

Barcelona steps onto the world podium of meetings tourism



- **The city climbs two places into third in the ICCA international ranking, behind Berlin and Paris**
- **Turisme de Barcelona, together with the Barcelona Convention Bureau, promotes meetings tourism, worth 1,500 million euros a year**

Barcelona, 31 May 2016. – Barcelona has become the number three city worldwide in terms of the number of meetings organised in 2015, and it returns to the world podium of meetings tourism, having climbed two places in the ranking published by the International Congress and Convention Association (ICCA).

Barcelona consolidates its position as a meetings destination, having organised a total of 180 events. As a result, it rises from fifth to third place in the ranking, surpassed only by Berlin (195) and Paris (186). The city had already occupied third place in 2011.

Quality tourism

Meetings tourism has a direct impact on Barcelona's economy of around 1,500 million euros a year, but it also indirectly assists a great variety of service companies in sectors such as food, transport and vehicle hire, among others. Furthermore, meetings tourism tends to be associated with quality tourism.

Deseasonalisation

One of the most important aspects of meetings tourism is its contribution to the deseasonalisation of tourism, thereby consolidating Barcelona's tourism model outside the summer months. The Mobile World Congress and Alimentaria are two examples of events that attract visitors to the city in the low season.

The relatively uniform distribution of visitors throughout the year brings stability to economic activities related with tourism; consequently, in terms of its management, tourism becomes easier to organise and plan for, and the seasonality characteristic of the "sun and beach" tourism model is substantially reduced.

The Barcelona Convention Bureau (BCB), the principal programme of the Turisme de Barcelona consortium, was created in 1983 with the aim of promoting congresses, symposia and meetings in Barcelona and assisting with their organisation. Its tasks include the strategic planning, promotion and coordination of the city as a meetings destination. With more than 300 associated companies, the BCB offers extensive knowledge of the city and a close relationship with businesses in the meetings sector.

Further information:

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