

BAROMÈTRE BUSINESS TOURISM

2ND SEMESTER OF 2024

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



Results for the 2nd semester



ESTIMATED ECONOMIC IMPACT

150 600 460 €
+26,5 %

1 497
events

+1,3 %

396 317
congress days

+26,5 %



ESTIMATED ECONOMIC IMPACT

119 034 240 €

1 477
events

313 248
congress days



Event typology



CORPORATE EVENTS
PARTICIPANTS

60 %
+19,6 %

CONFERENCE AND
TRADE SHOW ATTENDEES

40 %
+19,3 %

31 %
Regional
participants

-21,7 %

34 %
National
participants

+10 %

35 %
International
participants

+166 %



CORPORATE EVENTS
PARTICIPANTS

58 %

CONFERENCE AND
TRADE SHOW ATTENDEES

38 %

45 %
Regional
participants

35 %
National
participants

15 %
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

