UTRECHT MARKETING
CONVENTION BUREAU

Utrecht, The Netherlands



UTRECHT

UTRECHT INSPIRES

Located in the heart of the most competitive region in Europe, Utrecht is the city for business meetings par excellence. Utrecht is a vibrant city of knowledge with young, brainy residents, a thriving creative sector and attractive business locations, just 30 minutes from Schiphol Airport and at the junction of the country's key motorways and railway lines.

MEDIEVAL CITY CENTRE

Tourists and visitors speak highly of the medieval city centre with its unique monuments, impressive modern architecture, inspiring cultural scene and the beautiful green surroundings rich with historic treasures and stories. Crowd-pleasers are the centuries-old wharf cellars--unique in the world, and the tallest church tower in the Netherlands: the Domtoren (Dom Tower). Although you can spend days walking around and still discover new things, the fourth-largest and fastest growing city in the Netherlands is remarkably easy to navigate. Attractions, museums, shops, eateries, hotels: everything you need is nearby. The compact city centre is not only easy to get around but also creates the warm, inviting and lively atmosphere that makes Utrecht so endearing.





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GREEN, HEALTHY AND SMART

Utrecht's extensive network of knowledge-intensive businesses and institutions, with Utrecht Science Park, the largest knowledge centre in the Netherlands, serving as the vital link, make the city exceptionally suited to organising academic conferences. Utrecht Science Park is where academics and entrepreneurs join forces to provide a collective, significant boost to the regional economy. Key features include Utrecht University, the best research university in the Netherlands, the University Medical Centre Utrecht, which is one of the largest public healthcare facilities in the Netherlands, and more than 80 companies and research institutions involved in sectors such as life sciences and health, sustainable economics, gaming, financial and business services, and ICT.

All of these parties work together with the municipality and residents of Utrecht to create a green, healthy and smart city. This includes applying innovative solutions in the use of the limited space, experimenting with open data applications and other technological solutions, and encouraging clean energy alternatives to fossil fuels. Utrecht's thriving economy, well-educated residents, rich cultural scene and wide array of historic and modern venues make the city an ideal location for business events such as conferences and meetings.

I invite you to see our small video on Healthy Urban Living here



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WHY UTRECHT

WHY UTRECHT

- Heart of the Netherlands
- Within 30 minutes from Schiphol Airport
- Excellent congress venues and hotels
- City centre venues all within walking distance
- Favourably priced compared to other European cities
- Lively University town with an authentic and friendly atmosphere
- City with the highest educated population in the Netherlands
- Ideal mix of history and modern culture
- Politically stable country and city

LANGUAGE

English is widely spoken in Utrecht and many people have a command of several other languages**.**

CLIMATE

Utrecht's climate is quite temperate with cool summers and mild winters.

TIME

Utrecht is one hour ahead of GMT.





FACTS & FIGURES

HISTORY

• Around 47 AD, the Romans built the Trajectum Castellum (fortress).
• Willibrord redesigned the old castellum as a mission and converted the Netherlands (from 695 AD).
• In the medieval hey-days, Utrecht is a religious and mercantile bastion and remains the largest and main city until the 16th century.
• Union of Utrecht, 1579; foundation for the Dutch Republic. Peace Treaty of Utrecht, 1713.

FAMOUS UTRECHT PEOPLE AND ICONS

• Dom tower; highest church tower of the Netherlands.
• Medieval harbour complex with canals, wharves and wharf cellars through the city (to be nominated as UNESCO World Heritage site).
• Adriaan Florenszoon Boeyens; the only Dutch pope ever (Rome, 1522).
• Gerrit Rietveld & Rietveld Schröder house (UNESCO World Heritage).
• Dick Bruna and Miffy.
• Anton Geesink (Olympic judo champion, 1964).
• Marco van Basten (FIFA World player of the year 1992).
• Dafne Schippers (World Champion 200 metre Sprint 2015)

FACTS & FIGURES

Utrecht is a very suitable location for international events.
Among our success stories are the Grand Départ of the Tour de France in 2015 and 100 years of De Stijl in 2017: an exceptional exhibition of Piet Mondriaan, Gerrit Rietveld, Bart van der Leck and Theo van Doesburg in Utrecht and Amersfoort.

A SELECTION OF YEARLY RECURRING EVENTS:

- SPRING Performing Arts Festival
- International Chamber Music Festival
- Early Music Festival
- Gaudeamus Music Week
- City2Cities International Literature Festival
- Dutch Film Festival

A SELECTION OF UPCOMING EVENTS:

- 2018: European Brass Band Championships
- 2019: Golden Age (nation wide)
- 2020: Start Vuelta (candidate)
- 2021: 700th anniversary Dom Tower
- 2022: 900th anniversary of the city of Utrecht

TREASURE TROVE OF CULTURE

On a cultural level, Utrecht has some truly great attractions. Utrecht is also proud of its unique Museum Quarter, where historic sights, museums and cultural institutions are to be found.





