

The 360° revolution in travel experiences

Join the global space featuring experience synergies in all travel sectors and share interests and knowledge with all stakeholders to lead change.
Be part of the new scenario that will define business opportunities across the sector.

DESTINATIONS

CRUISES

TRAVEL AGENCIES

FOOD AND WINE

RURAL EXPERIENCES

CAMPSITES

ENTREPRENEURS

SEMINARS

AND LOTS MORE!

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Share all the opportunities offered by B-Travel:

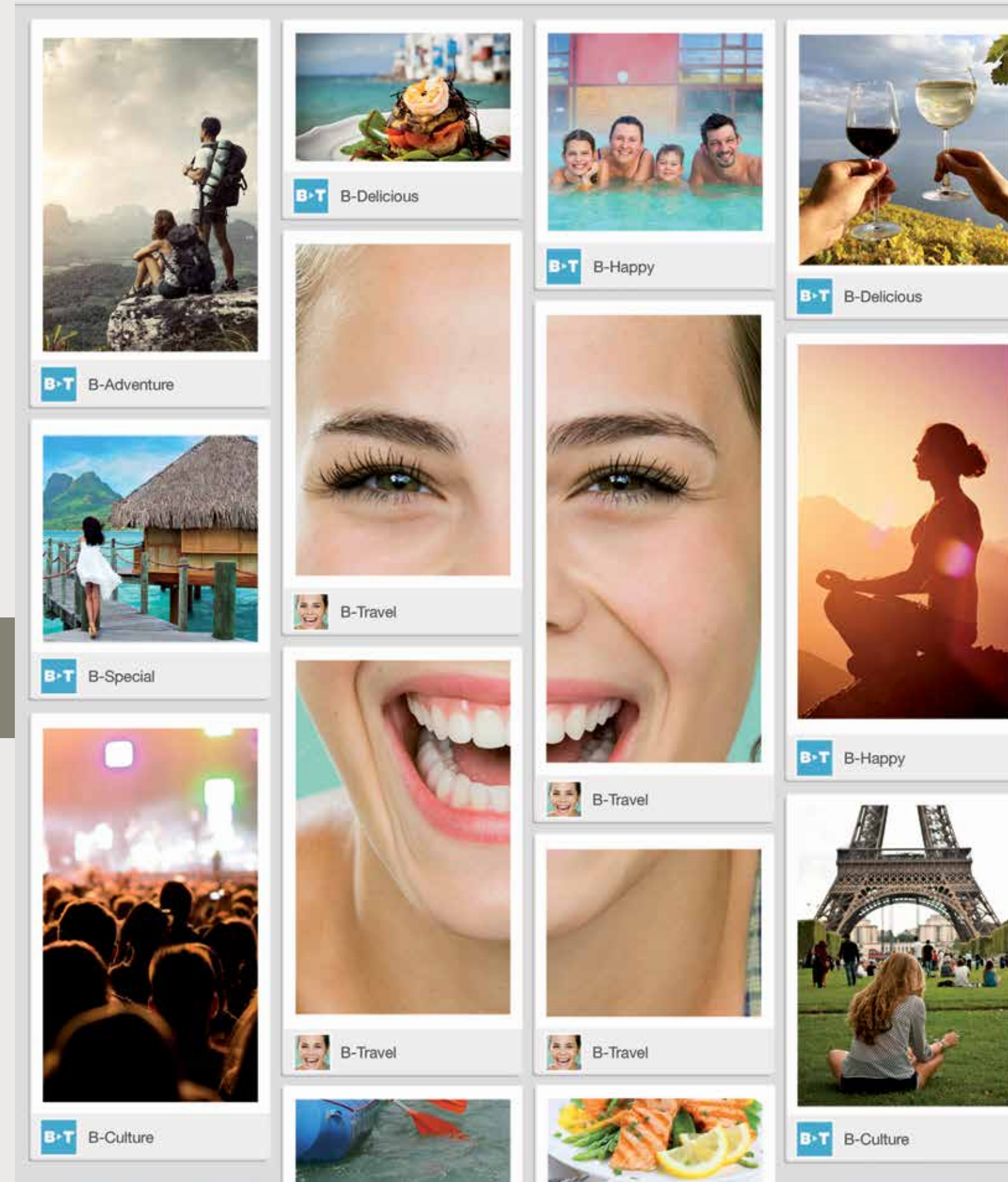
#bTravel



B-Travel, the new International Tourism Show in Catalonia



Fira Barcelona



A new model for a new scenario

The wide-ranging transformation the tourism sector has undergone in recent years means we are now in a new situation. As market leaders, we have sought to learn more about this change by **investigating** and **analysing** the **features** of today's **traveller** and the latest **trends**.

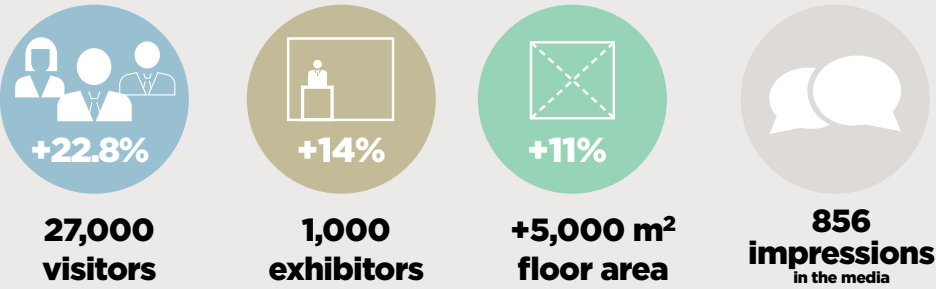
- **Tourism Show 2014** visitor satisfaction surveys.
- **Focus groups** for travellers divided into themes.
- **Sodabytes study** on trends in tourism and getaways.
- **Strategic workshops** with Fira professionals and collaborators.
- **Strategic vision exercises** with TBWA.

