

BAROMÈTRE BUSINESS TOURISM

1ST SEMESTER OF 2023

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



Results for the 1st semester

2023

ESTIMATED ECONOMIC IMPACT

113 050 000 €

+68,4 %

1936

events

+4 %

297 500

congress days

+28,5 %

2019

ESTIMATED ECONOMIC IMPACT

67 124 850 €

1860

events

231 465

congress days



Event typology

2023

CORPORATE EVENTS
PARTICIPANTS

61 %

+8,2 %

CONFERENCE AND
TRADE SHOW ATTENDEES

39 %

+45,6 %

38 %

Regional
participants

+6 %

49 %

National
participants

+20,4 %

13 %

International
participants

+355 %

2019

CORPORATE EVENTS
PARTICIPANTS

70 %

CONFERENCE AND
TRADE SHOW ATTENDEES

30 %

44 %

Regional
participants

50 %

National
participants

4 %

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

