



KONGRESNA ZVEZDA
MEETINGS STAR

2017

APPLES TO ORANGES

NEW CATEGORIZATION OF MTLG 2017

MTLG KONGRES MEETOLOGUES

TEXT BY GORAZD ČAD PHOTO CREDIT KONGRES ARCHIVE

“Ten years ago, when we started preparing the congress travelogues, we couldn’t possibly have foreseen that our methodology for evaluating destinations would have become such an important reference point for meeting planners. As of today, we have published 76 travelogues of various meeting destinations, all based on hard graft and solid field work. Our unflagging enthusiasm for this has demonstrated that we have been setting quality standards that are also being recognized by the wider international industry public through the Meetings Star Awards.” - Gorazd Čad, Editor in Chief

Congress travelogues, or **Meetologues**, have become a firm reference for event organisers in selecting destinations over the past decade, mainly because of their sound logic and the benefits that they bring to all parties.

On the initiative of individual destinations that have participated in the MTLG project, we have now prepared a new categorization of meeting destinations. The primary reason we have done this is to ensure the clarity and comprehensibility of the individual categories; the new categorization involves a combination of criteria and the basis for the classification of destinations into four classes is based on the full range of the index and total scores that fall within it.

The main drive for us to update the categorization is so that we can provide to meeting planners as much information as possible on the capacity of destinations, which we have been evaluating since 2009 through our tried and tested method of congress travelogues – *Meetlogue*. Every destination is evaluated based on fieldwork and research, through which we want to get as close as possible to the real situation.

The complexity of the meetings industry means there are many possible variables that can contribute to defining the ‘size’ of a destination. We have been looking for those that are frequently considered to be closely connected and interdependent. This aspect of the defining criteria process necessitated a review of existing literature, which is quite limited in that field and is heavily reliant on the statistics prepared by the international association ICCA, which focuses on recording the number of association meetings and their participants at a destination. Our pillar capacity of meeting destinations were calculated based on criteria that were defined with the help of leading experts from various destinations and are as follows:



1 Air accessibility of destinations

This assessment is based on the European air connectivity report, which is prepared annually by ACI Europe. Analysing connectivity data from the SEO Economic Research’s ‘Netscan’ connectivity model, the report provides in-depth insights into how well Europe is connected by air, both internally and with other regions in the world. It distinguishes between direct and indirect connectivity, and takes a special in-depth look at the dynamics at Europe’s hubs – which act as engines of connectivity for wider outreach.

2 The number of 4* and 5* category hotel rooms

The development of meeting destination is directly linked to the number of hotel rooms it has, which according to our study reaches at least twice the maximum capacity of the plenary hall at the destination. The single use of rooms is dominated by congress guests and for business tourism, which includes the meetings industry, the use of rooms in the business categories of 4 and 5 stars is predominant. For that reason, only those hotels are assessed in this category.

3 The number of 4* and 5* category hotels

To enhance destination comparisons, we also captured the number of 4 and 5 star category hotels that are predominantly used by congress guests. The number of such hotels is a unique indicator of how well a destination is adapted to business tourism and vice versa.

4 Banquet hall maximum capacity

Practically every congress or event also plays host to a social event or a gala dinner. It is often the case that the maximum capacity of the hall for banquets dictates the maximum size of the congress that the destination is able to accommodate. This criterion is therefore extremely important to our assessment.



5 **The largest hall in the city (in m²)**
 The size of the hall further dictates the size of the largest events and accompanying exhibitions that can ordinarily accompany such events. These are normally the multifunctional halls in congress and exhibition centres. This criterion is directly linked to exhibition activity, which is most highly developed in the so-called ‘meeting hubs’.

6 **Maximum hall capacity in theatre layout**
 Congress centre halls that are suitable for plenary sessions are assessed in this category. To make this a level assessment many sports facilities were excluded, as they typically lack the additional infrastructure required for the organisation of events.

7 **Destination population**
 A city or a town’s population tends to be the catalyst for development, transformation and, of course, also the generator of many events. Over the course of history the meetings industry has developed in the urban regions and is therefore considered one of the factors associated with metropolitanisation and the major conurbations in Europe.

The results of this new categorization are presented in detail below. It highlighted that, depending on the supporting capacity, destinations can be divided into four categories that are framed based on the maximum number of participants that can be accommodated without encountering any major logistical turmoil or complications.

XL MEETING DESTINATIONS
 Destinations that can host **more than 2,000 congress attendees**

DESTINATION	MTLG INDEX 2017
LONDON, Great Britain	700
BARCELONA, Spain	700
PARIS, France	700
BERLIN, Germany	698
ISTANBUL, Turkey	685
VIENNA, Austria	682
PRAGUE, Czech Republic	659
MILANO, Italy	682
MUNICH, Germany	634
DUBLIN, Ireland	622
BUDAPEST, Hungary	613
WARSAW, Poland	608
MOSCOW, Russia	591
SOFIA, Bulgaria	571
ATHENS, Greece	569
ZURICH, Switzerland	566
BELGRADE, Serbia	545
BUCHAREST, Romania	531
BAKU, Azerbaijan	511

The largest European meeting destinations are to be found in the first category, as they have advanced development of congress infrastructure and excellent flight accessibility. These destinations are also predominantly the most important aviation hubs. There are, however, significant differences among the destinations that will be further brought out by a detailed evaluation of their qualitative criteria. At the top end of the category are the largest destinations, all with excellent infrastructure and minimum differentiation in their broad provision, mainly being in the sphere of flight availability. Based

on the detailed evaluation the destinations with an index of 500 to 600 still have some challenges in different fields, for example at Baku, where infrastructure development is incredible but where on the other hand it has a significantly low level of flight availability, or with Belgrade and Bucharest, where better accessibility and a larger number of hotel rooms is lacking. In each of the MTLGs you can find a more detailed and revealing in-depth analysis of the criteria.

L MEETING DESTINATIONS
 Destinations that can host **up to 2,000 congress attendees**

DESTINATION	MTLG INDEX 2017
VENICE, Italy	479
KRAKOW, Poland	475
GRAZ, Austria	452
GDANSK, Poland	446
SALZBURG, Austria	438
ZAGREB, Croatia	437
VILNIUS, Lithuania	435
TALLIN, Estonia	417
SARAJEVO, Bosnia	413
BRNO, Czech Republic	413
KATOWICE, Poland	404
THESSALONIKI, Greece	392
BRATISLAVA, Slovakia	385
LJUBLJANA, Slovenia	382
INNSBRUCK, Austria	374
GRANADA, Spain	370
NOVI SAD, Serbia	367

Congress infrastructure (hall capacity) and flight availability on destinations listed here enables the hosting of a congress for up to 2,000 attendees. In the field of congress infrastructure some especially great progress has



been made by a number of the destinations, such as Poland and the Baltic countries, where a number of brand new congress centres can be found today. Among the destinations there are also those where the infrastructure is in place, but is in need of extensive renovation, or those that are still waiting for a proper and dedicated convention centre to be built, such as Sarajevo or Zagreb. For this category flight availability is an extremely important criterion and is where major differences and significant competitive advantages can be made.

M MEETING DESTINATIONS Destinations that can host up to 1,000 congress attendees

DESTINATION	MTLG INDEX 2017
DUBROVNIK	295
LVIV	293
KLAGENFURT	286
TIRANA	285
GRADO	274
SPLIT	267
TRIESTE	259
VILLACH	256
PODGORICA	245
SCHLADMING	245
PORTOROŽ	244
BUDVA	244
OPATIJA	242
ROVINJ	236
MARIBOR	212
POREČ	230
ŠIBENIK	208
UDINE	201
SUBOTICA	199
BLLED	198
PULA	198
ZADAR	196
KOSICE	191

This is probably the most heterogeneous category and the one for which the general conclusion is that it is dominated by regional centres and major tourist cities. The congress offer here is mainly based on the offer of local congress

hotels and smaller convention centres. The capacity of listed destinations is therefore up to maximum of 1,200 congress attendees. All of the cities in this category have great potential for further development, which will be determined by additional investments in infrastructure.

S MEETING DESTINATIONS Destinations that can host up to 500 congress attendees

DESTINATION	MTLG INDEX 2017
PODČETRTEK	175
UMAG	173
ROGAŠKA SLATINA	171
VYSOKE TATRE	171
HVAR	169
MOSTAR	169
BREŽICE - ČATEŽ	168
KRANJSKA GORA	160
OSIJEK	158
SARVAR	154
OHRID	151
LAŠKO	150
RIJEKA	149
NIŠ	145
NOVA GORICA	140
MALI LOŠINJ	138
HEVIZ	137
SOČA VALLEY	121
GORIŠKA BRDA	103
BOHINJ	97
SAVINJA VALLEY	94

This category is dominated by the smaller tourist resorts, where the meeting industry is a complementary activity during low season. Congress capacities are smaller and more personalized, adapted to meetings with a small number of participants (and dominated by the congress halls for up to 150 participants).

The data for our overall categorization was collected through a questionnaire that was answered by convention bureaus, with data on the population of each destination gathered through Wikipedia. All of the recorded criteria were then

standardized and statistically ranked, a process by which at the end an estimation of the relative position of individual destinations could be made. Throughout this process of data trawling we directly obtained data from 68 convention bureaus (altogether there were 78 destinations ranked). The process therefore covers a relevant statistical sample, which will be further expanded in the future.

The initial reaction from congress organisers whom we have provided the index has been positive, as this is a tool that will provide them with a genuinely realistic comparison.

The entire methodology of our work had already been upgraded previous year with a system of benchmarking that is carried out for each individual congress destinations, under the name **MTLG BENCHMARK**.

With our complete methodology we have saved you a lot of your valuable time that would otherwise have been spent in comparing yourself with your main competitors.

Our process is conducted at two different levels:

1 DESTINATION EVALUATION
(following the congress MTLG's methodology)
At this stage destinations are evaluated on all the criteria that are covered in our methodology, including 63 competitive criteria. Based on the destination evaluation a comparative matrix is prepared, which is the basis for the workshop performance of the second stage.

2 BENCHMARK WORKSHOP
(with key stakeholders at the destination)
The workshop is designed to evaluate the competitive strengths and weaknesses of a destination and provide the exchange of good case studies in regard to its the further development.

We are confident that our objective evaluation will help event organisers and at the same time allow destinations to implement the further improvements required to overcome their comparative disadvantages.

For further information regarding the MTLG benchmark we'd love to hear from you, so don't hesitate to call us to **00386 (0)1 430 51 04**, or send an e-mail to gorazd.cad@toleranca.eu.