Today's traveller has **new interests** and **motivations**: they want to have **experiences**. And the new B-Travel model meets that challenge.

- Traveller trends:
- Peer-to-peer Tourism
 - Local Love
 - Hyper-personalisation
 - Nomads
 - New Luxury
 - Ecotourism
 - Wellness Getaways
 - Gamification
 - Micro Trippers
 - Experience Cruises

The leading platform in traveller trends

A leading model addressed to the **largest tourism market** in **Southern Europe** at the local, national and international levels which picks up the baton from the International Tourism Show in Catalonia.



And everything in a unique setting: **Barcelona**, the industry's most important **trends observatory**.

A proven model tailored to travellers

Our **23 years** of expertise organising the **Tourism Show** combined with the support of **Fira de Barcelona**, a pioneering institution in event organisation and a world leader, makes B-Travel into a **unique opportunity**. We fully understand the consumer and are going to **turn the product range into personalised experiences** tailored to travellers' needs. A **travel facilitator** which helps them with **preparing** and **planning** by improving and enhancing the **experience**.



BENCHMARK SHOWS:

- MOBILE WORLD CONGRESS
- eibtm®
- smart city expo WORLD CONGRESS

The value of experience

The only space **bringing together experiences** and **trends** that presents its product range based on the type of trip. A more representative range for travellers



B► HAPPY

Experiences to share wellbeing with family and friends.

- **Switch off, reduce information overload, slow travel**
- **Wellness**
- **Romantic trips / getaways**
- **Family getaway trips**
- **Friend getaway trips**
- **P2P**

B► SPECIAL

For those who seek unique experiences.

- **Experience something unique**
- **Local love**
- **Experience luxury / new luxury**
- **Shopping**

B► CULTURE

For art and culture enthusiasts.

- **Art / history / architecture / culture**
- **Studies**

divided into **5 themes** where B-Travel partners join the experience that best caters for their products and services.

B► ADVENTURE

When nature, sport and adventure take centre stage.

- **Sport**
- **Adventure**
- **Nature**
- **Ecotourism**
- **Animals**

B► DELICIOUS

The most amazing food and wine experience.

- **Food and wine**

Experience as a way to reach a wider audience and achieve more impressions and sales.

An experience accelerator

So visitors can intensely experience all the emotions of their journey:

B-Travel experience area: A unique area where leading brands, partners, bloggers, communities of travellers and entrepreneurs gather to share knowledge and add value.

i3 Area: Innovation, incubation & internationalisation. The space that helps start-ups and entrepreneurs to grow their businesses and start new projects.

B-Traveller now: We will promote iconic actions by partners and set up contests with prizes consisting of unique experiences and journeys.

B-Travel Partner

An **experiential range** focusing on the consumer and which we want to drive with our partners.

- **Participate** and be an **accelerator of change**.
- Turn your participation into something **experiential** and **inspiring** to **boost** your **sales**.
- **Spread** and **share** your **experiences**. We will publish and expand them.
- Join **new travellers** to reach a wider audience together.

A personalised and participatory campaign

The B-Travel partners will choose the **experiences to be given priority** in each campaign and **will play an active role**.

- **Providing content**.
- **Offering exclusive deals and promotions for the B-Travel Community**.
- **Performing iconic actions and offering prizes**.
- **And publicising the campaign**.

Major media impact in a leading market

B-Travel will run a campaign to attract large visitor numbers by driving Owned Media and Earned Media in addition to Paid Media.

OWNED MEDIA:	EARNED MEDIA:	PAID MEDIA:
<ul style="list-style-type: none">• Show website• Emailing• Newsletters• Social media	<ul style="list-style-type: none">• Press releases and PR actions• Non-promoted branded content actions• Travel blogs	<ul style="list-style-type: none">• Ads (trade and general press)• Radio• Outdoor• Banners on trade websites• Social Ads

KPIs to measure the effectiveness of the campaign:

- **Impressions: Paid Media campaign**.
- Social effort: **social media inserts**.
- **Social recommendations**.
- Reach of **#bTravel**.
- **Website traffic**.
- DB-social leads: **public**.

A campaign with enormous added value for travellers to achieve recognition and attract new and potential customers.

B-TRAVEL CAMPAIGN DEADLINES

CHRISTMAS CAMPAIGN
Deadline: 15/10/2014
Launch campaign for new show branding:

- Daily newspapers in Catalonia (La Vanguardia, El Periódico)
- Banners (news and travel web-sites)
- SEM campaign
- Social media (social ads)

FEBRUARY CAMPAIGN
Deadline: 15/01/2015
Traveller guidance campaign:

- Trade press (Hosteltur, Comunicatur, Campireport, etc.)
- Banners (news and travel web-sites)
- SEM campaign (websites, blogs and forums)

MARCH/APRIL CAMPAIGN
Deadline: 10/02/2015
Visitor campaign:

- Daily newspapers in Catalonia (La Vanguardia, El Periódico)
- Radio (RACC and Radio Flaixbac)
- Banners (news and travel web-sites)
- Presence on travel search engine websites
- SEM campaign
- Social media (social ads)