



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 the aviation and accommodation.

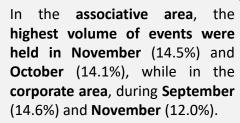


During 2023, in Destination Barcelona there was an increase of 18.7% in **number of meetings** compared to 2022, reaching a total of **1945**. Of these, 72.3% correspond to the corporate area and 27.7% to the associative.



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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.





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.



The complete report is exclusively for Turisme de Barcelona membres: bcb@barcelonaturisme.com

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%).