KONGRESNA ZVEZDA
MEETINGS STAR

2017

TOP MEETING HUBS OF NEW EUROPE



AIRPORT CONNECTIVITY: Connectivity is the metric by which airports live – the more connected an airport is to the wider world, the more attractive it becomes to its users and the greater the value it provides to the community and local, regional or indeed national economy it serves. ACI Europe, 2016



KONGRESNA ZVEZDA
MEETINGS STAR 2016

6 ZAGREB: WHITE ZAGREB TOWN

Population: **1,107,623** | Airport connectivity: **1.923**

Within the wider region Zagreb has best managed to maintain the Central European culture that is reminiscent of Vienna and create a special atmosphere from it. In addition to this, it is a 'pocket-friendly destination' that offers a lot for reasonable little money. It is the ideal combination of a metropolis with charm and a small town atmosphere. Everything is seasoned with the right dose of metropolitan character and the friendliness of the locals.

Meetings star final mark: **4.31**

5 LJUBLJANA: EUROPEAN GREEN CAPITAL 2016

Population: **282,994** | Airport connectivity: **1.026**

Ljubljana is renowned for making an extremely good first impression, something that is partly attributable to some of the 'preconceived' ideas of how it might be as a city in the Balkans and Eastern Europe. Against any such ideas visitors find a congress destination that is friendly and favourable to the meetings industry, whilst also competitive in terms of price and quality. Of all the regional capitals it also has a very good image that has been strengthened thanks to the annual Conventa Trade Show.

Meetings star final mark: **4.33**

9 DUBROVNIK: PEARL OF THE ADRIATIC

Population: **42,615** | Airport connectivity: **570**

Dubrovnik is the flagship of regional tourism and for meetings organisers we meet daily it is their first association with the region. The world class destination is once again attracting well-known names and world class events. In the meetings industry it is the strongest brand of the region, and a brand that rarely disappoints or leaves one feeling indifferent. Dubrovnik is love at first sight.

Meetings star final mark: **4.27**

1 PRAGUE: SLAVIC PARIS

Population: **1,280,508** | Airport connectivity: **4.437**

The city with a rich cultural heritage, warm friendliness of its locals and countless congress options drops its anchor deep into the heart. Every street and house tells its own story, which gives the city a special touch. Prague maintains and builds on its high-quality romantic reputation. Looking at the position of Prague regionally, it will not take primacy over Vienna, but it certainly has all the conditions in place to remain the prime congress destination among East European capitals for a long time to come.

Meetings star final mark: **4.55**

12 BELGRADE: A CITY THAT NEVER SLEEPS

Population: **1,233,796** | Airport connectivity: **2,005**

Belgrade bases its congress story on the rich culture at the crossroads of East and West, the central position in the South-East Europe and a lively social life. It is a city with remarkable cuisine, world-class nightlife, world events and positive vibrations, which makes it a very dynamic and attractive tourist destination. Belgrade is a city on the rise and a rough congress diamond, which has enormous development potential.

Meetings star final mark: **4.14**

7 BUDAPEST: CONGRESS QUEEN OF THE DANUBE

Population: **1,757,618** | Airport connectivity: **3.427**

Simply put, this is a city that offers the best value for money. According to research carried out by Magyar Turizmus, 1 EUR spent in the congress industry in Vienna is worth 2 EUR in Budapest. On top of this Budapest is also a fresh and new destination compared to some of the more tried and tested competitors still in the market.

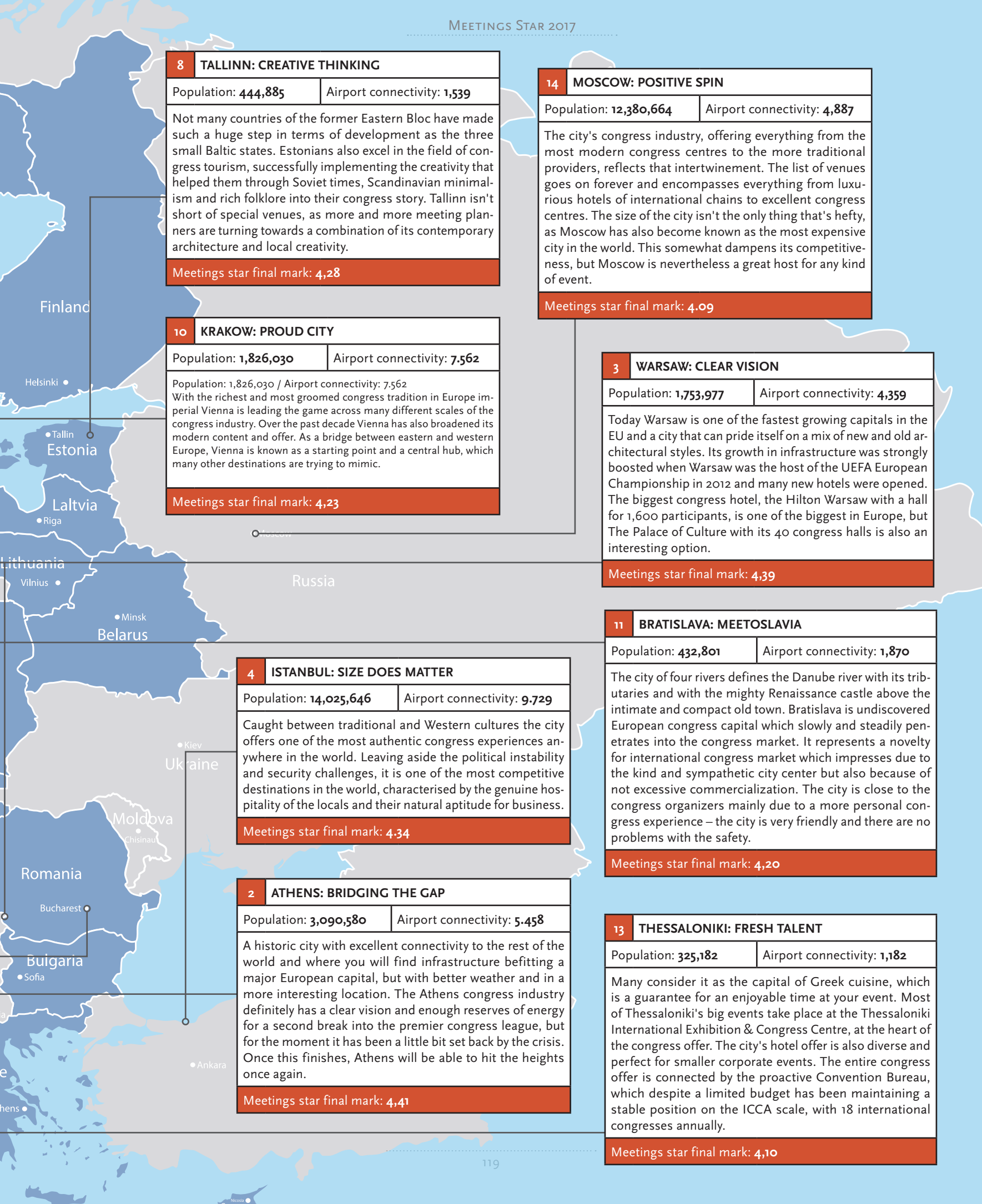
Meetings star final mark: **4.30**

15 BUCHAREST: PARIS OF THE EAST

Population: **2,106,144** | Airport connectivity: **3,296**

Bucharest is a city of contrasts. Great palaces and the latest congress hotels but on the other hand poorly recognized brand and unrelated congress offer. These are the main disadvantages compared to the much more active cities such as Belgrade and Sofia in the vicinity. But at this moment it is certainly the most affordable major European Congress Capital. With a little effort you will find everything you need for any events. Even the friendliness of the staff in the hotel and congress sector deviates from the average

Meetings star final mark: **4.03**



8 TALLINN: CREATIVE THINKING

Population: 444,885	Airport connectivity: 1,539
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Not many countries of the former Eastern Bloc have made such a huge step in terms of development as the three small Baltic states. Estonians also excel in the field of congress tourism, successfully implementing the creativity that helped them through Soviet times, Scandinavian minimalism and rich folklore into their congress story. Tallinn isn't short of special venues, as more and more meeting planners are turning towards a combination of its contemporary architecture and local creativity.

Meetings star final mark: 4,28

10 KRAKOW: PROUD CITY

Population: 1,826,030	Airport connectivity: 7,562
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Population: 1,826,030 / Airport connectivity: 7,562
 With the richest and most groomed congress tradition in Europe imperial Vienna is leading the game across many different scales of the congress industry. Over the past decade Vienna has also broadened its modern content and offer. As a bridge between eastern and western Europe, Vienna is known as a starting point and a central hub, which many other destinations are trying to mimic.

Meetings star final mark: 4,23

14 MOSCOW: POSITIVE SPIN

Population: 12,380,664	Airport connectivity: 4,887
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The city's congress industry, offering everything from the most modern congress centres to the more traditional providers, reflects that intertwinement. The list of venues goes on forever and encompasses everything from luxurious hotels of international chains to excellent congress centres. The size of the city isn't the only thing that's hefty, as Moscow has also become known as the most expensive city in the world. This somewhat dampens its competitiveness, but Moscow is nevertheless a great host for any kind of event.

Meetings star final mark: 4.09

3 WARSAW: CLEAR VISION

Population: 1,753,977	Airport connectivity: 4,359
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Today Warsaw is one of the fastest growing capitals in the EU and a city that can pride itself on a mix of new and old architectural styles. Its growth in infrastructure was strongly boosted when Warsaw was the host of the UEFA European Championship in 2012 and many new hotels were opened. The biggest congress hotel, the Hilton Warsaw with a hall for 1,600 participants, is one of the biggest in Europe, but The Palace of Culture with its 40 congress halls is also an interesting option.

Meetings star final mark: 4,39

4 ISTANBUL: SIZE DOES MATTER

Population: 14,025,646	Airport connectivity: 9,729
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Caught between traditional and Western cultures the city offers one of the most authentic congress experiences anywhere in the world. Leaving aside the political instability and security challenges, it is one of the most competitive destinations in the world, characterised by the genuine hospitality of the locals and their natural aptitude for business.

Meetings star final mark: 4.34

11 BRATISLAVA: MEETOSLAVIA

Population: 432,801	Airport connectivity: 1,870
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The city of four rivers defines the Danube river with its tributaries and with the mighty Renaissance castle above the intimate and compact old town. Bratislava is undiscovered European congress capital which slowly and steadily penetrates into the congress market. It represents a novelty for international congress market which impresses due to the kind and sympathetic city center but also because of not excessive commercialization. The city is close to the congress organizers mainly due to a more personal congress experience – the city is very friendly and there are no problems with the safety.

