

# Professional Tourist profile 2023



**17,8%** of tourists in the  
Destination Barcelona are  
professional tourists

*Professional tourism defines all those tourists who have traveled for a specific professional and/or business reason to attend an incentive trip, a congress, a trade fair or a professional meeting.*

## Events

*Professional event tourism defines all those tourists who have traveled for a specific professional and/or business reason to attend an incentive trip, a congress or a trade fair.*



**10,6%**  
of total tourists in the  
Destination Barcelona

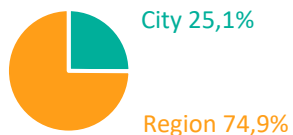


## Meetings

*Professional meeting tourism defines all those tourists who have traveled for a specific professional and/or business reason to attend a professional meeting.*



**7,2%**  
of total tourists in the  
Destination Barcelona



- It has a greater weight of **international** tourists (80.9%).
- Has a higher percentage of **repeat visitors** (67.3%).
- The tourist who travels the most with **work colleagues** (46.4%).
- Travels most often in the municipality by **taxi** (55.3%).
- The tourist profile that most often **attends a football** match as a spectator (81.0%).
- It has the highest expenditure in the three items: €109.47 during the **stay** (per person per night), €521.84 in **arrival transport** (per person) and €161.72 in **accommodation** (per person per day).
- The tourist with the most **university studies** (89.8%).

- It is the **oldest** tourist profile (42.8 years).
- It has a greater weight of **national** tourists (54.9%).
- It is the tourist who is most informed by the **organization** in order to plan the trip (47.5%).
- They stay most frequently in **hotels** (86.8%).
- It has a higher percentage of tourists who come **alone** (52.2%).
- The profile who **runs** the most in the municipality (44.7%).
- He is the tourist who works the most as an **employee** (80.1%).
- Has a higher percentage of **excursions** (25.9%).

## Key figures



Professional

**18,9%**

of total tourists in the  
Barcelona city

**16,0%**

of total tourists in the  
Barcelona region



Events

**15,9%**

of total tourists in the  
Barcelona city

**2,6%**

of total tourists in the  
Barcelona region



Meetings

**3,0%**

of total tourists in the  
Barcelona city

**13,4%**

of total tourists in the  
Barcelona region