

28 FEB - 03 MAR 2024

LB

**BOLSA
TURISMO
LISBOA
TRAVEL
MARKET**



BTL 34TH EDITION

FEB 28TH – MAR 3RD

BTL – Lisbon Travel Market is recognized by the tourism sector as the most important Tourism Fair in Portugal and a hub for professionals.

Organized with the support of Turismo de Portugal, TAP and sector associations, BTL claims its position as the event for promoting Portugal (incoming) and international destinations (outgoing), gathering tourism offer from the north to the south of Portugal and on average about 60 international destinations.



BTL 2023 NUMBERS



DASHBOARD

BTL 2023

1400

EXHIBITORS

63000

VISITORS

45000

**SQM
OCCUPIED
AREA**

75

**INTERNATIONAL
DESTINATIONS**

VISITORS

BTL 2023 registered an increment of 38% in the total number of visitors, 26% regarding professional trade vistors and 59,9% the general public.

INTERNATIONAL DESTINATIONS

With over 25% in international destinations from five diferent continents, BTL reinforced its outgioinfg offer.



HOSTED BUYERS PROGRAM

Program organized in partnership with Portugal Tourism Authority and TAP, which aims to increase the attraction of Portugal as a destination among exhibitors at BTL. It is focused on the segmentation and business potential that exhibitors contribute to the tourism sector.

1868

MEETINGS

HELDS
HB PROGRAM

100%

BUYERS

WISH TO RETURN IN
2024



120

BUYERS



ISSUING MARKETS

256

EXHIBITORS

PARTICIPATED IN HB PROGRAM

**HOSTED
BUYERS
PROGRAM**

EXHIBITION SECTORS



- **Destination Portugal**
- **Associations and Municipalities**
- **Accommodation**
- **Equipment & Services**
- **Distribution**
- **Tourist Entertainment**
- **Transports**
- **International**

THEMATIC AREAS

The thematic areas feature touristic and services offers in each areas as well as a program with up-to-date and area-focused themes.



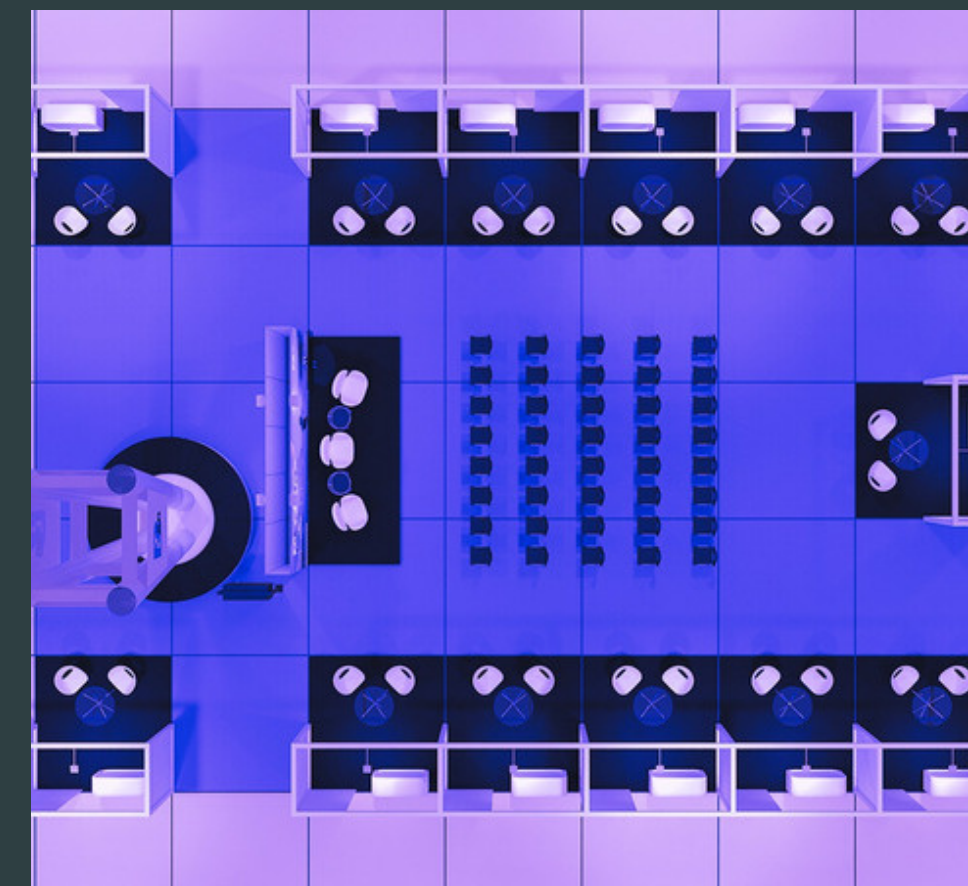
@BTL2024



- **BTL Wine Tourism**
- **BTL Cultural**
- **BTL LAB**
- **BTL LGBTI+**
- **Gastronomy**

BTL LAB

Area dedicated to innovation and trends in the tourism sector. With talks, pitches and exhibition, this area features new concepts and business models in the field of technologies.



