

B ▶ TRAVEL

TOURISM SHOW

20 – 22 MARCH 2026

MONTJUÏC VENUE



Fira Barcelona

TRABE

If you want to travel,
travel Beautifully.



TRABEL IS TRAVELLING BEAUTIFULLY

Tourism is evolving. B-Travel is evolving too. In 2026, we're embarking on a new, more open, experiential, and traveler-focused phase. A phase where B-Travel will be the trade fair that champions emotion, sustainability, and collaboration among all stakeholders in the sector.

This year, we're changing "travel" to "trabel." Yes, "trabel." With a "b," not as a mistake, but as a deliberate choice. Because at B-Travel, we want to redefine what it means to travel well, both for the industry and for travelers, promote responsible tourism, and inspire visitors.

We want to build B-Travel with you: agencies, companies, institutions and professionals who make it possible for "trabel" to be a transformative experience.



THE B2C EVENT IN SOUTHERN EUROPE

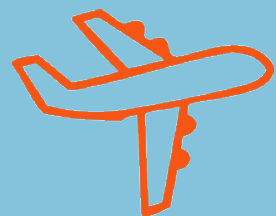
Catalonia leads in outbound tourism

Catalonia is the origin of 17% of domestic and international trips taken from Spain, and the second-ranked autonomous community nationally.

Regarding trips originating in Catalonia and destined for abroad, the autonomous community has once again consolidated its position as a strategic hub for global connectivity and remains the most important source of tourists at the national level.

Furthermore, the average daily spending of Catalan travelers is 12% higher than that of other Spaniards, indicating a market with greater purchasing power and a higher appreciation for quality.

Source: INE/Institut d'Estadística de Catalunya



Barcelona Airport

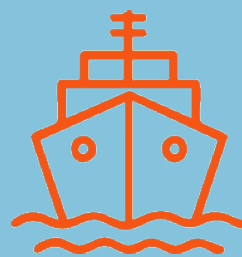
55 M

passengers in 2024

10,3 %

more than 2023

Fuente: AENA



562 M

contribute to the Catalan GDP

Source: Port de
Barcelona



+530 M

passenger/national

+1,8 %

Madrid-Barcelona

Source: Adif

Growth of tourism in Catalonia:

Trips by Catalans
(residents):

+9,5%

Year-on-year change

National trips
to Catalonia :

+8%

Year-on-year change



The Catalan traveler:

most common age

25-44 years

Second most common age

45-64 years

Average duration
of your trip

3-5 nights

National

+7 nights

International

Education:

Higher education,
primarily

In the midst of change

By 2026, we want to adapt to travelers' expectations. We will focus on more personalized experiences and on travelers who become loyal to brands that share their values.

WHAT CAN YOU FIND IN B-TRAVEL?

Dates: 20-22th March 2026
Location: Hall 8 – Montjuïc Venue

SPACES:

Exhibition Area

Main area of the hall. It is divided by continents and by themes (wine and gastronomic tourism, rural tourism, industrial tourism, sports/adventure tourism, leisure/cultural tourism, etc)

The square

B-Travel's main stage.
This is where travel is showcased through experiences, workshops, talks, musical performances, activities, and more.

The community

A space designed to connect with the community and facilitate B2B and B2C meetings. An open space for collaboration where brands, professionals, and the public share experiences and opportunities.

Gastronomic Area

A space to experience travel through gastronomy and wine tourism.
The ideal place to share and discover the products of each region..



AN EVENT WITH GOOD INGREDIENTS



MORE THAN 26,000 PEOPLE WILL TRAVEL TO B-TRAVEL

Solo traveler

They're looking for...

Authentic experiences, getting to know each other and sharing.

They travel ...

Frequently. They avoid crowded destinations, sometimes they repeat visits.

They are interested in...

Leisure, hiking, culture and history.

Families

They're looking for ...

Sharing, creating memories, teaching a respectful way of being in the world.

They travel ...

To safe, comfortable, and family-friendly destinations. Accommodation for many days.

They are interested in...

Educational workshops, outdoor experiences, nature tours and leisure.

Active senior

They're looking for ...

Cultural and gastronomic experiences and accessible hiking.

They travel ...

They often go, even out of season. They choose a quiet destination and sometimes return. They share the experience with friends.

They are interested in...

Local workshops, cultural tours, history, crafts and nature.

Groups

They're looking for ...

Socializing and sharing experiences.

