

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



Fira Barcelona

**B ▶ TRAVEL**

EL SALÓN DEL TURISMO

15 - 17 MARZO 2024  
RECINTO MONTJUÏC

DONDE EMPIEZA  
**TU VIAJE**

# 31

## years Travelling incessantly

We're the leading platform for the traveller, now and going forward.



# INNOVATING INCESSANTLY THANKS TO OUR TRAVELLERS

Hence our focus on new trends and places where travellers from the southern European market are heading.



## B – HAPPY

Travelling with friends and family is their greatest pleasure.



## B – ADVENTURE

People with a passion for nature, hiking and cycling.



## B – CULTURE

Fans of art and culture.



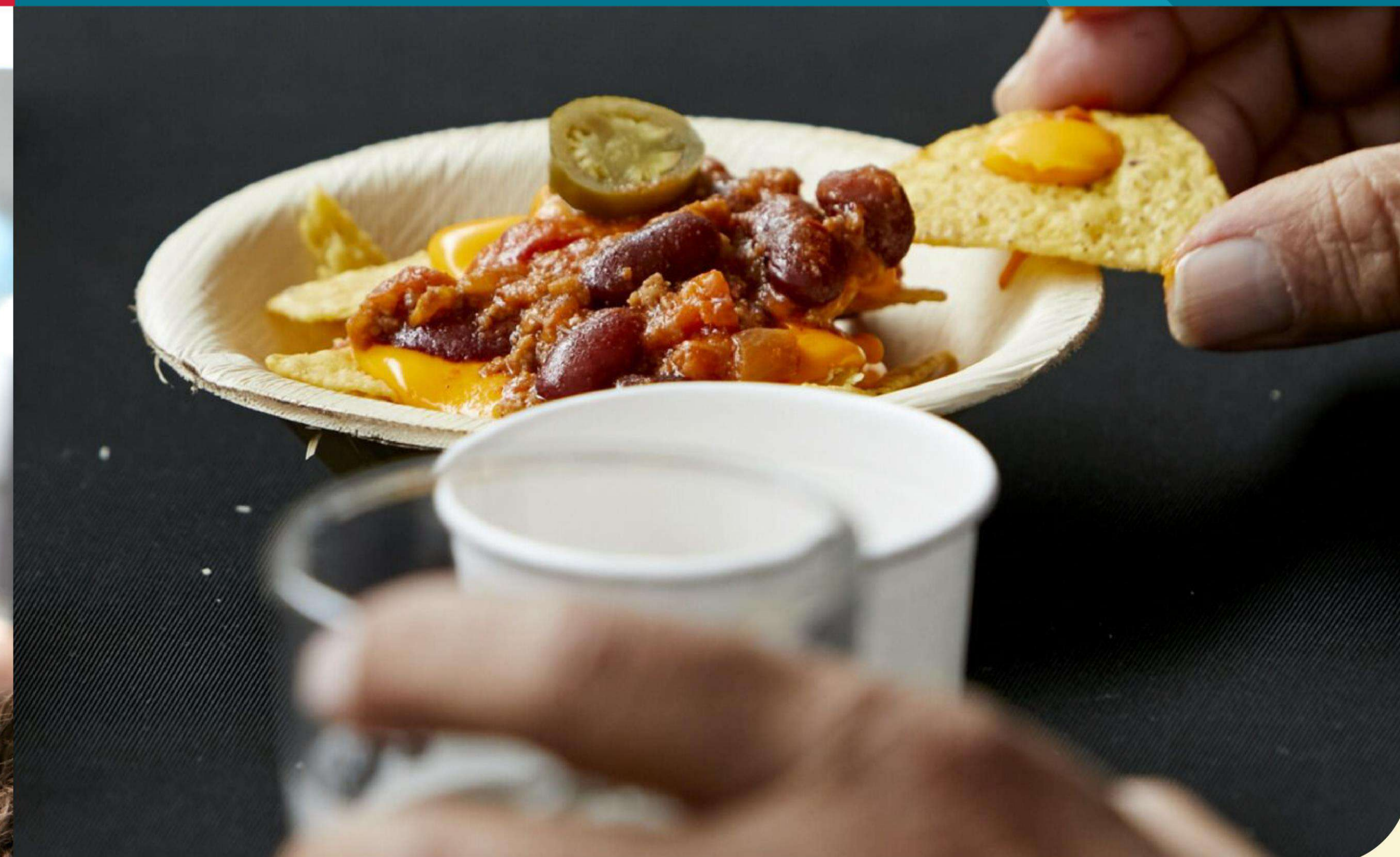
## B – SPECIAL

Those looking for unique and singular experiences.



