

SPAIN

MICE SPAIN 2026

THE CORPORATE TRAVELER'S GUIDE

BY



CREA GROUP

EVENT & DESTINATION MANAGEMENT COMPANY

SPAIN'S LEADING DMC SINCE 2007

WHY THIS GUIDE EXISTS

This guide is designed for Travel Managers, Event Managers and Procurement teams planning corporate events in Spain.

Rather than generic destination content, it provides a practical overview of how to plan and deliver events in Spain, based on real operational experience.

In this guide you will find

- **6 key MICE destinations in Spain**, selected for their accessibility, infrastructure and corporate event potential.

- **Practical insights** on logistics, connectivity, sustainability and cost control.

- **Pre-selected event venues**, suitable for different group sizes and formats, based on operational performance, not just aesthetics.

- **Local experiences and off-site options** in each destination, designed to support engagement and business objectives.

At CREA Group Events, we have delivered **1,500+ corporate events across Spain** for international clients. **This guide reflects how we work on the ground**, structured, realistic and focused on outcomes.

SPAIN'S EDGE IN 2026

According to **ICCA (International Congress and Convention Association)**, Spain ranks **#3 worldwide and #2 in Europe** for international meetings.

With **30 international airports** and hybrid-ready venues across the country, Spain supports multi-day programmes that achieve **+22.9% longer attendee engagement** than the European average.

Spain also offers **18 - 28% cost efficiencies** compared to Northern Europe, without compromising technical or logistical standards, all within the **EMEA-USA time zone**.

With **CREA Group Events** as your local **DMC partner**, this potential is translated into controlled, deliverable results.

HOW CREA GROUP TACKLES CORPORATE EVENT CHALLENGES

Planning high-stakes corporate events means managing timelines, budgets, logistics and internal expectations simultaneously. CREA Group Events acts as a **single local partner**, focused on execution and control.

Deadlines & Change Management

Tight timelines and last-minute changes are part of reality.

CREA Group provides on-site coordination and decision-making, **allowing programmes to be adapted in real time** without disrupting agendas or increasing costs.

Complex Logistics

Multi-venue events require coordination across venues, hotels, group and individual transportation, AV suppliers and local stakeholders.

CREA Group manages all elements as one integrated system, ensuring consistency and operational reliability.

Budget Control & Transparency

Through long-standing local partnerships and structured budgeting, CREA Group typically delivers **18-28% efficiencies** compared to fragmented or direct sourcing, while maintaining service quality.

Sustainability & Responsible Delivery

CREA Group Events is a **Biosphere-certified DMC**, integrating responsible supplier selection, mobility planning and waste-reduction measures.

Clients receive **clear post-event summaries** aligned with ESG and procurement needs.

Experience & Risk Management

With 1,500+ corporate events delivered across Spain, **CREA Group anticipates local constraints and regulatory requirements**, reducing operational risk and supporting confident internal decision-making.

CREA acts as your **on-the-ground extension**, ensuring events are delivered smoothly and under control.

DESTINATION POWER MATRIX 2026

Capability Pillar	Madrid	Barcelona	Málaga	Sevilla	Valencia	Mallorca
Typical Event Size Capacity	50 - 3.000	50 - 3.000	50 - 2.000	50 - 1.500	50 - 1.500	50 - 1.200
Large-Scale Conference Capability	High	High	Medium-High	Medium	Medium	Medium
International Air Connectivity	120 + Direct cities	120 + Direct cities	Strong European network	Mainly Europe	Mainly Europe	Seasonal long-haul
MICE Infrastructure Maturity	Very High	Very High	High	Medium-High	Medium-High	Medium
Operational Flexibility (venues & logistics)	High	High	High	Medium	Medium	Medium
Sustainability-Oriented Options	Yes (Venues & suppliers)	Yes (Venues & suppliers)	Yes	Yes	Yes	Yes
Local Cultural & Incentive Experiences	Strong	Strong	Strong	Strong	Strong	Strong
Proposal Turnaround (48h)	CREA	CREA	CREA	CREA	CREA	CREA

***Destination capability matrix - Spain 2026:** Indicative capacities and qualitative assessments based on historical corporate events delivered by CREA Group Events across Spain.

MADRID

A GLOBAL HUB FOR CORPORATE EVENTS

Madrid is Spain's **primary gateway for large-scale corporate events**, combining extensive international connectivity, venue capacity and a highly mature MICE ecosystem. It is particularly suited for conferences, kick-offs and multi-stream programmes above **1,000 delegates**, as well as complex formats requiring strong logistics and supplier coordination.

2026 SNAPSHOT

Madrid's central position also facilitates multi-city programmes and **efficient domestic logistics across Spain.**

- **Adolfo Suárez Madrid-Barajas:** 70M+ pax | 200+ direct destinations

- **Flight times:** London 2h20
Dubai 7h | NYC 7h30 | São Paulo 10h

- **IFEMA Madrid:** Large-scale convention centre for 2,000+ pax, with multiple halls and flexible breakout configurations.

- **Group handling:** Coordinated arrivals and fast-track solutions available for large delegations.

SELECTED EVENT VENUES

- **Palacio de Cibeles:** Corporate receptions and gala dinners (Up to 300 pax)

- **Matadero Madrid:** Flexible industrial venue for large-scale brand events (Up to 1,200 pax)

- **Real Academia de Bellas Artes de San Fernando:** Board-level dinners (Up to 250 pax)

CREA GROUP EVENTS **IN MADRID**

CREA Group acts as a **single local partner** coordinating venues, AV, logistics, multilingual teams and transportation.

