

The Conference™ The Hague.

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PRESS RELEASE

For immediate release

“The Conference, The Hague”: The Hague and Rotterdam win the C&IT “Best Short-Haul Destination” Award

29 September 2016, The Hague, The Netherlands - The Hague and Rotterdam were named Best Short-Haul destination by the Conference & Incentives Travel magazine at the award ceremony which took place last Saturday at Hilton on Park Lane in London, UK.

This award is given to destinations that have the best offer, infrastructure and appeal for organizers of corporate and incentive events based in the United Kingdom. In front of a crowd of 500 event industry professionals – a record attendance – The Hague and Rotterdam stole the limelight, competing against other top European destinations such as Barcelona, Berlin, Bristol, London and Paris.

“This is a very important moment of recognition for us,” said Ms Nienke van der Malen, Director of The Hague Convention Bureau, an organization which is tasked with promoting The Hague as a business event destination. **“Excellent facilities, extensive choice of cultural and social programmes as well as beautiful cityscape – The Hague has all of that, but so do many other cities in Europe.”**

“What makes us stand out is the close cooperation of partners in the city and world-leading practice in event security. This makes organizing events in The Hague an efficient and well-supported process.”

The Hague is a major European city located in the west of The Netherlands by the sea. The city is well connected to Schiphol, one of Europe’s largest airports, with a comfortable train ride of less than 30 minutes.

“Our city is well-established in the event industry, however for many UK organizers we still represent a somewhat alternative destination which offers discovery and new experiences. We are looking forward to welcoming them to The Hague in the near future,” explained Ms van der Malen.

Other prestigious nominations have been handed out during the ceremony, with one of the most prominent prizes awarded to One Young World for the “Best Conference of the Year”.

“The Hague will be hosting One Young World in 2018 and we expect this to be an exciting, fruitful and perhaps another award-winning collaboration,” commented Nienke van der Malen.

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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

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