



Sep 04, 2019 12:04 GMT

London Retains Top Spot for Meetings & Events in EMEA in 2020

Minneapolis, 04 September 2019: CWT M&E, the global meetings and events division of CWT, today unveiled its ranking of the top 10 cities for meetings and events in Europe, the Middle East and Africa (EMEA) in 2020, with London holding on to the coveted number one spot. The ranking is based on proprietary and industry data contained in CWT's 2020 Meetings & Events Future Trends report, to be published next week.

The top 10 cities for meetings and events in EMEA (versus 2019):

1. London, UK (1)
2. Frankfurt, Germany (10)
3. Paris, France (9)
4. Berlin, Germany (4)
5. Barcelona, Spain (3)
6. Milan, Italy (-)
7. Cologne, Germany (8)
8. Stockholm, Sweden (7)
9. Amsterdam, Netherlands (-)
10. Vienna, Austria (6)

Brexit and a change in government notwithstanding, London remains the number one destination for meetings and events in EMEA in 2020. Frankfurt and Paris jumped from the bottom of last year's top 10 list to #2 and #3 next year. Germany is the only country in EMEA with multiple cities making the list, including Berlin and Cologne. The lone Italian city of Milan makes an appearance in the 2020 list, along with Amsterdam, after failing to make the cut last year.

“London and the UK continue to be strong for meetings and events,” said Ian Cummings, Vice President, EMEA, CWT Meetings and Events. “The uncertainty over Brexit—and the resulting devaluation of the pound—has made the UK an even more attractive destination.”

Apart from London, Manchester also made a shorter list of destinations on the rise in the region, buoyed by major developments, including a new 20,000-capacity arena.

Other up-and-coming cities in 2020 include Porto in Portugal, Seville in Spain, the Italian city of Rome and the French city of Nice. These destinations typically offer better values than the top-tier cities, along with an increasing number of competitive hotels and venues that can host meetings and events of varying sizes.

Nowhere is sustainability having more of an impact on business than in Europe. It's encoded into law—as in France with its *société à mission*, a new corporate structure for companies with a social and environmental mission beyond profits, that is expected to influence suppliers they work with. It's in investments in electric cars by European car manufacturers—creating opportunities for new product launches. It's in working towards becoming the world's first carbon neutral city as the Danish capital of Copenhagen is doing—with 70% of its hotel rooms now holding official eco-certification. Sustainability is a key driver for M&E in EMEA in 2020 and beyond.

CWT Meetings & Events

CWT Meetings & Events delivers 38,500 innovative, high-quality projects for customers every year – across all industry sectors, globally. Our creative know-how helps us deliver awe-inspiring events, and our logistics expertise guarantees professional meeting services, group travel, and compliance. We manage your strategic meetings management programs with one aim in mind – to maximize your return on investment.

CWT Meetings & Events is CWT's meeting & events division.

CWT

CWT is a Business-to-Business-for-Employees (B2B4E) travel management platform. Companies and governments rely on us to keep their people connected – anywhere, anytime, anyhow – and across six continents, we provide their employees with innovative technology and an efficient, safe and secure travel experience. Every single day, we look after enough travelers to fill more than 100,000 hotel rooms, while our meetings and events division handles more than 100 events every 24 hours.

Media contact

Christine Kashkari

Senior Manager, Global Communications

T: +1 612.300.8660

ckashkari@mycwt.com

Follow us on [Facebook](#), [LinkedIn](#), and [Twitter](#).

Contacts



Media enquiries

Press Contact

CorePR@mycwt.com