

[www.b-travel.com](http://www.b-travel.com)



Fira Barcelona

**B TRAVEL**

TOURISM SHOW

28 - 30 MARCH 2025  
MONTJUÏC VENUE

WHERE YOUR  
JOURNEY  
**BEGINS**

# THE PLACE TO B

## 32 YEARS AS THE LEADING TOURISM EVENT IN SOUTHERN EUROPE

Catalonia is the epicentre of the national tourist movement, and once again this year continues to lead the ranking of the most travelled Autonomous Communities in Spain. And of all the trips that originate here, **20% are domestic destinations and 28% are international**

### INTERNATIONAL CONNECTION HUB



**Barcelona Airport**  
Vueling, Iberia...

**49,9M**  
passengers

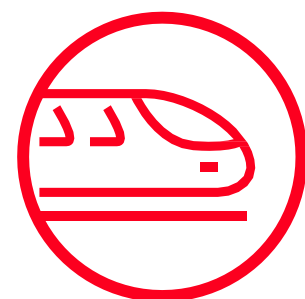
**19,9%**  
more than in 2022



**Barcelona Port**  
MSC, Royal...

**3,56M**  
Of movements

**52,9%**  
more than in 2022



**Rail traffic**  
Iryo, Renfe...

**201M**  
trains/km

**10,1%**  
more than in 2022



# B-TRAVEL 2024 IN NUMBERS

**26,5k**  
Visits  
(+6% vs 2022)

**129**  
Direct  
exhibitors

**650**  
Indirect  
exhibitors

**7.150** m<sup>2</sup>  
Exhibition



Presence of  
international  
countries

**45**  
Specialised  
travel agencies



# VISIBILITY

## BE THE CENTRE OF ATTENTION

**B-TRAVEL** took to the streets and the networks and gained enormous visibility thanks to a powerful promotional campaign. This year, we are once again in the media and on everyone's lips.

### SOCIAL NETWORK

**867.201**

Impressions

**17.728**

Interactions



### WEB

**58.921**

Users

**64.728**

Interaction sessions



### MEDIA IMPACT

**+30.000**

B-Travelers community

**31,24%**

Open rate

**151.135.052**

Media impacts



# VALUE PROPOSAL

THE LEADING TRADE FAIR EVENT FOR TRAVELLERS AND PROFESSIONALS IN THE SECTOR



## Digital

The show is 3 days in person with an active digital platform throughout the year, to impact the traveller in the moment and with content customised to their needs.



## Global

We work transversally with all tourism sectors: visitors discover the main national and international destinations, travel agencies, transport companies, eno-gastronomy, camping and cruises.



## Innovative

We offer new online solutions to give more visibility to partners and keep us at the top of the traveller's mind.



## Pioneering

We propose unique actions of experiential tourism serving as maximum inspiration.



## Experiential event

A 3-day show full of activities and with a wide range of exhibits to cover all visitors' needs.

# ALWAYS ON

## B-TRAVEL DOESN'T STOP AT THE END OF THE SHOW

During the rest of the year, B-TRAVEL continues to be present and active with the generation of relevant content for both exhibitors and visitors.



### B-Travel Blog

Online space where you can find information about destinations, accommodation, restaurants and tourist activities to plan your next trip.

**12 newsletters/year**



### B-Travel Lovers

A unique opportunity for you to continue promoting your destinations throughout the year.

