This year FITUR is set to be bigger, stronger and greener than ever

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By Antonia Aguiló

Today in Madrid sees the kick-off of the 39th edition of FITUR, the international tourism trade fair that takes place from the 23rd- 27th January.

The three-day exhibition is renowned for attracting the largest global representation of industry professionals due to its strategic position as the first industry event in the calendar each year.

Last year's official theme was technology, but what's on the agenda this year? Sustainability is the topic on everyone's lips this time, and it's official.

But why is sustainability so important for the travel industry? Well the fact is that tourism represents around 5% of global emissions, with 4% of them generated by transport and 1% by the accommodation sector. And, rightly so, travelers are becoming increasingly aware of this.

From a hotel reservations and booking perspective, 'travel with a conscience' will play an ever more important key role in the coming years for those providing and selling hotel accommodation. For sure Millennials and Generation Z will happily spend more on smart destinations, sustainable activities and green hotels.

As Spain's most important travel trade show FITUR can lead the way on debating an important topic such as this, bringing together thousands of international exhibitors and top decision makers from across the travel industry in the Europe, Latin American and beyond.

This year FITUR expects to generate more than 325 million euros in revenues for the local economy and surpass the 251,000 attendees – with a massive140,000 of them professionals – who attended last year. In total there will be 886 exhibitors, 8.3% more than in 2018, and a total of 10,487 companies attending from 165 countries and Spanish regions.

I'm really looking forward to seeing how FITUR 2019 will bring the sustainability theme to the forefront along with visiting our many industry partners who are exhibiting at the show. Hope to see you there!

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