

# The Conference™ The Hague.

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PRESS RELEASE

For immediate release

## **“The Conference, The Hague”: The Hague moves up in ICCA rankings**

26 May 2016, The Hague, The Netherlands - The Hague is now third most visited congress destination in The Netherlands moving up to join Amsterdam and Rotterdam at the very top, according to the 2015 ICCA world city rankings.

This ascent reflects that the new strategy for The Hague as a business event destination, in motion since early 2015, has delivered excellent results, building up on the intensive efforts of previous years. With a sharp focus on the outstanding knowledge infrastructure and empowered city partnership network, The Hague is able to offer a powerful proposition. The development makes the city increasingly relevant to both international associations who are in search for an inspiring context and for event organisers who value efficiency, quality and class.

**“We are extremely pleased** to see the results of our work acknowledged in the ICCA rankings – it really is moment for celebration,” said Ms. Nienke van der Malen, The Hague Convention Bureau (THCB) director, who was appointed last year to further develop and bring the strategy to life.

**“But at the same time we know that we have only just started to make serious progress, and that we have a long way to go to meet our own extremely ambitious and exciting goals for the city,”** she added, emphasizing that the new rank is a great motivation for THCB staff and partners alike.

The year 2016 is most certainly going to bring further success, with some very strong initiatives already launched in the first two quarters– from the new brand identity to intensive internal optimization of the partnership network. **“The city is going through a forward-looking transformation to become leading in the field of innovation and startups and the event industry is in the perfect position to benefit from it and to contribute to it,”** according to Mr. Karsten Klein, The Hague's alderman for Economic Affairs. **“We are very much looking forward to welcoming a wide range of high-profile events in the years to come.”**

Internationally, The Hague is currently ranked 93rd together with such cities as Auckland and Marseilles, closely following Moscow and San Diego.

**“There is a huge potential for growth: in the international association market, we are not competing against other Dutch cities. We are competing against all of the cities in the world in attracting knowledge, business, investment and talent to our destination,”** underlined Ms. van der Malen. **“The fact that we have this space to grow is a compelling argument for the implementation of a steady long-term approach to development, one that will bring sustainable success.”**

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Ms. Nienke van der Malen, The Hague Convention Bureau (THCB) Director

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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](http://www.theconferencethehague.com)

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