Meetings star final mark: 4,20

2 ATHENS: BRIDGING THE GAP

Population: 3,090,580	Airport connectivity: 5,458
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A historic city with excellent connectivity to the rest of the world and where you will find infrastructure befitting a major European capital, but with better weather and in a more interesting location. The Athens congress industry definitely has a clear vision and enough reserves of energy for a second break into the premier congress league, but for the moment it has been a little bit set back by the crisis. Once this finishes, Athens will be able to hit the heights once again.

Meetings star final mark: 4,41

13 THESSALONIKI: FRESH TALENT

Population: 325,182	Airport connectivity: 1,182
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Many consider it as the capital of Greek cuisine, which is a guarantee for an enjoyable time at your event. Most of Thessaloniki's big events take place at the Thessaloniki International Exhibition & Congress Centre, at the heart of the congress offer. The city's hotel offer is also diverse and perfect for smaller corporate events. The entire congress offer is connected by the proactive Convention Bureau, which despite a limited budget has been maintaining a stable position on the ICCA scale, with 18 international congresses annually.

Meetings star final mark: 4,10

X LARGE MEETING DESTINATIONS

Destinations that can host more than 2,000 congress attendees

XL	SIZE OF CITY	The number of 4* and 5* category hotel rooms	The number of 4* and 5* hotels	Banquet hall maximum capacity	Maximum hall capacity in theatre style	TOTAL MARK
VIENNA	1,867,960	19,877	189	2,500	4,320	4,77
MUNICH	1,450,381	12,744	90	2,160	2,387	4,68
BERLIN	3,671,000	117,637	634	3,500	5,000	4,64
ZURICH	396,027	9,761	113	700	1,435	4,62
EDINBURGH	464,990	10,405	141	1,400	2,000	4,62
BARCELONA	1,604,555	35,253	428	8,096	14,288	4,58
PRAGUE	1,280,508	22,491	258	1,700	2,764	4,55
LONDON	8,673,713	102,963	924	3,000	10,000	4,46
ATHENS	664,046	4,152	41	1,300	1,960	4,41
GLASGOW	603,080	7,230	89	6,000	10,000	4,40
WARSAW	1,753,977	12,000	45	2,500	5,200	4,39
ISTANBUL	14,804,116	106,000	217	3,000	3,500	4,34
BUDAPEST	1,759,407	19,524	208	870	2,000	4,30
SEVILLA	690,566	8,112	74	6,000	6,000	4,28
BELGRADE	1,233,796	4,158	54	1,500	3,672	4,14
MOSCOW	12,380,664	7,456	197	3,000	6,000	4,09
BUCHAREST	2,106,144	3,640	91	800	2,100	4,03
BAKU	3,202,300	3,900	47	700	3,500	3,88
SOFIA	1,260,120	5,500	100	1,500	3,380	3,79

1. VIENNA

WORLD CAPITAL OF CONGRESS TOURISM



MEETINGS STAR AWARD
BEST MEETING
DESTINATIONS 2016



4.77
FINAL SCORE

Vienna is a tourist, cultural and historical, convention and business centre with a high standard of living. One of the four headquarters of the United Nations has been in the Austrian capital for more than 30 years, as well as the seats of other relevant international organisations such as the Organisation of Petroleum Exporting Countries (OPEC), Organisation for Security and Co-operation in Europe (OSCE), the International Atomic Energy Agency (IAEA) and United Nations Industrial Development Organisation (UNIDO). Vienna is also an important meeting point of international diplomacy, as more than 3,500 diplomats and more than 5,000 employees of international organisations work in the city, generating a significant number of events.

Vienna's success also owes more than a little to the well-organised meetings industry represented by the legendary Christian Mutschlechner, with proof if it were needed of the city having one of the most professional convention bureaus in that as many as eight Certified Meeting Professionals (CMP) operating at the Vienna Office. The programme is run by the Convention Industry Council (CIC) and is considered to have the Highest Professional Quality Standards for the international meetings industry. Vienna is the epicentre of informal meetings of the New Europe and represents something of a benchmark for every destination, both in terms of organization and results, and most especially in terms of the quality of the entire congress offer.

DESTINATION MARK:

EXCELLENT MEETING DESTINATION

Marks:

- 5 excellent meeting destination
- 4 quality meeting destination
- 3 recommendable meeting destination
- 2 average meeting destination
- 1 passable

INDIVIDUAL GRADES:

Natural and cultural factors:	4,89
General and transport infrastructure:	4,98
Tourist infrastructure:	4,99
Meetings infrastructure:	4,99
Subjective tgrade:	4,90
Marketing buzz:	4,73
ICCA index:	5,00
Numbeo quality of life Index:	3,84
Global Peace Index:	4,35
ACI Airport Connectivity Index:	5,00

DESTINATION MARK: 4,77

COMPARISONS WITH THE REGION

Looking at a number of various criteria the City of Vienna is listed among the world's most innovative, energy efficient and so-called smart congress cities. These titles are the result of active development of the meetings industry, which is managed and directed by the Vienna Convention Bureau. The calendar of congress and events clearly illustrates why the city on the Danube

DID YOU KNOW

More than 300 Balls per year are organised in this capital of music. Half of them are public, so you might get lucky and stumble upon one of them on your trip. Prepare to become familiar with the Viennese Waltz at some of the most famous Balls, like The Philharmonic Ball, Blumenball or Kaffeesiederball.

BEST INCENTIVE IDEA

"The Third Man"

In the footsteps of the great movie classic shot in Vienna in 1947. You become immersed in the atmosphere of the movie at the original locations in the inner city and deep down in the Vienna "underworld" – the sewers made famous by the great Harry Lime chase.

COOL MEETINGS

WIENER SCHNITZEL – or Wienerschnitzel in Switzerland, is a very thin, breaded and pan fried cutlet made from veal. It is one of the best known specialities of Viennese cuisine. The Wiener Schnitzel is a national dish of Austria.



has developed into one of the world's leading congress destinations. Having a well-developed infrastructure is the formula for success, especially when the city has clear objectives, is taking targeted action and is integrating the entire city. Without a high quality service it would not function and this is reflected in the system for preparing the congress candidacies, with which Vienna has set the standard for other congress offices around the world.

WHO TO CONTACT

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www.vienna.convention.at



1. VIENNA, AUSTRIA

WORLD CAPITAL OF CONGRESS TOURISM • With the richest and most groomed congress tradition in Europe imperial Vienna is leading the game across many different scales of the congress industry. Over the past decade Vienna has also broadened its modern content and offer. As a bridge between eastern and western Europe, Vienna is known as a starting point and a central hub, which many other destinations are trying to mimic. Vienna's success also owes more than a little to the well-organised meetings industry represented by the legendary Christian Mutschlechner, with proof if it were needed of the city having one of the most professional convention bureaus in that as many as eight Certified Meeting Professionals (CMP) operating at the Vienna Office. Vienna is the epicentre of informal meetings of the New Europe and represents something of a benchmark for every destination, both in terms of organization and results, and most especially in terms of the quality of the entire congress offer.

Overall performance	4.77
Natural and cultural factors:	4.89
General and transport infrastructure:	4.98
Tourist infrastructure:	4.99
Meeting infrastructure:	4.99
Subjective grade:	4.90
Marketing Buzz:	4.73
ICCA index:	5.00
Numbeo quality of life Index:	3.84
Numbeo Safety Index:	4.35
ACI Airport	
Connectivity Index:	5.00

Destination capacity	
Destination population	1,867,960
The number of 4* and 5* category hotel rooms	19,877
The number of 4* and 5* category hotels	189
Banquet hall maximum capacity	2,500
The largest hall in the city (in m2)	55,000
Maximum hall capacity in theatre style	4,320



2. MUNICH, GERMANY

LIVEABLE MEETINGS • Unsurprisingly, the city of quality beer, wurst, dirndl skirts and "lederhosen" is also a first-class European congress destination with one of the most developed fair infrastructures in the wider region. There are 31,000 hotel rooms in 395 excellent hotels with conference capacities. Added to the charm and picturesqueness of the Bavarian capital are numerous green open spaces and a high quality of living. Munich airport is also one of the key European air-traffic hubs, cementing the city's position on the world congress map. Its history has always been distinguished by major events, including the 1972 Summer Olympics. In the world's beer capital with centuries of tradition, beer doesn't just flow freely in October, but the whole year round. The city belongs at the very top of our evaluation.

Overall performance	4.68
Natural and cultural factors:	4.78
General and transport infrastructure:	4.93
Tourist infrastructure:	4.93
Meeting infrastructure:	4.94
Subjective grade:	4.79
Marketing Buzz:	4.46
ICCA index:	4.57
Numbeo quality of life Index:	3.75
Numbeo Safety Index:	4.61
ACI Airport	
Connectivity Index:	5.00

Destination capacity	
Destination population	1,450,381
The number of 4* and 5* category hotel rooms	12,744
The number of 4* and 5* category hotels	90
Banquet hall maximum capacity	2,160
The largest hall in the city (in m2)	11,000
Maximum hall capacity in theatre style	2,387

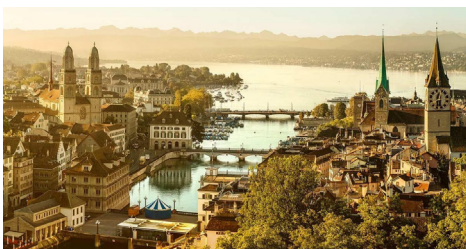


3. BERLIN, GERMANY

WALK THE WALK • Berlin is exciting in every sense of the word and one can only speculate on the range of its different options in this congress 'land of plenty'. The Convention Bureau is known for its ingenuity, creativity and the rich offer it brings together. Moreover, Berlin's congress offer is jam-packed into a very reasonably priced package. It's no surprise that the city hosts more than 115,000 events annually and this number is expected to increase once the new Berlin Brandenburg airport finally opens its doors. Fuse Berlin's excellent congress offer with its urban heartbeat and you get a first-class congress destination. The city is also the capital of fun, dance, creativity, socializing and unforgettable nightlife, which sets it apart from its competitors.