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ATTRACTIONS

DOMTOREN

The Dom tower, over 600 years old and the highest medieval tower in the Netherlands, is the natural symbol of Utrecht. At 112 metres, it soars above the Cathedral square, and high above the city.

DOMUNDER

Discover 2,000 years of Dutch history in an exciting underground expedition through impressive archaeological remains. From the Castellum Trajectum, an ancient Roman fortification, to the religious complex that made Utrecht an influential seat of power in the Middle Ages.

CENTRAAL MUSEUM

The Centraal Museum was created in 1838 and is thus the oldest municipal museum in the Netherlands, which becomes apparent upon entering: this is a true labyrinth!

RIETVELD

Visit the Rietveld Schröder House. Constructed in 1924 by furniture maker and architect Gerrit Rietveld, this is the only building that was ever realised according to the architectonic principles of the ‘De Stijl’.

TRAJECTUM LUMEN

An exploratory expedition in the dark which takes in artistically highlighted locations in the magnificent Utrecht city centre. From the centrally located Vredenburg, a light trail in the ground leads to works of art by renowned light artists who bring to life the present and past of the city.





ATTRACTIONS

MIFFY MUSEUM

The Miffy Museum is a series of miniature worlds. Ten rooms, each dedicated to a different subject, invite young children to discover the world around them step by step.

UTRECHT SCIENCE PARK & MODERN ARCHITECTURE

The buildings in the Utrecht Science Park reflect the development in building styles over the last 50 years: from the huge concrete Kruyt building to the modern David de Wied building.

FESTIVALS

Utrecht teems with cultural festivals all year round with a programme full of theatre, dance, music, films, workshops, etc. on large and small stages, squares and in parks.

UTRECHT FROM THE WATER

The outdoor cafés at the wharf, intriguing consoles and the beautiful canal side houses all invite you to explore the canals. An exploratory expedition by tour boat, pedal boat, canoe or motorboat



ACCESSIBILITY

AMSTERDAM AIRPORT SCHIPHOL

- 40 km distance from the city centre
- 30 minutes travel by train to the city centre
- 103 international airlines
- 213 direct international destinations (116 European and 97 intercontinental)
- 3rd busiest airport in Europe

Below prices are based on best available average rates for 2018:

From/to	Price
Barcelona	90
New York	600
San Francisco	700
Tokyo	600
Beijing	650
London	80
Sydney	770
Vienna	115

INTERNATIONAL TRAINS

- Thalys (Paris)
- City Night Line (several cities in Europe)
- Intercity Antwerp/Brussels
- ICE International (Germany)
- Eurostar (UK)

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HOTEL ACCOMMODATION

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The city of Utrecht has a wide range of classified hotel accommodation offering a total of 2,035 rooms, 55% of which are located in the city centre. By 2020, another 650 additional hotel rooms will be added and by 2024 another 500 rooms. In total Utrecht will be able to offer 3.185 rooms.

Category	# Hotels	# Rooms	Price range	Breakfast included
5-star	1	121	€ 140 - 225	No
4-star	13	1133	€ 100 - 200	No
3-star	7	508	€ 90 - 140	No
2-star and less	68	273		
Total	89	2.035		
Total by end 2020		2.677		
Total by end 2024		3.185		

Within a range of 20 kilometers from Utrecht you will find another 1,926 hotel rooms. Close by cities like Amersfoort and Amsterdam are just 15 and 25 minutes by train.

HOTEL SERVICE UTRECHT

A free service for organizers of Conferences & Events. It is easy to book (and pay) hotel accommodation in Utrecht and surroundings in the 3, 4 and 5 star category via an embedded page on the conference website. One stop shop from contracting to billing.

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SUPPORT

One of the key activities of the Utrecht Convention Bureau (UCB) Is to inform and advise corporations, intermediaries, associations and (government) organisations about the possibilities the city of Utrecht has to offer in the field of Meetings, Incentives, Congresses and Events (MICE).

UCB, part of Utrecht marketing, is a neutral, independent organization that operates on a non- profit basis. This means that all information and assistance offered by the UCB is free of charge.
To give you an idea of what UCB could mean for you, please find here under a summary of our activities.

Supporting activities:

- Assistance in finding suitable venues and congress locations
- Assistance if required regarding the social programme of the event
- Organisation of site inspections
- Production of bid books
- Incentive fund for scientific congresses (conditions apply, max € 10.0000)
- Contribution for the welcome reception / welcome speech by mayor or alderman
- Providing an information booth during conference (upon request)
- Free use of promotional material (city map, tourist guide and such) for conference bags

INCENTIVE FUND

In 2016, the Economic Board Utrecht established an Incentive Fund for knowledge events initiated by scientific institutions and associations to further invest in the acquisition of multi-day national and international scientific conferences that reflect the priority topics Green, Healthy and Smart.

Utrecht Region’s aim is to use the fund to further strengthen its position as the most competitive region of Europe.

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