

IBTM BARCELONA 2021

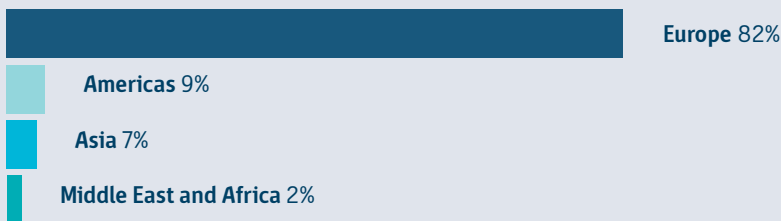
30 November - 2 December 2021 - Barcelona, Spain

BUSINESS EVENTS AUSTRALIA
AUSTRALIA.COM/BUSINESSEVENTS

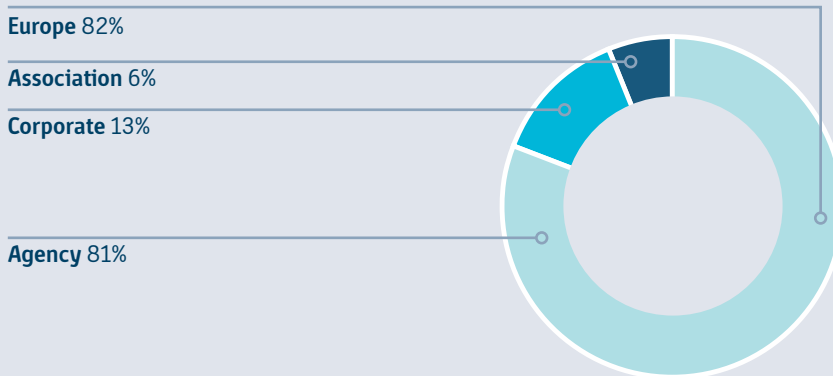


IBTM World Barcelona 2021 is a key trade show for international event planners from the conference, association convention and corporate events industries, and provided an opportunity in person after two years away. Over the course of three days, IBTM World Barcelona enabled buyers to meet with the world's leading destinations and suppliers.

HOSTED BUYERS BY COUNTRY



HOSTED BUYERS BY NATURE OF BUSINESS



OVER
30,000

Pre-scheduled meetings during three-day event

OVER
14,000

Hosted Buyers from 72 countries

MORE THAN
7,000

Attendees joined

OVER
1,200

Exhibiting companies from 70 countries

AUSTRALIA STAND

2 INDUSTRY PARTNERS

POST-EVENT SURVEY RESULTS

100%

Event satisfaction

100%

Intend to sell more as a result of the event

100%

Indicated the event offers value for money

Number of leads generated

15

SAVE THE DATE

IBTM World 2022
29 November
- 1 December 2022