

Utrecht, May 15, 2019

The organisers of international congresses clearly like Utrecht. Not only is the number of congresses taking place here on the rise, Utrecht has also gone up one place in the ICCA Ranking (International Congress & Convention Association) that was published on Monday and focuses on international association congresses. Utrecht is the third leading congress destination in the Netherlands, sharing this position with The Hague and Maastricht.

In 2018, 68 multi-day international congresses took place in Utrecht, with a combined economic impact of 47 million euros. Utrecht's third place in the ICCA Ranking is due to the 23 international association congresses that were organised in the city. The Netherlands is doing well as a congress destination and has also gone up one place, the country is now 9th in the world rankings.

Knowledge institutions

The good price-quality ratio seems to play an increasingly important role in the decision to opt for Utrecht. Utrecht has a wide and affordable range of conference venues, hotels and restaurants. Another factor is that the city and region are easily accessible and that Utrecht has a high concentration of knowledge institutions combined with a young, highly educated population. 'The Jaarbeurs Congress & Exhibition Center is also right next to the station and the historic centre is within walking distance,' says Monique André de la Porte, Account Manager at the Utrecht Convention Bureau (UCB).

As the hotel capacity will be expanded by around 1000 rooms in the years ahead, the number of national and international conferences is expected to increase. André de la Porte: 'The UCB will continue to focus on attracting knowledge events that are a good fit for Utrecht: Green, Healthy & Smart.' As well as focusing on the city, the UCB is also increasingly focusing on the region with its numerous attractive locations that are easy to reach. Certainly with the Utrecht Region Pass, which allows you to travel around the whole of the Netherlands like a local by train, bus and the typical Dutch 'OV bicycle'.

ICCA

ICCA is a Dutch organisation that organises the international quality mark for international association congresses. It only registers meetings that are organised on a regular basis, have a minimum of 50 delegates and rotate between at least three different countries.

Utrecht Convention Bureau

The Utrecht Convention Bureau is part of Utrecht Marketing and is a one-stop shop for organisers of national and international meetings, conferences and other business gatherings. The UCB offers free, independent and expert advice about the possibilities that Utrecht has to offer for business events. It also provides conference and event organisers with information about marketing and promotion, financial aspects and/or conference grants and offers help with tendering procedures, site inspections and FAM trips.



Note for the editors, not for publication

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For more information about ICCA statistics: www.iccaworld.com