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.
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
- **75%** Highly satisfied
- **7,150** M² of exhibition space
- **500** Indirect exhibitors
- **118** Direct exhibitors

**SOCIAL MEDIA**

- **829,887** Impressions
- **17,684** Interactions
- **1.96%** Engagement Rate

**MEDIA COVERAGE**

- **108,737,680** Impacts
- **31.24%** OR
- **100,000** Visitor mailings
- **829,887** Social media impressions

**WEBSITE**

- **58,552** Users
- **82,397** Sessions

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**“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

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**“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

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**“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

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**“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.”**

Maria 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.

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<tr>
<th>%BR</th>
<th>%OR</th>
<th>%CTR</th>
<th>%CTOR</th>
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</thead>
<tbody>
<tr>
<td>0.13%</td>
<td>31.24%</td>
<td>2.77%</td>
<td>8.86%</td>
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</table>

Over 300,000 impacts throughout the year

• **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.

- **CINE TRAVEL FORUM**
  Screening and debates featuring three classic documentary films related to travel, countries and cultures.

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

- **CULTURE**
  To broaden the mind and learn other cultures' customs.

- **HIKING**
  For discovering unforgettable places in unspoilt natural landscapes.

- **CYCLING**
  For pedalling hard and reaching the next goal.
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

<table>
<thead>
<tr>
<th>SPACE</th>
<th>INVESTMENT</th>
<th>RETURN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stand</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Space only</td>
<td>€147/m² (from 8 m²)</td>
<td></td>
</tr>
<tr>
<td>Low-cost modular</td>
<td>From €1,050 / 6 m²</td>
<td></td>
</tr>
<tr>
<td>Maximum</td>
<td>From €2,271 / 8 m²</td>
<td></td>
</tr>
<tr>
<td>Growing carpentry</td>
<td>From €5,601 / 20 m²</td>
<td></td>
</tr>
<tr>
<td>Premium Design</td>
<td>From €16,210 / 50 m²</td>
<td></td>
</tr>
<tr>
<td>Micro Sponsor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B-Travel Cinema</td>
<td>€500</td>
<td></td>
</tr>
<tr>
<td>B-Travel Passport</td>
<td>Whole page, odd: €500</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Half page, even: €250</td>
<td></td>
</tr>
<tr>
<td>Premium Sponsor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Naming</td>
<td>€100,000</td>
<td>€384,000</td>
</tr>
<tr>
<td>Platinum</td>
<td>€35,000</td>
<td>€113,750</td>
</tr>
<tr>
<td>Gold</td>
<td>€10,000</td>
<td>€22,600</td>
</tr>
<tr>
<td>B-Delicious</td>
<td>€30,000</td>
<td>€67,500</td>
</tr>
<tr>
<td>B-Industrial</td>
<td>€5,000</td>
<td>€11,500</td>
</tr>
<tr>
<td>Event</td>
<td>€3,000</td>
<td>€6,970</td>
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A space tailored to you
Distinct ways of taking part that adapt to your needs.

For those exhibitors who bring their own stand.

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

**Low-cost modular**
- €1,050 / 6 m²
- €1,816 / 8 m²

**Growing carpentry**
- €5,601 / 20 m²
- additional m² €256/m²

**Maximum**
- €2,271 / 8 m²
- additional m² €244/m²

**Premium Design**
- €16,210 / 50 m²
- €18,322 / 72 m²

+ Registration rights: €473
+ 10% VAT
### A space within other spaces

**microsponsor**

<table>
<thead>
<tr>
<th>OPPORTUNITY</th>
<th>INCLUDES</th>
<th>MATERIAL TO BE SUPPLIED BY THE EXHIBITOR</th>
</tr>
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<tbody>
<tr>
<td><strong>Screen projection SLOT</strong></td>
<td>Sleeve LOGO Session Sponsor.</td>
<td>LOGO Sponsor in high resolution.</td>
</tr>
<tr>
<td></td>
<td>Video presentation sleeve Session Sponsor.</td>
<td>Videos Sponsor MPEG, codec H264, 16:9 format.</td>
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<tr>
<td></td>
<td>Video screening Session Sponsor.</td>
<td></td>
</tr>
<tr>
<td><strong>Flamingo DISPLAY</strong></td>
<td>LOGO and Video presentation Session Sponsor on the Flamingo display.</td>
<td>LOGO Sponsor in high resolution.</td>
</tr>
<tr>
<td><strong>B-TRAVEL CINEMA</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>B-TRAVEL PASSPORT</strong></td>
<td>Full page, odd, advertising.</td>
<td>Offer prize for gymkhana draw.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Quality photos to illustrate prize.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Brief description of test/question to obtain gymkhana stamp.</td>
</tr>
<tr>
<td></td>
<td>Full page for advertising.</td>
<td></td>
</tr>
<tr>
<td><strong>Passport visibility</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Fair guide and material for gymkhana prize)</td>
<td></td>
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A space within other spaces

**Sponsoring**

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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

#bTravel