

# LONDON AND VIENNA ARE THE MOST POPULAR BUSINESS DESTINATIONS IN EUROPE



Business trips are a possible indicator of economic growth. If the volume of business travel increases or falls in certain regions, it is possible to draw conclusions about the economy there.

London and Vienna are the most popular business destinations in Europe. Outside Europe, European business travelers travel most frequently to New York and Shanghai.

BC Travel analyzed data connected to business travel and published the results in the latest issue of “Cities & Trends Report”. The report is based on flight booking data from eight major business travel markets in Europe: Belgium, Germany, France, Ireland, Luxembourg, The Netherlands, Switzerland and the United Kingdom.

**Compared to 2015, there were only minor changes in the ranking of the most popular business destinations in Europe.** Top performers in terms of cities are London, Vienna and Amsterdam.

Thanks to an increase of 7.1% in air travel to Barcelona, the city climbed from 9th to 6th place. Madrid is the second Spanish city in the ranking with an increase - 14.9%. It is the number one jumper and has moved to 8th place.

The increase in flights to the two Spanish cities is linked to the recovery of the Spanish economy, which grew by 3.2% in 2016.

In terms of countries, the U.K. is on top, with Germany and Spain in second and third, respectively.

Intercontinental trips from Europe are on the rise. New York and Shanghai remain the first and second in terms of intercontinental business destinations for European business travelers. In 2016, Dubai has overtaken Beijing and Singapore with an increase of 7.5% compared to the previous year.

One of the reason for this is the fact that Dubai is preparing for the World Expo 2020. Many affordable hotels are opening, making it a less expensive place to hold meetings and events.

Country-wise, the United States remain on top of business travel preferences. Developing countries China and India come second and third, respectively.

**Most business trips take place after the summer holidays in September (9.5%).** Due to the holidays, December is the least frequented month (5.6%).

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