**4 newsletters/year**



**Mochila al hombro: Descubre el mundo con B-Travel Blog**



Vatnajökull (Islandia), una excursión al glaciar más grande de Europa



Besalú, el pueblo medieval que merece una escapada en verano

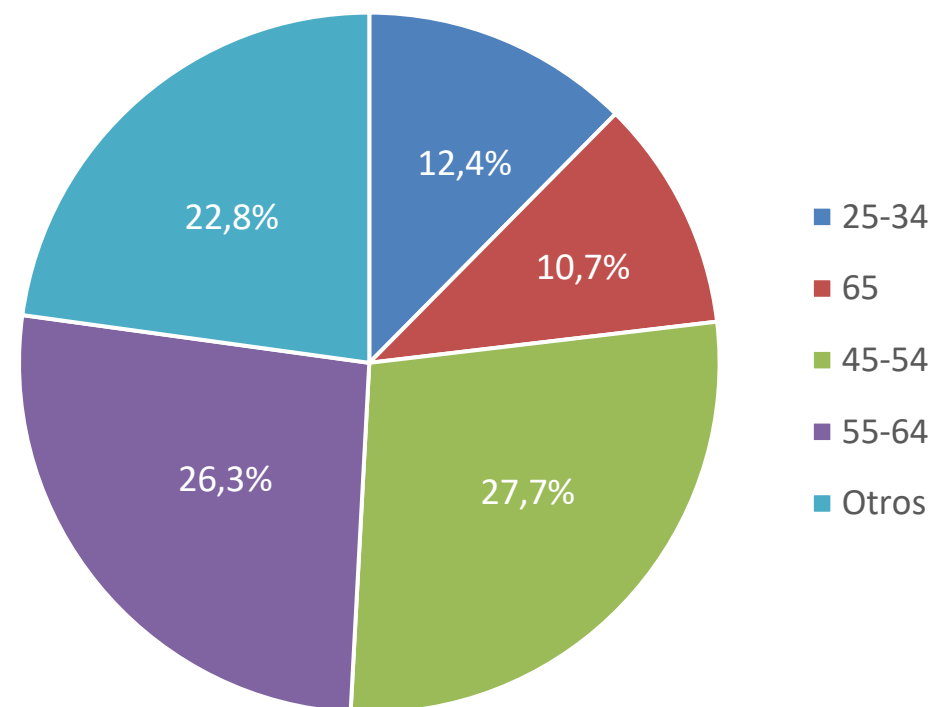


Arroces y paisajes secretos en el Delta del Ebro

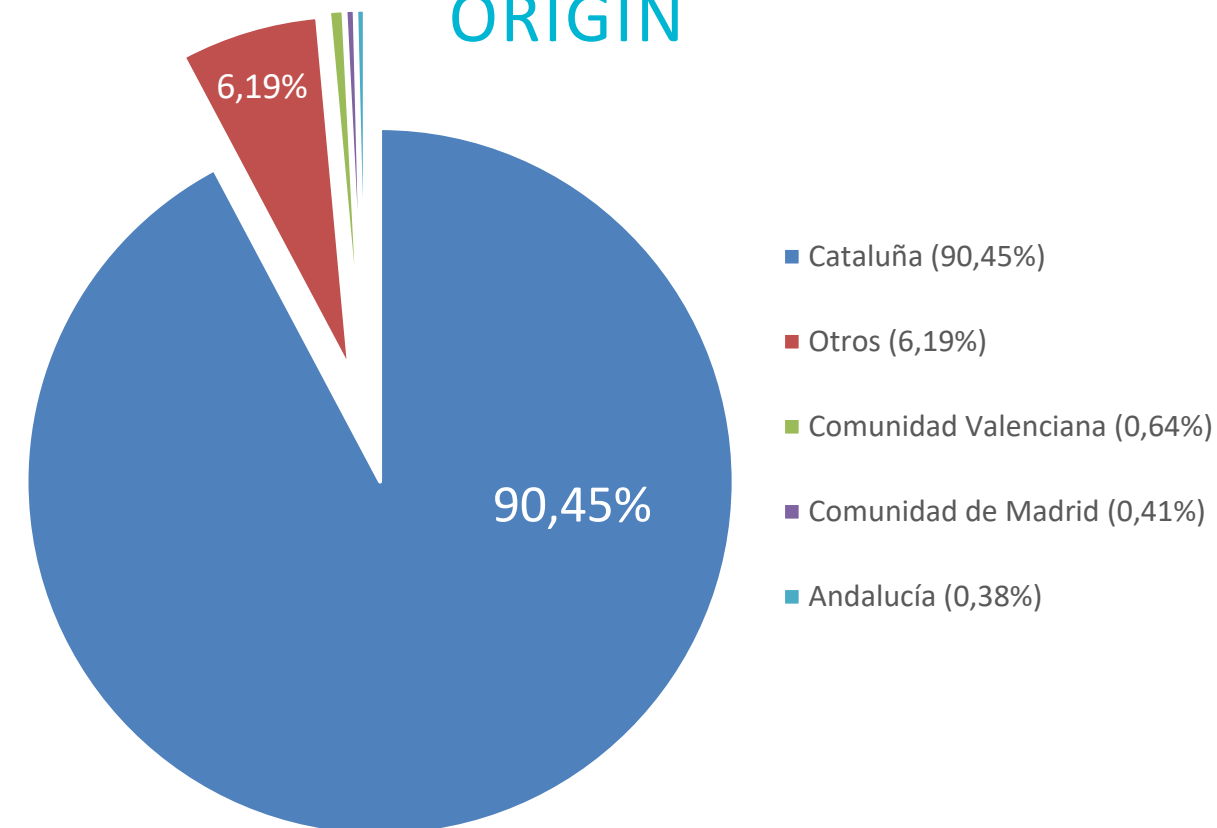
# DON'T MISS THE TOURIST EVENT OF THE YEAR

