

BIAVAR

**If you want to travel
well, come to B-Travel.**

**12 - 14 March 2027
Montjuïc Venue**

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01. We keep Trabeling

The change began in 2026. In 2027, we'll drive it forward together.

We're embarking on a new phase aligned with the real needs of the sector and travel communities. A change built on actively listening to the tourism ecosystem.

Trabeling defines our vision: travel better, with emotion, respect, and purpose.

B-Travel is consolidating its position as a hybrid trade fair (**B2B + B2C**): the space where travelers find inspiration and make purchases, and where professionals generate business, position their brands, and build valuable relationships.

In 2027, we strengthened B-Travel as:
A direct sales platform for travelers
A sector meeting point
A generator of opportunities, collaboration, and innovation

We are committed to specializing in travel types aligned with current demand—active, cultural, and food and wine—which allows us to differentiate our offerings and generate real impact.

B-Travel is where inspiration becomes business and positioning translates into results. We continue *trabeling* together toward a more relevant, profitable, and demand-driven trade fair model.



+25.000

visitors with purchase intent



+110

direct exhibitors

02. Sector data



12,3 M

Passengers at Barcelona - El Prat Airport in Q1 2026 (+4.1%). million were international passengers 9.14 .(5.7%+)

AENA, April 2025



701 K

Passenger traffic at the Port of Barcelona in Q1 2026 (+24.1%); 290,545 cruise passengers visited the city.

PORT DE BARCELONA, April 2026



17,5 M+

International tourists in Spain in Q1 2026 (+2.5%).

INE FRONTUR, May 2026



25.017 M€

International tourist spending in Spain in Q1 2026 (+6.3%).

INE EGATUR, May 2026



198,45 M

Flight searches to Spain until June 2026 million seats scheduled 52.92 ;(10.6%+) .(6.4%+)

FORWARDKEYS / DATAESTUR, April 2026



3,5 M

Hotel overnight stays in Catalonia in March 2026 (9.1%); the Barcelona brand totals 1.87M.

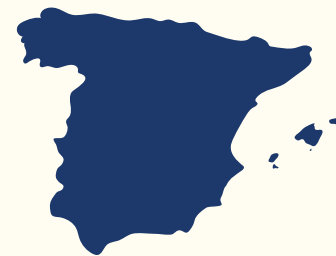
IDESCAT / INE, April 2026

03. Exhibitor profile



Countries

(Uzbekistan, China, Portugal, etc)



Autonomous communities



Official bodies

(Provincial Councils, City Councils, XATIC, etc.)



Specialized, generalist and wholesale travel agencies

(Islandia Tours, El Corte Ingles, etc.)

110

direct exhibitors



Gastronomy



Transport

(Airlines, railways, car rental, etc.)



Cruises

(MSC, Grimaldi, etc)



Accommodation offers

(Camps, hotels, rural houses, etc.)

38

specialized travel agencies



Leisure/cultural experiences

(Futuroscope, This is Med, Formula GT, Tibidabo, etc)



