



Skål International Barcelona Stand at IBTM World



An excellent opportunity to promote our organisation!

From 27-29 November 2018, the latest edition of the IBTM World Fair was held in Barcelona, Spain, the most important exhibition in the MICE (meetings, incentives, conferences and exhibitions) sector worldwide.

This year's attendance of 3,000 exhibitors from more than 150 countries, more than 3,500 buyers and a new record of pre-established business appointments with 77,651 prior meeting bookings, 5% more than last year, will undoubtedly give greater impetus to congress tourism globally.

The show presented the latest developments in destinations, products and services specialising in the organisation of events and business travel, with the participation of tourism authorities, travel agencies, tour operators, conference centres, hotel chains, service companies and organisers of international events.

Skål International, supported by Skål Barcelona, had a stand that was used by partners and visited by hundreds of tourism professionals.