

## PRESS RELEASE

# Spain's Climbing Sector Sets Roadmap for Industrial Professionalization at Inaugural National Encounter

**Logroño, February 13, 2026** – Spain's climbing gym sector has marked a historic turning point following the **1st Encounter of Commercial Climbing Gyms**, organized by Neko Escalada on February 6th. Held amidst a period of accelerated expansion, the event served to consolidate the transition from models based on sporting enthusiasm toward robust, audited business structures.

## The Figures of Success

The gathering demonstrated the sector's maturity and interest in establishing common standards, with participation metrics that underscore the event's relevance:

- **Strategic Leadership:** The encounter brought together **60 key professionals** from across the sector.
- **Decision-Making Power:** The direct participation of **25 managers** from Spain's most influential climbing centers.
- **National Reach:** Representatives from **21 cities**, solidifying a state-wide forum for strategic decision-making.

## Toward a 21st-Century Business Model

During the working sessions, sector leaders identified the pillars that will determine business sustainability in the coming years:

- **Expansion and Market:** The sector faces the strategic challenge of democratizing climbing to attract the **95% of the population** that does not yet practice the sport. Currently, growth is organic, with **70-80% of new customers** acquired through direct recommendations or "word of mouth".
- **Revolution in People Management:** A commitment to labor stability was established, with the goal of reaching **96% full-time contracts**. Additionally, success stories were presented regarding the implementation of a **4-day work week** as a tool for talent retention and well-being.
- **Financial Solvency:** New avenues for capitalization were highlighted, such as "Joint Accounts" (Cuentas en Participación), capable of mobilizing up to **€1 million** through the user community itself.

- **Safety and Legal Framework:** Facing an increasingly demanding legal environment where sanctions can exceed **€200,000**, the sector urges the implementation of active and passive safety protocols and the professionalization of staff certifications.

### **Commitments Toward 2027**

To maintain this momentum, Neko Escalada has announced the creation of a **Technical Committee** to work on the standardization of regulations and safety protocols before the administration. Furthermore, the 2027 edition will evolve to integrate a B2B exhibition and sales ecosystem, strengthening relationships with strategic suppliers and wall construction companies.

**"We have moved from being climbers to being entrepreneurs, and this revolution is unstoppable,"** concludes the final report of the encounter, which is already emerging as the essential event for the future of the sport and the industry in Spain.

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