Overall performance	4.64
Natural and cultural factors:	4.80
General and transport infrastructure:	4.85
Tourist infrastructure:	4.99
Meeting infrastructure:	4.98
Subjective grade:	4.87
Marketing Buzz:	4.94
ICCA index:	4.98
Numbeo quality of life Index:	3.62
Numbeo Safety Index:	3.36
ACI Airport	
Connectivity Index:	5.00

Destination capacity	
Destination population	3,671,000
The number of 4* and 5* category hotel rooms	117,637
The number of 4* and 5* category hotels	634
Banquet hall maximum capacity	3,500
The largest hall in the city (in m2)	6,015
Maximum hall capacity in theatre style	5,000



4. ZURICH, SWITZERLAND

THE CLASSIC IN A NEW LIGHT • According to Numbeo, Zurich is a city with one of the highest "quality of life" indexes in our comparison and a similar result is provided by Mercer. Switzerland's biggest city boasts quite a few superlatives and is known as the commercial, cultural and congress centre of Switzerland. It is the hub for train, road and air traffic, which gives it a big advantage over its competitors. It offer great congress infrastructure in the Kongresshaus Zurich and numerous other spaces, accompanied by some amazing special venues. Congress guests will appreciate the excellent public transport, which, in combination with great public infrastructure, is a must if you want to stay at the top of your game.

Overall performance	4.62
Natural and cultural factors:	4.82
General and transport infrastructure:	4.90
Tourist infrastructure:	4.85
Meeting infrastructure:	4.95
Subjective grade:	4.78
Marketing Buzz:	4.47
ICCA index:	4.25
Numbeo quality of life Index:	3.69
Numbeo Safety Index:	4.51
ACI Airport	
Connectivity Index:	5.00

Destination capacity	
Destination population	396,027
The number of 4* and 5* category hotel rooms	9,761
The number of 4* and 5* category hotels	113
Banquet hall maximum capacity	700
The largest hall in the city (in m2)	4,710
Maximum hall capacity in theatre style	1,435



Destination capacity	
Destination population	464,990
The number of 4* and 5* category hotel rooms	10,405
The number of 4* and 5* category hotels	141
Banquet hall maximum capacity	1,400
The largest hall in the city (in m2)	15,200
Maximum hall capacity in theatre style	2,000

5. EDINBURGH, SCOTLAND

AN IRRESISTIBLE PASSION FOR MEETINGS • Edinburgh is a top convention destination, which is blessed with outstanding cultural and historical heritage. The destination is in its mature phase, with a fully-developed congress infrastructure and excellent destination management. Four universities and numerous centres of excellence in science and art related to the Edinburgh Science Triangle are a guarantee for further successful development of the destination. Congresses and events are a part of a scientific breakthrough and further development of the city, as it stimulates numerous multiplier effects. The key stakeholders in Edinburgh are aware of this and this message should also be transmitted as an example of best practice in new European destinations.

Overall performance	4.62
Natural and cultural factors:	4.90
General and transport infrastructure:	4.89
Tourist infrastructure:	4.96
Meeting infrastructure:	4.98
Subjective grade:	4.89
Marketing Buzz:	4.88
ICCA index:	4.68
Numbeo quality of life Index:	3.89
Numbeo Safety Index:	3.80
ACI Airport	
Connectivity Index:	4.32



Destination capacity	
Destination population	1,604,555
The number of 4* and 5* category hotel rooms	35,253
The number of 4* and 5* category hotels	428
Banquet hall maximum capacity	8,096
The largest hall in the city (in m2)	10,000
Maximum hall capacity in theatre style	14,288

6. BARCELONA, SPAIN

THE MEDITERRANEAN BREVARY • Spain's second largest city has become an annual stop on the congress pilgrimage to IBTM World. Its extroversion and trendy city architecture and design, in combination with a healthy dose of Mediterranean casualness, is all worthy of serious praise and admiration. Barcelona is a city that comes alive in the evening, when it becomes a paradise for lovers of cuisine, cool taverns and cultural icons. Barcelona's list-topping luxury and designer hotels and a nearly perfect congress infrastructure have positioned the city at the very peak of Europe's congress industry. Although it is battling its current "OMG, there are so many tourists!" syndrome, we believe it will soon evolve into a city where the congress industry becomes part of the positive transformation of an otherwise overcrowded destination.

Overall performance	4.58
Natural and cultural factors:	4.87
General and transport infrastructure:	4.85
Tourist infrastructure:	5.00
Meeting infrastructure:	4.99
Subjective grade:	4.93
Marketing Buzz:	4.91
ICCA index:	4.98
Numbeo quality of life Index:	2.88
Numbeo Safety Index:	3.41
ACI Airport	
Connectivity Index:	5.00



Destination capacity	
Destination population	1,280,508
The number of 4* and 5* category hotel rooms	31,092
The number of 4* and 5* category hotels	472
Banquet hall maximum capacity	1,200
The largest hall in the city (in m2)	10,237
Maximum hall capacity in theatre style	2,764

7. PRAGUE, CZECH REPUBLIC

SLAVIC PARIS • Prague has for a long time not been an Eastern European gem, but a true European tourist metropolis with a diverse and comprehensive offer, luxury hotels and sometimes too high prices. The story is reminiscent of Škoda, of which the Czechs are very proud and is one of the oldest automotive in Europe. Reputable, solid and reliable pre-war limousines were after the war changed by cars that were behind the times. Today, Škoda's shine again and again puts the Czech manufacturer where it once was. The same can be said for the meetings industry, where Prague began to seriously falter the locations top of the European league. If we look at the position of Prague regionally, Prague certainly has all the conditions to remain one of the most popular congress destinations for a long time.

Overall performance	4.55
Natural and cultural factors:	4.86
General and transport infrastructure:	4.66
Tourist infrastructure:	4.89
Meeting infrastructure:	4.83
Subjective grade:	4.83
Marketing Buzz:	4.90
ICCA index:	4.88
Numbeo quality of life Index:	3.20
Numbeo Safety Index:	3.91
ACI Airport	
Connectivity Index:	4.54



Destination capacity	
Destination population	8,673,713
The number of 4* and 5* category hotel rooms	102,963
The number of 4* and 5* category hotels	924
Banquet hall maximum capacity	3,000
The largest hall in the city (in m2)	10,000
Maximum hall capacity in theatre style	10,000

8. LONDON, UNITED KINGDOM

MAKE IT BIG • London is the unofficial capital of Europe and a place where events are going on day and night, from the galactic Olympic Games to a series of other diverse events. The city has no match in Europe in terms of variety and from the moment the development of the congress scene became a priority it has been doing very well indeed. It is by far the most accessible destination on our list, boasting five airports in the vicinity of its city centre. For quite some time now, it has been the mecca for foodies and all of the corporate events connected to it. The ExCel Centre is the heart of London's congress offer, capable of carrying out mega events that not a lot of other cities can handle. Its prosperity can only be rocked by the question of safety, which virtually no European city is able to avoid right now.

Overall performance	4.46
Natural and cultural factors:	4.73
General and transport infrastructure:	4.81
Tourist infrastructure:	5.00
Meeting infrastructure:	4.99
Subjective grade:	4.79
Marketing Buzz:	4.95
ICCA index:	4.95
Numbeo quality of life Index:	2.45
Numbeo Safety Index:	2.97
ACI Airport	
Connectivity Index:	5.00



9. ATHENS, GREECE

BRIDGING THE GAP • A historic city with excellent connectivity to the rest of the world and where you will find infrastructure befitting a major European capital, but with better weather and in a more interesting location. The Athens allure includes 300 days of sunshine a year, more than 30,000 hotel rooms in 439 hotels, 95,000 sq.m of conference space, 1,000+ restaurants and 200,000 flights per year. All major hotels in the city underwent a refurbishment for the 2004 Olympics. Athens is an attractive destination in its own, very special way. It is a unique combination of the old and the new, set in a spectacular Mediterranean landscape.

Overall performance	4.41
Natural and cultural factors:	4.89
General and transport infrastructure:	4.71
Tourist infrastructure:	4.98
Meeting infrastructure:	4.99
Subjective grade:	4.83
Marketing Buzz:	4.85
ICCA index:	4.70
Numbeo quality of life Index:	2.33
Numbeo Safety Index:	2.79
ACI Airport	
Connectivity Index:	4.99

Destination capacity	
Destination population	664,046
The number of 4* and 5* category hotel rooms	4,152
The number of 4* and 5* category hotels	41
Banquet hall maximum capacity	1,300
The largest hall in the city (in m2)	13,000
Maximum hall capacity in theatre style	1,960



10. GLASGOW, SCOTLAND

PEOPLE MAKE MEETINGS • Glasgow has realised an urban transformation and has become the congress city in which people want to organise events. This is supported by excellent infrastructure and the connectivity of all players. In the field of infrastructure the King is the Scottish Exhibition & Conference Centre. It is an events hub that can't be compared to any other venue in Europe, as it combines a comprehensive range of hotels, special venues and excellent accessibility. It is not surprising that on the ICCA scale last year, if we look at the number of participants, Glasgow surpassed destinations such as New York, Munich, Washington, Dublin and Beijing. Looking at the number of events, Glasgow is even ahead of cities such as Melbourne, Geneva, Chicago, Florence, Cape Town and Los Angeles (of 400 cities, Glasgow was ranked in 28th place in 2015). Within the UK, only London has surpassed Glasgow.

Overall performance	4.40
Natural and cultural factors:	4.70
General and transport infrastructure:	4.82
Tourist infrastructure:	4.82
Meeting infrastructure:	4.96
Subjective grade:	4.88
Marketing Buzz:	4.99
ICCA index:	4.40
Numbeo quality of life Index:	3.53
Numbeo Safety Index:	3.04
ACI Airport	
Connectivity Index:	3.88

Destination capacity	
Destination population	603,080
The number of 4* and 5* category hotel rooms	7,230
The number of 4* and 5* category hotels	89
Banquet hall maximum capacity	6,000
The largest hall in the city (in m2)	10,965
Maximum hall capacity in theatre style	10,000



11. WARSAW, POLAND

CLEAR VISION • Today Warsaw is one of the fastest growing capitals in the EU and a city that can pride itself on a mix of new and old architectural styles. Its growth in infrastructure was strongly boosted when Warsaw was the host of the UEFA European Championship in 2012 and many new hotels were opened. The biggest congress hotel, the Hilton Warsaw with a hall for 1,600 participants, is one of the biggest in Europe, but The Palace of Culture with its 40 congress halls is also an interesting option.

