

Key points

Meetings tourism 2023 report

Source : Turisme de Barcelona



Both on a global scale and also in Destination Barcelona, the **tourism activity** followed its **solid recovery**, despite the inflationary pressure that caused significant cost increases in sectors such as the aviation and accommodation.



During 2023, in Destination Barcelona there was an increase of 18.7% in **number of meetings** compared to 2022, reaching a total of **1945**. Of these, 72.3% correspond to the corporate area and 27.7% to the associative.



80.4% of the meetings **took place in Barcelona city** and **19.6% in the region**, continuing to maintain a stable trend regarding this distribution ratio according to the city where the meeting was held.



In the **associative area**, the **highest volume of events were held in November** (14.5%) and **October** (14.1%), while in the **corporate area**, during **September** (14.6%) and **November** (12.0%).



The **most noticeable sectors** were the **technological, pharmaceutical, medical, industrial** and **academic**. The majority of meetings were held in hotels (73.6%), followed by private auditoriums (6.4%) and singular spaces (6.0%).



The total number of **delegates** was **582,198**, representing an **increase of 5.2% year-on-year**. Delegates from the **associative area** represented **60.0%** of the total, while the remaining **40.0%** from the **corporate area**.



85.6% of the delegates were **international**, representing an increase of 2.4 p.p. compared to 2022. The major delegate volume were during February (18.0%) and November (17.0%).



The complete report is exclusively for
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