

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

Catalona 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

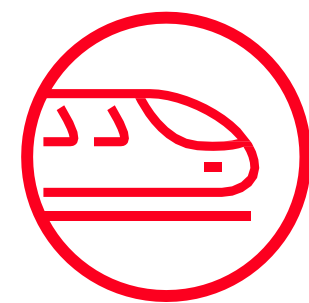
19,9%
more than in 2022



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 m²
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
19/07/2024



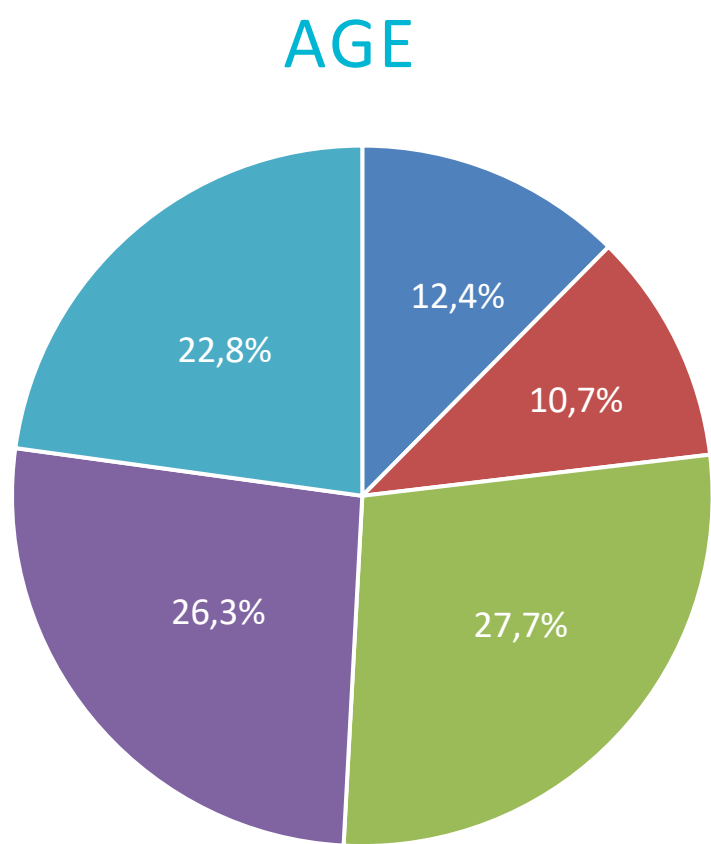
Besalú, el pueblo medieval que merece una escapada en verano
19/07/2024



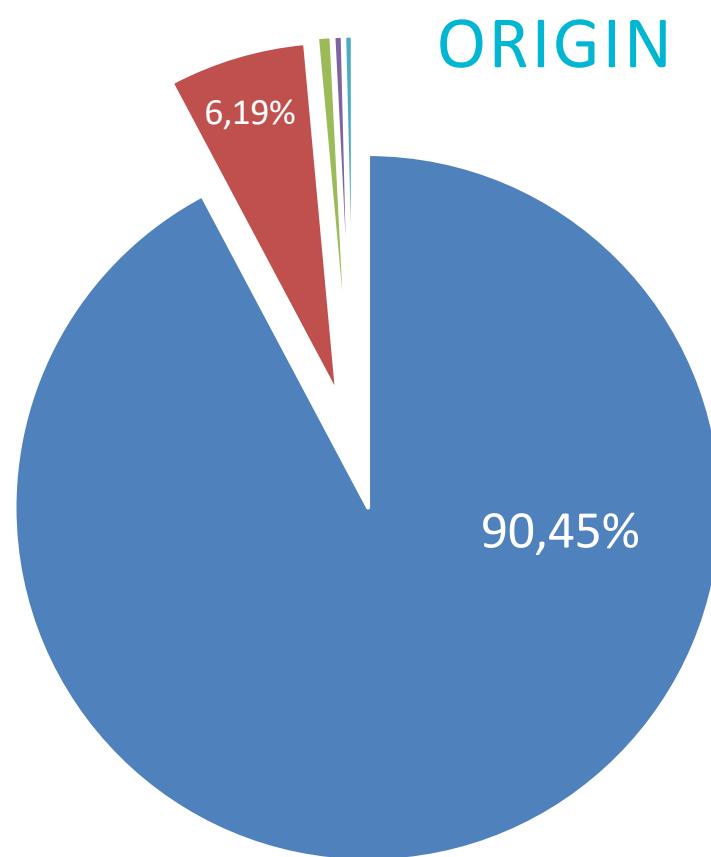
Arroces y paisajes secretos en el Delta del Ebro
18/08/2024

DON'T MISS THE TOURIST EVENT OF THE YEAR

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



- 25-34
- 65
- 45-54
- 55-64
- Otros



- Cataluña (90,45%)
- Otros (6,19%)
- Comunidad Valenciana (0,64%)
- Comunidad de Madrid (0,41%)
- Andalucía (0,38%)



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.