## B – DELICIOUS

For intrepid palates: wine and food tours.





# INCESSANTLY PROVIDING THE TOURIST EVENT

# OF THE YEAR



## Digital

The fair provides 3 in-person days with a digital Market Place platform that remains active all year round to impact travellers at the time and with content tailored to their needs.



## Comprehensive

We work across the board with all tourism sectors.



## Pioneering

We put forward unique experience-based tourism activities providing unlimited inspiration.



## Innovative

We offer new online solutions to lend greater visibility to our partners and keep us at the forefront of travellers' minds.



## Profitable

We have the best ROI geared towards the market with the greatest potential in southern Europe.

# INCESSANTLY MAKING AN IMPACT



## FAIR

25,480  
Visits

65%

Decide on their holidays at B-TRAVEL

80%

Will be returning in 2024

829,887  
Impressions

75%  
Highly satisfied

7,150  
M<sup>2</sup> of exhibition space

500  
Indirect exhibitors

118  
Direct exhibitors

## SOCIAL MEDIA

17,684  
Interactions

1.96%  
Engagement Rate

22,373

6,047

6,238

1,184

323

## MEDIA COVERAGE

108,737,680  
Impacts

31.24%  
OR

Over  
100,000  
Visitor mailings

829,887  
Social media impressions

## WEBSITE

58,552  
Users

82,397  
Sessions

*"B-Travel is a B2C fair, an end-consumer fair that seeks to seduce people into subsequently making a purchase decision."*

Narcís Ferrer, Director, Catalan Tourism Agency



*"It's a fair that's been going many years and it's of vital importance to the industry in terms of proximity tourism."*

Alexandra Marcó, Marketing Director, Barcelona Tourism



*"We see more destinations, more people, we're thrilled with the fair and the people interested in finding information."*

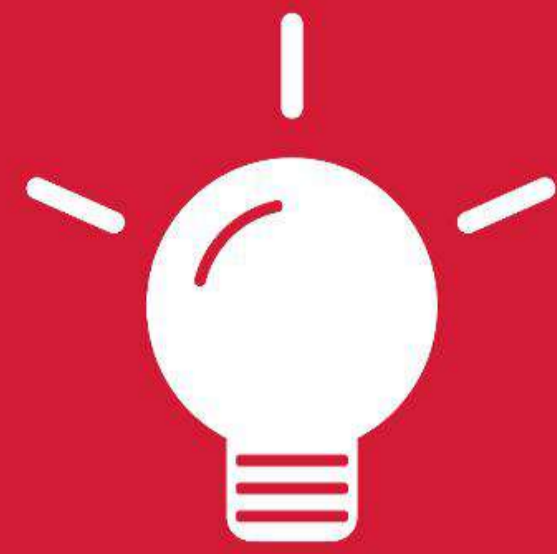
Thiago Marqués, Marketing Coordinator, Ceará, Brazil



*"This fair's a hit, people come with their holidays already lined up and what they want is information about the place they'll be visiting."*

María Luisa Cabello, Tourism Officer, Andalusia





# INCESSANTLY COMMUNICATING 365 DAYS A YEAR

We offer our travellers tailored and personalised information throughout the year, whether via our four newsletters (Christmas, Spring, Easter and Summer), the new Market Place, our blog or our ambassadors... In other words, we work not only as a fair, but also as a communications agency.

## • B-TRAVEL MARKET PLACE

A highly personalised innovation: This Christmas we launched the new Market Place, with personalised content based on the tastes and needs of each of our travellers. We provide the finest experience, enabling them to plan their tailor-made trip.

%BR

0.13%

%OR

31.24%

%CTR

2.77%

%CTOR

8.86%

Over 300,000 impacts throughout the year

B HAPPY

EXPERIENCE CATALUNYA



Apúntate al Sup yoga en el mar

La mejor forma de empezar o acabar el día es permitirse un momento de relajación. Déjate llevar por la brisa marina, el sonido del agua y el olor de la sal que harán que llegues a una profunda relajación practicando yoga sobre una tabla de Paddle Surf.

