

Grande-Bretagne Londres en hausse dans le classement sur le tourisme d'affaires

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London rises up in world's business tourism rankings

New figures published by the International Congress and Convention Association (ICCA) shows that London has continued its ascent of world rankings as a major centre for business tourism. Last year, in addition to hosting the Olympics and Paralympic Games, London hosted a record number of global business events which has now elevated the city's status to sixth place globally. The city has also recently secured some of the most prestigious medical congresses and annual general meetings. Events of this scale typically bring up to £80 million in economic benefit to the host city and support the business events industry which is worth £40 billion to the UK overall economy.

The ICCA report showed London ahead of competitors such as New York, Beijing, Hong Kong, Chicago and Sydney whilst overtaking some of its closer European rivals such as Rome, Athens, Munich, Brussels and Edinburgh. The ICCA rankings are collated and published annually.

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