Health and travel insurance



Travel accessories



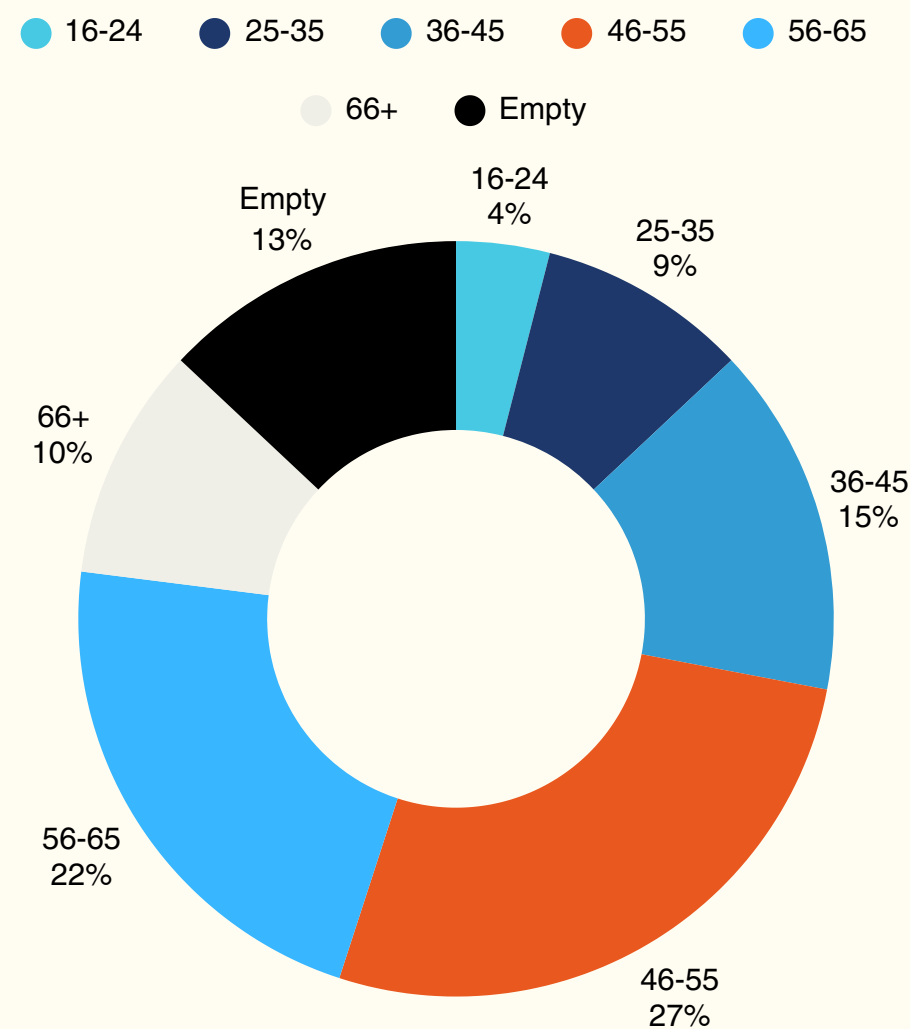
Training or tourism services

30%

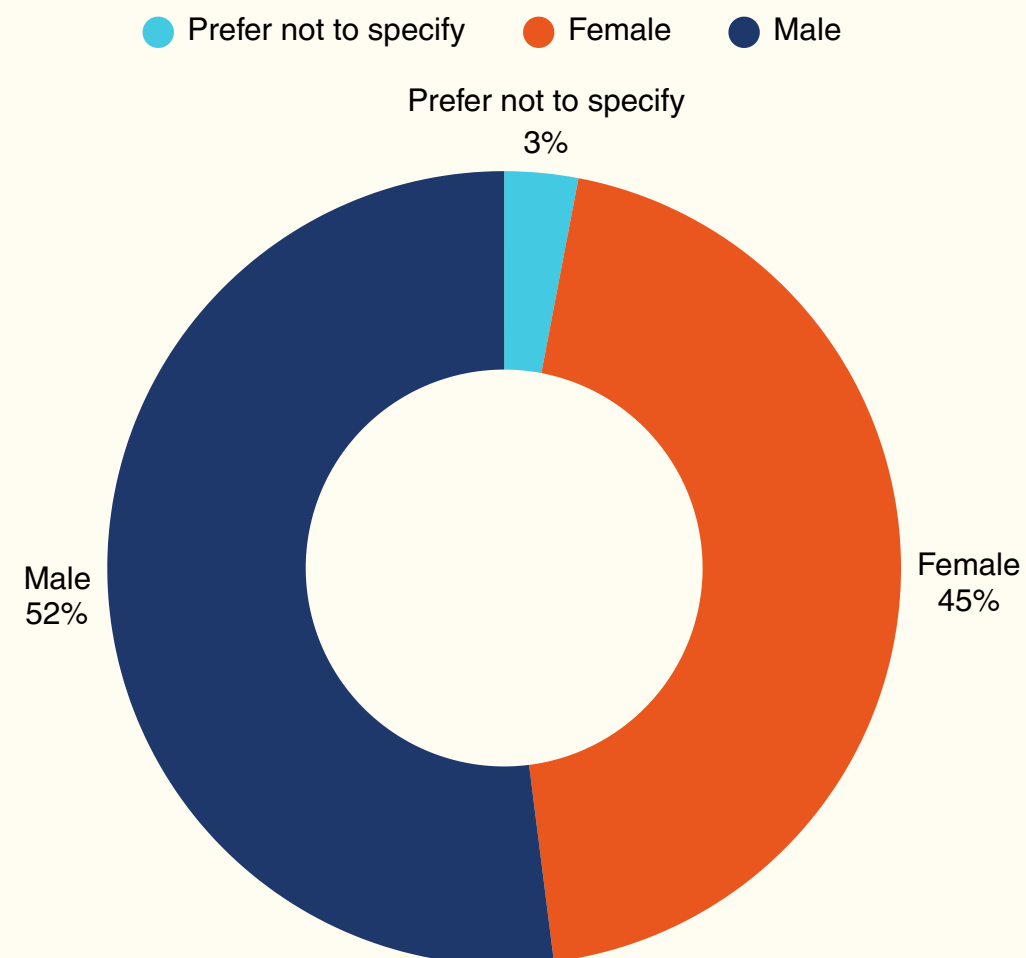
international exhibitors

04. Visitor demographic profile

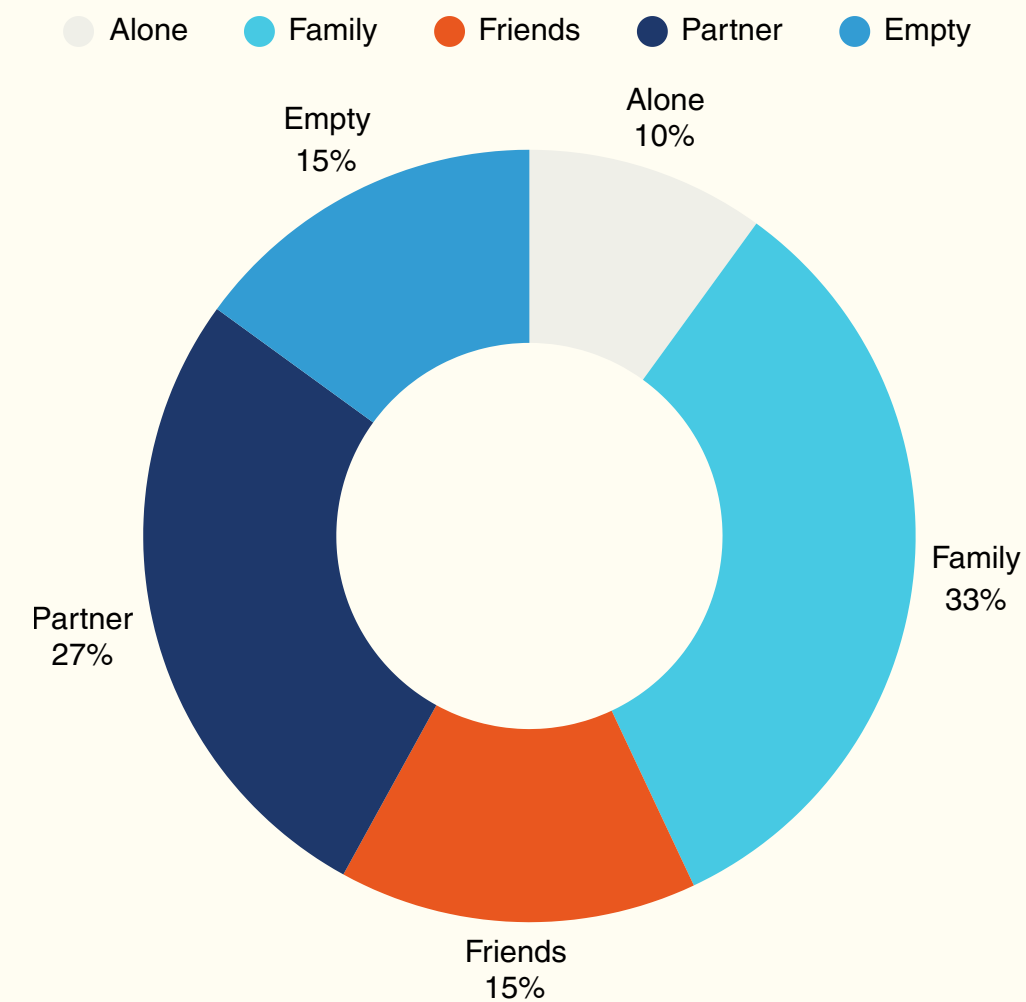
DISTRIBUTION BY AGE GROUP



DISTRIBUTION BY GENDER

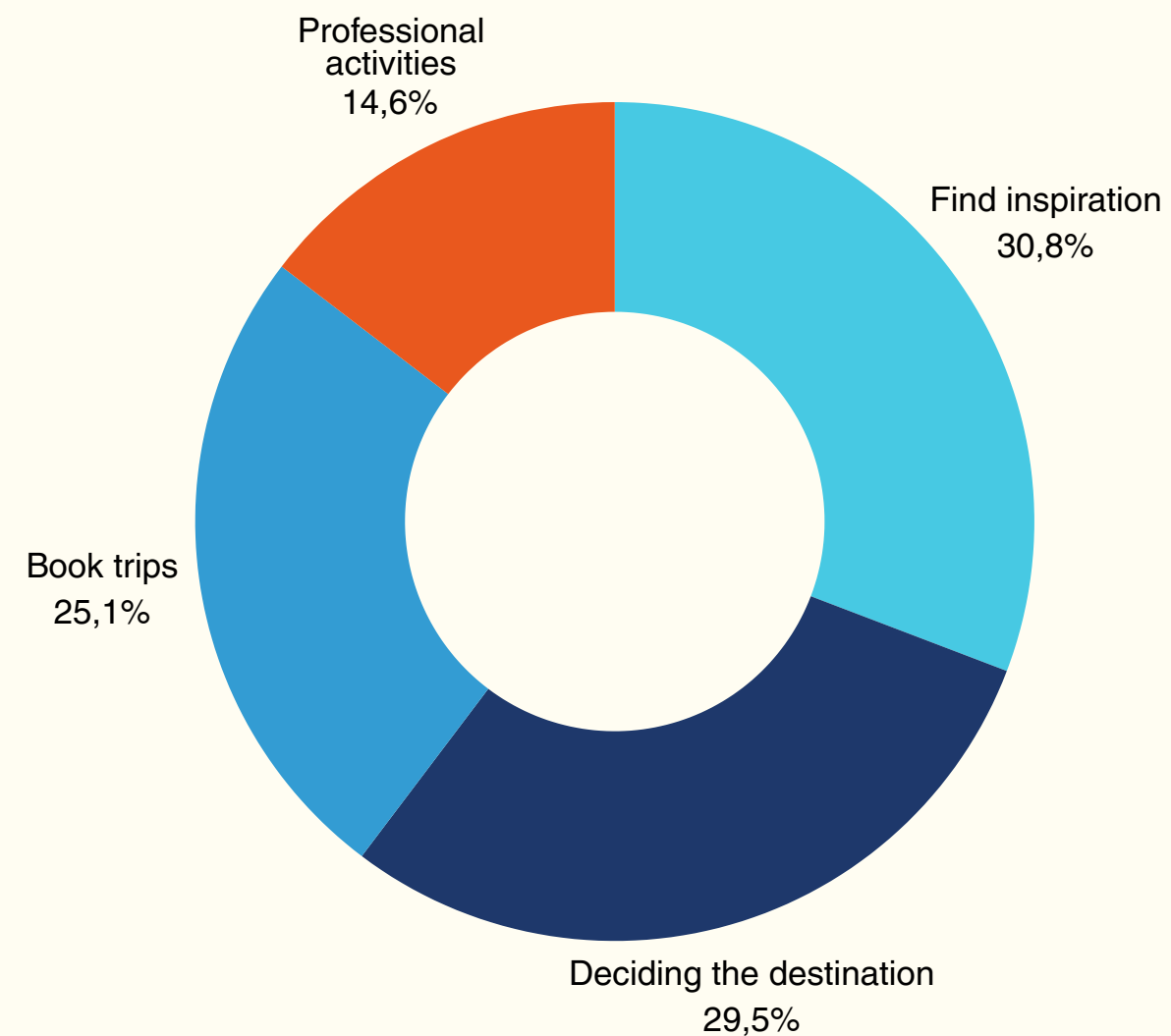


DISTRIBUTION BY ACCOMPANISTS



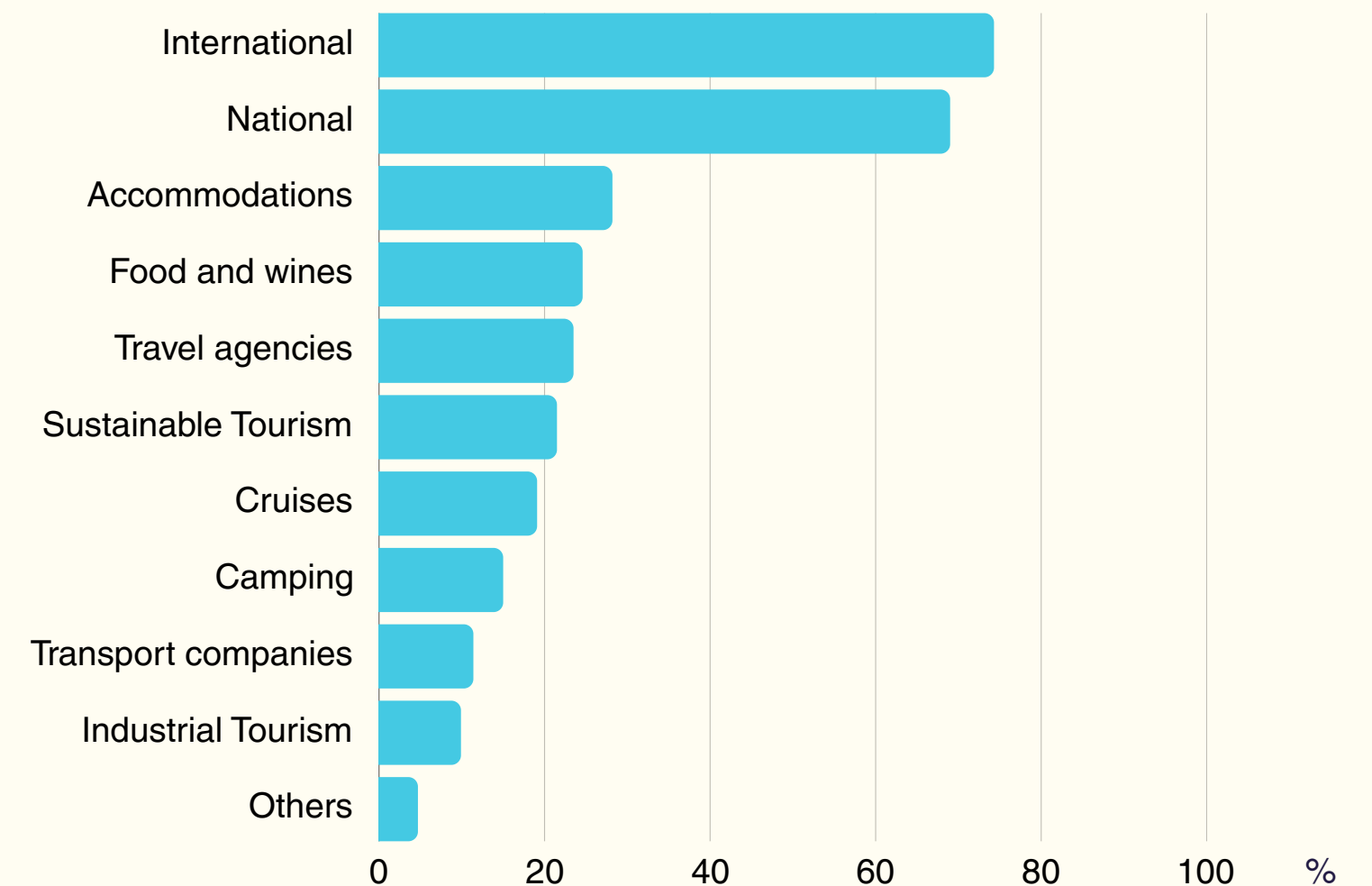
04. Visitor purchase profile

OBJETIVO DEL VISITANTE



SECTOR OF INTEREST TO THE VISITOR

(Multiple choice)



05. Results that support B-Travel