• INFO

SELEMENTRAVEL



Aventura en Islandia

The South Adventure es un viaje único que combina la parte menos conocida del sur con los imprescindibles de Islandia. Kerlingarfjöll, Landmannalaugar, Thórsörk o Eldgjá te dejarán sin palabras mientras haces senderismo. ¡Y navegaremos en kayak entre icebergs!

• INFO

ARCTIC YETI



Islas Lofoten y Tromsø en ocho días

Por encima del Círculo Polar Ártico, descubrimos la región de las Islas Lofoten y la ciudad de Tromsø. Un viaje de 8 días y guía en español donde realizaremos actividades como caminatas, navegación o visita a una granja de salmón.

• INFO

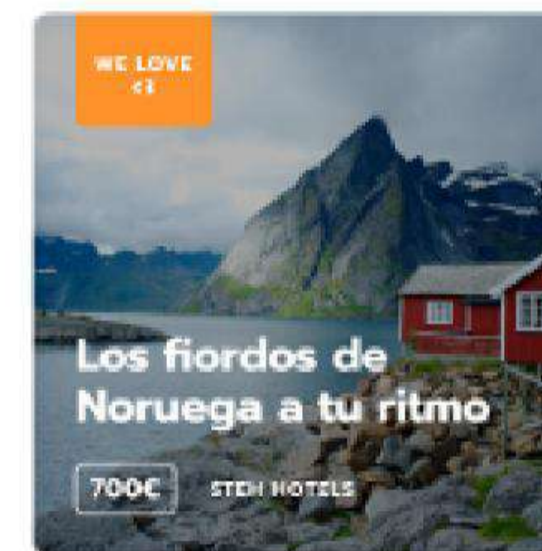
TURISMO DE GALICIA



Viaja en los trenes turísticos de Galicia

Un plan fascinante compuesto de catorce rutas olvidándose del coche para disfrutar de Galicia: Faros, Pazos y Jardines Históricos, Vinos D.O, Lamprea, Monasterios, Quesos, As Mariñas, Camelia, Experiencia Mega y Coruña de 1906

• INFO

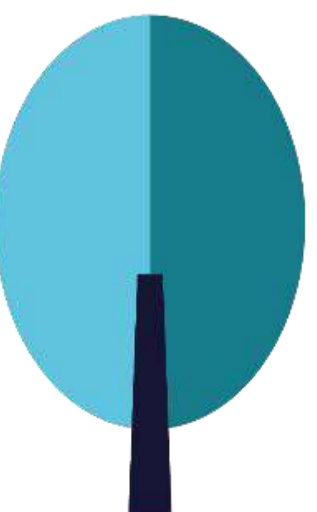
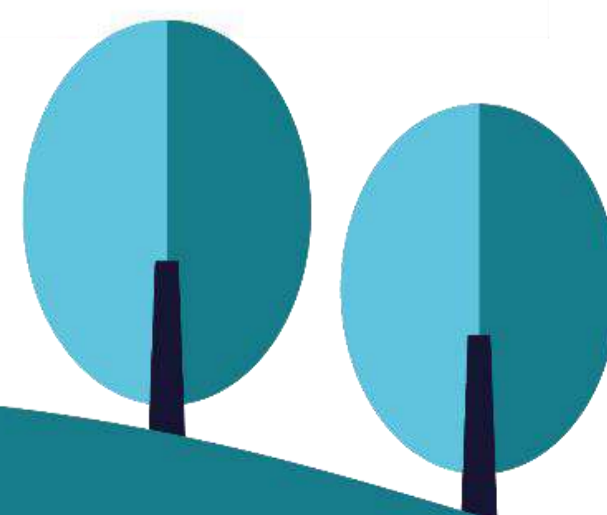


## • AMBASSADORS ON THE B-TRAVEL NOMADS FORUM

We talk to ambassadors, to passionate travellers, to adventurers, influencers and bloggers. We also make contact with local residents to hear their recommendations.

## • B-TRAVEL "ALWAYS ON"

We interact with our community to get to know it better and design the programme with the most popular content and activities.





# INCESSANTLY INSPIRING BY MEANS OF OUR PARTNERS' EXPERIENCES



- **B-DELICIOUS**

Travel inspiration through wine and food tourism.

- **B-TRAVEL PASSPORT**

Gymkhana offering publicity to brands with digital leads.