A VERY PROFITABLE SPACE



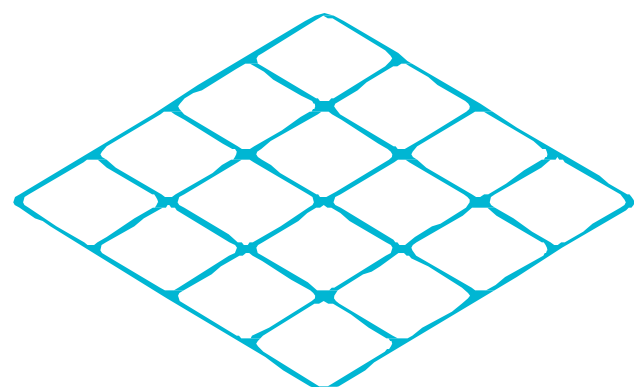
			
SPACE		INVESTMENT	

PACKS	
Only Space	154 €/m² - From 8 m²
Pack Modular	1.895 € - 8 m²
Pack Premium 20	5.824 € - 20 m²
Pack Premium 50	19.100 € - 50 m²
Pack Premium 72	24.323 € - 72 m²

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

*Source: Relevance **Indicative Market value

PARTICIPATE AS AN EXHIBITOR



ONLY SPACE

For those exhibitors who bring their own stand.

154 €/m² - from 8 m²

Registration fee 497 € + 10% VAT not included



MODULAR PACK

Deadline: 6 march

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

1.895 € - 8 m²

Registration fee 497 € + 10% VAT not included



PACK PREMIUM 20

Deadline: 6 march

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

5.824 € - 20 m²

Registration fee 497 € + 10% VAT not included



PACK PREMIUM 50

Deadline: 6 march

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

19.100 € - 50 m²

Registration fee 497 € + 10% VAT not included



PACK PREMIUM 72

Deadline: 6 march

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

24.323 € - 72 m²

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

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

Meeting Point B2B

NEW

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

NEW

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 Canvas
- Accreditations for all kinds of access (visitor, exhibitor, professional, VIP...)
- Daily press campaign advertisements
- Paper invitations: distribution among exhibitors.

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).

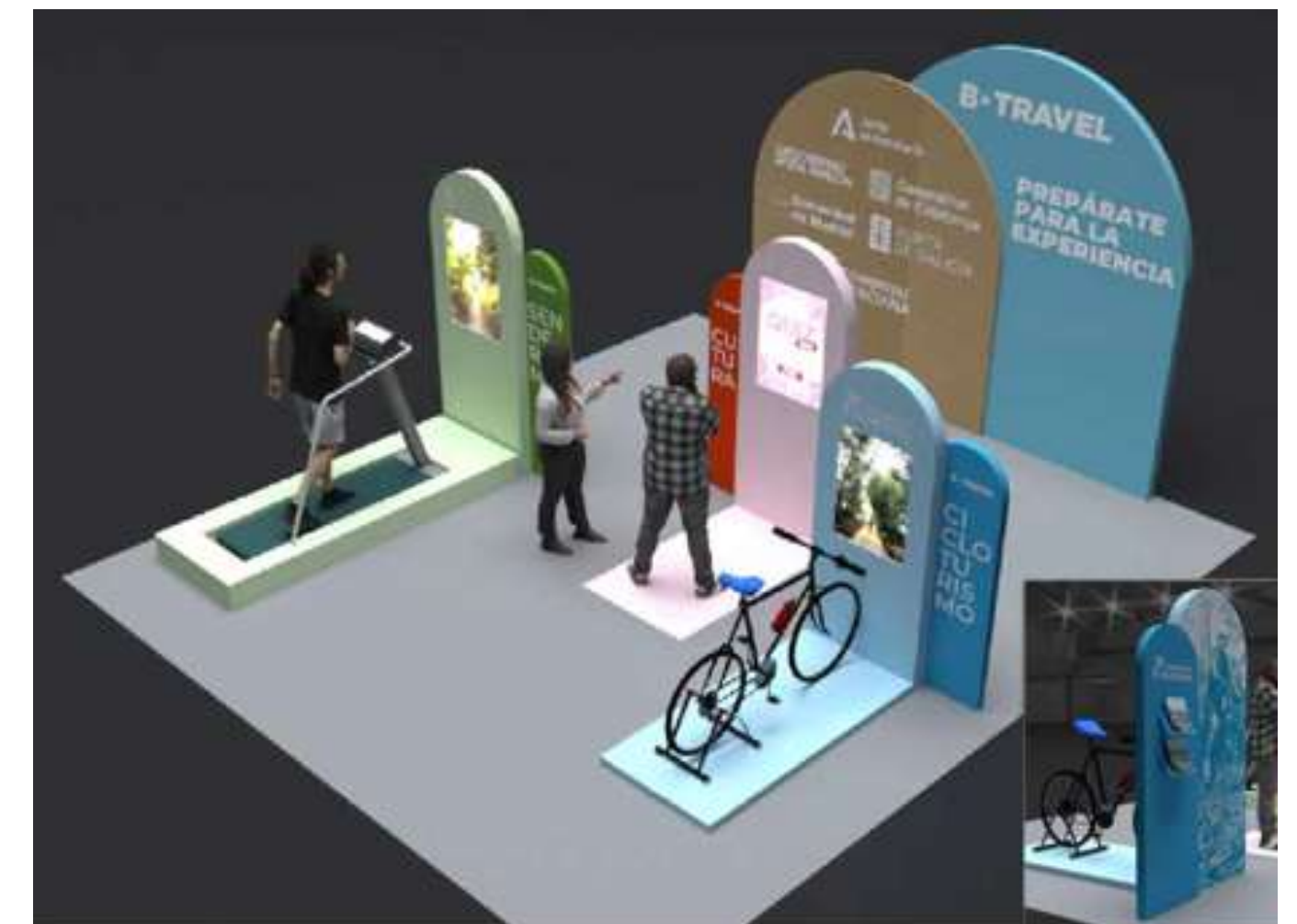
VISIBILITY:

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...)
- ▶ During the days of the event, the sponsor will be able to activate actions to request the contact information of the participants in the activity.

* Check conditions with your sales representative

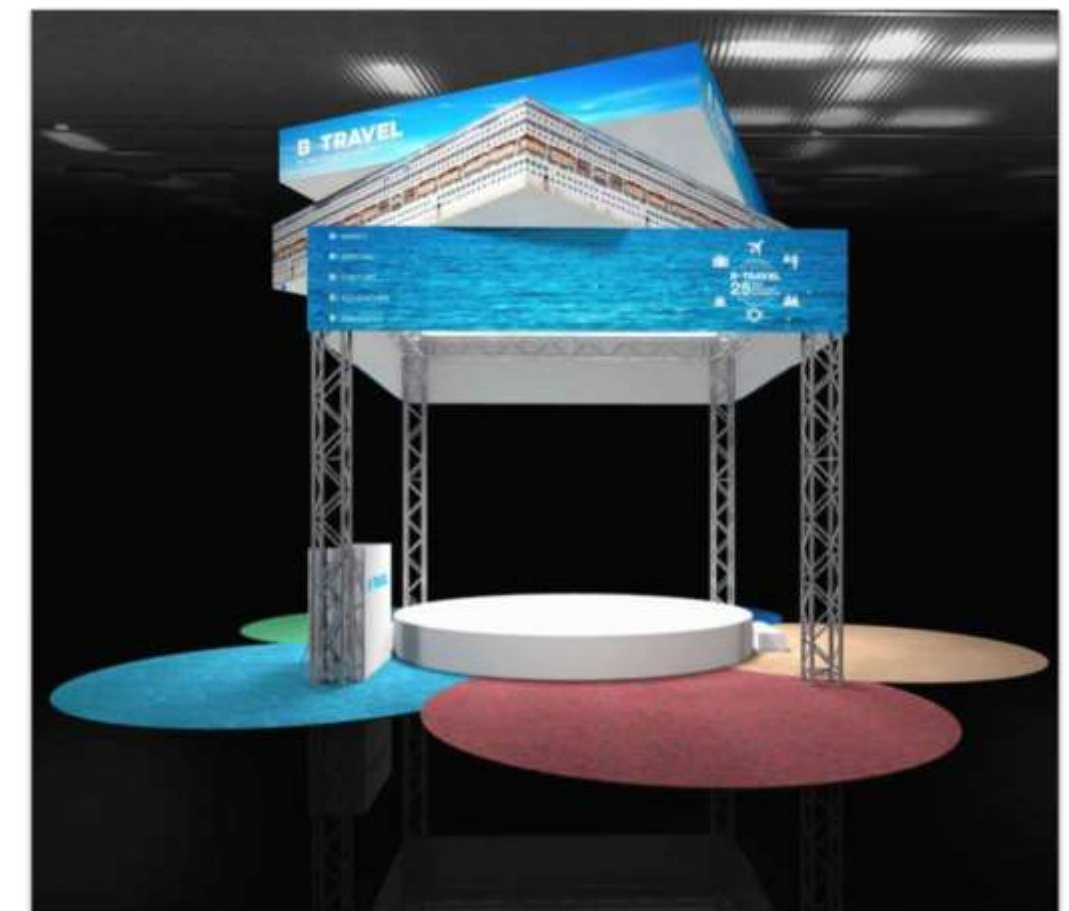


INCREASE YOUR VISIBILITY IN THE SALON

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

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