

Barcelona named leading meetings and conference destination 2017

- **The city is a congress hub, hosting over 450 conferences in 2017**
- **Barcelona is recognised by the World Travel Awards as leading meetings and conference destination**
- **Barcelona has won this award three times over the past four years**
- **91 conferences will be taking place between now and the end of the year, bringing together 80,100 participants**
- **MICE tourism accounts for 1,500 million euros in annual revenue for the city**

Barcelona, 10 October 2017 – Barcelona has been recognised as leading meetings and conference destination in 2017 by the *World Travel Awards*, the most important awards in the tourism sector. This is the third time in the past four years that Barcelona has received this distinction, since it won the same award in 2015 and 2014. Paris won the award in 2016. Once again, therefore, Barcelona has consolidated itself as leading destination for business and professional meetings.

The World Travel Awards are commonly known as the Oscars of the travel, hotel and civil aviation industry. Since 1993, the winners have been announced annually after a broad selection process involving hundreds of thousands of professionals from all around the world and millions of travellers.

Over 80,000 participants between now and the end of the year

This recognition confirms Barcelona's position with regard to MICE or business tourism. Last year, it was ranked third in terms of the greatest number of international meetings, with a total of 181, coming just behind Paris (196) and Vienna (186). This year, a similar result is expected, with 91 meetings involving 80,100 participants between October and December already confirmed.

Meeting or business tourism, which includes congresses, conventions and incentive trips, is a key activity that adds value to the region. It has a greater impact than many other sectors of the economy. According to recent data, meeting tourism in Barcelona accounts for 1.5 billion euros per year in direct revenue.

A professional tourism programme

The Barcelona Convention Bureau (BCB) operates under the aegis of **Turisme de Barcelona** and seeks to promote the city and province of Barcelona as a destination for meetings, conventions and incentive trips. It provides customised, unbiased advice free of charge to professionals interested in organising meetings in Barcelona. The BCB was established in 1983 and has been a leader in the development of this tourism segment in Spain.

One of the most significant features of meeting tourism is the way in which it contributes to spreading tourism throughout the year and, therefore, consolidating Barcelona as a destination not only for the summer months. Medical conferences are key when it comes to promoting Barcelona as a city business destination.

For further information, please contact:

Lali Ferrando lferrando@barcelonaturisme.com