- **EXPERIENCE AREA**

Stage for performances of dance and music from around the world.

INTERNATIONAL

- **CINE TRAVEL FORUM**

Screening and debates featuring three classic documentary films related to travel, countries and cultures.

INTERNATIONAL



- **SELFIE TRAVEL**

Enabling the senses to experience and inspire international travel. With photos in various countries from the same place.

INTERNATIONAL

- **CULTURE**

To broaden the mind and learn other cultures' customs.

NATIONAL

- **HIKING**

For discovering unforgettable places in unspoilt natural landscapes.

NATIONAL

- **CYCLING**

For pedalling hard and reaching the next goal.

NATIONAL

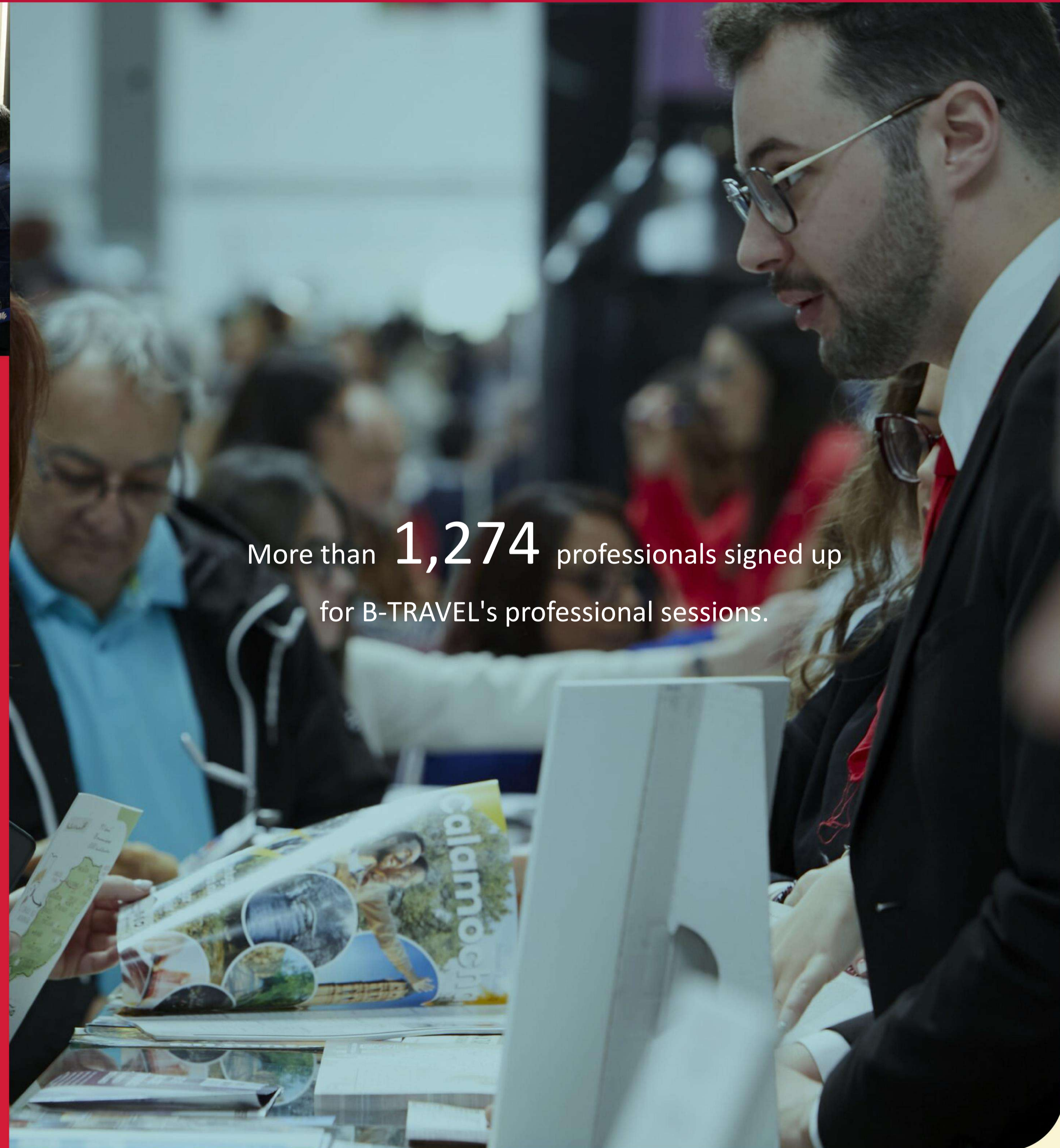


## Incessantly updating your networking with this stand-out professional programme

Our fair has the largest representation of industry professionals from the world's top GDP.