Overall performance	4.39
Natural and cultural factors:	4.54
General and transport infrastructure:	4.68
Tourist infrastructure:	4.81
Meeting infrastructure:	4.77
Subjective grade:	4.52
Marketing Buzz:	4.54
ICCA index:	4.64
Numbeo quality of life Index:	2.97
Numbeo Safety Index:	4.05
ACI Airport	
Connectivity Index:	4.41

Destination capacity	
Destination population	1,753,977
The number of 4* and 5* category hotel rooms	12,000
The number of 4* and 5* category hotels	45
Banquet hall maximum capacity	2,500
The largest hall in the city (in m2)	10,000
Maximum hall capacity in theatre style	5,200



12. ISTANBUL, TURKEY

SIZE DOES MATTER • The Turkish congress tiger is relentlessly growling and overcoming everything set in front of it. Professionalism and entrepreneurship when they are competing for international events is not lacking and they could be setting an example to other convention bureaus. Congress Bazaar of Istanbul offers everything that a meetings organizer needs, in addition to 7 convention centers, 3 fair grounds and almost 100.000 hotel rooms, and the excellently organized Convention Bureau of Istanbul. The quality of life in Istanbul is improving as well as the general infrastructure; Turkish airlines has become the fourth largest airline in the world.

Overall performance	4.34
Natural and cultural factors:	4.72
General and transport infrastructure:	4.56
Tourist infrastructure:	4.97
Meeting infrastructure:	4.97
Subjective grade:	4.56
Marketing Buzz:	4.85
ICCA index:	4.52
Numbeo quality of life Index:	2.48
Numbeo Safety Index:	2.75
ACI Airport	
Connectivity Index:	5.00

Destination capacity	
Destination population	14,804,116
The number of 4* and 5* category hotel rooms	106,000
The number of 4* and 5* category hotels	217
Banquet hall maximum capacity	3,000
The largest hall in the city (in m2)	8,400
Maximum hall capacity in theatre style	3,500



Destination capacity	
Destination population	1,759,407
The number of 4* and 5* category hotel rooms	19,524
The number of 4* and 5* category hotels	208
Banquet hall maximum capacity	870
The largest hall in the city (in m2)	19,250
Maximum hall capacity in theatre style	2,000

13. BUDAPEST, HUNGARY

CONGRESS QUEEN OF THE DANUBE • Budapest enjoys a very favorable position in Europe, at the crossroads between the East and the West. It is one of just a few cities in the world that literally lies on thermal springs and to which the Danube River gives a special experiential value. The city has no shortage of picturesque special venues nor the most luxurious hotels and crazy and diverse incentive locations. If Prague is love at first sight, then Budapest is love on the long run. All this has been for many years an excellent and well-established MICE destination with well-oiled congress machinery.

Overall performance	4.30
Natural and cultural factors:	4.86
General and transport infrastructure:	4.65
Tourist infrastructure:	4.90
Meeting infrastructure:	4.71
Subjective grade:	4.69
Marketing Buzz:	4.26
ICCA index:	4.83
Numbeo quality of life Index:	2.56
Numbeo Safety Index:	3.36
ACI Airport	
Connectivity Index:	4.21



Destination capacity	
Destination population	690,566
The number of 4* and 5* category hotel rooms	8,112
The number of 4* and 5* category hotels	74
Banquet hall maximum capacity	6,000
The largest hall in the city (in m2)	7,200
Maximum hall capacity in theatre style	6,000

14. SEVILLA, SPAIN

SUNNY OUTLOOK • Sevilla is a city that grows on you with its relaxed approach, friendly locals, rich cultural heritage and a typical Spanish temperament that all attracts meeting planners. Almost every sign, building and alleyway tells a story about the city's historical and cultural meaning. Sevilla's leading congress provider is the legendary FIBES Congress Centre. The city is also home to some amazing hotels, connected by the well-organised Sevilla Convention Bureau. As a university city, it hosts a lot of international associations and as the artistic and financial capital of Spain also attracts many corporate events. Just one friendly piece of advice – don't bother going to Sevilla in the Summer, as the 40+ Celsius temperatures will leave you soaking wet. In our opinion, Andalusia is best enjoyed in the Spring or Fall.

Overall performance	4.28
Natural and cultural factors:	4.79
General and transport infrastructure:	4.65
Tourist infrastructure:	4.83
Meeting infrastructure:	4.80
Subjective grade:	4.75
Marketing Buzz:	4.48
ICCA index:	3.74
Numbeo quality of life Index:	3.71
Numbeo Safety Index:	4.07
ACI Airport	
Connectivity Index:	2.93



Destination capacity	
Destination population	1,233,796
The number of 4* and 5* category hotel rooms	4,158
The number of 4* and 5* category hotels	54
Banquet hall maximum capacity	1,500
The largest hall in the city (in m2)	15,030
Maximum hall capacity in theatre style	3,672

15. BELGRADE, SERBIA

A CITY THAT NEVER SLEEPS • Belgrade bases its congress story on the rich culture at the crossroads of East and West, the central position in the South-East Europe and a lively social life. It is a city with remarkable cuisine, world-class nightlife, world events and positive vibrations, which makes it a very dynamic and attractive tourist destination. Belgrade is a city on the rise and a rough congress diamond, which has enormous development potential. With the establishment of the Serbian Convention Bureau in 2007, co-operation and promotion has thoroughly improved and now Belgrade has in terms of management a unique opportunity to take advantage of its benefits, provided so the complete infrastructure can be thoroughly renewed.

Overall performance	4.14
Natural and cultural factors:	4.37
General and transport infrastructure:	4.47
Tourist infrastructure:	4.79
Meeting infrastructure:	4.63
Subjective grade:	4.77
Marketing Buzz:	4.43
ICCA index:	4.37
Numbeo quality of life Index:	2.48
Numbeo Safety Index:	3.47
ACI Airport	
Connectivity Index:	3.61



Destination capacity	
Destination population	12,380,664
The number of 4* and 5* category hotel rooms	7,456
The number of 4* and 5* category hotels	197
Banquet hall maximum capacity	3,000
The largest hall in the city (in m2)	17,852
Maximum hall capacity in theatre style	6,000

16. MOSCOW, RUSSIA

POSITIVE SPIN • The Russian capital is one of the biggest cities in the world, but what makes it really special is not its size. First mentioned in 1147, Moscow has a way of interlacing its historical roots with a very modern way of life. The city's congress industry, offering everything from the most modern congress centres to the more traditional providers, reflects that intertwinement. The list of venues goes on forever and encompasses everything from luxurious hotels of international chains to excellent congress centres. The size of the city isn't the only thing that's hefty, as Moscow has also become known as the most expensive city in the world. This somewhat dampens its competitiveness, but Moscow is nevertheless a great host for any kind of event.

Overall performance	4.09
Natural and cultural factors:	4.42
General and transport infrastructure:	4.56
Tourist infrastructure:	4.73
Meeting infrastructure:	4.72
Subjective grade:	4.42
Marketing Buzz:	4.31
ICCA index:	4.39
Numbeo quality of life Index:	1.79
Numbeo Safety Index:	2.99
ACI Airport	
Connectivity Index:	4.62



17. BUCHAREST, ROMANIA

PARIS OF THE EAST • Bucharest is a city of contrasts. Great palaces and the latest congress hotels but on the other hand poorly recognized brand and unrelated congress offer. These are the main disadvantages compared to the much more active cities such as Belgrade and Sofia in the vicinity. But at this moment it is certainly the most affordable major European Congress Capital. With a little effort you will find everything you need for any events. Even the friendliness of the staff in the hotel and congress sector deviates from the average. It appears that the city is missing a little bit more energy so it can be placed alongside big cities, where it actually falls depending on its situation and the conditions for the congress industry development.

Overall performance	4.03
Natural and cultural factors:	4.31
General and transport infrastructure:	4.55
Tourist infrastructure:	4.59
Meeting infrastructure:	4.34
Subjective grade:	4.48
Marketing Buzz:	3.42
ICCA index:	4.00
Numbeo quality of life Index:	2.46
Numbeo Safety Index:	3.96
ACI Airport	
Connectivity Index:	4.14

Destination capacity	
Destination population	2,106,144
The number of 4* and 5* category hotel rooms	3,640
The number of 4* and 5* category hotels	91
Banquet hall maximum capacity	800
The largest hall in the city (in m2)	5,110
Maximum hall capacity in theatre style	2,100



18. BAKU, AZERBAIJAN

ON THE MAKE • Baku is the capital city of 'the land of fire' by the Caspian Sea which has lately been turning into a Dubai of the Caucasus. Oil and gas revenues have given Azerbaijan the chance to develop in different fields, with the congress industry being one of them. Investment in infrastructure has seen the rise of first-class hotels and architectural pearls, such as The Heydar Aliyev Centre designed by Zaha Hadid. It's simply astonishing to see how fast and how many projects are being realised in the country. A turning point in terms of mega events was definitely the Eurovision contest, hosted in 2012, which was a proper test run and one that proved that Baku is capable of hosting big projects and has a lot of potential in the congress industry scene.

Overall performance	3.88
Natural and cultural factors:	4.69
General and transport infrastructure:	4.66
Tourist infrastructure:	4.79
Meeting infrastructure:	4.81
Subjective grade:	4.57
Marketing Buzz:	4.61
ICCA index:	1.02
Numbeo quality of life Index:	1.93
Numbeo Safety Index:	4.02
ACI Airport	
Connectivity Index:	3.68

Destination capacity	
Destination population	3,202,300
The number of 4* and 5* category hotel rooms	3,900
The number of 4* and 5* category hotels	47
Banquet hall maximum capacity	700
The largest hall in the city (in m2)	5,019
Maximum hall capacity in theatre style	3,500



19. SOFIA, BULGARIA

HIDDEN CHARM • Sofia is a typical transition convention destination, which needs some more quality of services and a connection of the meetings industry with creative industries. As a destination to discover Bulgaria Sofia has a lot to offer, yet it will have to internationalize its meetings industry and strengthen marketing. The biggest opportunity is in the added value of the destination unknown to the rest of congress Europe. Sofia needs to get rid of the image of a cheap congress destination of a lesser quality and become an internationally recognized congress brand. Sofia is a congress sleeping beauty caught between east and west.

