

Key points

Meetings tourism 2022 report

Source: Turisme de Barcelona



Destination Barcelona has recovered from the pandemic due to the **resilience and leadership** of its entire **MICE sector**. Aspects such as flexibility and adaptability to change remained key factors in addressing the new situation.



In **2022** there was a **strong return to face-to-face meetings**, although hybrid/online formats were still being used for some major congresses in order to improve the experience and maximize the impact of the event.



The total number of **meetings** hosted in **Destination Barcelona** throughout 2022 was **1,639**, just 5.4% lower than in 2019. In terms of **delegates**, the total was **553,242**, 16.8% less than 2019.



79.8% of the meetings took place in the **Barcelona city** and **20.2% in the region**, maintaining the trend of recent years according to the distribution ratio the city where the meeting is held.



75.9% of meetings had **less than 250 delegates**, 18.9% had up to 1,000 delegates and just 5.2% were meetings with more than 1,000 delegates. **More than 80%** of meetings were **international**.



The **medical, industrial, pharmaceutical and technology** sectors were the most outstanding. **74.2%** of events were held **in hotels**, 11.5% in private auditoriums, 4.8% at conference centers, and the rest in unique spaces, universities, hospitals and others.



According to the ICCA 2022 ranking, **Barcelona** reached **1st place worldwide** in the number of **delegates in international congresses**, and 4th place in the number of congresses held. It is the **only destination** to have remained in the **top 5 for more than 20 years**.



The complete report is exclusively for Turisme de Barcelona membres:
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