- We extend the scope of your distribution with the leading travel agency association, ACAVe: innovations, trends, opportunities in the ACAVe Travel Market, with travel agencies, destinations, airlines, transport companies and cruise operators.
- B-Industrial: for discovering your next destination on the basis of their industrial heritage.
- Training and employment opportunities space: recruitment and networking activities run by Barcelona Activa.
- Innovation & Tech & Sustainability: workshops and applied AI technology trends to enhance your business/KPIs.
- Press Trips: to increase the media coverage of your destination/company.



More than **1,274** professionals signed up for B-TRAVEL's professional sessions.



# A highly profitable space



INVESTMENT



RETURN

SPACE

## Stand

Space only	€147/m <sup>2</sup> (from 8 m <sup>2</sup> )
Low-cost modular	From €1,050 / 6 m <sup>2</sup>
Maximum	From €2,271 / 8 m <sup>2</sup>
Growing carpentry	From €5,601 / 20 m <sup>2</sup>
Premium Design	From €16,210 / 50 m <sup>2</sup>

## Micro Sponsor

B-Travel Cinema	€500
B-Travel Passport	Whole page, odd: €500 Half page, even: €250

## Premium Sponsor

Naming	€100,000	€384,000
Platinum	€35,000	€113,750
Gold	€10,000	€22,600
B-Delicious	€30,000	€67,500
B-Industrial	€5,000	€11,500
Event	€3,000	€6,970



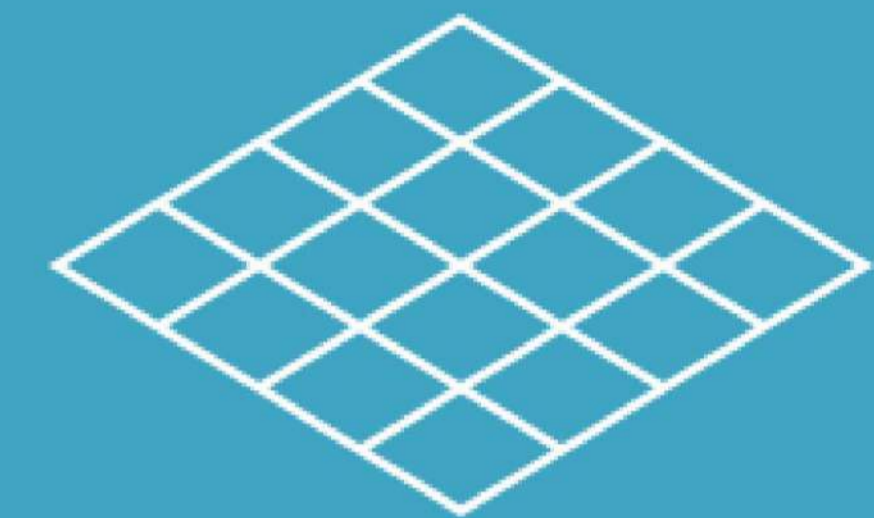
# A space tailored to you

Distinct ways of taking part that adapt to your needs.

## Space only

€147/m<sup>2</sup>  
From 8 m<sup>2</sup>

For those exhibitors who bring their own stand.



Key-in-hand pack options that include:  
space - furniture - lighting and electricity consumption - WiFi

