

LISBOA TRAVEL MARKET

MARCH 12-16 2025

FIL – PARQUE DAS NAÇÕES



LISBOA TRAVEL MARKET

35TH EDITION

BTL is the largest, most diversified and most highly qualified tourism event in Portugal and the meeting point for professionals in the sector. Held with the support of Turismo de Portugal, TAP and sector associations, BTL is an event designed to promote Portugal (incoming) and international destinations (outgoing), bringing together the tourist offer from northern to southern Portugal and islands and on average approximately 70 international destinations.

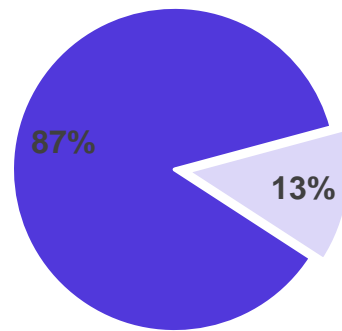
DASHBOARD

BTL 2024



EXHIBITOR PROFILE

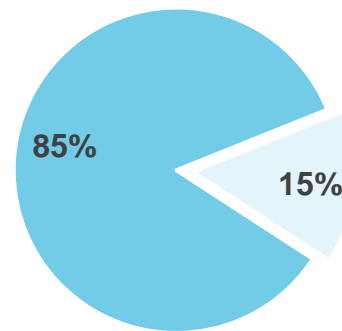
2022



■ Nacional ■ Internacional

Total 1400 Exhibitors

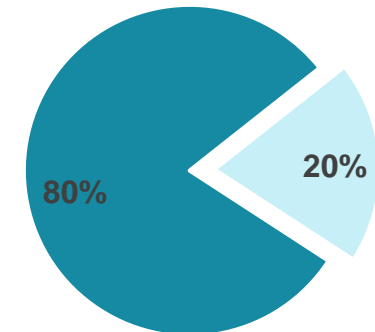
2023



■ Nacional ■ Internacional

Total 1410 Exhibitors

2024

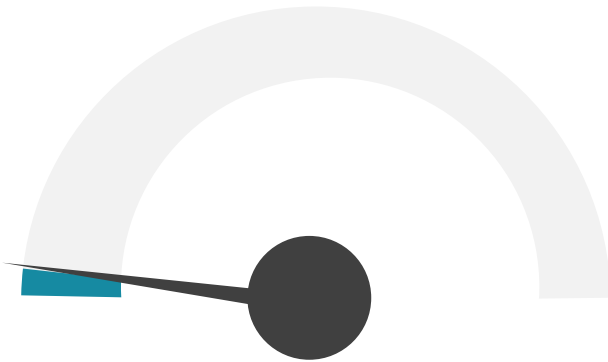


■ Nacional ■ Internacional

Total 1545 Exhibitors

GROWTH RATE

2022/2023



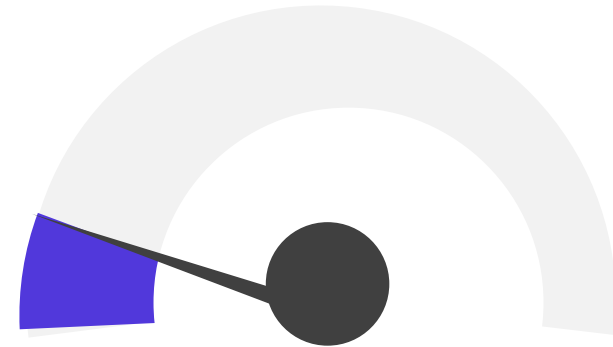
1%

Growth rate of number of exhibitors
