

Maastricht and Limburg bursting with pride

Maastricht on the map as the most European city

After a particularly intensive and unifying period, it was announced today that Rotterdam will host the 2020 Eurovision Song Contest. Both Rotterdam and Maastricht pulled out all the stops to present themselves as the best host city. Maastricht presented a strong bid book containing a rich and diverse programme to the organizers.

This may explain why the people of Maastricht and Limburg are so upbeat in spite of the loss. Maastricht Mayor Annemarie Penn-te Strake congratulated Rotterdam. 'The Song Contest will be held in your city next year. Make it a time to remember and do the Netherlands proud – just as proud as we are for what our region has achieved these past few months!'

Speaking on behalf of Limburg, Member of the Provincial Executive Joost van den Akker stressed the positive impact of the candidacy. 'With the motto "Come Closer" Maastricht and Limburg convincingly took the title of most European region in the Netherlands immediately after Duncan Laurence's big win. We will forever cherish the solidarity, support, and enthusiasm it inspired along the way. Maastricht and Limburg have their own Eurovision in the heart of Europe.'

Rob van de Wiel, director of MECC Maastricht, is equally proud. 'We showed the Netherlands and Europe that Maastricht is the perfect place for such a large-scale European event. It's amazing what we managed to achieve in such a short time, and this is something the region will profit from for a long time to come.'

In addition to solidarity and enthusiasm, the candidacy also brought the city and the region a considerable amount of publicity over the past few months. The media value of the many publications, radio broadcasts, and television coverage in the Netherlands is 5.6 million euros and counting. In addition, a social media campaign with the hashtags #eurovisionmaastricht, #maastricht2020, and #comecloser generated a PR value of more than 1.5 million euros. This is not including the most recent posts and video in this online campaign.

Note for editors, not for publication.

For more information, please contact:
Inge Dovermann - Gemeente Maastricht
T +31 43 350 42 00
E communicatie@maastricht.nl
