



Madrid Destino

**Madrid City Council's Tourism Department, through the Madrid Convention Bureau, has had its own stand at the fair**

## Madrid strengthens its image as a meeting destination at the IBTM WORLD fair in Barcelona

- The fair, which was held at the Fira Gran Vía Convention Centre in Barcelona from 19 to 21 November, attracted more than 15,000 MICE professionals from all over the world
- Manned by the Madrid Convention Bureau and 24 associated companies, the Madrid stand hosted some 500 working meetings

Madrid City Council Tourism, through the Madrid Convention Bureau (MCB), has been present once again at the IBTM WORLD fair, one of the world's most important events for the meetings tourism sector, which took place at the Fira Gran Vía convention centre in Barcelona from 19 to 21 November.

The objectives of this action included strengthening alliances, closing agreements and establishing new contacts with agencies, corporate clients and associations around the world, as well as fostering collaborations with other complementary sectors such as the media and event organisers in markets that are of interest to MCB in 2020. In total, the Madrid stand generated around 500 working meetings for the Madrid Convention Bureau and 24 of this organisation's associates.

During the fair, all the new developments that the Madrid MICE sector is currently experiencing were announced, including the opening of hotels, special venues and new large-scale spaces.

Visitors to the Madrid stand at IBTM World also discovered, through different promotional activities, the gastronomic and shopping offerings of the capital in spaces such as Gran Clavel, the Iberostar Las Letras Hotel and Las Rozas Village.

### Sustainable stand

Madrid attended IBTM with its own stand, which on this occasion covered 120<sup>m2</sup>. 24 companies associated with the congress office were also present, representing all the categories involved in the MCB. As on other occasions, sustainability criteria have also been used at this fair in the creation, construction and recycling of the stand. Specifically, the stand was 100% free of plastic and its decorative canvases will be used to produce merchandising now that the fair is over. In the same way, this year's merchandising comes from recycled materials from previous

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fairs.

These are the companies that formed part of the Madrid stand: the Emperador Hotel, Hilton Madrid Airport, Hotel Puerta América, Hotel VP Plaza España Design, InterContinental Madrid, NH Collection Madrid Eurobuilding, Novotel & Ibis Styles Madrid City Las Ventas, Novotel Madrid Center, Rafaelhoteles Atocha, RIU Plaza España, Vincci Soho, All Spain Travel, Cititravel DMC Spain & Portugal, META/CCION Events & Incoming Services, El Olivar Complex, Wanda Metropolitano Stadium, Linares Palace, Real Madrid, TeatroGoya Multiespacio, Corral de la Morería Flamenco show & Restaurant, IFEMA, Las Rozas Village, Conventia and Parafina Comunicación.

One of the world's leading events for the meeting tourism sector, IBTM World brings together agencies, associations, large companies, professional corporate event organisations, and in general professionals from the meeting tourism sector eager to learn about the latest products, services, destinations and market trends. In this edition, the fair attracted 15,000 professionals of 141 different nationalities./

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