**Beat: Travel**

# FITUR 2025 breaks participation records

**It welcomed 255,000 visitors**

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**USPA NEWS -** The 45th International Tourism Fair, organised by IFEMA MADRID, closed its doors with excellent participation and attendance figures. FITUR announced that it has exceeded its expectations, approaching, in an initial assessment, 255,000 visitors, with special growth in its first three days, which would have welcomed a total of 155,000 professionals.

These data reflect the good moment of the global tourism industry in 2024, when recovery has been achieved with a volume of 1.4 billion international tourist arrivals, according to UN Tourism, as well as in Spain and Madrid, which record new milestones of 94 and 16 million visitors, respectively. At a global level, tourism-related revenues reach 1.9 trillion dollars, and Spain and Madrid follow this trend, with tourist spending figures growing to 126 billion at a national level and 16 billion in the Community of Madrid. In addition, these FITUR figures anticipate the forecast that in 2025 travellers and tourist spending will continue to grow, driven by strong demand.

Along with these outstanding attendance figures, and with a total of nine pavilions, FITUR 2025 consolidates its leadership also in terms of participation: it hosted more than 9,500 companies across 884 stands and brought together 156 countries from around the world, highlighting that 101 participated with official representation. This influx also had an economic impact on Madrid of 445 million euros.

With the motto ‘Proud. We are Tourism’, FITUR held an edition in which all the actors have defended the criteria of sustainability to guarantee a balanced and viable global growth in the medium and long term for the planet and local communities. In addition, the experts have emphasized how, through the diversification and deseasonalization of the offer and the integration of new technological tools, an inclusive and competitive tourism model is being promoted that ensures a more sustainable future for all, promoting different types of tourism that contribute to this development such as sports, film or language tourism. Progress towards this sustainable tourism model is also necessary to preserve the right to travel for future generations, ensuring that access to travel remains an accessible and enriching reality.

With Brazil as Partner Country, the Fair was inaugurated on January 22 by the King and Queen of Spain and was attended by all the agents in the value chain of the tourism industry, who presented the latest trends, reflecting the dynamism of the sector through numerous business operations and exchanging knowledge and good practices to continue defining the sustainable development of the sector.

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