HOW ARE OUR VISITORS? (on-site / online)

AGE



ORIGIN



**80,6%**  
Very satisfied  
visitors



**78,6%**  
Decide your  
holidays on B-Travel



**91,7%**  
Will repeat  
visit



# WHICH SECTORS ARE PART OF B-TRAVEL?

- ▶ Official organisations Catalonia
- ▶ Spanish Tourism Boards
- ▶ International Tourism Boards
- ▶ Travel agencies and wholesalers
- ▶ Camping & Caravaning
- ▶ Transport companies
- ▶ Travel complements
- ▶ Cruises
- ▶ Enotourism
- ▶ Training and touristic services
- ▶ Gastronomy
- ▶ Nautica
- ▶ Accommodation offers
- ▶ Press
- ▶ Technology / Apps
- ▶ LGTBIQ+ tourism
- ▶ Active tourism
- ▶ Cultural tourism
- ▶ Sports tourism
- ▶ Industrial tourism
- ▶ On-line tourism
- ▶ Sustainable tourism





# THE OPINION OF EXHIBITORS AND ATTENDING BRANDS:

YOUR SATISFACTION IS OUR GREATEST PRIDE

'It is the leading trade fair dedicated to the end consumer. The event par excellence of tourism in our country.'

**Narcís Ferrer**

Director Agència Catalana de Turisme.

“

People are still betting on the traditional, who better than us to tell the end customer directly about everything that can be done in Cuba.

**Niurka Pérez**

Cuban Tourism Counsellor for Spain and Portugal

”

'We are very happy with the audience, many of them have already bought the trip and want additional information. Nothing can replace the face-to-face meeting of people at a trade fair.'

**Juan Hiemenz**

Head of Events and Trade Fairs Canary Islands Tourism.

“

We come to this show to inform customers about the cruises we have in Europe. Catalan tourists are very knowledgeable about cruises.

**Rafael Colón**

Regional Sales Manager Royal Caribbean INTL.

”

# NON-STOP UPDATING YOUR NETWORKING WITH THIS DIFFERENTIAL PROFESSIONAL AGENDA

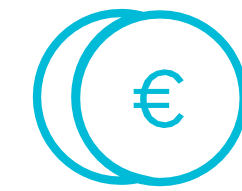
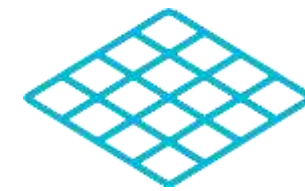
We are the show with the largest representation of professionals in the sector with the highest GDP in the world.

