

The Conference™ The Hague.

The Hague Convention Bureau,
Grote Marktstraat 43c,
2511 BH Den Haag,
The Netherlands

PRESS RELEASE

For immediate release

The Hague Convention Bureau reboots 2017 with a brand-new website

23 January 2017 – The Hague Convention Bureau, the official organisation for marketing The Hague as a business event destination, is announcing the launch of its new website www.theconferencethehague.com.

The new website has been designed to provide a more intuitive and user-friendly experience as well as its improved functionality with the inclusion of the new venue finder.

Additionally, it has been built to cope with the ever-changing digital landscape and provides a more future-proof platform offering new tools and more accurate information.

It also builds on the country-wide efforts towards integration of information pertaining to the travel and tourism in the Netherlands, drawing much of its data about the venues from the National Database for Tourism, Recreation and Culture (NDTRC - Nationale Databank voor Toerisme, Recreatie en Cultuur).

“In a world where cities are becoming smarter, cars are becoming autonomous and events are expected to align themselves to the best that technology has to offer, The Hague and The Hague Convention Bureau must continuously improve on the digital services that it has to offer,” according to Mrs Nienke van der Malen – van der Horst, Director of the Bureau. “The new site is a sustainable platform which we can continue to develop, adjusting to the emerging needs of our customers.”

“From here on we are planning to redesign many of the processes that are currently standard in this industry – digitalising and thus also personalising the experience of our partners and our customers.”

The new addition serves as the cornerstone for the THCB who are pressing ahead with their renewed business strategy, and aim of taking the city’s into a leading position as a destination for congresses and business events by the end of 2018.

The website will also serve as a central point of information and cooperation among various businesses who are involved in servicing the event industry in the city.

“The new website brings us closer to our strategic goal of becoming the second most popular destination for business and association events in The Netherlands,” explained Mrs van der Malen – van der Horst, “We find ourselves in the best possible position to accurately communicate what we stand for. This is a very important milestone in our constantly developing success story.”

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Note for editors

About The Hague Convention Bureau

The Hague Convention Bureau (THCB) is the official marketing organisation for The Hague as a business event destination. Its activity is focused on promoting The Hague as which has a long history of hosting numerous world-class meetings and conferences, and continues its excellence in service provision. THCB offers independent and fully customised support to organizes of corporate and association event, or when planning an incentive travel itinerary, while keeping its services free of charge. With an extensive network of partners, including many leading local venues, hotels, restaurants, caterers, service providers and PCOs, The Hague Convention Bureau is perfectly positioned to act as a gateway to the city. We recognize the symbiosis between the location and the event: our special relationship with the many public, commercial and educational institutions within The Hague or its vicinity enables us to draw mutual gains and achieve a meaningful and lasting impact both on the city, and within the involved organizations.

www.theconferencethehague.com

Media inquiries

For more information and any media requests, please contact Evgenia Starkova:

E: media@theconferencethehague.com

T: +31634870501