



PRESS RELEASE

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ICCA ranking 2023: Paris, the world's leading convention destination!

On the eve of IMEX Frankfurt 2024, ICCA (International Congress and Convention Association) has revealed its annual ranking of congress cities. In 2023, **Paris is back on the top step of the podium as the leading destination for hosting international congresses**, as it was before the health crisis. Over the past 10 years, Paris has always ranked in one of the top three places in the ICCA rankings, and in 1st place 7 times.

Based on specific criteria, the ICCA ranked **156 face-to-face congresses** in Paris in 2023, placing the city in **1st position in the international ranking by city**, ahead of Singapore, Lisbon and Vienna. Paris also came **1st in the European ranking by city**.

Corinne Menegaux, Managing Director of Paris je t'aime - Office de tourisme: *"We're delighted with this result, but above all proud to see that our efforts to support congresses in our areas of excellence are bearing fruit. The launch of our Hospitality Manifesto, a collective commitment developed with tourism professionals, optimises and strengthens the hosting of major events in our region."*

With more than 1,600 signatories, the Paris je t'aime Hospitality Manifesto proposes avenues for reflection and concrete commitments in 2024, broken down by sector of activity around 3 structuring axes common to all: supporting the destination's ecological transition, optimising the visitor experience, encouraging the local ecosystem. To support the deployment of this Manifesto, particularly during the Olympic Games, Paris je t'aime is setting up a network of information relays with Parisian kiosks and a webapp: my.parisjetaime.com.

Matthieu Buronfosse, Executive Director of the VIPARIS Sales and Marketing Division: *"VIPARIS is extremely proud to contribute to Paris' reputation and to host dozens of international congresses at its venues every year, particularly at the Palais des Congrès de Paris, which is celebrating its 50th anniversary this year. VIPARIS is also making a concrete*

commitment alongside Paris je t'aime, as a signatory of the Hospitality Manifesto, to ensure the best possible welcome for all international visitors."

Stakeholders in Paris and the surrounding region are working together to enhance the contribution of events to the region and measure their positive impact on the local ecosystem, their economic spin-offs, their environmental performance and even their legacy. "Cléo Impact", a new-generation calculator, is available free of charge to event organisers. It calculates in concrete terms the carbon footprint (e.g. energy and transport), the economic spin-offs (direct and indirect) and the legacy left by the event to its host region (infrastructure or social contributions).

Alongside the ICCA rankings, Paris je t'aime - Convention Bureau conducts an annual survey of convention activity in Paris, aimed at gaining a better understanding of the scale, dynamism and impact of convention hosting in the region.

In 2023, Paris je t'aime recorded:

- **800** conventions (compared with 714 in 2022) for around 1 million convention-goers
- **47%** of conventions were international (compared with 46% in 2022)
- Some **forty congresses** held their first event in Paris

Paris, je t'aime is continuing its efforts to boost its appeal in its sectors of excellence: design and creativity, technology, health, culture, sport and gastronomy. These areas are powerful levers for attracting conferences and professional events. In addition to the values inherent in the city, an event organiser will choose a destination where its sector is firmly rooted in the local economic fabric, encouraging meetings and discoveries. This is also part of a legacy approach, where the importance of the conference lies in its ability to leave a positive mark, to generate beneficial spin-offs locally or even to contribute to a great cause, such as research or innovation.

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