



Lifestyle Barcelona showcases what Catalunya has to offer the Experience and travel sector at this years EIBTM

Today at the Show

The EIBTM is one of the travel industry's largest, most prestigious events of the year. Approximately 15,000 people attend the event over the three days and many come to view not only the 2,700 suppliers from 95 countries world wide, but to find out who are the 'movers and shakers' in the industry. *Lifestyle Barcelona is showcasing its experiences and services today at the famous Fira Gran Via, Montjuic 2.*



About Lifestyle Barcelona

Lifestyle Barcelona is definitely making new waves in the industry by providing a unique service in the heart of the Barcelona city. Lifestyle Barcelona which was set up five years ago as one of the city's first truly dedicated experience Companies. They offer over 350 experiences ranging from; a chocolate massage, a jazz cruise along the med, to a Tapas tasting session. The recently launched experiences including the 'Shaken Not Stirred' and 'Diamonds and Forever' weekend has received some great coverage from the UK press (for example TWT, Daily and travel websites. They are today showcasing their work and are able to answer any media related questions that the press may have regarding the experience market.

Why Lifestyle Barcelona have exhibited at the EITBM show

Tony Anagor the Managing Director and founder of Lifestyle Barcelona explains more; “ We are really looking forward to introducing people to the concept of using experiences as a means of making an event extra special. The experience market we know is well established in the UK and the US.” Tony goes on further to discuss why the EITBM show is so well known in the industry; “We have discovered a wealth of experiences in Catalunya over the last five years and we aim to showcase them at the EIBTM this year. We have also partnered with the organisers of the exhibition to give a special offer to all of the visitors and exhibitors and visitors to the exhibition.”

Press Details

Lifestyle Barcelona will be giving out press packs, previous event press releases and giving interviews regarding the experience market. This is a great chance for the travel and hospitality industry to find out how the experiences market has progressed in the last 5 years in Catalunya. Many of their 350 experiences offer great potential for your readership. If you are unable to pick up a press pack but would like some more information please email info@lifestylebarcelona.com or call +34 93 270 2048.