from 2022 to 2023



**Comparison
% Exhibitors**

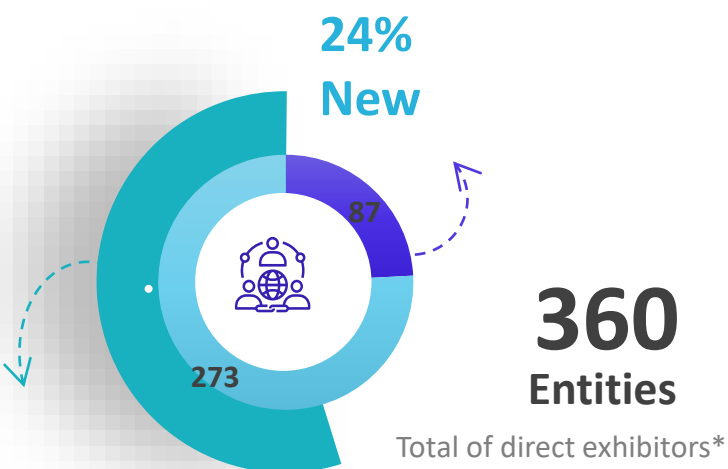
2023/2024



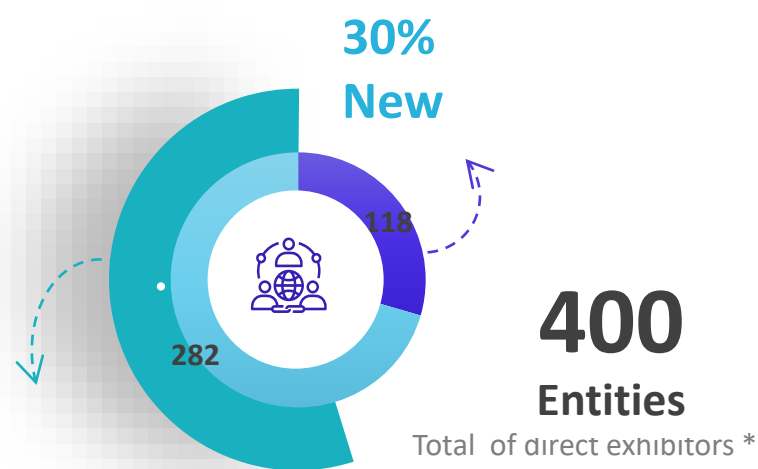
10%

10% increase in the number of
exhibitors compared to the 2023
edition

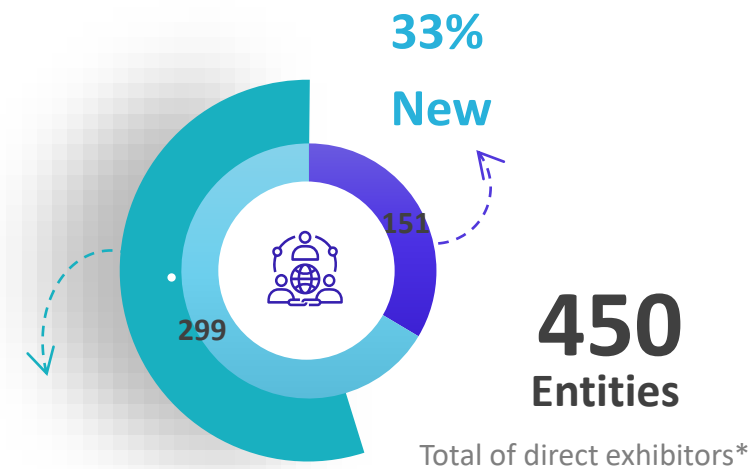
CLIENT LOYALTY RATE



2022



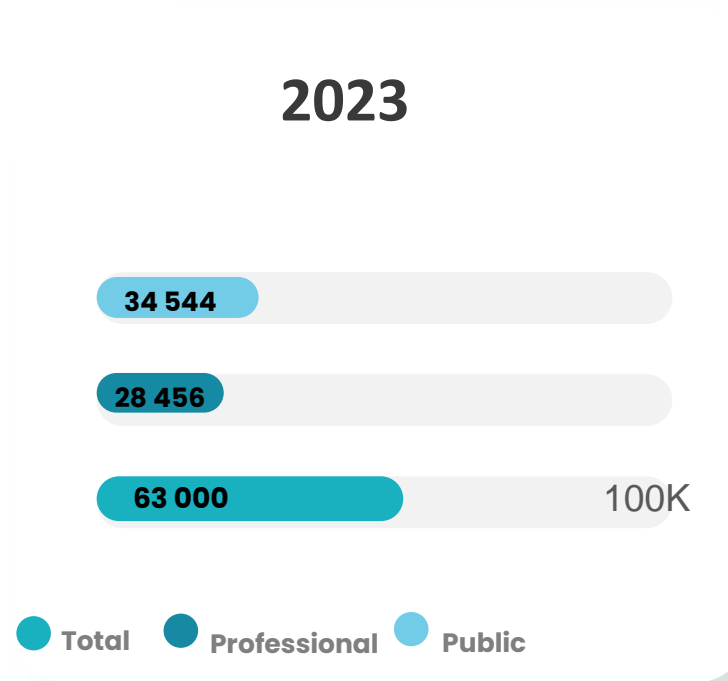
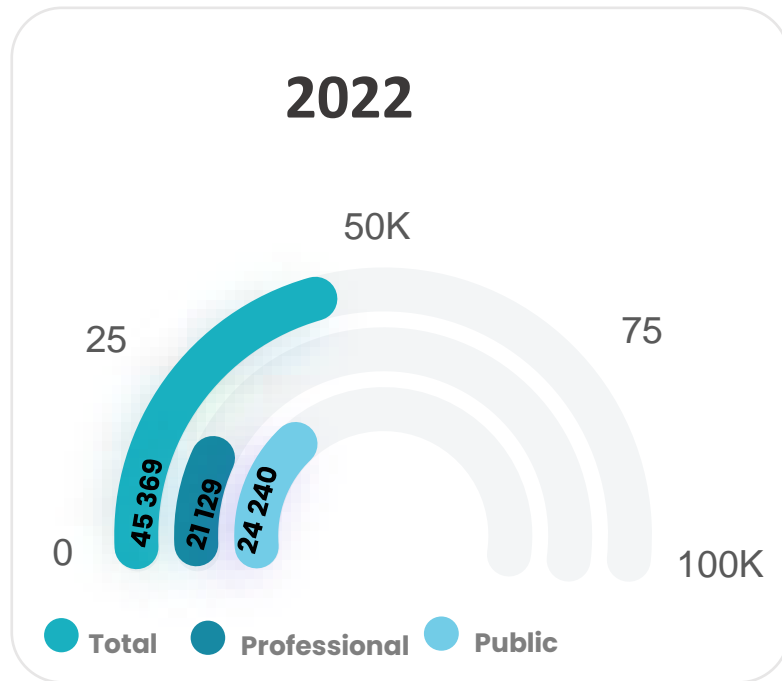
2023



2024

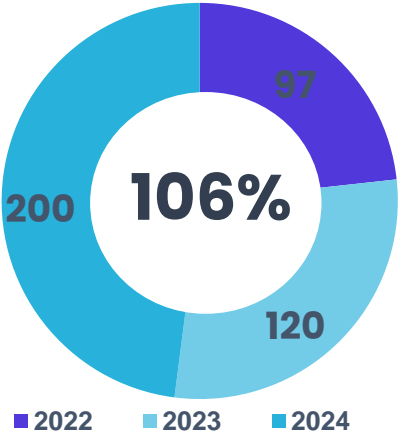
* responsible for individual participations and/or the entity registered for group participations.