They travel ...

With flexible planning and a shared budget. They choose their destination on social media.

They are interested in...

Sporting or musical events, disconnecting from routine, enjoying gastronomy.

91,7%

will repeat visit

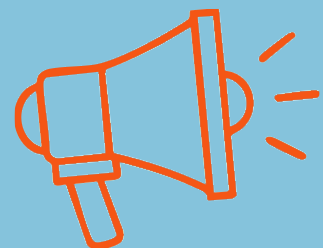
80,6%

very satisfied visitors

78,6%

decide on their holidays at B-Travel

BEING ON **B**-TRAVEL MEANS GAINING VISIBILITY



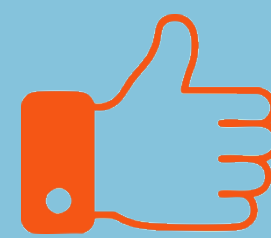
+100 M

impactos mediáticos



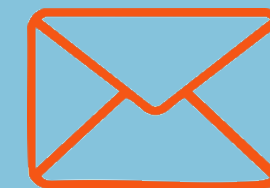
37.598

followers



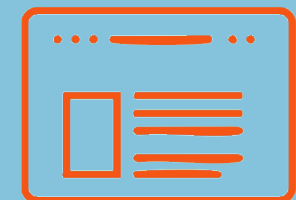
+867 k

Social media impacts



+60.000

contacts



+150 k

Web visits

- **You position your brand:** You excel at creating brand experiences. You evoke emotion and generate loyalty.
- **You have their attention:** Take this opportunity to present new products to your traveling audience.
- **Networking:** Connect with other professionals in the industry and create opportunities

- **Always on:** Keep your brand active with our campaigns, which run all year round with over 300,000 impressions.
- **Focused on active travelers:** We seek to create experiences that inspire them.

PROFILES DISPLAYED IN B-TRAVEL

- Autonomous communities
- Official bodies
- Travel agencies, wholesalers
- Countries
- Transport companies
- Cruises
- Accommodation offers
- Leisure/cultural experiences
- Gastronomy
- Outdoor activities (camping, caravanning, sports, adventure)
- Travel accessories
- Training and tourism services
- Health and travel insurance
- Producers and artisans



650

Indirect exhibitors

7.150 m²

exhibition



Presence of international
countries

45

Specialized travel agencies

BE PART OF THE JOURNEY AS AN EXHIBITOR



Connect with your target audience

- Reach the Catalan market with purchasing intent, interested in discovering new experiences and destinations.
- Connect with tourism industry professionals: create networking and collaboration opportunities.
- Strengthen your brand at the leading experiential tourism event, with over 26,000 visitors.

Make your proposal part of the journey. Join us as an exhibitor at B-Travel.

Rates

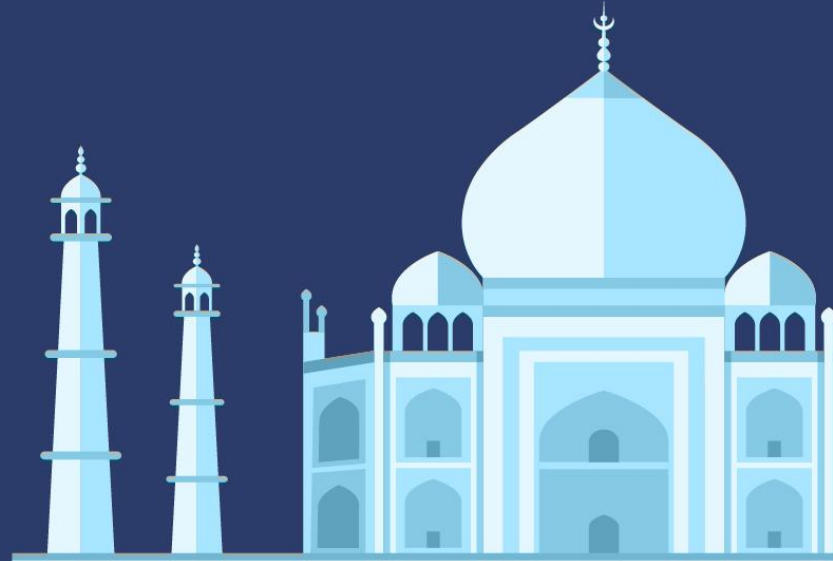
- Registrationn fee: **495 €**
- Rate m²: **159 €/m²** (From 6 m²)
- Note: Stand not included

Do you need help building your stand?

