

PRESS RELEASE

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ICCA 2024: TOULOUSE REACHES 3RD PLACE, WITH THE SUPPORT OF TOULOUSE CONGRÈS

Toulouse has made significant progress in the 2024 ICCA (International Congress and Convention Association) rankings, moving from 4th to 3rd place nationally. This upward trend confirms the city's strategic positioning as one of the major business tourism destinations in France.



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ICCA: the Global Benchmark for Congress Destinations

ICCA is a key international player in the congress sector. Each year, it ranks destinations based on their ability to host international association meetings that meet strict criteria.

Toulouse: a Hub of Excellence for the Events Industry

Toulouse draws its strength from a rich and coherent ecosystem combining academic research, cutting-edge industries (aeronautics, space, health, digital technologies), and state-of-the-art infrastructure to host major events. Its quality of life and cultural and economic vibrancy make it a particularly attractive city for international congress organizers.

Pierre Baudis Convention Centre: a Central Venue for Major Events

Located in the heart of Toulouse and close to all amenities, the Pierre Baudis Convention Centre offers an ideal setting to combine productive work sessions and cultural discovery.

With 18 modular rooms, including an auditorium, and 6,000 m² of configurable space, the venue can host up to 1,200 attendees in plenary sessions and is suited to all types of event formats.

In 2024, it established itself as a key player in hosting major international events, contributing significantly to Toulouse's position in the ICCA rankings.

Some of the major congresses hosted in 2024 included:

- 27th International Conference on Material Forming ESAFORM 24 ICA
- International Congress of Ophthalmology | ESA - European Strabismological Association
- 26th Conference of the International Society for Air Breathing Engines | ISABE
- European Meetings on Citizen Participation
- RILEM Annual Week 2024
- 4th World Week of Scientific Francophonie – SMFS
- International Electric Propulsion Conference IEPC 2024
- Forum Cartoon 2024

Momentum continues in 2025 with prestigious events ahead:

- TSAS Conference, january (Aéronautique)
- EPOS Congress European Paediatric Orthopaedic Society, april
- International Conference on Multiphase Flow ICMF, may
- Forum Cartoon 2025, september
- ESSR Congress - Annual Scientific Meeting of the European Society of Musculoskeletal Radiology, june
- Hydrocephalus Annual Meeting, september
- 9th LYSA Lymphoma Study Association Days, october

Combining events and environmental responsibility

The Pierre Baudis Convention Centre is fully committed to responsible event hosting, aiming to reduce the environmental impact of our industry.

This momentum aligns with the city's broader ecological transition goals. Sustainable transport, eco-conscious urban planning, and support for environmentally responsible events all reflect a shared commitment.

More than just a ranking, Toulouse's 3rd place in the 2024 ICCA list recognizes the collective efforts of all the city's stakeholders to promote "La Ville Rose" as a leading international business tourism destination.

About TOULOUSE CONGRES :

Toulouse Congrès manages and operates two key venues on behalf of Toulouse Métropole: the Pierre Baudis Convention Centre and the Espaces Vanel. With a team of over 20 event professionals, the venues host more than 200 congresses, corporate events, and trade shows each year, attracting around 50,000 participants and visitors.

Conveniently located in the heart of the city, Toulouse is ranked 3rd in France for hosting international congresses (ICCA 2024) and was named top urban destination to visit in 2025 by Lonely Planet.

With its dynamic economy, rich cultural heritage, and exceptional quality of life, Toulouse offers a unique setting that combines professionalism and southern hospitality, ideal for hosting all types of events.

The company is currently in the process of obtaining ISO 20121 certification.
www.toulousecongres.com