an association of the world's leading tourism sustainability certification bodies.
12. It has been chosen by VISA as a **methodological partner** for the **Barcelona Sustainable Gastronomy** project.
13. It is certified according to the criteria of the **Global Sustainable Tourism Council (GSTC)**.
14. Complies with **ISO-17065** criteria.
15. It is present in more than **70 countries** on five continents.

B2B



26,570 total views

- **+1,298** views professionals
- **5%** visitor professional

Participating sectors

- **40%** Travel agencies
- **15%** Official bodies
- **15%** Accommodation Offers



151M total media impacts

- **+35,000** followers on social media
- **+60,000** cumulative interactions
- **+ 200,000** visits on the website
- **+50,000** active users via email



PRESS

Fira de Barcelona plans to contract special pages in general information media to maximize reach, collaborating with these media:

OFFLINE

TVE, CATALUNYA RÀDIO, RAC1, LA VANGUARDIA, EL PERIÓDICO, ARA, EXPANSIÓN...

ONLINE

HOSTELTUR, GACETA DE TURISMO, EL NACIONAL, AMBIENTUM, CRONICA GLOBAL, VIA EMPRESA, TOT BARCELONA...

KPI's 2024

SPONSOR *DIGITAL GUIDE TO GETTING STARTED INTO SUSTAINABILITY FOR SMEs*

The *Digital Guide to Sustainability for SMEs* will serve as a resource practical and accessible for SMEs in the tourism sector begin his path toward practices further sustainable .

Contents of the Guide (PDF between 15-20 pages):

- Introduction to the beginning basics of sustainability .
- Practical steps to implement practices sustainable in operations daily .
- Success stories and testimonials from others SMEs that have adopted measures sustainable .
- As communicate about sustainability in a SME
- Useful resources and links for further study in each issue .

Access Exclusive :

The guide will be downloadable only for the B-Travel 2025 visitors , adding value to attendance .

Benefits Expected :

- **Empower SMEs** with knowledge and tools to improve his competitiveness .
- Promote alignment with the UN **Sustainable Development Goals (SDGs)**.
- Promote a culture business **responsible** and **committed** to the **environment and society**

PARTNER COMPENSATIONS
• Logo on the cover of the guide's PDF as a “sponsor”
• Full page advertisement inside the guide
• Featured content in 1 newsletter to B-Travel exhibitors with a “Call to action” to download the guide
• B-Travel's social media dissemination
• Inclusion of sponsor success story in the guide
• Mention in the press release for the dissemination of the fair

10.000 €

Deadline: January 23 , 2025


SPONSOR OF SUSTAINABILITY CONFERENCES

Within the framework of B-Travel, a presentation and a discussion panel will be organised in which **success stories**, both business and destination-related, related to development and sustainable management in all its dimensions, can be presented, inviting relevant figures from the sector.

The presentation and discussion panel would have an **interactive format** with the audience, so that the opinion of the attendees on the topics discussed during the presentation could be known in real time.

PRESENTATION SCHEDULE

 MARCH 28

 10:00 - 13:00h

 PRESS ROOM - P8

PARTNER COMPENSATIONS

- Logo on B-Travel website as sponsor of the conference
- Visibility in the event space intended for the celebration of these days
- Featured content in 1 newsletter to B-Travel trade visitors mentioning all the event's activities
- B-Travel's social media dissemination
- **The sponsor will have a slot within the sustainability days to present its case**
- Mention in the press release for the exhibition

12.000 €

Deadline: January 23 , 2025

B2C



26,570 total views

- **86.8%** interest in destinations international
- **78.6%** decide their vacation in his visit
- **80.6%** very satisfied with their visit
- **82.9%** Barcelona public
- **5%** visitor professional



151M total media impacts

- **+35,000** followers on social media
- **+60,000** cumulative interactions
- **+ 200,000** visits on the website
- **+50,000** active users via email

KPI's 2024



PRESS

Fira de Barcelona plans to hire special pages in general information media to maximize reach, collaborating with these media close to the event date:

OFFLINE

LA VANGUARDIA (360k), EL PERIÓDICO(161k)
ARA (85k), EXPANSIÓN (113k)*...

ON-LINE

EL NACIONAL (51.7k), CRONICA GLOBAL(140k)
VIA EMPRESA (257k), TOT BARCELONA (277k)...

*Daily readers/visitors

SPONSOR MANIFESTO OF THE RESPONSIBLE TRAVELER

The *Traveler 's Manifesto Responsible* is a document that has as aim to raise awareness and educate both travelers as to companies on the importance of conscious and sustainable tourism .

Topics to be covered :

- Incorporation of the latest trends and practices in **sustainable tourism** .
- Approach in responsibility **shared** between travelers and companies .
- Inclusion of tips practical to minimize he impact environmental and cultural during the trips .

1. Respect Local Culture and Traditions
2. Support the Local Economy
3. Protect
4. Promotes Sustainable
5. Be Aware of Social Impact
6. Value he Cultural and Natural Heritage
7. Promote Equality and Inclusion
8. Share your Experiences of Way Responsible
9. Educate and Learn
10. Commit to a Future Sustainable

Distribution and Scope :

The manifesto will be available in digital format for the B-Travel visitors and will be promoted his dissemination through social networks and platforms associated with Biosphere. The format will be in PDF between 5 and 10 pages .

PARTNER COMPENSATIONS
<ul style="list-style-type: none"> • Logo on the cover of the manifesto pdf as “sponsor”
<ul style="list-style-type: none"> • Full page advertisement inside the manifesto
<ul style="list-style-type: none"> • Featured on https://lovers.b-travel.com/ for users to download the manifesto
<ul style="list-style-type: none"> • Featured content in 3 B-Travel Visitors, Blog and B-Travel Lovers newsletters with a “Call to action” to download the manifesto
<ul style="list-style-type: none"> • B-Travel's social media dissemination
<ul style="list-style-type: none"> • Info page about “manifesto” in the passport with QR to download with sponsor logo
<ul style="list-style-type: none"> • Advertising page in the Passport
<ul style="list-style-type: none"> • Mention in the press release for the dissemination of the fair

5.000 €

Sponsors deadline: 8 February 2025

Manifesto of the responsible traveler deadline: 15 February 2025

SPONSOR REQUIREMENTS

SME GUIDE, CONFERENCES, RESPONSIBLE TRAVELER MANIFESTO

Are you Biosphere Certified? If not, we will We invite you to subscribe in <https://www.biospheresustainable.com/en/user/create> . What is it for? waiting to complete he certification process with which we can include you in the Guide? The subscription price is €359/ year that you can pay through your own Biosphere platform , with

With a 100% online platform , guided step by step so you can create and work you own sustainability plan , you will be able to assign you and evidence activities sustainable classified by United Nations Sustainable Development Goal (SDG) . What you achieve to evidence , will be evaluated in an audit process external and 100% online. If you demonstrate carry out activities sustainable in each and every one of the SDGs in a coverage minimum enough , overcoming he audit process you will be able to recognize you as Biosphere Certified!

You must have in account that the process tea will take , as minimum , two months, being 20 working days of this time , the period reserved for the certification audit process . It is a process in the one you should work in a way autonomous through the 100 % online platform , so it 's up to you achieve the times!

* According to the terms and conditions of use of the Biosphere Certification Services Available [on our website](#), you subscription has to to adopt the typologies suitable in he Biosphere system , respecting he business unit profile registration individual , and not subscribing profiles corporate as chains or groups business.