Overall performance	3.79
Natural and cultural factors:	4.32
General and transport infrastructure:	4.48
Tourist infrastructure:	4.71
Meeting infrastructure:	4.38
Subjective grade:	4.56
Marketing Buzz:	3.48
ICCA index:	2.70
Numbeo quality of life Index:	2.66
Numbeo Safety Index:	3.03
ACI Airport	
Connectivity Index:	3.55

Destination capacity	
Destination population	1,260,120
The number of 4* and 5* category hotel rooms	5,500
The number of 4* and 5* category hotels	100
Banquet hall maximum capacity	1,500
The largest hall in the city (in m2)	9,000
Maximum hall capacity in theatre style	3,380



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LARGE MEETING DESTINATIONS

Destinations that can host up to 2,000 congress attendees

L	SIZE OF CITY	The number of 4* and 5* category hotel rooms	The number of 4* and 5* hotels	Banquet hall maximum capacity	Maximum hall capacity in theatre style	TOTAL MARK
LJUBLJANA	279,756	1,610	18	1,200	2,200	4,33
GRAZ	280,200	1,800	22	2,800	5,560	4,32
ZAGREB	799,556	2,666	20	1,600	1,851	4,31
VENICE	264,579	10,579	218	630	1,000	4,30
TALLINN	444,885	4,765	45	1,200	1,892	4,28
KRAKOW	762,448	3,037	42	2,200	2,100	4,23
BRATISLAVA	432,801	5,094	73	600	2,500	4,20
INNSBRUCK	130,894	2,563	68	450	1,499	4,16
SALZBURG	150,887	7,090	55	5,000	5,000	4,14
THESSALONIKI	325,182	3,395	32	1,000	2,100	4,10
GRANADA	237,540	4,200	40	659	1,999	4,07
VILNIUS	622,543	2,154	26	1,650	2,400	4,03
GDANSK	461,489	1,406	13	3,600	6,000	4,02
BRNO	377,208	2,000	26	900	3,500	3,98
KATOWICE	299,910	1,282	8	1,000	8,000	3,70
NOVI SAD	277,522	729	12	1,600	1,000	3,63
SARAJEVO	395,133	2,911	31	600	2,500	3,53
TIRANA	811,649	900	20	500	1,000	3,32



**MEETINGS STAR AWARD
BEST MEETING
DESTINATIONS 2016**

1. LJUBLJANA

EUROPEAN GREEN CAPITAL



Ljubljana has congresses written in its genome. Long before the emergence of the meetings industry as we know it today, in 1821 Ljubljana hosted the Congress of the Holy Alliance, which brought together important sovereigns, politicians and diplomats of the time to draw a new political map of Europe after Napoleon's downfall. Then a provincial centre in the Austrian Empire, Ljubljana was chosen to host the event because of its strategic location and adequate accommodation facilities, thus stepping on the stage of European diplomatic history. Chronicles report that during the four months (!) of the Congress many concerts, theatre performances, balls, parades and fireworks were held for the illustrious guests, much to the delight of the local residents, too.

The legacy of this historic event is the central Congress Square, which is surrounded by some notable buildings and has been transformed, following a recent extensive renovation, into one of the most attractive open-air event spaces in the city, with the Ljubljana Castle as a backdrop.

Due to a natural passage through the Ljubljana basin, the Slovenian capital has always had a linking role between South East and Central Europe. Ljubljana has many attributes of a big city, while creating the impression of a smaller and friendly town, which makes it so relaxing. A comprehensive urban renewal plan that has won several international awards and is an ongoing project, has contributed to redesigning the city's image with its sustainable development at the forefront. Over the recent years, traffic-free areas in the city centre and the Old Town have been visibly expanded, which made a positive impact on the quality of life of locals residents and visitors alike. With this, a number of public spaces have acquired a new functionality, now being also suitable for events. The city is compact, pictur-

esque, attractive and friendly to delegates attending conferences, corporate events or incentives. Ljubljana is the major congress destination in Slovenia and the highest share of (international) meetings take place in the capital due to the well-developed and diversified meeting infrastructure and its accessibility.

DESTINATION MARK:

EXCELLENT MEETING DESTINATION

Marks:

- 5 excellent meeting destination
- 4 quality meeting destination
- 3 recommendable meeting destination
- 2 average meeting destination
- 1 passable

INDIVIDUAL GRADES:

Natural and cultural factors:	4,89
General and transport infrastructure:	4,68
Tourist infrastructure:	4,62
Meetings infrastructure:	4,85
Subjective tgrade:	4,68
Marketing buzz:	4,52
ICCA index:	4,42
Numbeo quality of life Index:	3,32
Global Peace Index:	4,13
ACI Airport Connectivity Index:	3,16

DESTINATION MARK: 4,33

COMPARISONS WITH THE REGION

Based on its conference and accommodation infrastructure, Ljubljana belongs to the group of capitals suitable for medium-sized and smaller meetings (up to 2.500 participants). It is positioned side by side with the new EU member states and geographically in the region of the Western Balkans. Thus, according to congress

DID YOU KNOW

That in the warm season you can refill your bottle for free at a number of public drinking water fountains around the city? And there is a shortcut to them! The Tap Ljubljana Water application helps users find the nearest one among 17 locations by detecting their current location and displaying a map with a plotted route to point out the right direction. Set all worries aside while quenching your thirst, as the drinking water's quality is being constantly monitored.

BEST INCENTIVE IDEA

Taste Ljubljana Food Tour - A new, themed experience suitable for groups of up to 35 people. Tasting sessions of traditional Ljubljana dishes, the city's culinary offerings and their historical background are the "fil rouge" of this enjoyable programme.

COOL MEETINGS

OPEN KITCHEN - On Fridays from mid-March to October, a square at the Ljubljana Central Market is literally occupied by a street food market that has in two years established itself as a true city hot spot. The Open Kitchen is wrapped up in the scents of delicious Slovenian and international dishes freshly prepared by chefs and cooks right there, on the market stalls. Locals mix with visitors from around the globe enjoying a wide array of flavours in a convivial atmosphere. Many people check the weather forecast on Thursdays, hoping it will not rain...

stakeholders in Ljubljana the most competitive destinations are Zagreb, Belgrade, Prague and Budapest. Compared to the newer EU capitals and countries of South East Europe, Ljubljana is ranked in the second half. It is preceded by Budapest and Vilnius, and we should also highlight the rapid growth of Belgrade. While most countries and cities in Europe, including New York, recorded a minimal decrease in the number of congresses, the cities in our immediate vicinity, mainly from South East Europe, recorded a fall on a smaller scale or record growth. At the end of last year in order to give Ljubljana a new sales and promotional momentum, a partnership called Ljubljana Strategic Bidding Team (LSBT), was established; it is composed of interested partners from both the private and public area.

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Destination capacity	
Destination population	279,756
The number of 4* and 5* category hotel rooms	1,610
The number of 4* and 5* category hotels	18
Banquet hall maximum capacity	1,200
The largest hall in the city (in m2)	2,456
Maximum hall capacity in theatre style	2,200

1. LJUBLJANA, SLOVENIA

EUROPEAN GREEN CAPITAL • According to its conference and accommodation infrastructure, Ljubljana belongs to the group of capitals suitable for medium-sized and smaller meetings (up to 2.500 participants). It is positioned side by side with the new EU member states and geographically in the region of the Western Balkans. With two top-level convention centers and a very well developed hotel meetings offer, Ljubljana is the region's leading congress destination. At the end of last year in order to give Ljubljana a new sales and promotional momentum, a partnership called Ljubljana Strategic Bidding Team (LSBT) was established; it is composed of interested partners from both the private and public area. The city is extremely safe and one of the region's most sustainably-oriented.

Overall performance	4.33
Natural and cultural factors:	4.89
General and transport infrastructure:	4.68
Tourist infrastructure:	4.62
Meeting infrastructure:	4.85
Subjective grade:	4.68
Marketing Buzz:	4.52
ICCA index:	4.42
Numbeo quality of life Index:	3.32
Numbeo Safety Index:	4.13
ACI Airport	
Connectivity Index:	3.16



Destination capacity	
Destination population	280,200
The number of 4* and 5* category hotel rooms	1,800
The number of 4* and 5* category hotels	22
Banquet hall maximum capacity	2,800
The largest hall in the city (in m2)	6,500
Maximum hall capacity in theatre style	5,560

2. GRAZ, AUSTRIA

SECOND CITY FIRST • Graz is a mature tourist destination, which is despite the crisis recording a steady growth of tourist arrivals and overnight stays in all tourism segments. Cultural diversity, rich history and the connecting Mura River have formed a high experiential diversity, which is reflected in the many opportunities for congress and incentive organizers and planners. In terms of infrastructure and transport, Graz is still the leading regional convention destination and can be also in this term described as modern, dynamic and internationally competitive. With more than 154 congress event and some 46.000 participants it achieves excellent results and is stable on the charts ranking international events. A very big focus in Graz is on environmental responsibility and tidiness of the surrounding areas and infrastructure.

Overall performance	4.32
Natural and cultural factors:	4.73
General and transport infrastructure:	4.63
Tourist infrastructure:	4.72
Meeting infrastructure:	4.82
Subjective grade:	4.70
Marketing Buzz:	4.63
ICCA index:	3.52
Numbeo quality of life Index:	3.45
Numbeo Safety Index:	4.52
ACI Airport	
Connectivity Index:	3.51



Destination capacity	
Destination population	799,556
The number of 4* and 5* category hotel rooms	2,666
The number of 4* and 5* category hotels	20
Banquet hall maximum capacity	1,600
The largest hall in the city (in m2)	2,360
Maximum hall capacity in theatre style	1,851

3. ZAGREB, CROATIA

WHITE ZAGREB TOWN • It can be said that Zagreb has a great congress future. As well as Belgrade, Zagreb is also progressing steadily on the chart of development meetings destinations; the final breakthrough of the intire region is intertwined and dependent on the marketing of mayor regional congress cities in the international market. In the last ten years Croatia has radically improved road infrastructure and thus its accessibility. Significantly improved is also air accessibility via Zagreb Airport, which accepts over 40 % of all air traffic in Croatia. The hotel infrastructure with new acquisitions fully satisfies modern congress guests and is perhaps at this moment the best among regional capitals. Zagreb is a pocket-friendly destination that offers a lot for reasonable money.

Overall performance	4.31
Natural and cultural factors:	4.76
General and transport infrastructure:	4.81
Tourist infrastructure:	4.78
Meeting infrastructure:	4.74
Subjective grade:	4.75
Marketing Buzz:	4.38
ICCA index:	4.00
Numbeo quality of life Index:	3.25
Numbeo Safety Index:	3.96
ACI Airport	
Connectivity Index:	3.64



Destination capacity	
Destination population	264,579
The number of 4* and 5* category hotel rooms	10,579
The number of 4* and 5* category hotels	218
Banquet hall maximum capacity	630
The largest hall in the city (in m2)	3,500
Maximum hall capacity in theatre style	1,000

4. VENICE, ITALY

CONGRESS SERENISSIMA • The magical city par excellence and one of the most extraordinary world destinations. Venice and its province are unquestionably hospitable by vocation, as illustrated by some of the most famous hotels and temples of hospitality. Venice is a city which has long been hosting world events. As a commercial crossroads it is easy to reach either by land or by sea, the city offering various means of transport. A city with irresistible charm and a wide range of different offers typical to the "Italian way of life".

