

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

319 191

- 25,5%

EVENTS

1 397

- 7,2%

PARTICIPANTS

140 935

- 23,2%

ESTIMATED ECONOMIC IMPACT

121 M €



Event typology

CORPORATE EVENTS
PARTICIPANTS

62 %

- 21,5%

CONFERENCE AND
TRADE SHOW ATTENDEES

38 %

- 26,1%

31 %

Regional
participants

- 25,3%

52 %

National
participants

+ 19,2%

17 %

International
participants

- 145%

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

