Barcelona
your best destination
for meetings and
incentives

www.barcelonaconventionbureau.com
Why Barcelona?

Barcelona Metropolitan Region is one of Europe’s most important metropolies. Barcelona is the economic, cultural and administrative capital of Catalonia, one of the economic drivers of Spain and Southern Europe.

Welcoming
Easily accessible
State of the art infrastructures
Successful
Practical
Avant-garde
Mediterranean
Historical
Sustainable
Dynamic
Cosmopolitan
Cultural
Innovative
Delectable
Stylish
Barcelona is...

1st world destination in association meetings in number of meetings
Source: ICCA statistics 2017

2nd top meeting destination in the EMEA región (3rd year in a row)
Source: Cvent’s 2017

Europe’s Leading Meeting & Conference Destination
Source: World Travel Awards 2017

Favourite MICE Destination
Source: American Express Meetings & Events Report 2017

Barcelona is the 3rd most attractive city for founders
Source: Atomico, Startup Heatmap 2017
Barcelona, a leading meetings destination

Barcelona is positioned as one of the top cities in Europe and the world in terms of hosting international conferences.

Barcelona permanent events

- Mobile World Congress
- IBTM World
- Barcelona Smart City Congress
- Alimentaria
- Sonar Music Festival

Lasts years in Barcelona:

- 2013: EASD - European Association for the Study of Diabetes Annual Meeting
- 2014: European Congress of Cardiology - ESC Congress
- 2015: Microsoft Convergence EMEA
- SAP First Kick off Meeting (FKOM)
- UEG Week - United European Gastroenterology
- 2017: European Congress of Cardiology - ESC Congress
- World Routes 2017

Already announced:

- 2019: ESMO – European Society of Medical Oncology
- 2020: EBCC – European Breast Cancer Conference
- 2021: European Society for Radiotherapy & Oncology - ESTRO
Barcelona Conference Venues
Venues over 100.000 sqm

**Fira Barcelona - Gran Via**

Gran Via Fira is one of the largest and most modern venues in Europe, designed by the Japanese architect Toyo Ito.

<table>
<thead>
<tr>
<th>Total area</th>
<th>240.000 sqm / 2.583.338 ft</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total halls</td>
<td>8 halls</td>
</tr>
<tr>
<td>Walking distance hotels</td>
<td>6 hotels / 1.377 rooms</td>
</tr>
</tbody>
</table>

**Fira Barcelona - Montjuïc**

Built in 1929 to house the International Exhibition, it currently combines tradition with an infrastructure that can be adapted to all types of events.

<table>
<thead>
<tr>
<th>Total area</th>
<th>134.000 sqm / 1.442.364 ft</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total halls</td>
<td>6 halls</td>
</tr>
<tr>
<td>Walking distance hotels</td>
<td>3 hotels / 769 rooms</td>
</tr>
</tbody>
</table>
Barcelona Conference Venues
Venues under 100,000 sqm

Barcelona International Convention Centre
Located by the sea, the CCIB is an emblem of Barcelona’s avant-garde architecture. It consists of two buildings, the Convention Centre and the Forum Auditorium.

<table>
<thead>
<tr>
<th>Total area</th>
<th>11,300 sqm / 121,632.2 ft</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total capacity</td>
<td>15,000 pax</td>
</tr>
<tr>
<td>Walking distance hotels</td>
<td>4 hotels / 1,426 rooms</td>
</tr>
</tbody>
</table>

Palau de Congressos de Catalunya
Located in the prestigious Avenida Diagonal of Barcelona, the most important financial and business centre of the city.

<table>
<thead>
<tr>
<th>Exhibition area</th>
<th>2,000 sqm / 21,527.82 ft</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auditorium</td>
<td>2,000 pax</td>
</tr>
<tr>
<td>Walking distance hotels</td>
<td>3 hotels / 783 rooms</td>
</tr>
</tbody>
</table>
Barcelona, a connected city

Barcelona is located in the northeast of Spain and has great land, sea and air communication. The international airport, Barcelona-El Prat, links the city with Europe’s capitals and world destinations. The city has a range of sea links, while road and rail are also good ways of getting to Barcelona. Barcelona also has an efficient and safe public transportation.