Overall performance	4.30
Natural and cultural factors:	4.86
General and transport infrastructure:	4.66
Tourist infrastructure:	4.75
Meeting infrastructure:	4.85
Subjective grade:	4.47
Marketing Buzz:	4.19
ICCA index:	3.86
Numbeo quality of life Index:	3.14
Numbeo Safety Index:	3.76
ACI Airport	
Connectivity Index:	4.49



5. TALLINN, ESTONIA

CREATIVE THINKING • Not many countries of the former Eastern Bloc have made such a huge step in terms of development as the three small Baltic states. Estonians also excel in the field of congress tourism, successfully implementing the creativity that helped them through Soviet times, Scandinavian minimalism and rich folklore into their congress story. For the last couple of years, they have been trying to give the city some of its old glory back by building new infrastructure, like the 21. Century skyscraper. Our own favourite congress venue is the Kultuutikatel, an old electric power plant that has been transformed into a congress centre. This truly special venue is the host of practically every key event of the Estonian EU presidency. Tallinn isn't short of special venues, as more and more meeting planners are turning towards a combination of its contemporary architecture and local creativity.

Overall performance	4.28
Natural and cultural factors:	4.58
General and transport infrastructure:	4.65
Tourist infrastructure:	4.68
Meeting infrastructure:	4.75
Subjective grade:	4.84
Marketing Buzz:	4.80
ICCA index:	3.62
Numbeo quality of life Index:	3.28
Numbeo Safety Index:	4.30
ACI Airport	
Connectivity Index:	3.34

Destination capacity	
Destination population	444,885
The number of 4* and 5* category hotel rooms	4,765
The number of 4* and 5* category hotels	45
Banquet hall maximum capacity	1,200
The largest hall in the city (in m2)	3,000
Maximum hall capacity in theatre style	1,892

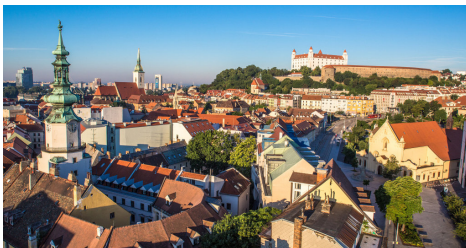


6. KRAKOW, POLAND

PROUD CITY • Of all Polish cities Krakow is the one with the greatest soul and is the most fraught with history. In Poland, Krakow will be the destination of the new generation, which will soon be recognized as a high quality, compact and most versatile meetings destination in Poland due to the cultural heritage, hospitality of the locals, new meetings capacities and because of its huge scientific potentials. Krakow has a variety of hotels services and an exceptional number of tourist attractions. Being the main tourist city it has excellent conditions in place for the development of congress tourism. With the construction of the new convention center ICE it has also received a real affirmation. Krakow's recipe is successful and a case of good practice for other more traditional central European destinations.

Overall performance	4.23
Natural and cultural factors:	4.73
General and transport infrastructure:	4.63
Tourist infrastructure:	4.81
Meeting infrastructure:	4.65
Subjective grade:	4.68
Marketing Buzz:	4.60
ICCA index:	4.20
Numbeo quality of life Index:	2.69
Numbeo Safety Index:	3.91
ACI Airport	
Connectivity Index:	3.37

Destination capacity	
Destination population	762,448
The number of 4* and 5* category hotel rooms	3,037
The number of 4* and 5* category hotels	42
Banquet hall maximum capacity	2,200
The largest hall in the city (in m2)	4,500
Maximum hall capacity in theatre style	2,100



7. BRATISLAVA, SLOVAKIA

MEETOSLAVIAS • The city of four rivers defines the Danube river with its tributaries and with the mighty Renaissance castle above the intimate and compact old town. Bratislava is undiscovered European congress capital which slowly and steadily penetrates into the congress market. It represents a novelty for international congress market which impresses due to the kind and sympathetic city center but also because of not excessive commercialization. The city is close to the congress organizers mainly due to a more personal congress experience – the city is very friendly and there are no problems with the safety. The city center is full of pubs, restaurants and shops and the hotel offer includes the best known hotel chains.

Overall performance	4.20
Natural and cultural factors:	4.38
General and transport infrastructure:	4.84
Tourist infrastructure:	4.79
Meeting infrastructure:	4.67
Subjective grade:	4.71
Marketing Buzz:	4.73
ICCA index:	3.52
Numbeo quality of life Index:	3.08
Numbeo Safety Index:	3.80
ACI Airport	
Connectivity Index:	3.51

Destination capacity	
Destination population	432,801
The number of 4* and 5* category hotel rooms	5,094
The number of 4* and 5* category hotels	73
Banquet hall maximum capacity	600
The largest hall in the city (in m2)	2,500
Maximum hall capacity in theatre style	2,500



8. INNSBRUCK, AUSTRIA

THE HEART OF THE ALPS • Innsbruck, the capital of Austrian Tyrol, lies by the River Inn and is just a stone's throw from the Alps. Sometimes hidden behind its well-known sporting spirit are a number of other, different vibes that create an image of an urban, dynamic and metropolitan city with loads of experience in event organisation. Innsbruck has twice been the host of the Winter Olympics (in 1964 and 1976) and its Bergisel Ski Jump is one of the scenes of the prestigious Four Hills Tournament that takes place every year. The famous ski jump was designed by Zaha Hadid and quickly became one of the most attractive special venues in Innsbruck. The city is a combination of the typical Alpine spirit and new urbanism, embodied by the CMI Congress and Messe Innsbruck. It distinguishes itself from the pack with numerous incentive programmes that keep its offer competitive throughout the year.

Overall performance	4.16
Natural and cultural factors:	4.77
General and transport infrastructure:	4.74
Tourist infrastructure:	4.73
Meeting infrastructure:	4.87
Subjective grade:	4.73
Marketing Buzz:	4.63
ICCA index:	2.68
Numbeo quality of life Index:	3.60
Numbeo Safety Index:	4.02
ACI Airport	
Connectivity Index:	2.81

Destination capacity	
Destination population	130,894
The number of 4* and 5* category hotel rooms	2,563
The number of 4* and 5* category hotels	68
Banquet hall maximum capacity	450
The largest hall in the city (in m2)	5,660
Maximum hall capacity in theatre style	1,499



Destination capacity	
Destination population	150,887
The number of 4* and 5* category hotel rooms	7,090
The number of 4* and 5* category hotels	55
Banquet hall maximum capacity	5,000
The largest hall in the city (in m2)	7,000
Maximum hall capacity in theatre style	5,000

9. SALZBURG, AUSTRIA

SALZBURG GIVES YOU WINGS • Salzburg offers all the characteristics of a congress destination and a cosmopolitan mix of visitors. With its location in the heart of Europe and because of the high quality of life, Salzburg has a great starting point in congress tourism. For current logistics and transport restrictions of the city, medium sized congresses with up to 2.000 participants are the best suited. Two top-quality, modern and high tech congress centers are together with a top quality conference hotel infrastructure a foundation for this congress destination. In this area they will offer you a superior product wrapped in superior packaging.

Although you will find Mozart on every step of your way and it seems that the clock stopped in the times of the famous composer, Salzburg is a very modern and urban. Otherwise, location, location, location and once again location is considered a crucial reason for choosing Salzburg for your event.

Overall performance	4.14
Natural and cultural factors:	4.76
General and transport infrastructure:	4.76
Tourist infrastructure:	4.73
Meeting infrastructure:	4.91
Subjective grade:	4.73
Marketing Buzz:	4.65
ICCA index:	1.82
Numbeo quality of life Index:	3.62
Numbeo Safety Index:	4.46
ACI Airport	
Connectivity Index:	2.93



Destination capacity	
Destination population	325,182
The number of 4* and 5* category hotel rooms	3,395
The number of 4* and 5* category hotels	32
Banquet hall maximum capacity	1,000
The largest hall in the city (in m2)	1,800
Maximum hall capacity in theatre style	2,100

10. THESSALONIKI, GREECE

FRESH TALENT • Thessaloniki is the second largest Greek city, located in the North of the country on the Thermaic Gulf. Many consider it as the capital of Greek cuisine, which is a guarantee for an enjoyable time at your event. Most of Thessaloniki's big events take place at the Thessaloniki International Exhibition & Congress Centre, at the heart of the congress offer. The city's hotel offer is also diverse and perfect for smaller corporate events. The entire congress offer is connected by the proactive Convention Bureau, which despite a limited budget has been maintaining a stable position on the ICCA scale, with 18 international congresses annually. Last year they hit a record number of 28 congresses, a perfect example of how Thessaloniki is gaining new momentum.

Overall performance	4.10
Natural and cultural factors:	4.53
General and transport infrastructure:	4.65
Tourist infrastructure:	4.67
Meeting infrastructure:	4.53
Subjective grade:	4.68
Marketing Buzz:	4.47
ICCA index:	3.79
Numbeo quality of life Index:	2.95
Numbeo Safety Index:	3.58
ACI Airport	
Connectivity Index:	3.16



Destination capacity	
Destination population	237,540
The number of 4* and 5* category hotel rooms	4,200
The number of 4* and 5* category hotels	40
Banquet hall maximum capacity	659
The largest hall in the city (in m2)	4,000
Maximum hall capacity in theatre style	1,999

11. GRANADA, SPAIN

CONGRESS CITY WITH A TEMPERAMENT • This might come across as something of an exaggeration, but such a rich combination of natural and historical experiences and contrasts are difficult to find in the otherwise attraction-loaded Spain. Granada is nestled between the largest Spanish ski resort of Sierra Nevada and the nearby Costa del Tropic. This creates an unprecedented combination of experiences that attracts both incentive organisers as well as organisers of professional associations. In our view, the number of events would increase with better airline accessibility – the city has great potential in the fields of science and new technologies that are not yet able to be fully exploited.