- ▶ **We boost your distribution** with the leading travel agency association ACAVe: news, trends, opportunities at the **ACAVe Travel Market**, with travel agencies, destinations, airlines, transport and cruise companies.
- ▶ **B-Industrial:** to discover your next destination through its old industrial heritage.
- ▶ **Training, job search and job offer space:** recruitment and networking activities organised by Barcelona Activa.
- ▶ **VIP Buyers:** Meeting Point that favours the meeting between the different actors of the sector to facilitate B2B or B2C meetings (exhibitors, buyers, speakers...).
- ▶ **Press Trips:** to increase the media impact of your destination/company.
- ▶ **Innovation & Tech & Sustainability:** workshops and AI technology trends applied to improve your business/KPI.



**1.298 accredited professionals** at B-TRAVEL profesional conferences

# A VERY PROFITABLE SPACE



## SPACE

## INVESTMENT

### PACKS

Only Space	154 €/m <sup>2</sup> - From 8 m <sup>2</sup>
Pack Modular	1.895 € - 8 m <sup>2</sup>
Pack Premium 20	5.824 € - 20 m <sup>2</sup>
Pack Premium 50	19.100 € - 50 m <sup>2</sup>
Pack Premium 72	24.323 € - 72 m <sup>2</sup>

### SPONSORING

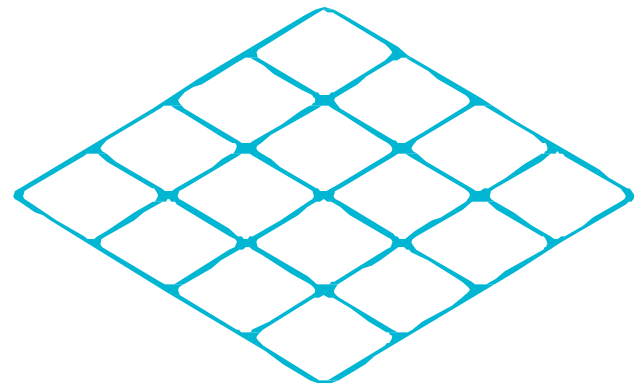
### RETURN

Platinum	35.000 €	115.000 €* <sup>*</sup>
Silver	10.000 €	23.000 €* <sup>*</sup>
Cycling	10.000 €	17.000 €** <sup>**</sup>
Hiking	10.000 €	17.000 €** <sup>**</sup>
Culture	10.000 €	17.000 €** <sup>**</sup>
B-Delicious	10.000 €	23.000 €* <sup>*</sup>
Passport (full page)	500 €	2.400 €* <sup>**</sup>
Passport (half page)	250 €	2.400 €* <sup>**</sup>
Experience Area	3.000 €	7.000 €* <sup>*</sup>
Meeting Point B2B	15.000 €	23.000 €* <sup>**</sup>

\*Source: Relevance

\*\*Indicative Market value

# PARTICIPATE AS AN EXHIBITOR



## ONLY SPACE

For those exhibitors who bring their own stand.

**154 €/m<sup>2</sup> - from 8 m<sup>2</sup>**

Registration fee 497 € + 10% VAT not included

## MODULAR PACK

**Deadline: 6 march**

Services included: space, furniture, lighting, electricity and wifi.

**1.895 € - 8 m<sup>2</sup>**

Registration fee 497 € + 10% VAT not included

## PACK PREMIUM 20

**Deadline: 6 march**

Services included: space, furniture, lighting, electricity and wifi.

**5.824 € - 20 m<sup>2</sup>**

Registration fee 497 € + 10% VAT not included

## PACK PREMIUM 50

**Deadline: 6 march**

Services included: space, furniture, lighting, electricity and wifi.

