



PRESS RELEASE

Meeting industry tourism in Barcelona regains 2007 levels

- **This morning Turisme de Barcelona presented the results of the professional segment at the Convention Bureau assembly**
- **The number of professional meetings and the overall number of delegates grew by 15.1% and 7.1%, respectively**

Barcelona, 28th February 2011. – Meeting industry tourism in Barcelona regained the activity levels of 2007, just before the financial crisis. According to figures from Turisme de Barcelona revealed today at the assembly of its Barcelona Convention Bureau, the number of professional meetings held last year in the Catalan capital was up 15.1% over the 2009 figures. There was also a sharp increase in the number of delegates who attended meetings in Barcelona, up 7.1% over last year. In 2010, Barcelona hosted 2,138 meetings and 616,833 delegates.

The increase in the number of meetings was mainly the result of the spike in the subsegment of conventions and incentives, which represented 18.8% of the overall number of meetings. Conventions and incentives are the activity that felt the impact of the worldwide crisis most sharply. Now, with the economic recovery being experienced in a number of countries, they have regained the ground they had lost during the past two years.

Indeed, in 2010 there was a sharp increase of 39.5% in the number of delegates attending conventions and incentives, which represent the corporate activity of businesses. This increase was reflected in the overall number of delegates in the city which once again attained levels of over 600,000 people. The recovery of the corporate segment made up for the slow down in the number of congress delegates (-11.7%).

Evolution of the number of meetings and delegates 2007-2010

| a) Number of meetings | 2007 | 2008 | 2009 | 2010 | | 10/09 (%) |
|---------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|
| | | | | Nº | % | |
| Congresses | 340 | 383 | 294 | 310 | 14.5 | +5.4 |
| Seminars and symposiums | n.s. | 286 | 215 | 226 | 10.6 | +5.1 |
| Corporate meetings/incentives | 1,435 | 1,813 | 1,348 | 1,602 | 74.9 | +18.8 |
| Total number of meetings | 1,775 | 2,482 | 1,857 | 2,138 | 100.0 | +15.1 |

| b) Number of delegates | 2007 | 2008 | 2009 | 2010 | | 10/09 (%) |
|----------------------------------|----------------|----------------|----------------|----------------|--------------|-------------|
| | | | | Nº | % | |
| Congresses | 394,689 | 340,527 | 342,801 | 302,561 | 49.1 | -11.7 |
| Seminars and Symposiums | n.s. | 43,234 | 38,943 | 43,120 | 7.0 | +10.7 |
| Corporate meetings/incentives | 235,015 | 312,141 | 194,413 | 271,152 | 44.0 | +39.5 |
| Total number of delegates | 629,704 | 695,902 | 576,157 | 616,833 | 100.0 | +7.1 |

Source: Barcelona Convention Bureau (Turisme de Barcelona). N.B.: the sample group was expanded in 2008.

Turisme de Barcelona published these figures this morning during the annual assembly of its Barcelona Convention Bureau (BCB), which was held at the meetings facility L'Acadèmia, and attended by 200 professionals from the sector.

The session, which was attended by the president of the Turisme de Barcelona Executive Committee, **Joan Gaspart**, held a round table discussion about natural catastrophes and labour conflicts, with the participation of the Director General Continental Europe for Preferred Hotel Group, Bruno Chiaruttini; the operations manager of Tilesa Kenes Spain, Gonzalo Pérez-Constanzó; the sales manager of Spanair, Núria Tarré; the lawyer Dan Miró (Abogados DM), and the manager of ACAV, Catiana Tur. The general manager of Turisme de Barcelona, **Pere Duran**, hosted the debate which was moderated by the journalist Patricia Gabancho.

Turisme de Barcelona

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