

BAROMÈTRE BUSINESS TOURISM

RESULTS FOR THE 2ND SEMESTER OF 2025

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



Business volume

CONGRESS DAYS

314 866

- 20,5%

EVENTS

1 370

- 8,4%

PARTICIPANTS

140 427

- 17,5%

ESTIMATED ECONOMIC IMPACT

119 M €



Event typology

CORPORATE EVENTS PARTICIPANTS

61%

- 17,2%

CONFERENCE AND TRADE SHOW ATTENDEES

39%

- 18%

30%

Regional participants

- 19,9%

53%

National participants

+ 28,7%

17%

International participants

- 60,7%

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