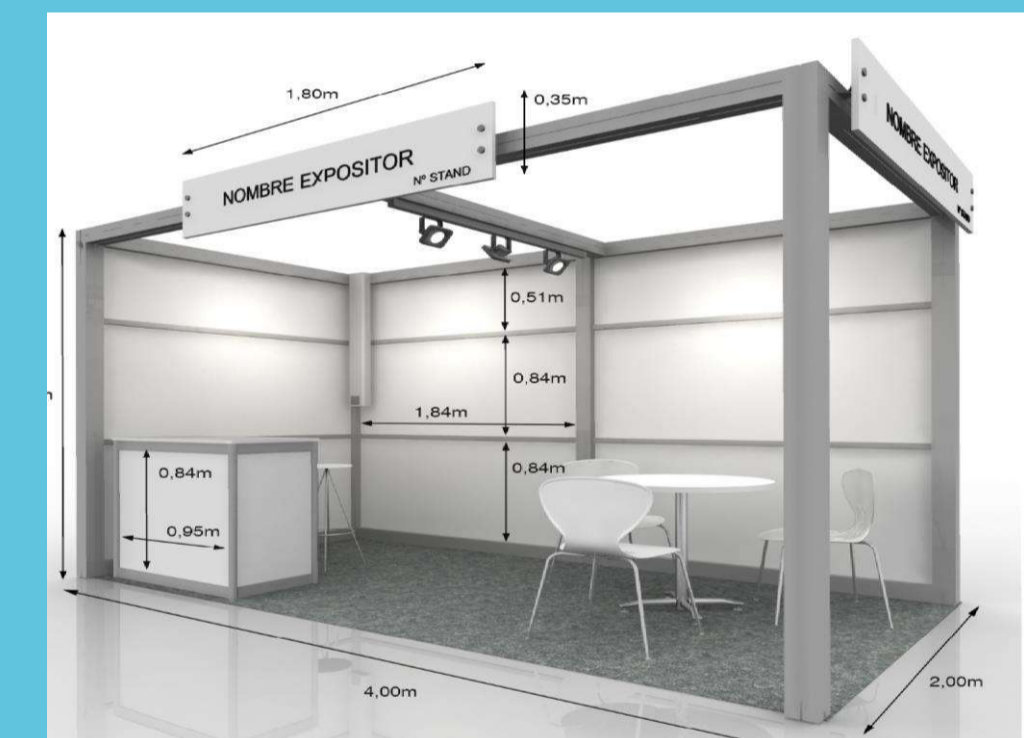
## Low-cost modular

€1,050 / 6 m<sup>2</sup>  
€1,816 / 8 m<sup>2</sup>



## Maximum

€2,271 / 8 m<sup>2</sup>  
additional m<sup>2</sup> €244/m<sup>2</sup>



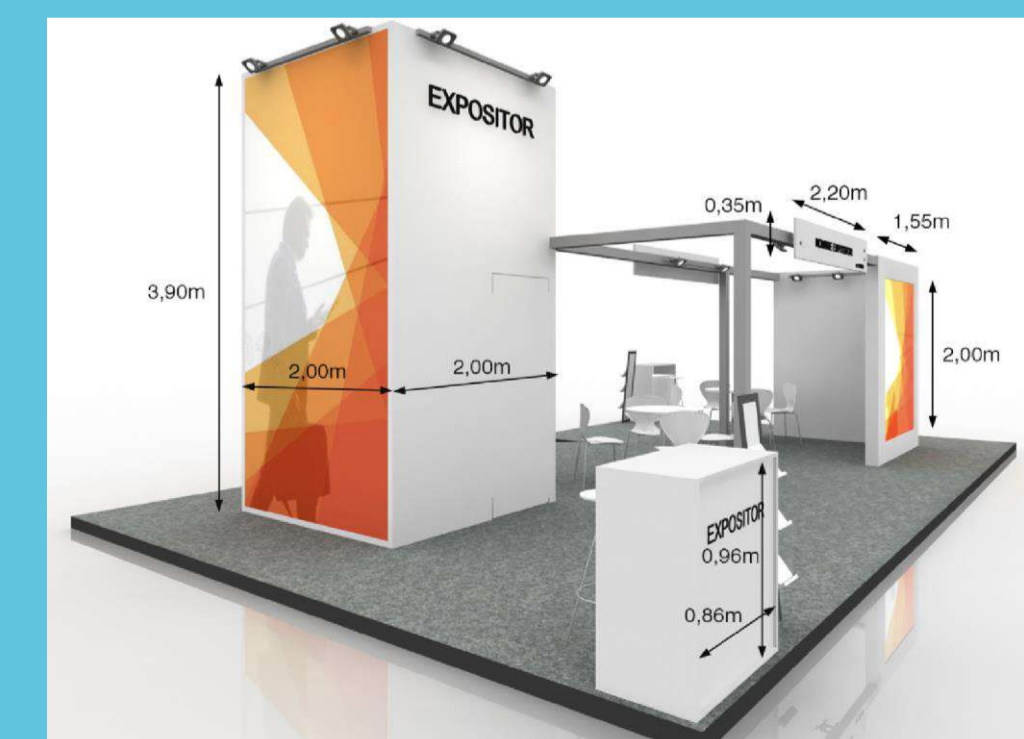
## Growing carpentry

€5,601 / 20 m<sup>2</sup>  
additional m<sup>2</sup> €256/m<sup>2</sup>



## Premium Design

€16,210 / 50 m<sup>2</sup>  
€18,322 / 72 m<sup>2</sup>



+ Registration rights: €473

+ 10% VAT

# A space within other spaces

## microsponsor

### OPPORTUNITY

### INCLUDES

### MATERIAL TO BE SUPPLIED BY THE EXHIBITOR

B-TRAVEL CINEMA



Screen projection SLOT

