Fira Barcelona
www.b-travel.com

BIAJAR

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

12 - 14 March 2027
Montjuïc Venue

INDEX

01. We keep Trabeling
02. Sector Data
03. Display Profile
04. Visitor Profile
05. Results that Support B-Travel
06. Participation Options
07. Exhibition Area
08. Gastronomic Classroom
09. Professional Area
10. Sponsorship
11. Visibility on B-Travel
12. Plan your participation

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



+21,5%

Year-on-year growth in trips abroad in the second quarter of 2026.

INDESCAT, September 2026



37,7%

Among residents of Catalonia, many take international trips, leading the national ranking.

INE, ***February 2026***



9th largest source market globally

España forma parte del Top 10 global de mercados emisores de turismo.

ONU Tourism, ***July 2026***



21,3 M passengers

Recorded at Barcelona-El Prat Airport during the first half of 2026 (+5.3%).

AENA, ***July 2026***



28,5 M overnight stays

Carried out by residents of Catalonia during their tourist trips. Average stay: 3.5 nights.

IDESCAT, ***September 2026***



20% growth in spending

Growth in spending by Spaniards on international travel in 2025—the highest rate of increase in the EU.

ONU Tourism, ***August 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.)

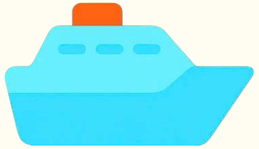


Gastronomy



Transport

(Airlines, railways, car rental, etc.)



Cruises

(MSC, Grimaldi, etc)



Accommodation offers

(Camps, hotels, rural houses, etc.)