Exhibitors who will return

80% of exhibitors say they will return in 2027.



High achievement of objectives

88.5% of exhibitors claim to have achieved the objectives set before their participation.



Visitor profile highly qualified

92% of exhibitors believe that the visitor profile matched their expectations.

**Data extracted from surveys conducted with exhibitors during the 2026 edition.*

06. Participation modalities



EXHIBITION AREA

A dedicated space to showcase, sell, and generate leads with travelers who are genuinely interested in buying. Ideal for increasing the visibility of your offerings and fostering direct relationships with your target audience.



GASTRONOMIC CLASSROOM

Activate your brand or destination through exciting and influential culinary experiences. Flavor becomes a driving force: for recall, positioning, and travel desire.



PROFESSIONAL AREA

Participate in talks as an industry leader, schedule networking meetings, and generate business opportunities, leads, and brand positioning.



SPONSORING

Associate your brand with B-Travel for maximum visibility and experiential activations. A formula to make an impact, differentiate yourself, and strengthen your positioning.

07. Exhibition area rates



REBOOKING

Available until May 30, 2026
Exhibitor Rate 2026



EARLY BIRD

Available until October 30, 2026



STANDARD

Available from November 1st to February 15th, 2027

Institutions/Companies	159€/m²	Institutions/Companies	162€/m²	Institutions/Companies	164€/m²
SMEs/Startups (up to 25m²)	150€/m²	SMEs/Startups (up to 25m²)	154€/m²	SMEs/Startups (up to 25m²)	159€/m²
Participation fee	525€	Participation fee	525€	Participation fee	525€
Co-exhibitors	50€/co-exhibitor	Co-exhibitors	50€/co-exhibitor	Co-exhibitors	50€/co-exhibitor