**19.100 € - 50 m<sup>2</sup>**

Registration fee 497 € + 10% VAT not included

## PACK PREMIUM 72

**Deadline: 6 march**

Services included: space, furniture, lighting, electricity and wifi.

**24.323 € - 72 m<sup>2</sup>**

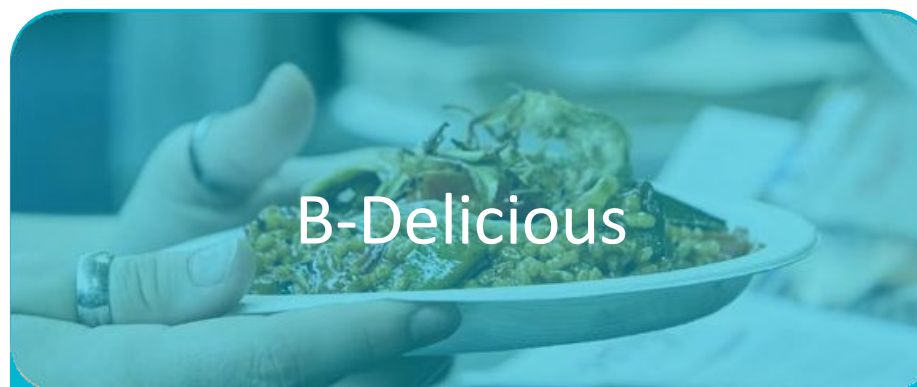
Registration fee 497 € + 10% VAT not included

# ACTIVITIES B-TRAVEL



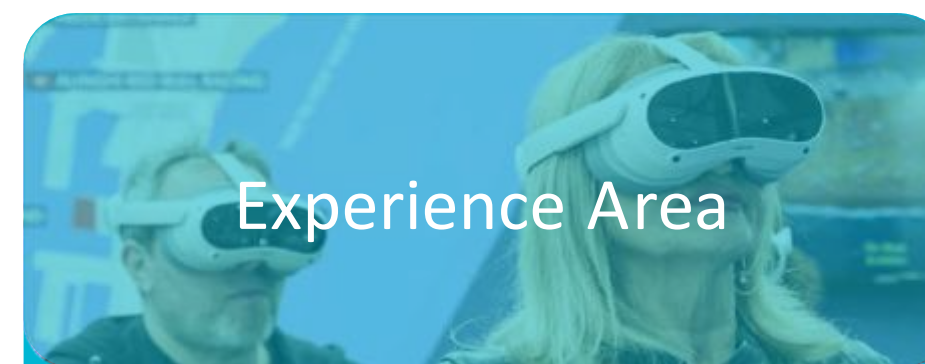
## B-Travel Passport

The show guide with information such as a map of the exhibition areas, details of all the activities and exhibitor information.



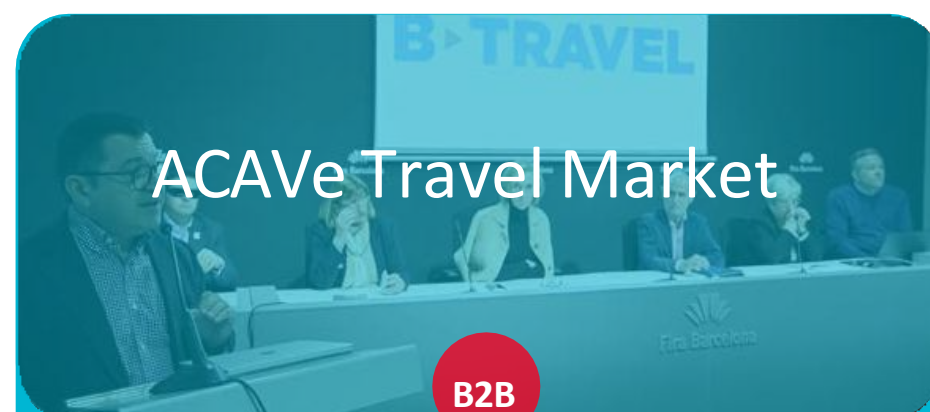
## B-Delicious

Where you can discover the country's gastronomy, taste and talk to the protagonists of the cuisine, and follow wine routes.



