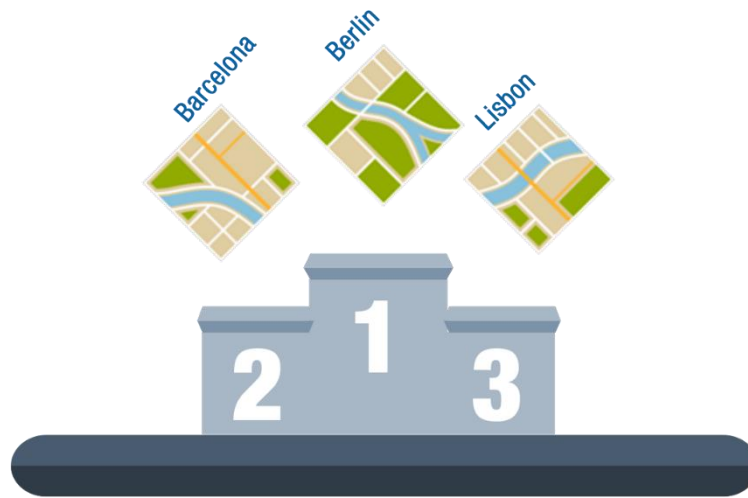


## BUILDING BRIDGES



*Have you ever been to the “Venice of the North”? Event planners highlighted the top European cities for group travel in the annual PRO SKY Destination Report. Where are you heading?*

Old but gold: The Top 3 has not experienced any dramatic changes compared to 2016: Berlin, Barcelona and Lisbon remain popular among MICE experts.

2017’s newcomer Zurich has catapulted itself into the top European cities charts with a noticeable 18%.

Istanbul, the city that lies in two continents at once, has recorded a significant loss: A decrease of 5% puts the European metropolis down in last place.

### **“OTHERS” IS THE WINNING CATEGORY**

While some cities remain “old classics”, some are becoming new favorites:

Italy’s beautiful Venice, which is famous for its breath-taking canals and the inspiring Piazza San Marco, has been mentioned by the event planners as a top destination for 2017.

Additionally, the “Venice of the North” has been claimed as a trendy location for group travel. To which European city are we referring?

Find the answer in the [PRO SKY Destination Report 2017](#)