Reference project: Technology kick-off for 3,800 delegates, delivered 26% under comparable Northern European budgets, NPS 97.

BARCELONA

A LEADING HUB FOR INTERNATIONAL CORPORATE EVENTS

Barcelona combines international connectivity, large-scale venues and a mature MICE ecosystem, making it ideal for **international conferences, product launches and hybrid formats.**

SELECTED EVENT VENUES & EXPERIENCES

- **La Llotja de Mar:** Corporate dinners and receptions (up to 400 pax)

- **MNAC:** Gala dinners (up to 1000pax)

- **Seafront Venues:** Networking events (up to 300 pax)

2026 SNAPSHOT

- **Barcelona-El Prat Airport:** 55M+ passangers per year

- **Access:** metro to **Fira Gran Via** and city center in 24 minutes.

- **Fira Gran Via:** 240,000 m² | events up to for **15,000-pax**

- **ICCIB:** Waterfront convention centre up to **3,500-pax**

CREA GROUP EVENTS **IN BARCELONA**

CREA GROUP coordinates venues, AV, logistics
and on-site operations as a single partner.

MÁLAGA

HIGH-VALUE DESTINATION FOR CORPORATE & INCENTIVE EVENTS

Málaga is ideal for programmes between **300 and 1,500 delegates**, combining international access, competitive costs and outdoor-friendly settings.

WHY LEADERS FLOCK HERE

- Traditional **fincas and cortijos** for exclusive dinners

- **Picasso Museum Málaga:** Private cultural dinners

- **Beach clubs and seafront venues** with sea views

- **Málaga-Costa del Sol airport:** 30M+ passengers per year.

- **IFYCMA Palace:** 18,000 m² of exhibition and conference space

- **Access:** City centre and main hotel areas within 20 minutes.

2026 SNAPSHOT

CREA GROUP EVENTS **IN MÁLAGA**

Automotive incentive programme for **450 delegates, NPS 94**

SEVILLA

CULTURAL SETTING FOR HIGH-IMPACT CORPORATE EVENTS

Best suited for programmes between **300 and 1,200 delegates**, combining strong identity with reliable infrastructure.

SELECTED EVENT VENUES & EXPERIENCES

- **Real Alcázar:** private evening events (200 pax exclusive)

- **Plaza de España:** Large-scale gala receptions

- Historic palaces and courtyards

- **Seville Airport:** approx. 8M+ passengers per year, European connectivity.

- **High-speed rail:** Madrid - Sevilla in 2h30

- **FIBES:** Main convention center

2026 SNAPSHOT

VALENCIA

INNOVATION-LED DESTINATION FOR CORPORATE EVENTS

Ideal for conferences between **500 and 1,500 delegates**, combining innovation and efficiency.

INNOVATIONS THAT SPARK IMAGINATION

- **City of Arts and Sciences:** Futuristic galas framed by Calatrava's geometry and shimmering water reflections.

- **Hemisfèric:** Full dome projections for keynotes that hit with instant impact.

- **Veles e Vents:** America's Cup base. Exclusive galas right in front of the Mediterranean waters.

2026 SNAPSHOT

- **Valencia Airport:** European and international connectivity.

- **High-speed rail:** AVE to Madrid and Barcelona in 1h50m

- **Palacio de congresos:** Double-crowned World's best 2010-2018

MALLORCA

PREMIUM SETTING FOR
EXECUTIVE & INCENTIVE EVENTS

Best for **50 - 800 delegates**, where privacy and setting are key.

SELECTED EVENT VENUES & EXPERIENCES

- **Local fincas:** Exclusive privacy surrounded by olive groves.

- **Castell de Bellver:** 360° views over Palma Bay and the Mediterranean.

- **Beach clubs and seafront venues:** Open-air venues designed for high-impact gatherings.

2026
SNAPSHOT

- **Palma de Mallorca airport:** 30M+ passengers per year

- **Palma Congress Centre**

- **Efficient access to coastal hotel areas**

YOUR 2026 EVENT PLANNING TOOLKIT

CREA Group Events acts as your **single DMC partner from A to Z**, accompanying you through **every stage of the event lifecycle**.

YOU CAN EXPECT

- One dedicated partner (CREA Group) from **conceptualisation to post-event closure**.
- **360° event management:** Venues, logistics, AV, suppliers, transport and staffing.
- **48-hour proposal turnaround.**
- **Biosphere-certified DMC approach**, covering responsible sourcing, mobility planning and supplier selection.
- Transparent budgets aligned with procurement.
- Multilingual teams and **24/7 local support**.

IGNITE YOUR NEXT EVENT IN SPAIN

YOU DREAM IT.
WE DELIVER THE
EXTRAORDINARY.

Summon Your Elite Ally

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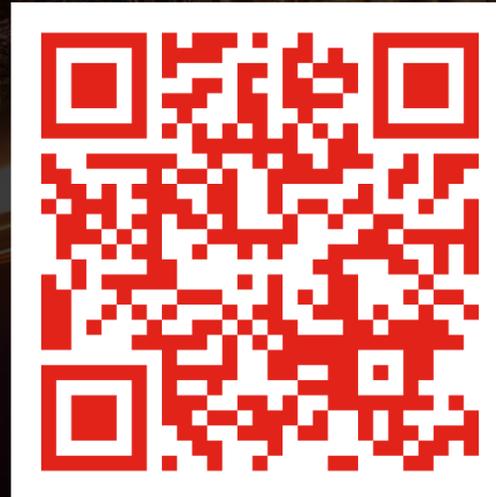


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