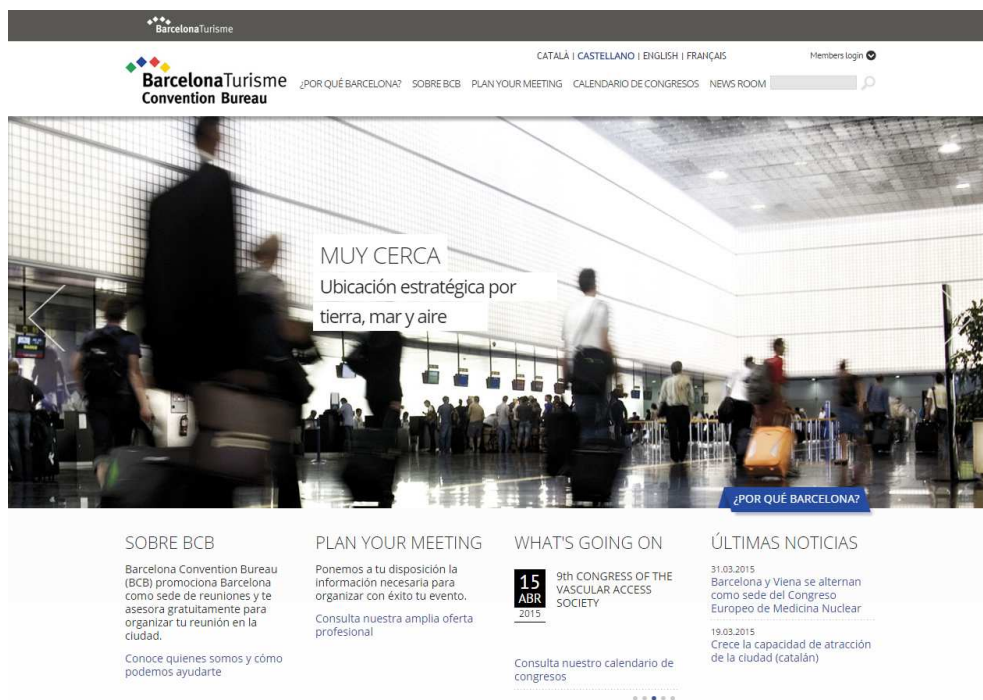


## Barcelona Convention Bureau launches new web to promote meetings tourism

- **The new BCB site is mainly designed for companies looking to organise events in the city**



Screen shot of the new Barcelona Convention Bureau website

**Barcelona, April 16, 2015.** – Barcelona Convention Bureau, a Turisme de Barcelona programme specialized in meetings tourism, has launched a new, more visual and intuitive website ([www.barcelonaconventionbureau.com](http://www.barcelonaconventionbureau.com)) to promote Barcelona as a venue for congresses, conventions and incentive travel. BCB's new website is aimed principally at the professional market: agencies, companies and associations that want to organize an event in Barcelona.

The new site is more functional and user friendly, with two main parts: 'Why Barcelona' brings together images and characteristics of the city, as well as specific testimonials by professionals from the sector in order to attract and convince new customers. 'Plan your meeting' lists the complete supply of professionals who can help organize events in this city: information about services, venues, professional organizers and suppliers. The 300-plus BCB members, specialised professionals from the conferences and conventions sector, now have more visibility in this section.

**The new website also includes information about the sector**

With over 30 years of experience, Barcelona Convention Bureau has established itself as a leader in the meetings sector with a thorough knowledge of the city. The website also includes a calendar with the dates of congresses being held in the city and a section with relevant news that also helps position Barcelona as a leader in the MICE sector.

The new platform is dynamic, functional and practical, maintaining a balance between having an attractive design and being easy browse. The web also runs on tablets, smart phones and notebooks.