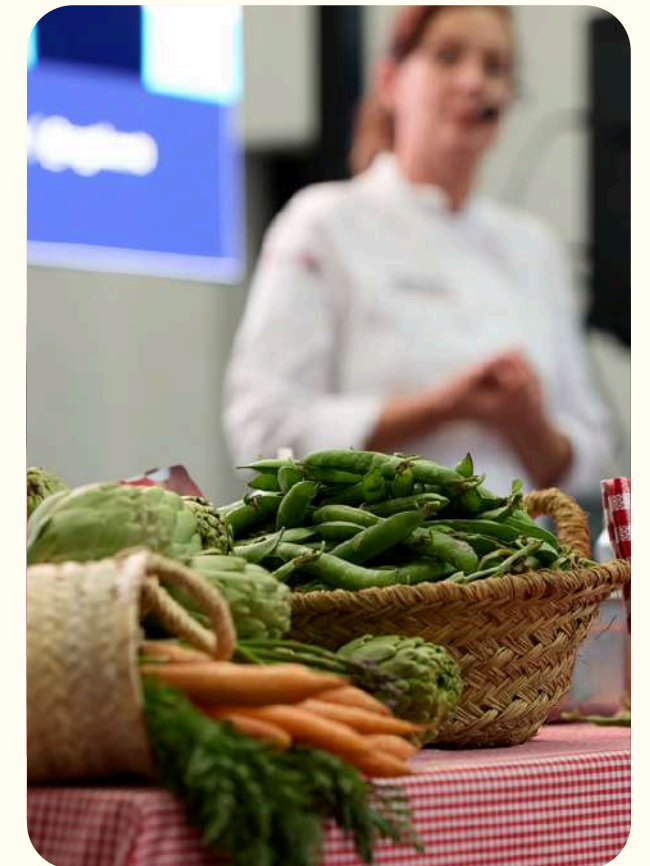
- The participation fee includes:**
- Exhibitor passes and online invitations.
 - Inclusion in the official exhibitor list.
 - Promotion as an exhibitor on social media.
 - Access to networking opportunities.
 - Inclusion on the map and in promotional materials.
 - Travel discount vouchers.
- Billing:**
- 10% of the total as a registration deposit – due by May 30 (invoice date)
 - 40% additional – due 135 days before the event
 - 50% remaining – due 45 days before setup

08. Gastronomic classroom

The B-Travel Gastronomic Classroom is a space that connects with the public through flavor, showcasing the unique character of each region through its products, recipes, and traditions.

Gastronomy thus becomes a sensory journey that unites landscape, history, and community, reinforcing the identity of each destination.

Tastings, samplings, and showcookings allow visitors to discover and experience firsthand what makes each place unique.



Rate: 500 €/hour

- Equipment included: LED screen, sound system with microphone, work table.
- Social media: promotional activities.
- Does not include chef or products.

Sampling

- Location: Cooking classroom
- Session duration: 30 min
- 2 tastings per hour
- Materials included

Tastings

- Location: Cooking classroom
- Session duration: 30 minutes
- 2 tastings per hour
- Materials included

Showcookings

- Location: Cooking classroom
- Session duration: 60 min
- 1 cooking demonstration per hour
- Materials included

