

## meetings, incentives, conferences & events news

May 19, 2009 *Spectacular climb Maastricht on ICCA world list*

### **Spectacular climb Maastricht on ICCA world list non-corporate meetings: from 150th to 81st position**

The annual report of the International Congress and Convention Association (ICCA) shows a spectacular climb of Maastricht & surrounding area on the world list of international non-corporate conventions\*. Was Maastricht in 2007 on position 150, in 2008 this region climbed to 81st position.

The Maastricht Convention Bureau (MCB) is proud of this climb of no less than 69 places! Maastricht now is, after Amsterdam and Rotterdam, third Dutch city on the ranking list.

Marcel Knols, director of the MCB: "especially now, in these difficult times, it is very important to work together. Without a doubt, we thank a lot of our success to the unique features of Maastricht, the natural surroundings combined with the quality of venues and our lifestyle. But equally important is the cooperation of parties in the MCB and MECC Maastricht, that are involved in business tourism. One does not sell ones own convention centre or hotel. One sells Maastricht. And that, we do together and these rankings show that we are successful in doing so!"

The MCB is a foundation of several companies and service organisations from the MICE industry of Maastricht and surrounding area. Their purpose is to promote Maastricht and surroundings as business destination, and to let as many MICE organisers have their business meetings in this region as possible.

#### ICCA

Criteria international convention (associations):

- Minimum of 50 delegates
- Organised on a regular basis
- The convention should travel between at least 3 countries

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