



ICCA Rankings Progress: The Lille European Metropolis Confirms Its Momentum in Hosting International Congresses

Press Release

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For immediate release

The Lille European Metropolis and its Attractiveness Agency Hello Lille are pleased to announce the destination's remarkable progress in the international ICCA rankings published on Tuesday 19 May, confirming the collective momentum and ambition of the territory.

The Lille metropolitan destination has reached a significant milestone in the ICCA (International Congress and Convention Association) rankings, moving from 10th to 5th place among French destinations, and from 84th to 68th place at European level. This progress reflects the relevance of the growth strategy led by the Lille European Metropolis, Hello Lille and their partners to strengthen the territory's attractiveness in the international events market.

Progress Driven by an Ambitious Strategy and the Hosting of Major International Events

The rise in the ICCA rankings is directly linked to the territory's ability to host major international congresses, thanks to the quality of its infrastructure, the mobilization of local stakeholders, and the support provided to event organizers.

Among the events that contributed to this momentum in 2025:

- Congress of the International Wool Textile Organisation – IWTO 2025 at the Palais de la Bourse
- Europatat Congress at the Resort Barrière
- Colloquium of the Francophone Mother-Child Network at the Jeanne de Flandre Hospital – CHU Lille
- European Geosynthetics Conference – EUROGEO 2025 at Lille Grand Palais
- European University Continuing Education Network – EUCEN 2025 at Lilliad learning centre innovation

Top 10 National ICCA classement

French Cities	National Rank	European Rank	World Rank	Meetings in person
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Paris	1	2	2	174
Lyon St Etienne	2	45	84	34
Marseille	3	53	95	29
Bordeaux	4	58	103	26
Lille	5	68	126	21
Nice	6	76	141	19
Nantes	6	76	141	19
Toulouse	7	85	151	18
Strasbourg	8	100	184	15
Rennes	9	121	239	11
Montpellier	10	129	254	10

Some of these events benefited from the *booster fund*, a mechanism established by the Lille European Metropolis to support the hosting of strategic international events and strengthen the territory's competitiveness.

The regular hosting of major sporting and cultural events also contributes to raising the territory profile, leading congress organizers to consider the Lille European Metropolis as a venue for their conventions.

Business Tourism: A Major Economic Pillar for the Metropolitan Area

"Business tourism accounts for 70% of hotel overnight stays in our metropolitan area. Hello Lille, together with its partners, works throughout the year to secure these essential professional events, which have a strong economic impact on the tourism sector." — **François Navarro, Director of the Hello Lille Attractiveness Agency**

Business tourism accounts for 70% of overnight stays in the metropolitan area, confirming its structural role in the local economy. Lille Métropole has a hotel stock of more than 8,056 rooms, covering all categories from 5-star to budget establishments. Progress in the ICCA rankings strengthens the territory's visibility among international organisers and helps attract new events, generating economic, scientific and social benefits.

ICCA: A Global Reference That Enhances Destination Attractiveness

Founded in 1963, ICCA is the world's leading organisation for international association meetings. Its rankings are based on strict criteria, evaluating destinations capable of hosting events that are: organised by an association; held in at least three countries; attended by at least 50 participants; and organised on a regular basis.

The destination's progress in this ranking demonstrates its ability to meet the most demanding international standards.

A Collective Dynamic Looking to the Future

"Our progress in the ICCA rankings is no coincidence. It is the result of a deliberate strategy, a collective commitment and a clear vision: to make the Lille European Metropolis a European and world-class destination, capable of hosting the world's major scientific, economic and professional gatherings. Moving from 10th to 5th place among French destinations confirms that our metropolitan area is on the move. It recognises the quality of our infrastructure, the excellence of our university and research networks, and the unwavering mobilisation of all our partners around a shared attractiveness project. The MEL is more than ever a cross-border force, a collective energy, a territory that moves forward. This international recognition is proof of that: we are among the great European metropolitan areas, and we intend to stay there."

— **Éric Skyronka, President of the Lille European Metropolis (MEL)**

This international recognition reinforces the efforts made by the Lille Convention Bureau to establish the destination as one of Europe's leading business tourism hubs. It encourages the continuation of an ambitious strategy built on innovation, sustainability, and the hosting of high-value-added events.

About MEL

As France's fourth-largest metropolitan area with 1.2 million inhabitants, the Lille European Metropolis enjoys a strategic geographical location at the heart of Europe. Influential, enterprising and united, the MEL possesses the necessary assets to consolidate its position as a European hub, with a reach extending across national, European and international borders. It is pursuing an ambitious, investment-focused policy to accelerate the green transition, improve the quality of life and meet the needs of the region. In particular, it plans to invest €4.4 billion by 2030 in services for residents, transport, the green transition, housing and the quality of life.

www.lillemetropole.fr

About Hello Lille

Established in 2019 by the Lille European Metropolis, the Hauts-de-France Regional Chamber of Commerce and Industry, and Entreprises & Cités, Hello Lille is the Lille Metropolis's economic development agency. It works to promote the profile and economic development of France's fourth-largest metropolitan area, both in France and internationally. Hello Lille supports businesses and investors with their relocation projects, promotes the region's sectors and sites of excellence, and manages the Hello Lille regional brand. The agency also brings together stakeholders from the economic, events, academic and tourism sectors, and supports the hosting of major events and the development of business tourism.

<https://hellolille.eu/>

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