Barcelona - El Prat Airport (2017)
- 7,5 miles / 12 km from the airport to city center
- 27 Domestic flights
- 140 Continental flights
- 43 Intercontinental flights
- 47,3 M passenger traffic

Train connections (2017)
- Direct railway links to Paris
- High Speed train to Madrid, Paris, Lyon, Marseille and Toulouse

Cruise activity (2017)
- Mediterranean’s leading cruise port and 4th in the world
- 7 cruise passenger terminals
- 2,7 M cruise passengers
- 778 cruise calls
**Hotel industry excellence**

Barcelona and its region offer a wide range of hotels. From large (national and international) chains, to charming boutique hotels with highly-personalized services; without forgetting the extensive range of perfectly-equipped meeting spaces.

<table>
<thead>
<tr>
<th>Hotels</th>
<th>Rooms</th>
<th>Beds</th>
</tr>
</thead>
<tbody>
<tr>
<td>H5* GL</td>
<td>19</td>
<td>2.723</td>
</tr>
<tr>
<td>H5*</td>
<td>20</td>
<td>2.828</td>
</tr>
<tr>
<td>H4* S</td>
<td>32</td>
<td>4.609</td>
</tr>
<tr>
<td>H4*</td>
<td>182</td>
<td>20.102</td>
</tr>
<tr>
<td>H3*</td>
<td>144</td>
<td>9.760</td>
</tr>
<tr>
<td>H2*</td>
<td>63</td>
<td>3.353</td>
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<tr>
<td>H1*</td>
<td>52</td>
<td>1.569</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>512</strong></td>
<td><strong>45,275</strong></td>
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*Numbers of January 2018: Barcelona city & region*
Barcelona has a wide range of singular venues.

Barcelona has many striking and unique venues. From sites steeped in history and character to modern facilities.

Museu Nacional d’Art de Catalunya
Sant Pau Art Nouveau Site
Casa Batlló
La Pedrera
Drassanes Reials
Gran Teatre Liceu
Palau de la Música Catalana
Pavelló Mies Van der Rohe
FCBarcelona
...
Big names in the world of contemporary art, like Picasso, Gaudí, Miró and Tàpies, have gained the city an international reputation that has been carried forward by professionals in the fields of architecture, design, photography and many other creative disciplines, who have added their talent to the legacy of these universal artists.
Barcelona is at the forefront of the international avant-garde gastronomy.

Top restaurants

<table>
<thead>
<tr>
<th>1 Michelin Stars</th>
<th>2 Michelin Stars</th>
<th>3 Michelin Stars</th>
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</thead>
<tbody>
<tr>
<td>Alkimia</td>
<td>Disfrutar</td>
<td>Àbac</td>
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<tr>
<td>Caixa</td>
<td>Dos Cielos</td>
<td>Lasarte</td>
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<td>Cinc Sentits</td>
<td>Enoteca</td>
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<td>Dos Païllós</td>
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<td>Hoja Santa</td>
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<td>Hofmann</td>
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<td>Koy Shunka</td>
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<td>Roca Moo</td>
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<tr>
<td>Tickets</td>
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<tr>
<td>Via Veneto</td>
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<td>Xerta</td>
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Barcelona was fitter than ever for the 1992 Olympic Games. And it’s still in peak condition. This can be seen in the international competitions which attract thousands of people every year and the many facilities for golf, swimming, cycling and all kinds of sport.

**Football**
- FC Barcelona
- RCD Espanyol

**Tennis**
- Barcelona Open Banc Sabadell
  - Trofeu Conde de Godó

**Circuit de Barcelona-Catalunya**
- Gran Premi de Formula 1
- Gran Premi Aperol de Catalunya de MotoGP

**Sailing and Water sports**
- Regata Trofeu Conde de Godó
- Regata Puig Vela Clàssica Barcelona
- Barcelona World Race

**Athletics**
- Barcelona Marathon
- Jean Bouin Race
Barcelona offers the possibility of taking part in interesting and original activities by land, sea, and air. We offer the perfect blend of ideal scenarios, unique atmosphere and creative initiatives.

**Activities**
- Discover cities and villages
- Montserrat: 1000 years of spirituality
- A world of salt in Cardona
- Wine or cava tasting
- Team building among vineyards
- Kayak and canoeing in Sau damming
- Nautical sports in the beach
- Golf close to the city
- Ballooning over Barcelona
The Barcelona Convention Bureau (BCB) is a programme of Turisme de Barcelona dedicated to promoting the city as a venue for conferences, conventions and incentive travel. We offer free and neutral advisory services for professionals interested in organizing all type of events in Barcelona.