



Croatia



International Congress and Convention Association

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 February 27, 2015  
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- Home
- Mediterranean Chapter
- The Mediterranean - Cradle of Civilisations and Meetings
- Doing Business in the Mediterranean
- Meet Mediterranean Members
- ICCA Mediterranean Chapter Chair and Deputy Chair
- ICCA Mediterranean Chapter Summit 2015 >>
- Past Events & Meetings >>
- Photo Gallery
- Press Releases
- Industry Links
- Research >>
- Contact Us >>

## ICCA Members News

[Return to ICCA Members News](#)

« Previous Next »

### Istanbul Named Best Meeting Destination by Kongres Magazine

05 February 2015

**Istanbul Named Best Meeting Destination by Kongres Magazine**



**ISTANBUL (21 January 2015) - Istanbul has won the Meetings Star Award 2014, being named Best Meeting Destination by Kongres Magazine after it visited and evaluated no less than 45 destinations.**

Istanbul was judged to be the **Best Meeting Destination as part of the Meetings Star Award 2014** after 45 destinations were compared taking into account natural and cultural factors, general and transport infrastructure as well as tourist infrastructure.

The Meetings Star Award 2014 was presented to Istanbul at a gala reception at Slovenia Convention Bureau's Conventa 2015 in Ljubljana, Slovenia, on 21 January, with Istanbul Convention & Visitors Bureau - ICVB's Vice President Bahadır Yasik and General Manager Ozgul Ozkan Yavuz in attendance.

Ozgul Ozkan Yavuz, General Manager of ICVB, says: "We are thrilled that Istanbul has been selected as the best meeting destination – a city of both historical and natural beauties dating at least 8500 years. As a historical meeting point between East and West and spanning two continents, today's **Istanbul is a Top 10 Meeting & Congress destination offering unique and exciting venues.** The city has the **capacity to host every type of event, from bespoke incentives to meetings for up to 30,000 for corporate and leisure visitors alike.** Combined with **Istanbul's historic venues, palaces, cisterns** and the like, it offers meeting planners a variety of remarkable options to create truly outstanding events."

Easily accessible from around the world, **Istanbul is served by nearly 300 international airlines** at its two airports. Turkish Airlines, named 'Best Airline Europe' by Skytrax for four years running, has a network of more than 260 direct flights and flies to more countries than any other airline in the world. With an almost 94,000-bed capacity, **accommodation in the city offers a selection across the spectrum.**

Istanbul was ranked **8<sup>th</sup> in the world by the International Congress and Convention Association** in its 2013 Rankings for Cities and Countries and **1<sup>st</sup> for large congresses of 300-500 guests.**

-ends-

#### **Istanbul Convention & Visitors Bureau**

Founded in 1997 as Turkey's first destination marketing bureau, the Istanbul Convention & Visitors Bureau (ICVB) is a non-profit organisation that offers a wide range of services designed to:

- Help promote Istanbul as a congress, meeting & incentive destination
- Assist organisers in creating fabulous events in the city
- Arrange site inspections for association representatives & meeting planners
- Support the congress candidature process of Istanbul by preparing official bids
- Provide promotional materials
- Coordinate the support of local and national authorities

ICVB's main goal is to represent Istanbul around the world and to seek

ICVB's main goal is to represent Istanbul around the world and to seek international associations and corporations planning high-profile international congresses and events. To date ICVB has played a key role in Istanbul's rapid rise in popularity as a congress destination in line with International Congress and Convention Association (ICCA) statistics. Istanbul was ranked 8<sup>th</sup> in the world by the ICCA in its 2013 Rankings for Cities and Countries and 1<sup>st</sup> for large congresses of 300-500 guests.

ICVB works in close collaboration with the Turkish Ministry of Culture & Tourism, the Istanbul Chamber of Commerce, Istanbul Metropolitan Municipality and Turkish Airlines. ICVB has members which cover the full spectrum of the meeting industry, including purpose-built congress centres, state-of-the-art exhibition centres, Istanbul's top hotels, experienced service suppliers, PCO/DMCs and other miscellaneous venues.

[www.kongres-magazine.eu](http://www.kongres-magazine.eu)

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**Home**

Membership Directory  
 ICCA Member Benefits  
 Apply For Membership  
 News & Publications  
 Events & Education  
 ICCA Association  
 Resources  
 About ICCA

**Benefits**

Membership Directory  
 ICCA Member Benefits  
 Apply For Membership  
 News & Publications  
 Events & Education  
 ICCA Association  
 Resources  
 About ICCA

**Members only**

Membership Directory  
 Member Benefits  
 News & Publications  
 Events & Education  
 Sector Activities  
 Chapter Activities  
 ICCA Association  
 Resources  
 My ICCA:  
 Update my profile  
 ICCA Association  
 Database  
 ICCA PR Kit  
 Destination Comparison  
 Report  
 Statistics  
 Annual Report  
 ICCA Logo's

**Associations**

Membership Directory  
 Association Resources  
 News & Publications  
 Events & Education  
 ICCA Association  
 Resources

**Press Centre**

Membership  
 Directory  
 Press Resources  
 Apply For  
 Membership  
 News &  
 Publications  
 New Marketing  
 Offers  
 Press Releases  
 Member Update  
 International  
 Meetings News  
 ICCA Association  
 Resources  
 Statistics  
 Archives  
 Events & Education  
 ICCA PR Kit  
 Contact

**Visitors**

Membership Directory  
 ICCA Member Benefits  
 Apply For Membership  
 Membership Fees  
 News & Publications  
 Events & Education  
 Sector Activities  
 Chapter Activities  
 ICCA Association  
 Resources  
 About ICCA

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ICCA Board of  
 Directors  
 Structure  
 Sectors & Chairpersons  
 Chapters &  
 Chairpersons  
 Articles & By Laws  
 How to join ICCA  
 How to get to ICCA /  
 Directions  
 Bank Details  
 ICCA Business  
 Partners  
 ICCA Education Fund  
 ICCA CSR Policy  
 ICCA History  
 Contact Information

**Search & Help**

FAQs  
 Site Map  
 Site Search  
 Industry links  
 Site Terms of Use  
 Site Privacy  
 Policy  
 Copyright Policy  
 Inquiries