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MAASTRICHT MOST ATTRACTIVE DUTCH MEETING CITY

13 May 2009



Holland is the most important destination for national business trips (almost 790,000). Though Maastricht is the most attractive city, of all the Dutch municipalities, Amsterdam has the largest share of multiple days national business trips (over 260,000).

In 2008, almost 5 million national business trips were made, of which in more than 80% with overnight stay in (mostly) a hotel. The Dutch had in total 10,45 million business overnight stays in their own country. In average, they spend 270 euro's per person per business trip, making the total spendings almost 1,34 billion euro's.

Biennial research of the **NBTC-NIPO** Research, proves **Maastricht** to have the best image as city destination for organised business meetings. Additionally, it has shown that Maastricht is the most attractive city for an organised business meeting (55%). In 2008, approximately 1,2 million Dutch people have had a business trip in their own country, **The Netherlands**. In total, they made almost 5 million trips in their country with one or more overnight stays. Compared to the results from the last research two years ago, this is an increase of more than 2%. Maastricht has the best image as a city destination for organised business meetings. Second is **Utrecht**, followed by **The Hague** and **Amsterdam**. Additionally, the research shows Maastricht is the most attractive city for an organised business meeting (55%). Next are Amsterdam (54 %) and Utrecht (53 %), followed by **Den Bosch** (49 %) and **The Hague** (47 %).

Next to the cities, NBTC-NIPO Research has researched provinces and municipalities. As a province, **Noord-Holland** is the most important destination for national business trips (almost 790,000). Though Maastricht is the most attractive city, of all the Dutch municipalities, Amsterdam has the largest share of multiple days national business trips (over 260,000).