## Experience Area

Stage located in the centre of the pavilion where different performances will take place with the aim of promoting the tourist destinations participating in the show.



## ACAVe Travel Market

B2B and Professional Meetings with more than 1,200 participants.



## Meeting Point B2B

VIP Buyers programme with face-to-face meetings throughout the year and an area at the show to encourage sector meetings and B2B meetings.



## Space for hiking, cycling and culture

A space designed to encourage visitor participation with a treadmill, a bicycle and a cultural quiz, thus generating a greater impact of the brand participating in the activity.



# CHOOSE THE MODE OF PARTICIPATION THAT BEST SUITS YOUR COMPANY

## **PLATINUM - 35.000 €**

**RETURN: 115.000 €**

Offline campaign (appearance of logo):

- Buses metropolitan área
- Plaza España Turret
- Plaza España Canvas
- Accreditations for all kinds of access (visitor, exhibitor, professional, VIP...)
- Daily press campaign advertisements
- Paper invitations: distribution among exhibitors and events in the city.

Online campaign (appearance of logo):

- Web: B-Travel home
- Footer of mailings sent to B-Travel's BBDD

Extra advertising campaign in lounge (logo appearance):

- Logo on Passport (distributed among the visitors) and world map in the hall (hall entrance).
- Experience Area branding on crown of this area
- Logo on canvas inside the pavilion
- Logo on hall map with exhibitors' location

## **SILVER - 10.000 €**

**RETURN: 23.000 €**

- Logo in home and highlighted sections of the B-Travel website.
- Logo on B-Travel communication channels (web, RRSS, mailings)
- 50 free invitations
- Logo on Passport
- Logo on the façade of the Plaza España venue

\*Check conditions with your sales representative

# INCREASE YOUR VISIBILITY IN THE SALON

## B-DELICIOUS - 10.000 €

+5.000 tastings

The ultimate B-Travel Fest dining experience, where every bite is an exquisite journey to the corners of the world.

- ▶ Logo on home page and other important sections of the B-Travel website
- ▶ Logo on other channels

B-Travel communication channels



## B-TRAVEL PASSPORT - 500 € (FULL PAGE)

- 250 € (HALF PAGE)

+1.100 leads

Gymkana that gives visibility to partner brands with digital leads from participating visitors

- ▶ Logo on the home and Passport page of the B-Travel website
- ▶ Logo on Passport + leads of the participants