VISITOR PROFILE



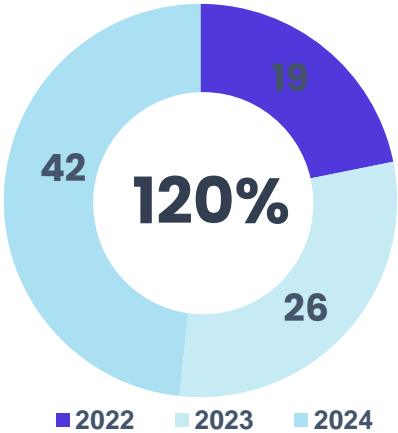
HOSTED BUYERS PROGRAM

HOSTED BUYERS



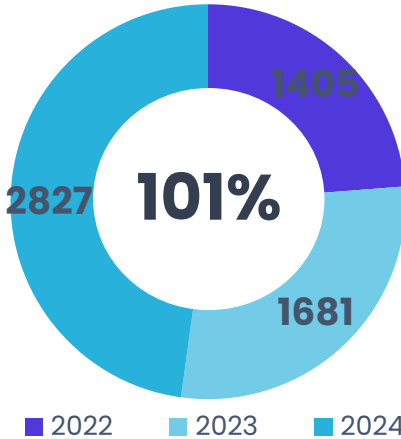
+ 106% HOSTED BUYERS
2022/2024

OUTBOUND MARKETS



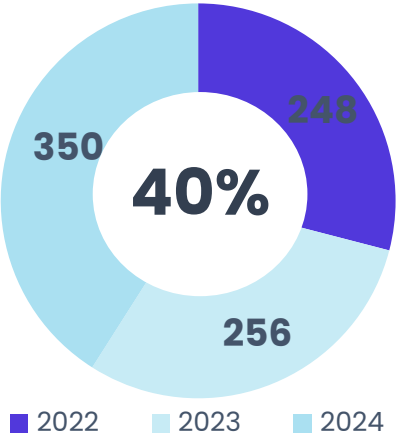
+120% OUTBOUND MARKETS
2022/2024

MEETINGS HELD



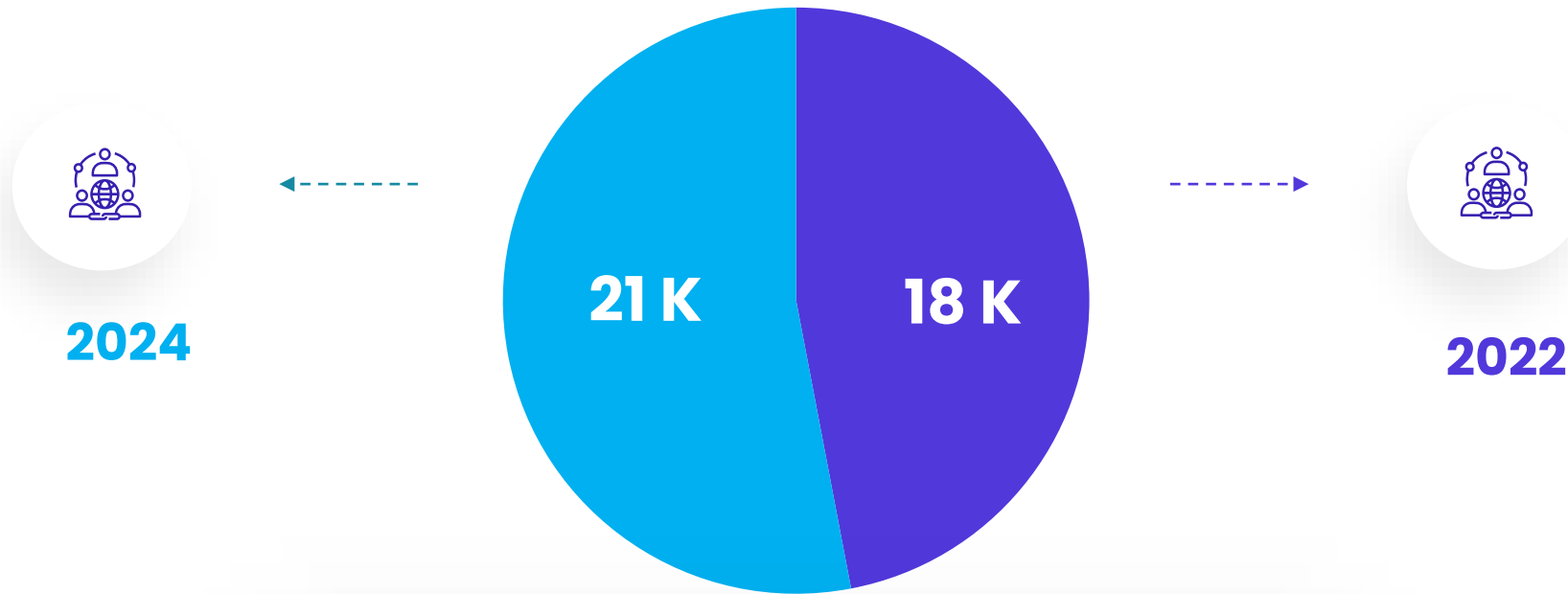