Contact with Servifira: servifira.btravel@firabarcelona.com

- Build your stand starting from €34/m²

BE PART OF THE JOURNEY AS AN EVENT PARTNER



Generate engagement on social media

The event features sponsored giveaways on social media to boost your visibility, followers, and traffic to your account. The prize is awarded during the event.

Benefits:

- More followers and engagement
- Prominent presence on the salon's social media
- Activation linked to your brand



Be part of the Passport

Participate in B-Travel's most engaging experience.

Through the Passport, visitors explore the exhibition hall, discovering the exhibitors' experiences. Increase your visibility and connect with new clients!

Benefits:

- Increase traffic to your booth
- Get qualified leads
- Boost your brand awareness



Have a place in the market

Participate in the space dedicated to the marketing of local products, whether artisanal or gastronomic, and connect with visitors interested in discovering authenticity and local flavor.

Benefits:

- Presence in an area of high public interest
- Direct sales and promotional opportunities
- Association with the destination's identity and culture

BE PART OF THE TRIP AS AN ACTIVITY PARTNER

Sponsor the trendsetting activities at the show and connect your brand with thousands of passionate travelers.

Organize routes

Want to take your experience beyond the exhibition hall?

Share your experiences with the local community and connect with travelers in a unique way. Propose a guided event outside the exhibition center, and we'll include it in the official B-Travel program. Why participate?

Access to qualified audience: Participants interested in discovering new tourist experiences..

- **Generate genuine engagement:** Offer authentic experiences that strengthen your brand and build customer loyalty.
- **Visibility on the show's schedule:** Your route will be part of the official program and will be shared on our channels.

Ideal for:

- Empresas de experiencias turísticas.

Organize an activity

Want your brand associated with an activity during the show?

Become an Activity Partner and link your brand to unique experiences that connect directly with B-Travel visitors. Activities are the heart of the show: dynamic spaces where attendees participate, discover, and are inspired. By linking your brand to an activity, you will achieve:

- **Prominent visibility:** Your brand will be featured in all event communications and signage, both in the physical space and on the show's digital channels.
- **Direct engagement:** Generate genuine interaction with the public through memorable experiences that reinforce your brand positioning.
- **Association with trends:** Participate in activities aligned with current traveler interests.



BE PART OF THE JOURNEY AS A SPONSOR

Sponsor the B-Travel trade show and associate your brand with one of the most inspiring events in the experiential tourism sector. Your brand will be featured in official communications, social media, and strategic spaces throughout the event, generating a direct impact on thousands of passionate travelers.

Gold Sponsor

On & Offline with a presence in:

- Event website
- Event PDF ticket
- Exhibition newsletters (over 60,000 contacts)
- Featured sponsor content in 1 newsletter
- 5 social media mentions (over 40,000 followers)
- Press ad
- Larger banners
- Hall facade banner
- Hall floor plan
- Presence on Passport
- Sponsorship of visitor Wi-Fi
- Aftermovie

Hospitality

- 100 invitations

Silver Sponsor

On & Offline with a presence in:

- Event website
- Event PDF ticket
- Exhibition newsletters (over 60,000 contacts)
- 3 social media mentions (over 40,000 followers)
- Pavilion facade banner
- Pavilion floor plan
- Presence in Passport
- Aftermovie

Hospitality

- 50 invitations



BE PART OF THE JOURNEY AS A GUEST REGION OR COUNTRY

Associate your brand with one of the most important B2C experiential tourism events. Your destination will be featured prominently in official communications, social media, and strategic event spaces, connecting you with thousands of passionate travelers and the local community.

PR

- Press conference to present the trade show and our participation as the guest country.
- Commitment to be mentioned in the trade show's press releases.
- Delivery of press clippings.

Outdoor campaign

- Banners
- Metropolitan buses
- Billboards
- Advertisements in general and specialized press
- Logo at the entrance
- Logo on the venue facade banner
- Logo on the main stage screen
- Interior banner
- Totem outside the entrance
- Flagpole on Reina Maria Cristina Avenue

Online with a presence in:

- Event website
- Conference newsletter
- Social media (reels, posts, activities, mentions, etc.)
- Featured in the e-catalogue
- Aftermovie

Hospitality

- 100 invitations

Press Trip

- Check conditions

SHALL WE TALK?



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