09. Profesional area

We're expanding the professional area of B-Travel 2027

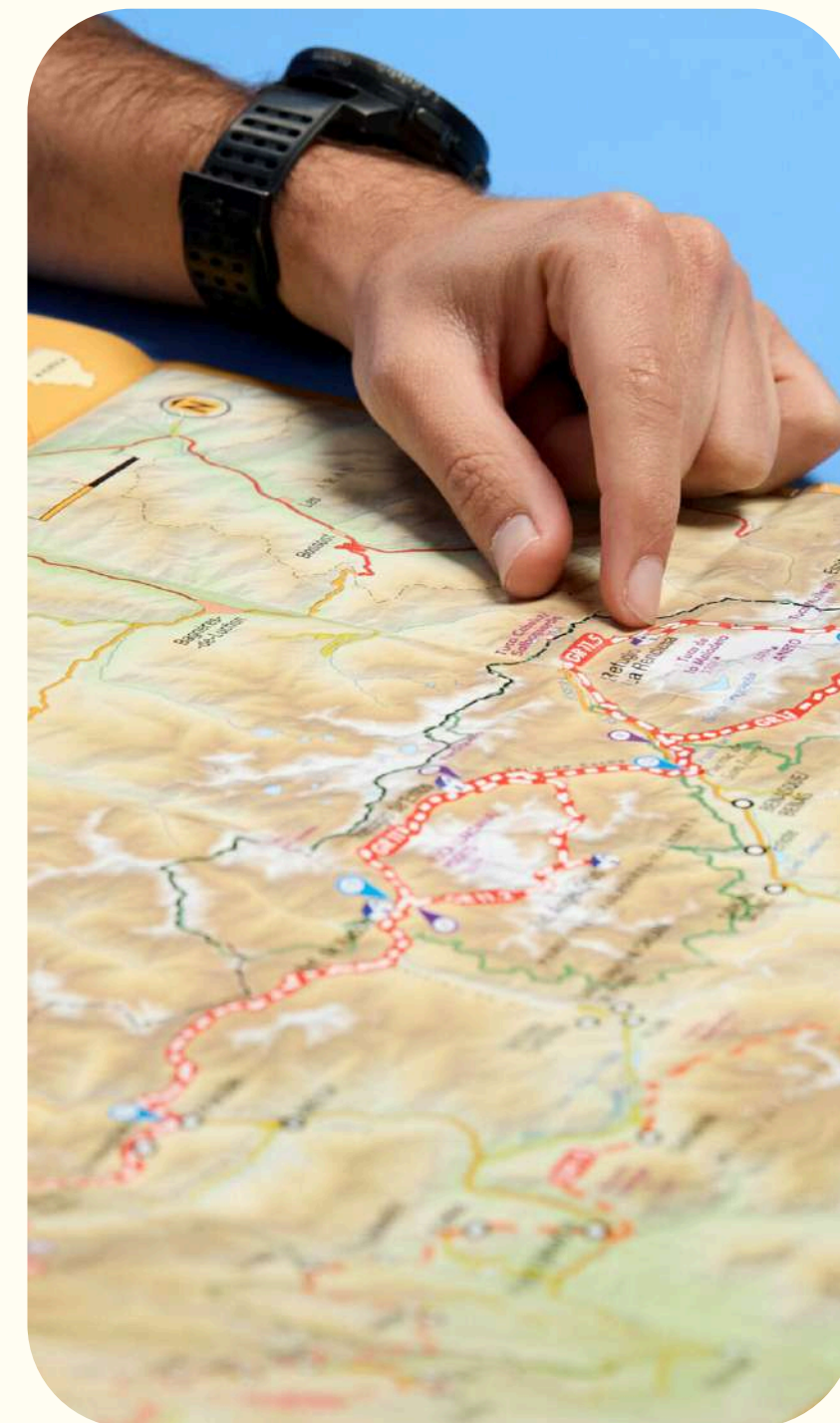
We've added a space designed to address key tourism trends and more effectively connect the active, food and wine, and cultural tourism ecosystems.

An environment designed to generate real value for exhibitors:

- **Specialized talks**
- **Professional meetings**
- **Business development**
- **Strategic conversations**

B-Travel goes beyond a mere showcase: it's a space for connection, content, and networking where real opportunities are activated.

Contributors in 2026:



09. Profesional area

Professional Area = Knowledge Days + Strategic Networking

B-Travel has created a new space designed to foster knowledge sharing, connections, and business among key players in the tourism ecosystem. It's an environment where companies, destinations, and experts share vision, exchange ideas, and generate real opportunities for collaboration in rapidly expanding segments.

Through a combination of professional workshops and networking areas,

B-Travel creates a strategic hub to:

Facilitate the exchange of knowledge and innovation.

Promote specialized networking among destinations, operators, and suppliers.

- Activate partnerships, projects, and new business opportunities.

ACTIVE/SPORTS TOURISM



GASTRONOMIC TOURISM



CULTURAL TOURISM



10. Sponsoring

GUEST REGION/COUNTRY

15.000 € + Footage

- Maximum visibility on the web, eCatalog, and in communications
- Extensive presence on social media, in the press, and in newsletters
- Exterior campaign and on-site branding
- Special sponsorship and activation activities
- Invitations, accreditation, and post-event coverage

GASTRONOMIC REGION

15.000 € + Footage

- Maximum visibility on the web, eCatalog, and in communications
- Extensive presence on social media, in the press, and in newsletters
- Exterior campaign and on-site branding
- Special sponsorship and activation activities
- Invitations, accreditation, and post-event coverage

GOLD SPONSOR

10.000 €

- High visibility on the trade show website and in its communications
- Presence on social media, newsletters, and in the press
- Digital invitations and accreditation
- Post-event coverage

SILVER SPONSOR

7.500 €

- Web presence and selected communications
- Social media outreach
- Digital invitations and accreditations
- Post-event coverage

BRONZE SPONSOR

5.000 €

- Basic web and social media presence
- Invitations included
- Post-event coverage

Whatever your budget, there's a formula to maximize your impact. B-Travel combines sales, content, and experience so your presence generates real results.

It's not just about being there, but about **activating your brand, connecting with your audience, and converting leads.**

- High-impact activations
- Live content that attracts and positions
- Experiences that create lasting memories
- A community that drives purchasing decisions

Choose how you want to participate. We'll help you turn it into a business.

