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- ABOUT
- CALENDAR
- CONSULTANCY
- SERVICES
- TRAINING
- PARTNERSHIPS
- TEAM
- ADVERTISE
- CONTACT



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'Remarkable' achievement - Istanbul

Posted by: MICE INDIA in EDITORS COLUMN, GLOBAL NEWS, RECENT POSTS 31 mins ago

'One step at a time' and 'slow and steady wins the race' are two phrases so true for Istanbul as a MICE destination, that from 24th rank in the world in 2005 with 57 Congresses to world's number 8 in 2015 with 148 Conventions, Istanbul has solidified its place in "The World's Top 10 Congress Destinations" – a milestone not many can dare to achieve. MICE INDIA reports

Shekhar | Editor | MICE INDIA | 17 May 2016

Istanbul – The Iconic City



The reason why I chose to do this story myself is because I have seen Istanbul grow over these years as a MICE destination. And having just come back fresh from Istanbul attending ACE of MICE 2016, this March, memories about the Bosphorus cruise, Turkish Coffee, fresh Baklawas, flowers, city traffic, meandering roads, can't forget to mention the Iconic Blue Mosque (I simply love to visit again and again) and of course a relaxing Turkish Hamam bath.

The city has dramatically changed its landscape ever since I first visited many years back. The Turkish Airline of course offers great connectivity, excellent service, fast visa on arrival facility and immigration, quickly lets you feel the city and takes you right into the heart 'Taksim'.

Not many know Istanbul is the only country in the world divided over two continents. Asia and Europe, the old city and the new city. And the Bosphorus connect, simply awesome.

Istanbul – Big on MICE

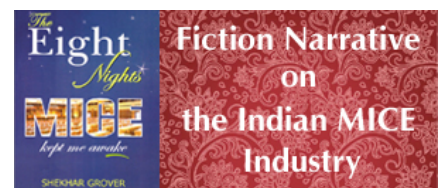
I feel nostalgic and with a great sense of happiness, I write this story today on Istanbul, as I have seen it make a mark in the global MICE market. As a MICE destination, the destination has jumped to 8th position

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in world ICCA rankings, making the city the 8th most popular congress destination worldwide. With a record 14% increase in number of Congresses held over 2014, (130 in 2014 and 148 in 2015), it's a meteoric leap that has made the city secure its berth in "The World's Top 10 Congress Destinations". Congratulations and Celebrations.

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General Manager of Istanbul CVB, Ozgul Ozkan Yavuz adds; 'We are pleased with Istanbul's 2015 performance. The number of congresses held in the city, which was 57 in 2005, ranking 24th in world and this number increased to 148 in 2015. Istanbul hosted many important and large scale international congresses and events within the last decade and became a preferred destination for international congresses. The city's growth in worldwide rankings of international meeting statistics underlines the city's appeal as a congress destination'.

Istanbul – MICE Infrastructure

With its modern infrastructure, convention venues, accommodation facilities and universities, Istanbul is one of the world's leading destinations for international meetings, congresses and exhibitions. With its 7 convention and 3 exhibition centers the city has the capacity to host every type of event, from bespoke incentives to meetings for up to 30,000 delegates. Combined with destination's historic venues, palaces, cisterns, high-tech modern venues and more, it offers meeting planners a variety of remarkable options to create truly outstanding events.



Accommodation in the city is both numerous – at 100,000 plus beds – and diverse with a selection across the spectrum including more than 194 five-star and four-star hotels and 103 more to be open.

Another factor in the city's increasing performance is its easy accessibility from anywhere in the world. Turkish Airlines, offers daily direct flights between Istanbul and more than 290 cities worldwide. With two airports, one on the Asian side of the city and the other on the European side and the 3rd international airport under construction will be the world's largest in terms of passenger capacity by 2019.

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