

Vilnius Ranked 1st in Baltics at ICCA Statistics



Vilnius is the most popular international association meetings city destination in the Baltic States. This is documented by the results of the statistics 2010 of the International Congress & Convention Association (ICCA).

Vilnius, the capital city of Lithuania climbed by four places to 26th position in ICCA European cities ranking for association meetings. With 35 international congresses held in 2010 Vilnius became the most important city destination in Baltics.

At worldwide level Vilnius systematically improves it's ranking as well and currently comes at 51st out of 364 global business meeting destinations. To compare with the year of 2008 since Vilnius Convention Bureau became the member of ICCA, Vilnius has jumped up 23 places.

Lithuania, meanwhile, ranked as the 27th most important country destination for European meetings in the ICCA 2010 list. Vilnius hosted 90% of the total number of meetings attributed to Lithuania.

Mrs. Jolanta Beniuliene, the director of Vilnius Convention Bureau says: "I am very proud that Vilnius increased its position on the international meetings market and now it is among top players in the industry. This is the result of strong co-operation of Vilnius Convention Bureau and our partners. Although meeting industry is a very competitive market, Vilnius aims at entering the top 20 in the ICCA European ranking. I am confident that we will reach this goal in the nearest future".

The annual ICCA "International Association Meetings Market" statistics presents an in-depth evaluation of trends in the international meetings industry. The association meetings reviewed by the ICCA must have at least 50 attendees, be regular events and take place alternately in at least three different countries.

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Date: 2011-07-01

Article link: <https://www.tourism-review.com/vilnius-ranked-1st-in-baltics-at-icca-statistics-news2846>