

# BAROMÈTRE BUSINESS TOURISM

1<sup>ST</sup> SEMESTER OF 2024

The results presented in this infographic are compared to those of 2023.



## Results for the 1<sup>st</sup> semester



ESTIMATED ECONOMIC IMPACT

116 731 820 €

+3,3 %

1 843

events

-4,8 %

307 189

congress days

+3,3 %



ESTIMATED ECONOMIC IMPACT

113 050 000 €

1 936

events

297 500

congress days



## Event typology



CORPORATE EVENTS PARTICIPANTS

53 %

-13,1 %

CONFERENCE AND TRADE SHOW ATTENDEES

47 %

+20,5 %

45 %

Regional participants

+18,4 %

40 %

National participants

-18,3 %

14 %

International participants

+7,6 %



CORPORATE EVENTS PARTICIPANTS

61 %

CONFERENCE AND TRADE SHOW ATTENDEES

39 %

38 %

Regional participants

49 %

National participants

13 %

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