Sleeve LOGO Session Sponsor.  
Video presentation sleeve Session Sponsor.  
Video screening Session Sponsor.

LOGO Sponsor in high resolution.  
Videos Sponsor MPEG, codec H264,  
16:9 format.



Flamingo DISPLAY

LOGO and Video presentation Session Sponsor  
on the Flamingo display.

LOGO Sponsor in high resolution.

B-TRAVEL PASSPORT

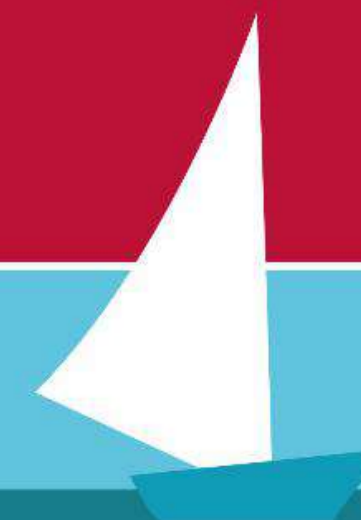


Passport visibility  
(Fair guide and material  
for gymkhana prize)

Full page, odd, advertising.

Offer prize for gymkhana draw.  
Quality photos to illustrate prize.  
Brief description of test/question  
to obtain gymkhana stamp.

Full page for advertising.



