

BAROMETRE **BUSINESS TOURISM**

2019 - 2022



Results

377 435 580 € **ESTIMATED ECONOMIC IMPACT OVER 4 YERS**

2019

504 472



2020

2021

2022

2 648 events

376 580



25 participating organizations



17 participating organizations



19 participating organizations



23 participating organizations

Congress days: the number of days multiplied by the number of delegates



Event typology

On average over 4 years

CORPORATE EVENTS PARTICIPANTS

CONFERENCE AND TRADE SHOW ATTENDEES

38 %

Regional participants

45 % **45** %

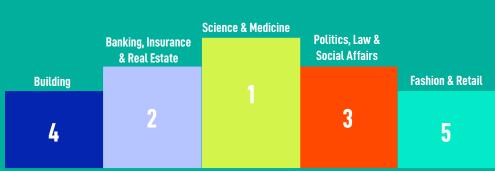
National participants International participants

Percentage of participants who attended a regional, national, and international-scale event.



Sectors of activity

TOP 5 sectors with the highest number of congress days over the 4 years.





Periods

Top 5 months with the most congress days over the 4 years.

2nd 5th **OCTOBER** MAY 1st 3rd **SEPTEMBER DECEMBER** JANUARY