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Congress city Amsterdam

# Metropolis with intimate setting

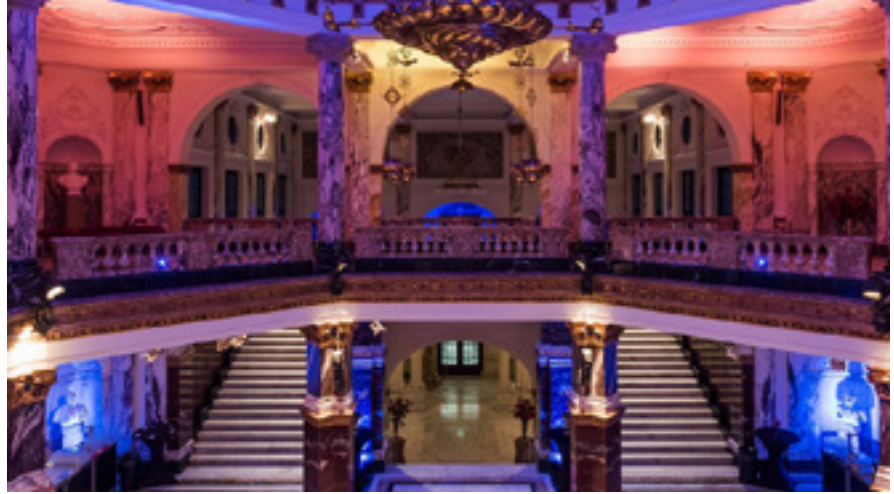
**For many years, Amsterdam has been a favorite destination for (inter)national meetings. This is not only because of the city's ambiance and atmosphere, but certainly also thanks to the way the capital presents itself in the congress market.**

**T**he free, creative and enterprising trade spirit and the economic developments in and around Amsterdam constitute the basis for creative collaboration relationships in the areas of technology and knowledge between various education and research institutes and innovative companies. These institutes and companies

can provide inspiration or even a substantive contribution to congresses and knowledge events. In the Amsterdam harbor, for instance, there is a great deal of logistic activity and there is a vast knowledge of water. Where connectivity is concerned Amsterdam has one of the world's fastest internet connections. Apart from that, the physical connections in and around Amsterdam are well structured. The capital has flight connections with Asia, Oceania and North and South America. Thanks to the extensive public transport facilities in the city itself, visitors and inhabitants can use excellent transport by tram, bus and subway.

Besides that, Amsterdam has a very diverse cultural offer. Amsterdam is a real metropolis, but in a classic and intimate setting of a village environment. You can, for instance, visit the icons in the inner city, but also choose to discover the various neighborhoods of Amsterdam. The peace and quiet and the wide open spaces of the dunes, the beach and nature are within easy reach thanks to the excellent railway connections.

The open mind mentality related to the typical Amsterdam trade spirit as well as the stable political climate make sure that all subjects are given a chance. That is underlined by the fact that Amsterdam houses more than 180 nationalities.



#### FACILITIES

Amsterdam not only has knowledge and inspiration, but also offers a wide range of facilities for the hosting of meetings. Last year the offer of hotel rooms doubled from about 20,000 to over 40,000 rooms. It is expected that in 2018 more hotels will open, including Crowne Plaza Amstelkwartier, nhow Amsterdam RAI, Rosewood Hotel Amsterdam and Park Inn by Radisson Amsterdam. In the hotels particularly the smaller congresses with less than 300 visitors are organised. Regarding the larger meetings, organisers can use the RAI Amsterdam facilities. The Beurs van Berlage and Amsterdam ArenA are also used more and more often for large-scale meetings and congresses. Just like the number of hotels, the number of congress centers will also be increased in the coming years. From 2018, the new congress hotel Maritim Amsterdam will have the capacity for 4,000 participants. TEKA Holding is planning the construction of a new congress center with the provisional name Aviodome in the Nieuw-West quarter.

However, the offer of hotels and locations is larger than that of the Amsterdam city itself. Several partners in the various neighborhoods and just outside Amsterdam are associated with Amsterdam Marketing. For instance Trophenotel (KIT Meeting

& Events), Steigenberger Airport Hotel Amsterdam, Postillion Hotel Amsterdam or Hotel Casa 400.

#### SUCCESS

The ambiance of and atmosphere in the city, the knowledge at the knowledge and research institutes and the wide range of venues make a very successful combination for the MICE market. Amsterdam annually hosts more than 5,000 congresses, of which more than half has an international character. Our capital scores very well in the ICCA ranking. In 2016 Amsterdam managed to win the seventh place. In total the business meetings alone attract more than a million visitors' days per year. The participants are attracted by business meetings on very diverse subjects. In 2015 meetings took place from 26 trade sectors, from medical to industry, finance, ICT and technology. Some examples are the 25th Annual Congress of the European Respiratory Society (23,000 visitors in 2015), the International Broadcast Conference 2016 (55,000 visitors) and The Next Web Conference (20,000 visitors). In July 2018 Amsterdam will welcome the International Aids Conference.

#### AMSTERDAM MARKETING

Congress and event planners who would like some assistance in organising a busi-

ness meeting in Amsterdam and surroundings, can contact Amsterdam Marketing. Via the website meeting planners can use, among other apps, the Venuefinder, with which they can find the perfect location ([www.iamsterdam.com/venuefinder](http://www.iamsterdam.com/venuefinder)). For citywide congresses the label I amsterdam® approved was established. This is a collaboration association between the hotels in Amsterdam, Amsterdam Marketing and RAI Amsterdam. This label guarantees the best deal for stayover accommodations plus the guarantee that at any moment, 16,000 rooms are free in the city. This way, Amsterdam can quickly and efficiently meet the demands of the organisers. Especially for organisers of meetings, congresses and events, Amsterdam Marketing has developed information material that can be used as a roadmap for congress participants and trade show visitors. These products can be ordered usually free of charge or at reduced prices ([www.iamsterdam.com/meetings](http://www.iamsterdam.com/meetings)). The city's cultural offer makes sure that during the free hours during a congress, there are more than enough options to organise a nice, relaxing activity. Amsterdam Marketing can help you make the perfect choice.

[www.iamsterdam.com](http://www.iamsterdam.com)