

Press Release – Leiden is 4th biggest conference destination in the Netherlands

Leiden was the fourth biggest conference destination of the Netherlands in 2021 according to ICCA, the International Congress and Convention Association. This result puts Leiden one place higher than the previous ranking in 2019. Only Amsterdam, Rotterdam and the Hague placed higher in 2021.

Leiden Convention Bureau is very proud of this accomplishment. Manager Corine van der Ceelen: “We have worked very hard for this result, and we are very pleased that we have gone up one rank. This gives Leiden an extra boost as a conference destination, next to our prestigious title of European City of Science 2022. We could not have done this without the efforts of our network of conference ambassadors.”

ICCA has published its yearly analysis of association meetings across the globe for the fourth time now, known as the Destination Performance Index. The latest ICCA-ranking report analyses over 8000 planned meetings in the year 2021 and categorises them based on how they have been influenced by the pandemic. ICCA has developed the Destination Performance Index (DPI) in recognition of all efforts made by conference destinations around the world. This way, destinations are acclaimed for their work in winning bids, how they have handled the pandemic, their level of flexibility and adaptation, technological development and overall business continuation.

Leiden Convention Bureau

Website: <https://www.leidenconventionbureau.nl/nl>

International Congress and Convention Association

Website: <https://www.iccaworld.org/>

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