

## **Leiden rises to 4th place in top 5 national congress destinations**

### **Leiden congress market is growing**

Leiden, 5 July 2022 – Leiden Convention Bureau (LCB), an initiative of Leiden&Partners, claims once again its place in the top 5 on ICCA's (International Congress and Convention Association) list of national conference destinations for 2021. Number one stays Amsterdam, followed by Rotterdam and The Hague. Leiden boasts of fourth place in 2021, rising one place upward compared to previous ranking.

### **ICCA ranking**

The ICCA ranking lists 1000 cities worldwide with scheduled international conferences in 2021, that were not cancelled. ICCA uses strict criteria for ranking a conference: there must be at least 50 participants, a conference must be organised on a regular basis, and it must rotate between at least three countries.

Due to Covid-19, many conferences have not taken place, gone online or hybrid. ICCA developed the Destination Performance Index (DPI), for cities and countries to be able to compare them with each other. In this Index, efforts of convention cities are recognised and rewarded with regard to several factors. Those factors are winning the original bid, COVID policy, adaptability and technology capabilities to on-site events into virtual/hybrid events, enabling the business continuity is maintained. Leiden had 15 international conferences that meet the requirements of ICCA in 2021 and is therefore in place 109 worldwide, while in 2019 it was still at place 150. Leiden reaches 68th place at European level. The Netherlands is doing well worldwide at 12th place in the ranking, with 226 international conferences on an annual basis, and the USA still running first on the list.

### **International conference market Leiden total**

Corine van der Ceelen, manager of Leiden Convention Bureau is very happy with the result. "The rising on the list is a reward for our efforts. In addition to these 15 ICCA conferences in 2021, Leiden welcomed another 23 (international) conferences. This sets the counter to a total of 38 international congresses in 2021. Of course it was a big disappointment for the city that many conferences could not continue due to Covid-19. Fortunately, 2022 is in better shape. The year 2022 breaks all records in numbers of congresses. More than 70 conferences and 8000 delegates are or will be expected in Leiden. We would not have been able to do this without our network of conference ambassadors."

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Note to the editor (not for publication): for more information, please contact Corine van der Ceelen, via [corine@leidenenpartners.nl](mailto:corine@leidenenpartners.nl) or by phone: 071 516 09 93.

### **Leiden Convention Bureau**

Leiden Convention Bureau (LCB), an initiative of Leiden&Partners, is responsible for increasing awareness for the city of Leiden as a destination for (inter)national conferences and business meetings.

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