+101% MEETINGS HELD
2022/2024

PARTICIPATING COMPANIES



+40% PARTICIPATING COMPANIES
2022/2024

EXHIBITION AREA



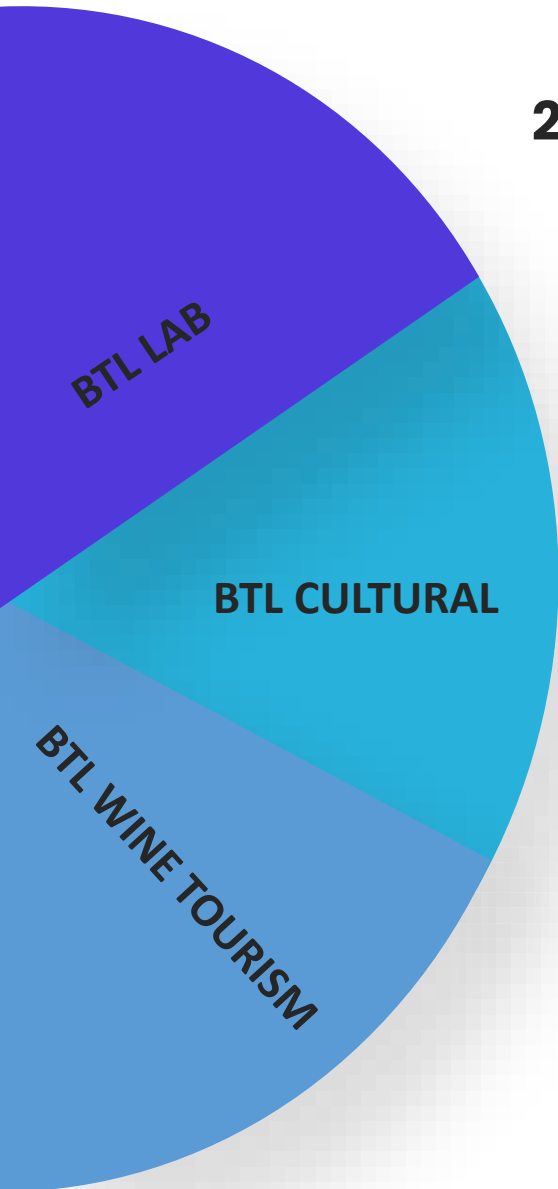
EXHIBITION AREA

In the 2024 edition, the maximum capacity of exhibition area in square meters was reached, with an increase of 16% compared to the 2022 edition.

