

# Istanbul named Best MICE Destination Europe

May 25, 2015

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## **Istanbul has been named Best MICE Destination Europe at the Business Destination Travel Awards after groundwork prepared by the Istanbul Convention and Visitors Bureau (ICVB).**

Business Destinations Awards, running for a consecutive six years, reward businesses in a variety of categories for their exceptional contribution and excellence in services in the world of business and travel. Nominations and evaluations are performed by a selective global panel of consultants based in 144 countries. In 2014, over 450,000 individual votes were cast by travel professionals and exclusive tourism consumers.

Istanbul Convention and Visitors Bureau's General Manager Ozgul Ozkan Yavuz says: "We are extremely proud and honoured for Istanbul's recognition as the Best MICE Destination Europe. The award highlights our strong team commitment and global campaign in working within the business and travel sector and becoming the discerning traveller's choice. We hope that this continues to contribute towards propelling the city to be the number one go-to destination in international meeting industry as is our goal. A magnet for dynamic and talented people from around the world, Istanbul is the ideal meetings and conventions destination with its vibrancy, modernity, top-notch infrastructure and enviable geographical position. The International Congress and Convention Association (ICCA) has just recently released its 2014 Rankings Report for Cities and Countries in which Istanbul maintains its top 10 position as a global congress destination. Ranking 9th in the world in 2014 with 130 congresses, Istanbul has now held this top 10 position since 2010".

The annual Business Destination Travel Awards are regarded as the most prestigious and comprehensive in the travel and tourism industry and are designed to showcase those companies whose products and services represent the pinnacle of the travel industry. Winners are chosen by a vast and diverse cross-section of primary users and purchasers of corporate travel with voters including corporate travel executives and company travel buyers from Fortune 500 companies, MICE solution providers, members of the Association of Corporate Travel Executives (ACTE) and other influential members of the business travel community.

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