

MICE: BUSINESS TRAVELERS HEAD TO SPAIN IN GREATER NUMBERS



According to the Spain Convention Bureau, a network of local entities that currently includes 65 meeting destinations within the Spanish Federation of Municipalities and Provinces (FEMP), Spain achieved a turnover of 14.3 billion euros in 2024. This figure represents a 7% growth compared to the previous year and a more than 16% increase over 2019, surpassing pre-pandemic spending.

These statistics confirm a strong demand among business travelers, leading to a new record for Spain.

In the coming years, this positive trend is expected to continue alongside essential goals such as **enhancing the purpose and significance of the meetings industry for both organizers and attendees, further advancing the sustainability of events**, and showcasing the positive impact generated by the industry in various destinations.

In terms of traveler numbers, data indicates an expectation of 10.54 million business travelers in 2024, representing a 1.7% increase from the previous year and a 3.2% rise compared to 2019. Additionally, sustained growth of 1.5% to 2% per year is anticipated in the coming years, with an expected reach of 10.91 million MICE travelers by 2026.

Spain remains a top global destination for the meetings industry, with several locations consistently ranking among the best in the world. The country is focused on maximizing growth while adapting to new trends, positioning itself as a leader in sustainable practices within the industry on a global scale.

In 2024, the average daily expenditure for business travelers is projected to rise to 378.9 euros. Prices rising primarily drive this increase, significantly exceeding the 2019 expenditure of 319.2 euros, marking a record high in the historical data analyzed. Notably, this average expenditure is three times higher than leisure tourists. This disparity highlights the critical need to effectively communicate the value of the meetings industry to all stakeholders involved, including institutions, private companies, and citizens. The meetings industry generates quality tourism and drives social and environmental economic improvements in the medium to long term for the destinations it impacts.

Data from the Spain Convention Bureau reaffirm that the meetings sector is on a continuous upward growth trend, positioning Spain as one of the most important markets globally for this industry. This success model serves as an economic, cultural, social, and environmental catalyst across the 65 destinations registered through the Spanish Federation of Municipalities and Provinces, where the Spain Convention Bureau operates.

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