Images are merely illustrative

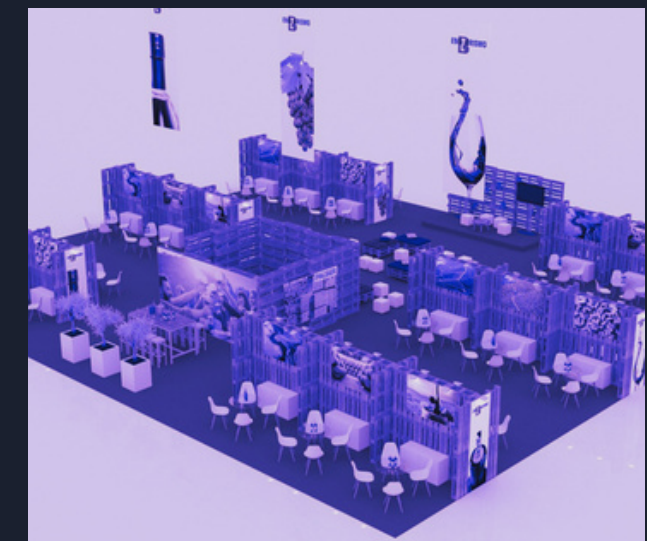
BTL WINE TOURISM

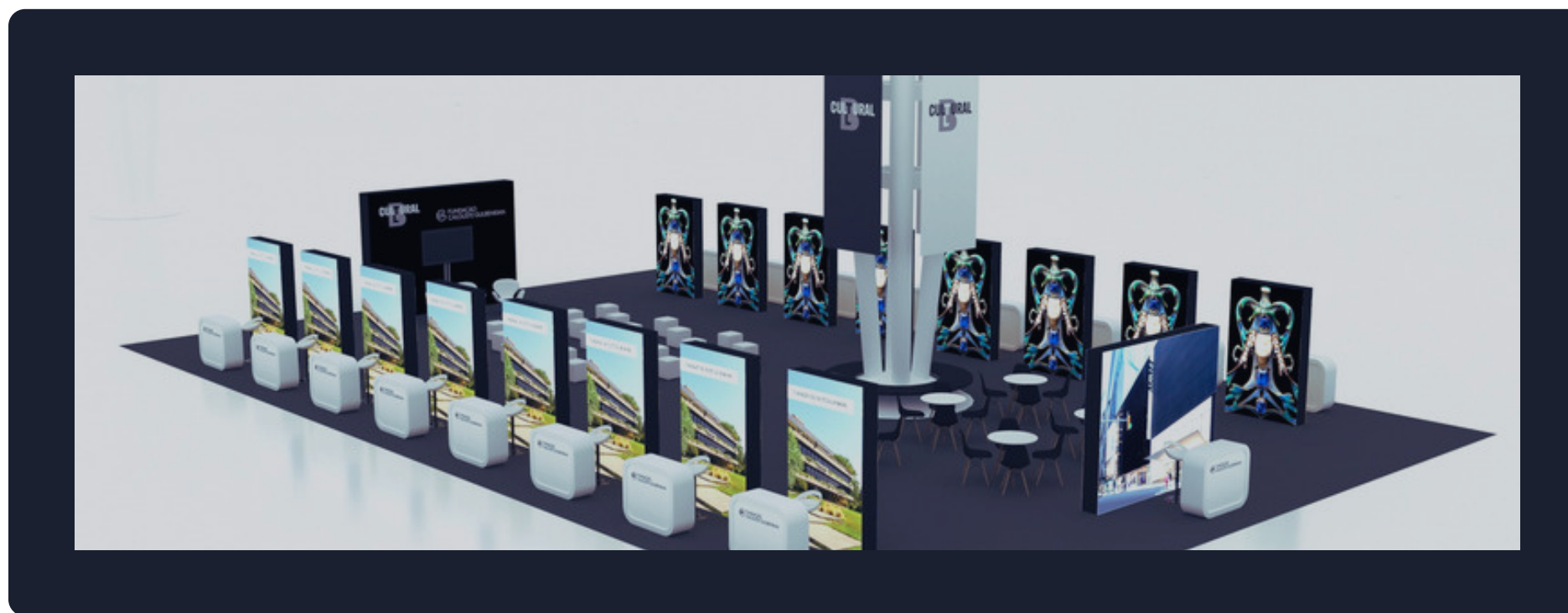
An area where the main players in the National Wine Tourism Offer can showcase their activities, products and services, to international and national professional buyers and to the public in general.