THEMATIC AREAS

2022

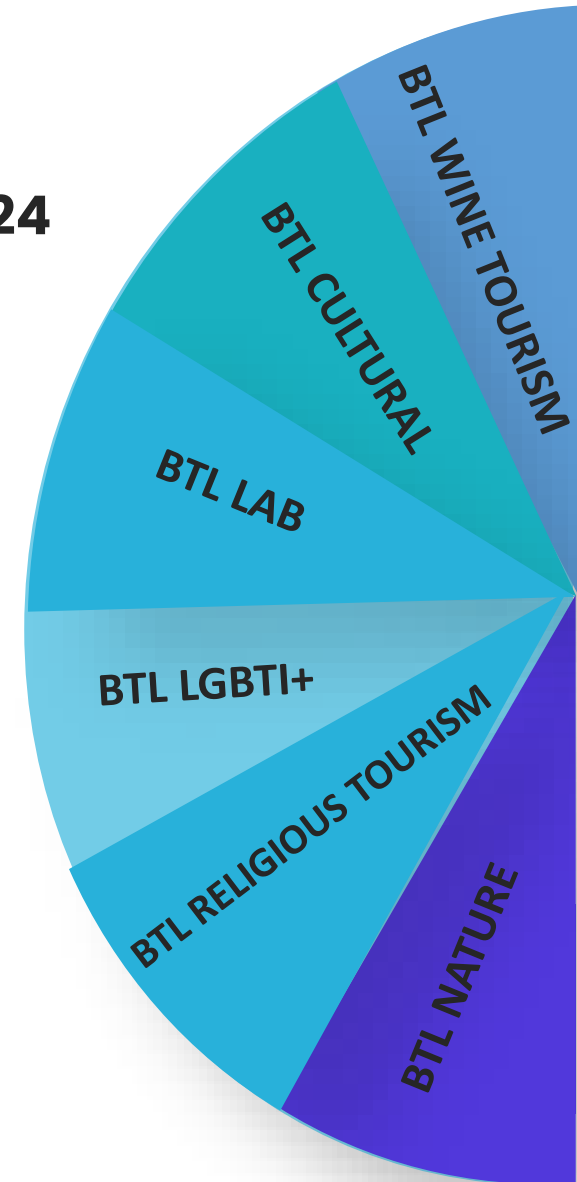
2024



The progress of BTL involves renewing the tourism offer for Portugal, with a fully structured product, presented by public and/or private entities which operate in the national market.

Over the last 3 editions, BTL has created 3 new prominence areas to launch new segments, in line with the market's strategy and helping to boost national and international demand for the available offer.

Approximately 100 public and private organizations participated in the 6 thematic areas.



LISBOA TRAVEL MARKET 2025

A wide-angle photograph of a large, modern exhibition hall, likely the Pavilhão Atlântico in Lisbon. The floor is covered in a vibrant blue carpet. The ceiling is high and industrial, with a complex network of white metal trusses and numerous hanging lights. On the right side, a large, white, sculptural archway structure is visible. The hall is filled with people, mostly men, walking in various directions. Some are looking at displays or brochures. In the background, various exhibition booths and banners are visible, though they are somewhat out of focus. The overall atmosphere is busy and professional. The text 'LISBOA TRAVEL MARKET 2025' is superimposed in a large, white, sans-serif font, centered in the upper half of the image.

LISBOA TRAVEL MARKET

2025 GOALS

- **INTERNATIONALIZATION**
- **OFFER QUALIFICATION AND DIVERSIFICATION**
- **PROMOTE THE DISCUSSION OF KEY ISSUES IN THE SECTOR**
- **DRIVE AND FOSTER INNOVATION**

LISBOA TRAVEL MARKET

SECTORS

01

DESTINATION
PORTUGAL

02

ASSOCIATIONS AND
MUNICIPALITIES

03

ACCOMODATION

04

EQUIPAMENT
& SERVICES

05

DISTRIBUTION

06

TOURIST
RECREATION

07

TRANSPORTATION

08

INTERNATIONAL

THEMATIC AREAS

LISBOA
TRAVEL
MARKET

01

BTL
CULTURAL

02

BTL LAB

03

BTL WINE
TOURISM

04

BTL RELIGIOUS
TOURISM

05

BTL LGBTI+

06

BTL MI

07

BTL VILLAGE

THEMATIC AREAS

LISBOA TRAVEL MARKET

01 BTL CULTURAL

An area dedicated to the enhancement of cultural agents as promoters of the tourism offer, which stands out as a stage for discussion and reflexion for the sector.



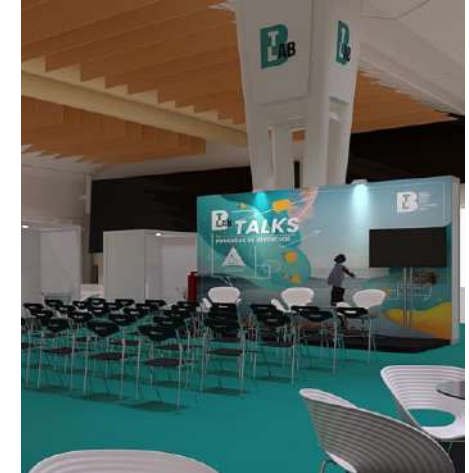
THEMATIC AREAS

LISBOA TRAVEL MARKET

02

BTL LAB

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



THEMATIC AREAS

LISBOA
TRAVEL
MARKET

03
BTL WINE
TOURISM

Area dedicated to promoting the national wine tourism offer to international and national professional buyers and the general public.



THEMATIC AREAS

LISBOA
TRAVEL
MARKET



04
BTL
RELIGIOUS
TOURISM

An exhibition area dedicated to the promotion of religious tourism in national and international territory, and a stage for discussing the challenges of the segment.



THEMATIC AREAS

LISBOA
TRAVEL
MARKET

05

BTL
LGBTI+



The business area
for the positioning
of brands and
promotion of the
LGBTI+ offer at
national and
international level.