\* Check conditions with your sales representative

# INCREASE YOUR VISIBILITY IN THE EVENT

**CYCLING - 10.000 € / HIKING 10.000 € / CULTURE - 10.000 €**

**3 JOINT AREAS – 30.000 €**

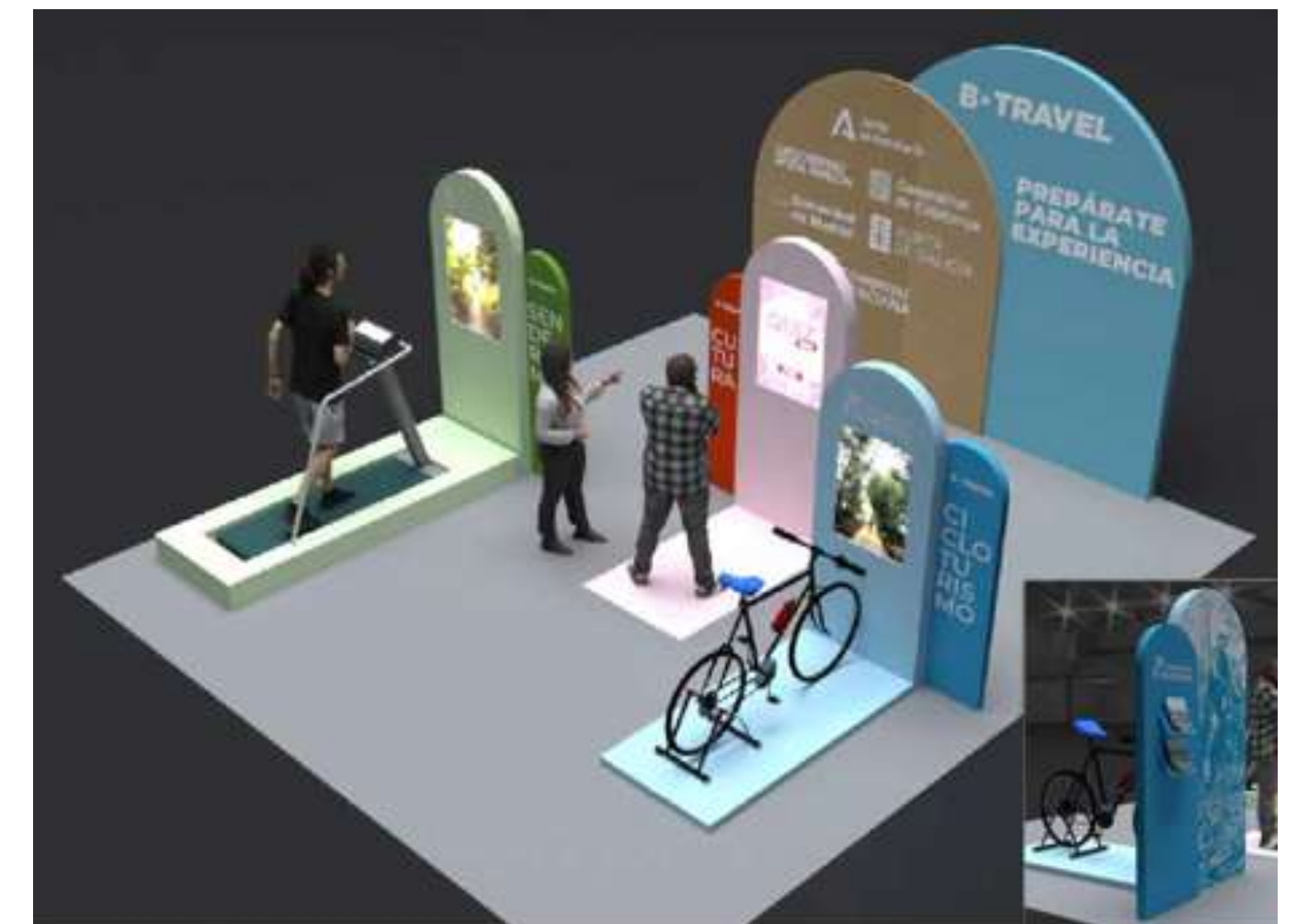
A space where you can enjoy cycling, hiking and culture with **3 different mini-areas** (treadmill, bicycle and quiz screen).

## VISIBILITY:

STATICS: Brandable pods and panels

DYNAMIC: info screens adaptable both in branding and content (green routes, interactive games, lead capture...)

- ▶ Logo on B-Travel home
- ▶ Logo on B-Travel communication channels (web, RRSS, mailings...)