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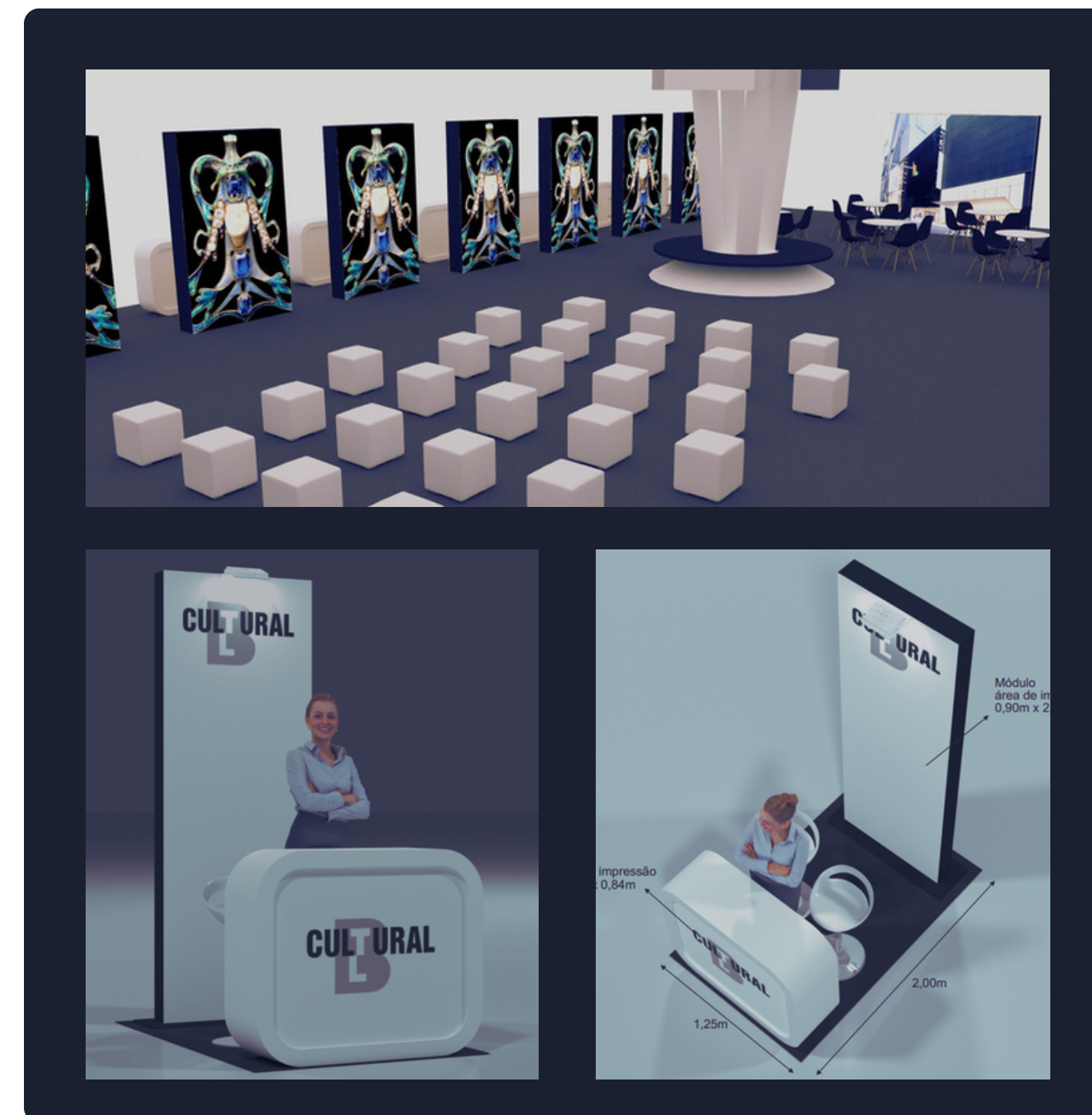
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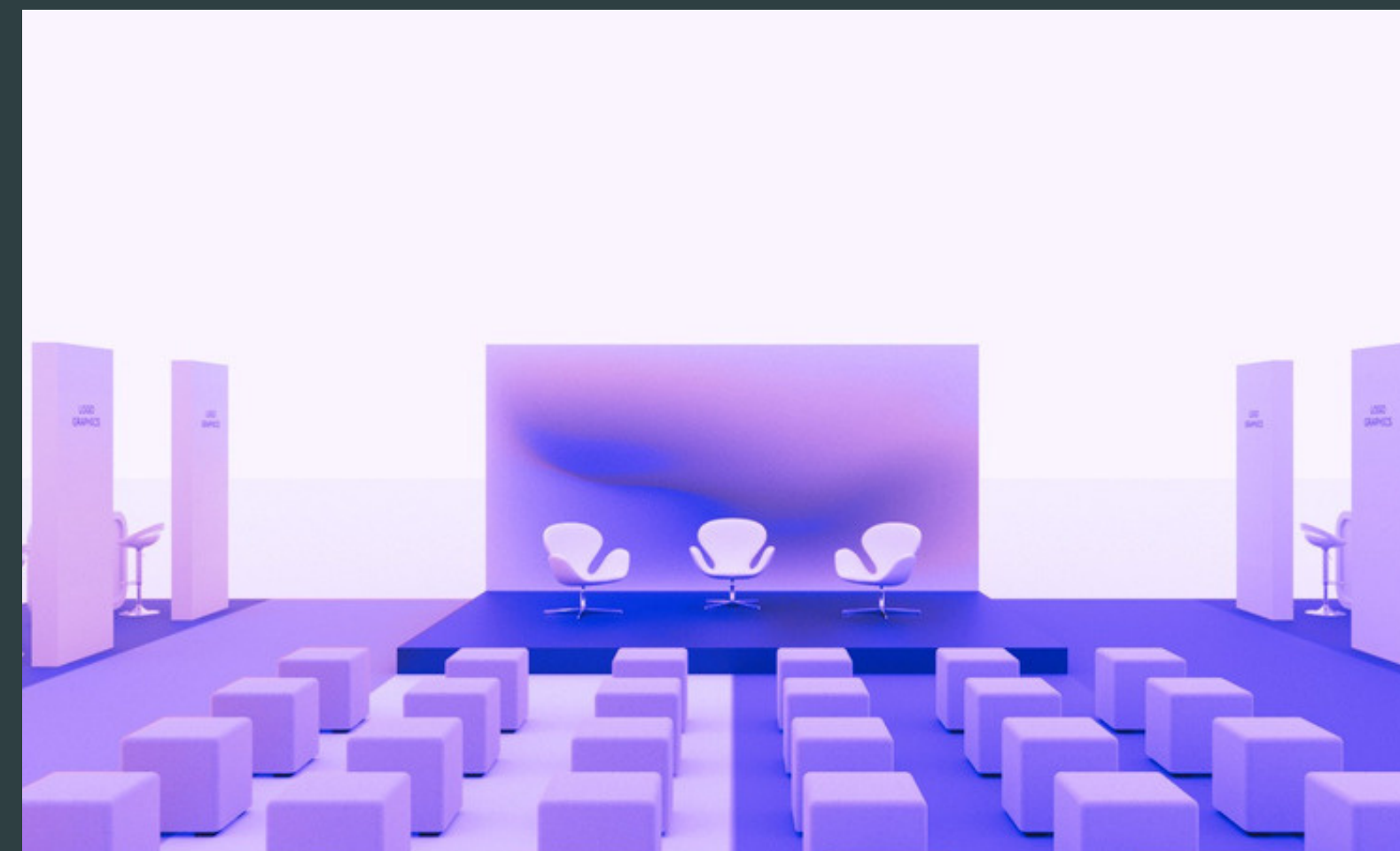
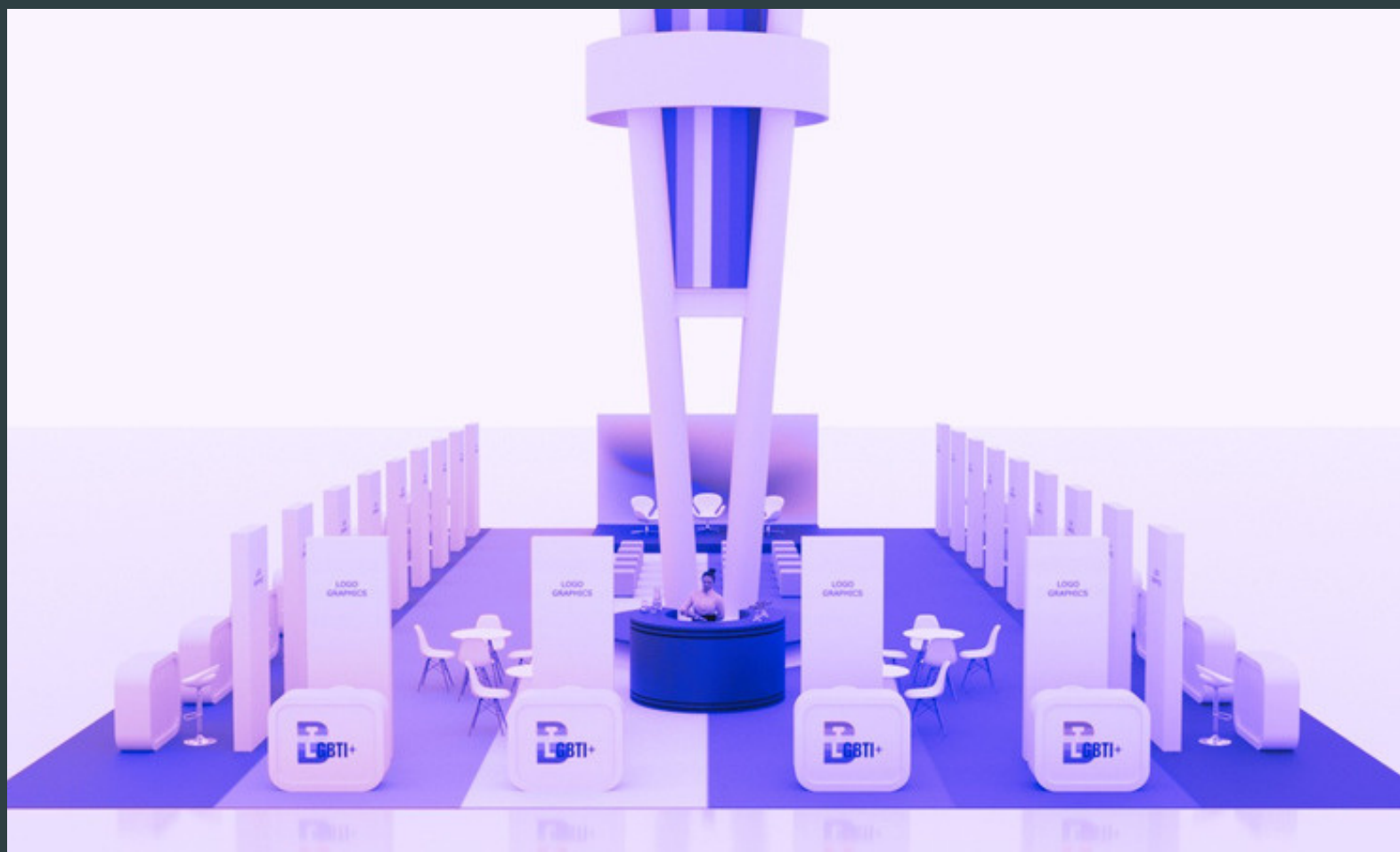


BTL CULTURAL

Area focused on the promotion of cultural agents as tourism promoters, distinguishing itself as a space for discussion and reflection for the sector.



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BTL LGBTI+

BTL's new business segment which creates an opportunity to position your brand, meet other businesses/entrepreneurs and introduce your enterprise's offer in view of the growing demand for this segment in Portugal and all around the world.

BTL VILLAGE

A premium space reserved for networking in an informal setting which runs during lunchtime for partner companies and beyond lunchtime for private events.

PAVILION 1

- Regional Entities

PAVILION 2

- Portugal Associations and Municipalities
- Museums and Cultural Equipment
- WineTourism
- Festivals
- Gastronomy

PAVILION 3

- Hotels
- Equipment & Services
- IT and Diigital Platforms Startups
- Main BTL Platform
- Village
- BTL LGBTI+

PAVILION 4

- International Tourism
- Embassies
- Tour Operators
- Travel Agencies and DMC’s
- Air and Land Transportation
- Tourist Entertainment
- Associations

BTL 2024 LAYOUT



BTL TEAM



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