# A space within other spaces

## Sponsoring



INVESTMENT



RETURN

Naming

€100,000

€384,000

Platinum

€30,000

€113,750

Gold

€10,000

€22,600

B-Delicious

€30,000

€67,500

B-Industrial

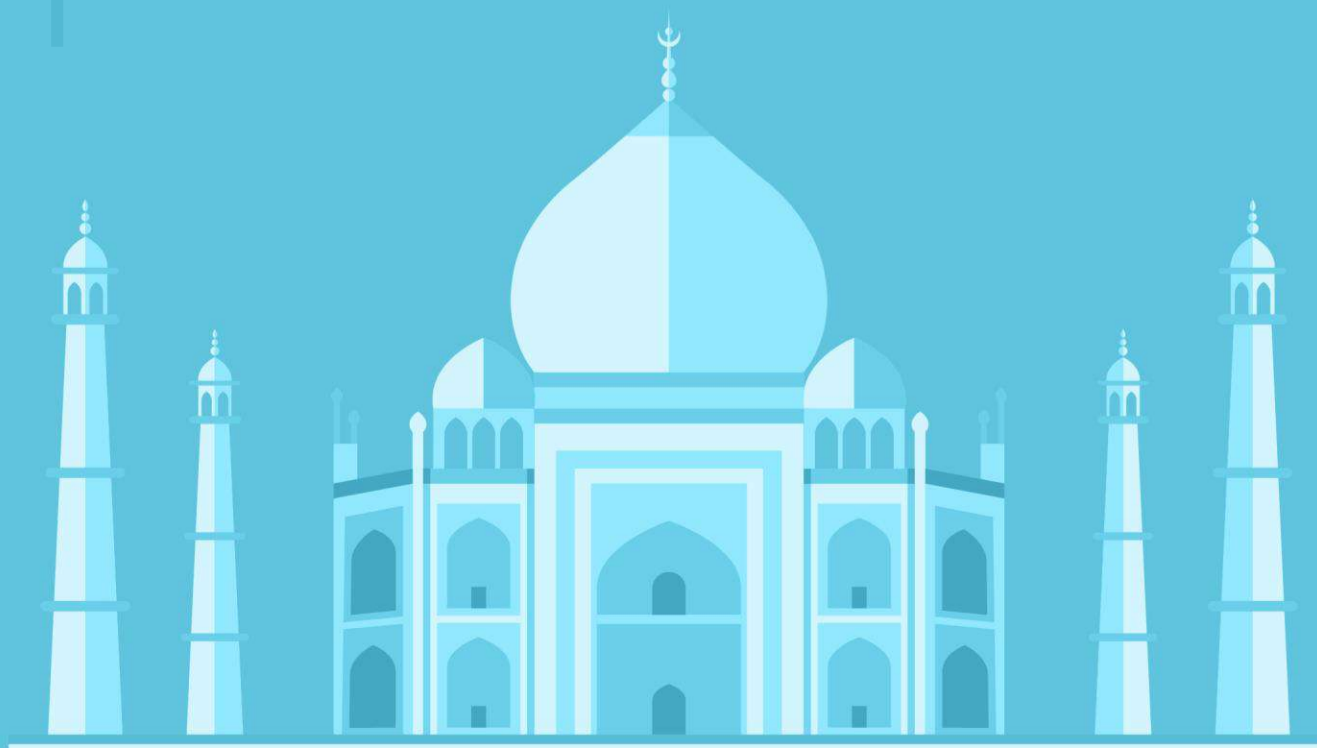
€5,000

€11,500

Event

€3,000

€6,970



# Barcelona, incessantly acting as the epicentre of tourism

In a city with millions of people in constant movement every day, we're a sure bet to get your business flying. B-Travel.



Barcelona – El Prat  
Airport

**41.6M**  
passengers



Barcelona  
Port

**+2.3M**  
passengers



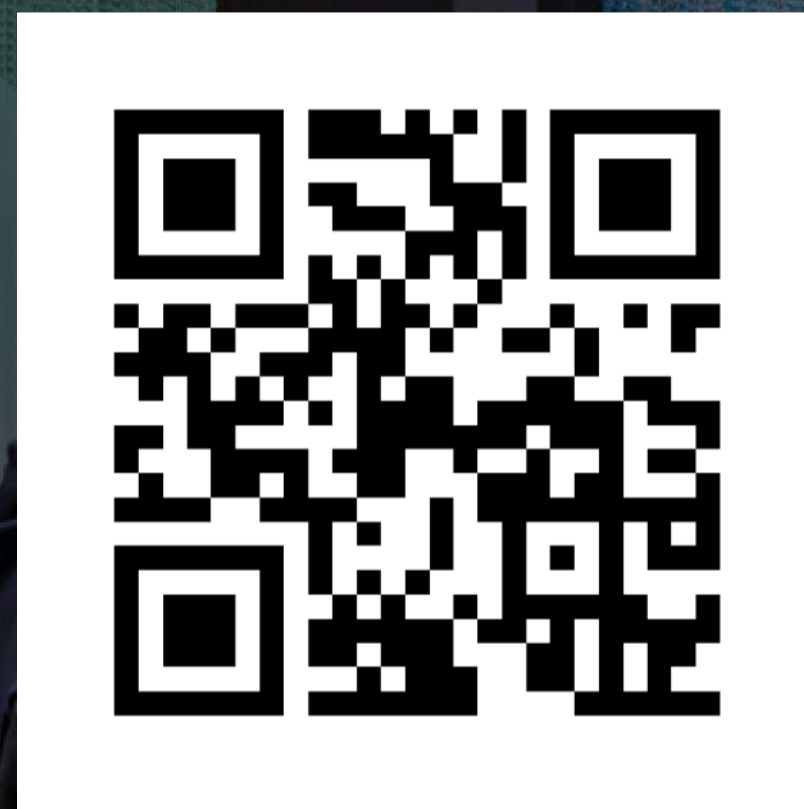
High-speed  
train

**5.6M**  
passengers

# Don't stop and get on board to join forces with many others

With B-Travel you'll be a travel leader. Because this is where your journey begins.

One in which you'll acquire visibility, esteem, innovation and you'll achieve a degree of leadership that will set you apart from the rest.



Elisenda Durbán

International Destinations and Travel Agencies

edurban@firabarcelona.com / 669 728 352

Andreu Sancho

Spanish Destinations

asancho@firabarcelona.com / 697 145 336

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



#bTravel

# OUR FELLOW TRAVELLERS



## Platinum Partners



## Event Partners



## Global Partners

