

# BAROMÈTRE BUSINESS TOURISM

YEAR 2021

The results presented in this infographic are compared to those of 2019.



## Annual results

2021

ESTIMATED ECONOMIC IMPACT

96 261 440 €

-34,2%

1734

events

-47,4%

331 936

Number of congress days

-34,2%

2019

ESTIMATED ECONOMIC IMPACT

146 296 880 €

3299

events

504 472

Number of congress days



## Event typology

2021

CORPORATE EVENTS PARTICIPANTS

51%

-62,6%

CONFERENCE AND TRADE SHOW ATTENDEES

48%

-41,2%

36%

Regional participants

-63,5%

58%

National participants

-37,2%

7%

International participants

-52,3%

2019

CORPORATE EVENTS PARTICIPANTS

63%

CONFERENCE AND TRADE SHOW ATTENDEES

37%

47%

Regional participants

44%

National participants

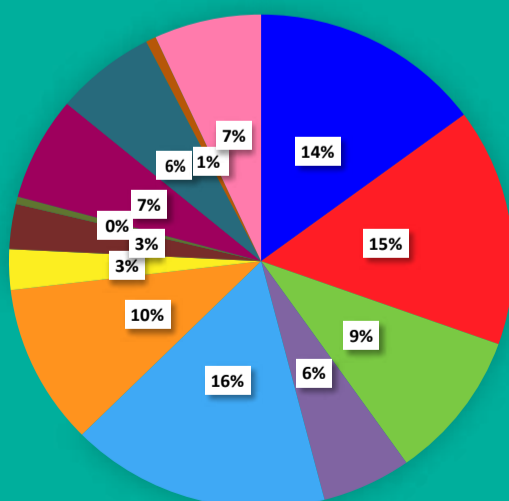
7%

International participants

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



## Sectors of activity



- Sciences & Medicine
- Banking, Insurance & Real Estate
- Building
- Transportation & aerospace
- Politics, Law & Social Affairs
- Fashion & Retail
- Agriculture
- Communication
- Defense & security
- Tourism, hospitality & catering
- Computer science & new technologies
- Environment
- Culture & sports

Sources: Business Tourism Observatory Bordeaux Tourism & Congress

19 respondents in 2021: Aerocampus, Beam, Palais de la Bourse, Cap Sciences, Château Lafitte, CHU Pellegrin, La Cité du Vin, Enseirb Matmeca, Hilton Garden Inn, Mercure Bordeaux Centre, Mercure Château Chartrons, Novotel Lac, Pullmann Bordeaux Lac, Le Pin Galant, Universités de Bordeaux, Golf du Médoc & Spa, Institut Culturel Bernard Magrez, Mer & Golf Bruges/City, Bordeaux River Cruise.