\* Check conditions with your sales representative

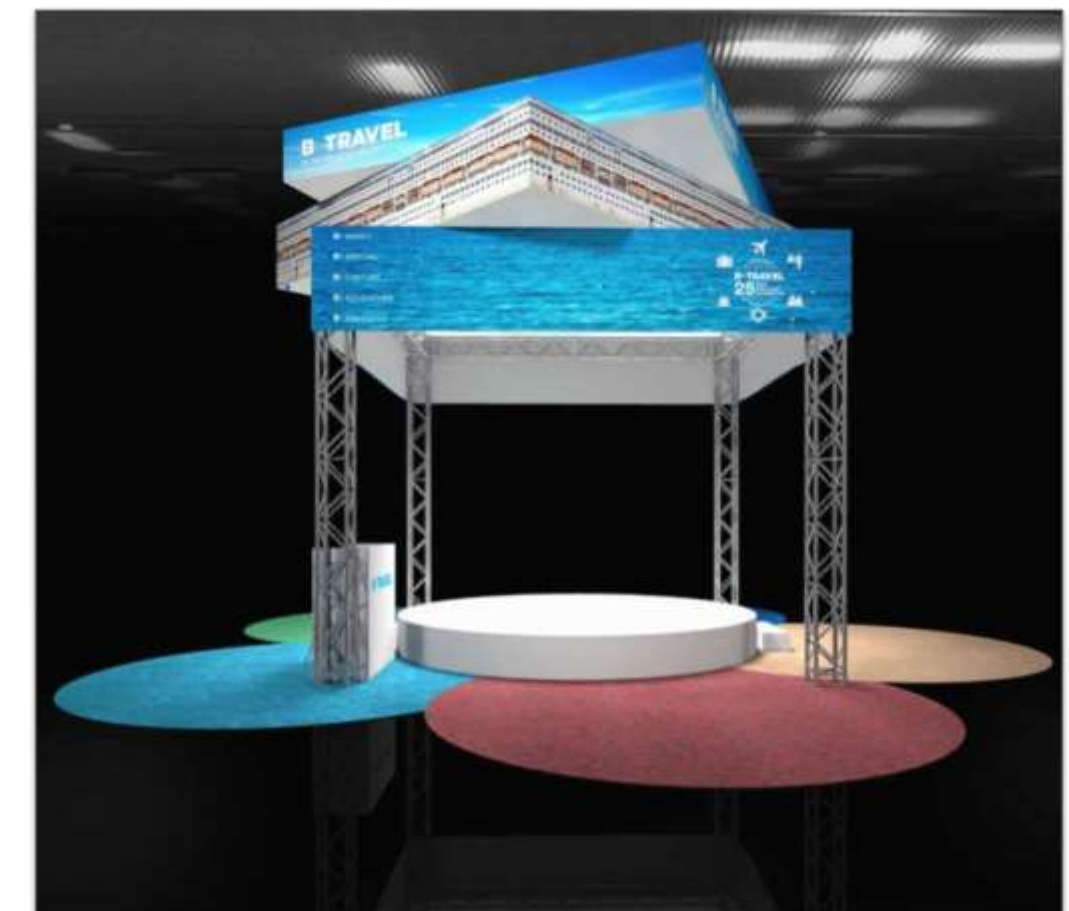


# INCREASE YOUR VISIBILITY IN THE SALON

## EXPERIENCE AREA – 3.000 €

Central stage with a variety of performances that help to promote the destinations presented at the show (dances, performances, theatrical (dances, performances, theatrical performances, etc...)).

- ▶ Logo on home and Experience Area page of the B-Travel website.
- ▶ Experience Area branding on the crowns of this area - 2nd crown (space divided between all sponsors)



\* Check conditions with your sales representative

# INCREASE YOUR VISIBILITY IN THE SALON

## MEETING POINT B2B – 15.000 €

Meeting Point that favours the meeting between the different actors of the sector to facilitate B2B or B2C meetings (exhibitors, buyers, speakers, etc...).

The space will consist of a counter for Assistance and coordination of meetings.

- 2 sponsoring options:

- ▶ Sponsor of the area/space
- ▶ Include exhibition/startup counters for one-off presence

\* Check conditions with your sales representative



# OUR TRAVELLING PARTNERS 2024

## Platinum Partners



## Event Partners



## Media Partner



## Partner Kit Digital



## Global Partners



# CONTACT WITH US

AND BE PART OF THE COMPANIES  
THAT WILL LEAD TOURISM IN 2025

## **Sandra Hontiyuelo**

Internacional destinations & Travel agencies  
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