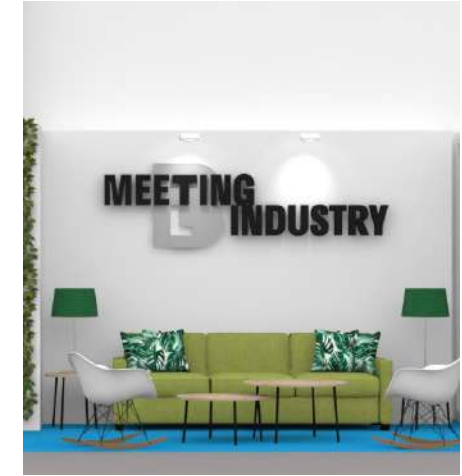
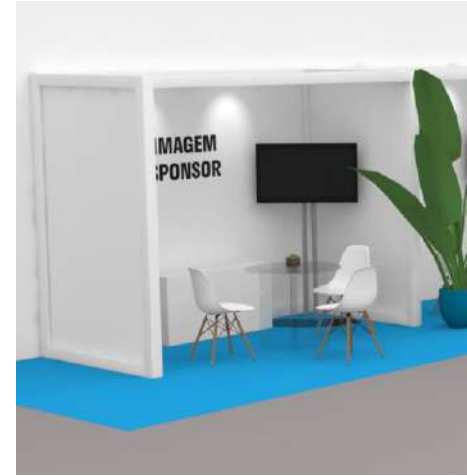


THEMATIC AREAS

LISBOA TRAVEL MARKET

06
BTL MI

The business area which features companies whose core business is the meeting industry.

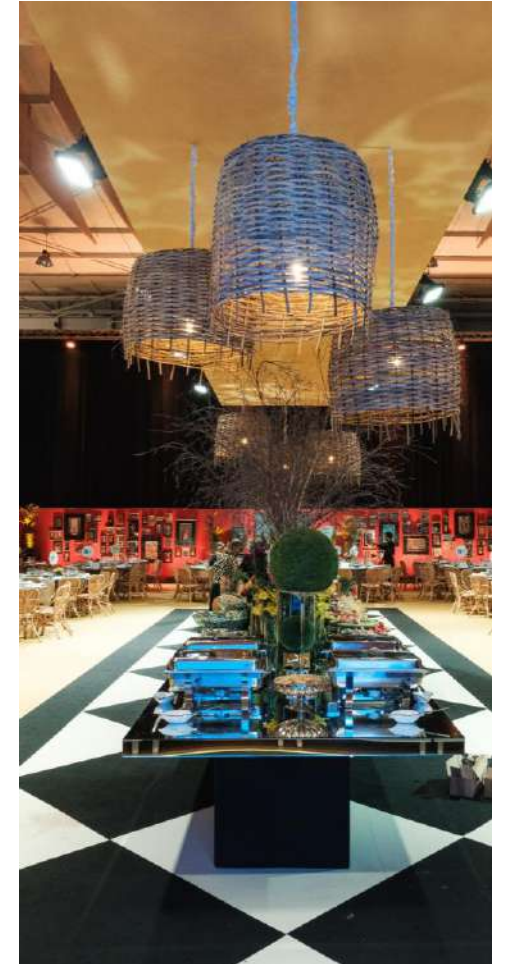


THEMATIC AREAS

LISBOA TRAVEL MARKET

07 BTL VILLAGE

A premium space reserved for networking in an informal setting, open during lunchtime for partner companies and during non-lunch hours for private events.



BTL 2025 LAYOUT

PAVILION 1

Regional Entities

PAVILION 2

Municipalities and Associations

BTL Cultural

BTL Religious Tourism

BTL Wine Tourism

Gastronomy

MULTI PURPOSE

B2B MEETING HOSTED BUYER

BTL Employment

PAVILION 3

Hotels

Equipment and Services

BTL LAB

BTL LGBTI+

BTL Village

BTL Lounge

Main Auditorium

PAVILION 4

International Destinations

Airlines

Tour Operators

Travel Agencies

Tourism Recreation

Transportation



BTL TEAM



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THANK YOU

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