Leisure/cultural experiences

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



Health and travel insurance



Travel accessories



Training or tourism services

110

direct exhibitors

38

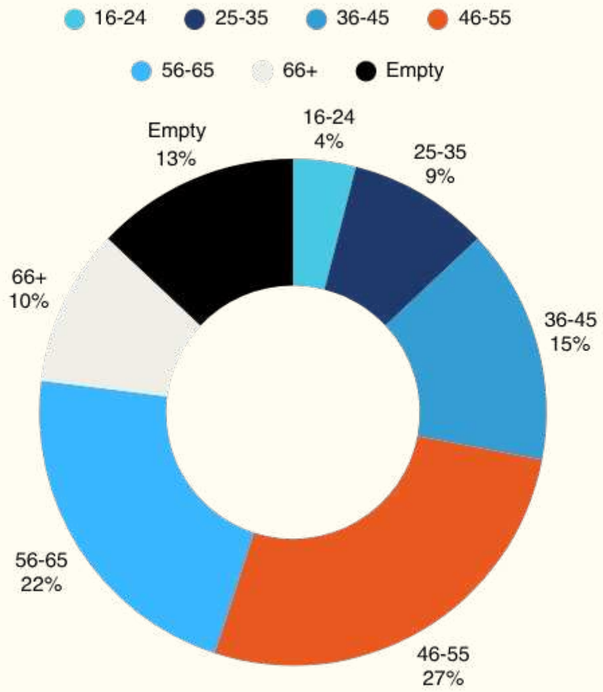
specialized travel agencies

30%

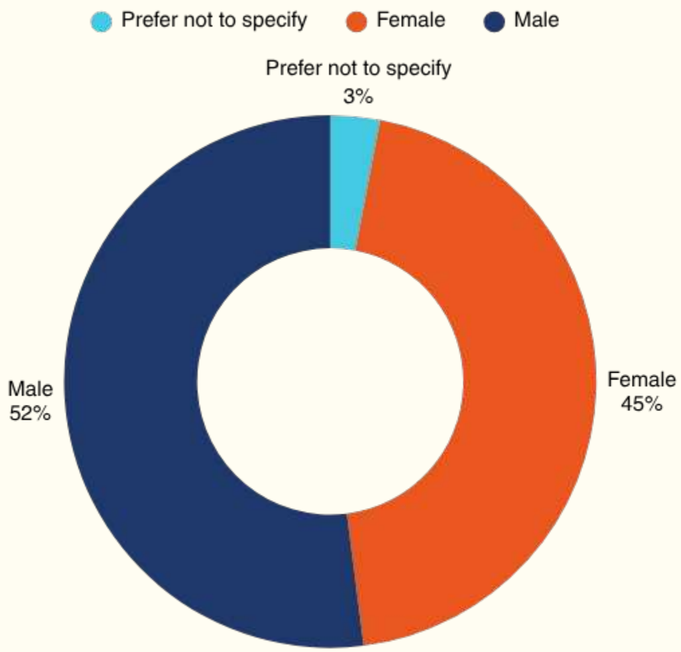
international exhibitors

04. Visitor demographic profile

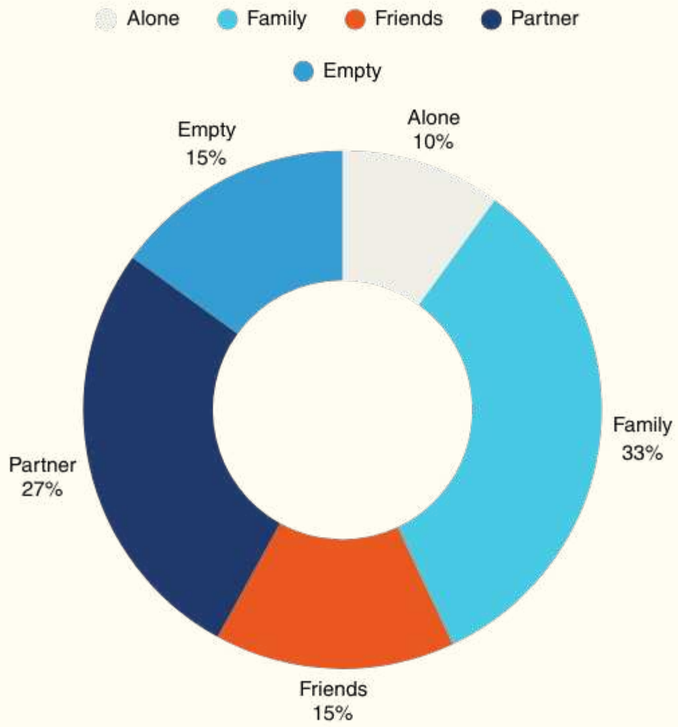
DISTRIBUTION BY AGE GROUP



DISTRIBUTION BY GENDER



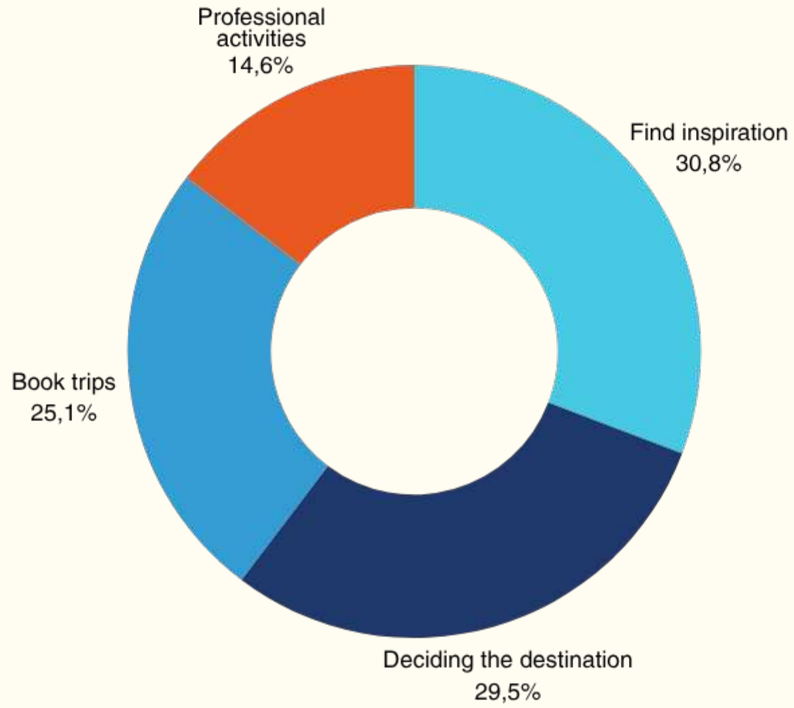
DISTRIBUTION BY ACCOMPANISTS



Data extracted from visitor entry log 2026

04. Visitor purchase profile

OBJETIVO DEL VISITANTE



SECTOR OF INTEREST TO THE VISITOR

(Multiple choice)



**Data extracted from surveys conducted with visitors in 2026*

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

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



EARLY BIRD

Available until October 30, 2026

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



STANDARD

Available from November 1st to February 15th, 2027

Institutions/Companies	162€/m²
SMEs/Startups (up to 25m²)	159€/m²
Participation fee	525€
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

***Official organizations, please consult with the sales team.**

08. Gastronomic classroom

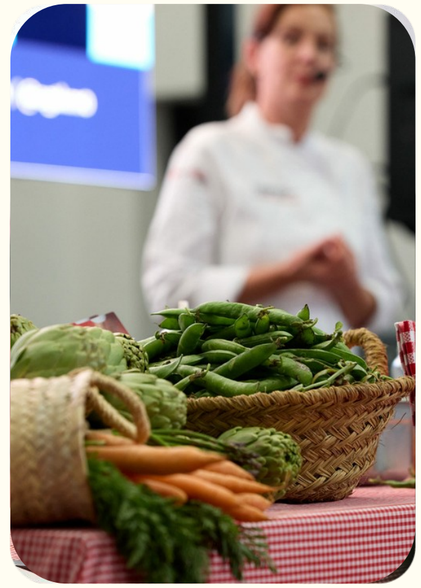
The B-Travel Gastronomic Classroom is a space that connects with the public through flavor, showcasing the unique character of each region through its products, recipes, and traditions.

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:

ACAVE

CETT Barcelona School of Tourism, Hospitality and Gastronomy

Queer™ Destinations

TRAVEL 2 CARE · PEOPLE AND PLANET

BIOSPHERE

THE TRAVELLING SET

el generador



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.





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?

Andreu Sancho
+34 697 145 336
asancho@firabarcelona.com

Sandra Hontiyuelo
+34 661 80 63 66
shontiyuelo@firabarcelona.com