

# BAROMÈTRE BUSINESS TOURISM

RESULTS FOR THE 1<sup>ST</sup> SEMESTER OF 2025

The results presented in this infographic are compared to those of 2024.



## Business volume

CONGRESS DAYS

311 770

+6 %

EVENTS

1 794

-1,9 %

PARTICIPANTS

124 518

-21,1 %

ESTIMATED ECONOMIC IMPACT

118 M €



## Event typology

CORPORATE EVENTS PARTICIPANTS

57 %

-15 %

CONFERENCE AND TRADE SHOW ATTENDEES

43 %

-28 %

47 %

Regional participants

-19,1 %

34 %

National participants

-35,1 %

19 %

International participants

+16 %

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