11. Visibility in B-Travel



+57 M

media impacts



+39.000

followers



+700.000

social media
impacts



+67.8 K

contacts



+165 K

web visits

B-Travel multiplies your brand's visibility beyond the booth.

Reach

- Presence in general and specialized media
- Amplification on digital channels and social networks
- Active travel community before, during and after the event

Content generation

- Agenda of activities, experiences, and presentations
- Coverage of key industry trends
- Opportunities to position your brand through storytelling

Impact

- High media and social impact
- Conversations that connect with real demand
- Integrated presence in an environment that generates visibility and value

Your brand doesn't just participate. It's seen, heard, and remembered.

12. Plan your participation

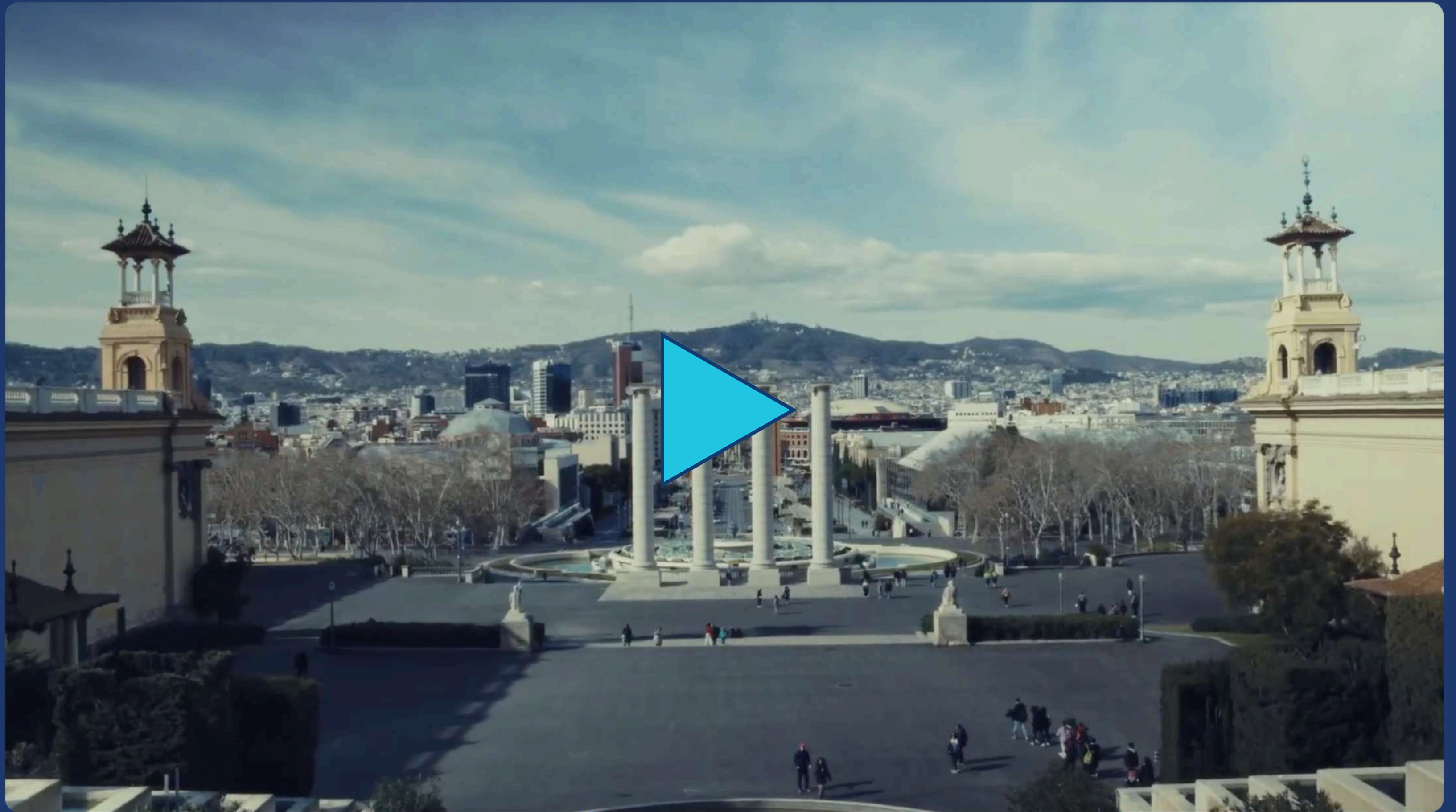


Whatever your budget, we have the right option for you.

B-Travel integrates sales, content, and experience into a single format.

At B-Travel, you don't just showcase: you connect, inspire, and sell.

Inspiration, emotion, and purchase decision all in one place.



Shall we talk?



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