Overall performance	4.07
Natural and cultural factors:	4.76
General and transport infrastructure:	4.34
Tourist infrastructure:	4.79
Meeting infrastructure:	4.65
Subjective grade:	4.65
Marketing Buzz:	4.37
ICCA index:	2.90
Numbeo quality of life Index:	3.87
Numbeo Safety Index:	3.93
ACI Airport	
Connectivity Index:	2.41



Destination capacity	
Destination population	622,543
The number of 4* and 5* category hotel rooms	2,154
The number of 4* and 5* category hotels	26
Banquet hall maximum capacity	1,650
The largest hall in the city (in m2)	3,450
Maximum hall capacity in theatre style	2,400

12. VILNIUS, LITHUANIA

BALTIC CONGRESS TIGERS • Over the last few years Vilnius learned diligently, polished its offer and was preparing for its entry into the international congress scene. In their favour they have the charm of the city, which is cosmopolitan, urban, very European and full of hidden surprises. It's a city where socialist modernist architecture coexists with the Baroque centre, and unlike some other Eastern European congress destinations this makes it very attractive. By joining the EU the city has become a credible partner of the international meetings industry, making it one of the new, undiscovered convention destinations that appeals because of its freshness. For all three Baltic Congress Tigers – Vilnius, Riga and Tallinn – we predict a sunny congress future.

Overall performance	4.05
Natural and cultural factors:	4.29
General and transport infrastructure:	4.51
Tourist infrastructure:	4.49
Meeting infrastructure:	4.56
Subjective grade:	4.59
Marketing Buzz:	4.52
ICCA index:	3.91
Numbeo quality of life Index:	2.90
Numbeo Safety Index:	3.64
ACI Airport	
Connectivity Index:	3.07

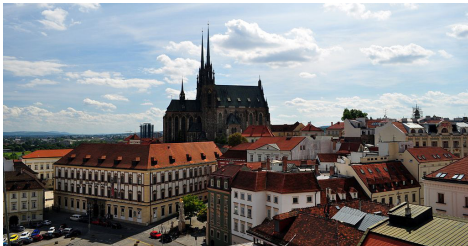


13. GDANSK, POLAND

CITY OF SOLIDARITY AND FREEDOM • Gdansk differs markedly from other Polish cities because of the special atmosphere in the old town and its many historical sites suitable for congress tourism. There is an attractive mix of west and east, of northern culture and of the old and the new, all adding to the city's unique identity. Gdansk is known as a place of freedom, which is written into its genetic code and is reflected in the rich cultural heritage and current cultural and artistic production. As a result of the hyperactive Convention Bureau, Gdansk as a destination is in an extremely high position in comparison with other Polish international destination.

Overall performance	4.02
Natural and cultural factors:	4.36
General and transport infrastructure:	4.61
Tourist infrastructure:	4.57
Meeting infrastructure:	4.49
Subjective grade:	4.62
Marketing Buzz:	4.48
ICCA index:	3.11
Numbeo quality of life Index:	3.41
Numbeo Safety Index:	3.75
ACI Airport	
Connectivity Index:	2.82

Destination capacity	
Destination population	461,489
The number of 4* and 5* category hotel rooms	1,406
The number of 4* and 5* category hotels	13
Banquet hall maximum capacity	3,600
The largest hall in the city (in m2)	12,000
Maximum hall capacity in theatre style	6,000



14. BRNO, CZECH REPUBLIC

A CITY ON THE RISE • Brno is a congress hybrid that combines the modern with its traditional Central-European city spirit. The city was heavily defined by the industrial revolution, which consequently led to Brno becoming an important commercial hub. Built in 1982, Brno's fairground gave trade show activities a new drive and the striking building still manages to impress today. A big advantage is the city's size, as one can easily get around on foot. Whilst Brno might seem like it's sitting in the shadow of its bigger brother Prague, it offers some amazing infrastructure and a special Moravian lifestyle that excites congress organisers. For all of the petrol heads and car incentive lovers, Autodrom Brno is a special treat – built in 1987, it is one of the Moto GP tracks. Overall, Brno is a great alternative to Prague.

Overall performance	3.98
Natural and cultural factors:	4.57
General and transport infrastructure:	4.63
Tourist infrastructure:	4.69
Meeting infrastructure:	4.61
Subjective grade:	4.65
Marketing Buzz:	4.49
ICCA index:	2.90
Numbeo quality of life Index:	3.23
Numbeo Safety Index:	3.91
ACI Airport	
Connectivity Index:	2.16

Destination capacity	
Destination population	377,208
The number of 4* and 5* category hotel rooms	2,000
The number of 4* and 5* category hotels	26
Banquet hall maximum capacity	900
The largest hall in the city (in m2)	6,791
Maximum hall capacity in theatre style	3,500



15. KATOWICE, POLAND

HIDDEN MEETING GEM • Katowice is the heart of Silesia and an epicentre of science, culture, industry, and transport in the South of Poland. The city was built on a foundation of heavy industrial projects, but is starting to see its future in congress tourism as well. The city centre is constantly being renovated and the urban life gives this Polish city a special flare. A big push towards developing the congress industry was the construction of the imposing ICC Congress Centre, an architectural pearl and one of the most modern centres of its kind in Europe. The city is a newcomer to the world congress scene, but one boasting great potential. Its vicinity to the touristically interesting parts of Poland and reasonable prices make for an excellent congress package.

Overall performance	3.70
Natural and cultural factors:	4.35
General and transport infrastructure:	4.56
Tourist infrastructure:	4.53
Meeting infrastructure:	4.43
Subjective grade:	4.61
Marketing Buzz:	4.25
ICCA index:	1.02
Numbeo quality of life Index:	2.71
Numbeo Safety Index:	3.91
ACI Airport	
Connectivity Index:	2.63

Destination capacity	
Destination population	299,910
The number of 4* and 5* category hotel rooms	1,282
The number of 4* and 5* category hotels	8
Banquet hall maximum capacity	1,000
The largest hall in the city (in m2)	8,147
Maximum hall capacity in theatre style	8,000



16. NOVI SAD, SERBIA

AUTHENTIC CONVENTION "EXIT" • Novi Sad maintains well its image of an advanced capital also with festivals such as Exit and others. Unfortunately, the tourism sector is lagging behind some of the most active destinations, especially the capital Belgrade, which is perfectly establishing itself as an important European congress destination. The question is why to organise a congress in the city, which is only 100 km away from the capital city of Serbia. The answer is in a different, perhaps more authentic atmosphere and hospitality, numerous possibilities of accompanying programmes genuine 'salaš', in short in the authenticity of the congress story of Novi Sad.

Overall performance	3.63
Natural and cultural factors:	4.41
General and transport infrastructure:	4.48
Tourist infrastructure:	4.59
Meeting infrastructure:	4.27
Subjective grade:	4.69
Marketing Buzz:	3.94
ICCA index:	1.52
Numbeo quality of life Index:	2.88
Numbeo Safety Index:	2.97
ACI Airport	
Connectivity Index:	2.52

Destination capacity	
Destination population	277,522
The number of 4* and 5* category hotel rooms	729
The number of 4* and 5* category hotels	12
Banquet hall maximum capacity	1,600
The largest hall in the city (in m2)	5,970
Maximum hall capacity in theatre style	1,000



Destination capacity	
Destination population	395,133
The number of 4* and 5* category hotel rooms	2,911
The number of 4* and 5* category hotels	31
Banquet hall maximum capacity	600
The largest hall in the city (in m2)	10,900
Maximum hall capacity in theatre style	2,500

17. SARAJEVO, BOSNIA AND HERZEGOVINA

BETWEEN EAST AND WEST • The brand ‘Sarajevo’ is one of the strongest trademarks in the region. It gets its character from the dramatic juncture between East and West. In the meetings industry the brand and destination are completely unexploited despite their immense potential. With proper positioning and investments in the meetings industry Sarajevo can quickly catch up with other destinations in the region. A special asset for the development of the meetings industry is the attitude of the people of Sarajevo, who are known for their humour, tolerance and understanding.

Overall performance	3.53
Natural and cultural factors:	4.67
General and transport infrastructure:	4.28
Tourist infrastructure:	4.46
Meeting infrastructure:	4.20
Subjective grade:	4.50
Marketing Buzz:	3.20
ICCA index:	2.02
Numbeo quality of life Index:	2.40
Numbeo Safety Index:	2.86
ACI Airport	
Connectivity Index:	2.71



Destination capacity	
Destination population	811,649
The number of 4* and 5* category hotel rooms	900
The number of 4* and 5* category hotels	20
Banquet hall maximum capacity	500
The largest hall in the city (in m2)	1,500
Maximum hall capacity in theatre style	1,000

18. TIRANA, ALBANIA

THE TALE OF THE EAGLE • Despite the chaotic first impression, you can organise your event in Tirana without any problems and to the satisfaction of your congress participants. Albanians are in fact extremely proud, friendly, calm, excellent hosts, which outweighs any weaknesses in infrastructure. They like to help, are very sociable and stick to their words and promises, expecting the same in return. Tirana has enormous meetings potential, which could be improved with investment in hotel infrastructure. Due to their beautiful nature there are also untapped opportunities for incentive programmes, today marketed by only a few DMCs. For a faster breakthrough they will have to connect and establish a congress bureau.

Overall performance	3.32
Natural and cultural factors:	4.27
General and transport infrastructure:	4.15
Tourist infrastructure:	4.19
Meeting infrastructure:	3.94
Subjective grade:	4.23
Marketing Buzz:	3.25
ICCA index:	1.02
Numbeo quality of life Index:	2.15
Numbeo Safety Index:	3.14
ACI Airport	
Connectivity Index:	2.86

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MEDIUM MEETING DESTINATIONS

Destinations that can host up to 1,000 congress attendees

M	SIZE OF CITY	The number of 4* and 5* category hotel rooms	The number of 4* and 5* hotels	Banquet hall maximum capacity	Maximum hall capacity in theatre style	TOTAL MARK
DUBROVNIK	42,615	4,165	29	700	1,200	4,27
VILLACH	61,221	517	5	400	1,060	4,06
KLAGENFURT	99,110	525	11	500	668	3,98
SCHLADMING	4,402	2,251	48	800	1,200	3,96
OPATIJA	11,659	1,800	22	600	900	3,92
BLED	6,322	693	8	400	514	3,91
ROVINJ	14,294	1,342	6	800	1,000	3,89
PORTOROSE	2,849	4,500	16	360	1,100	3,88
SPLIT	178,102	1,428	22	450	800	3,85
POREČ	16,696	1,642	13	576	1,000	3,82
TRIESTE	204,849	3,000	16	600	600	3,81
MARIBOR	95,589	525	9	400	500	3,81
UDINE	541,587	1,727	20	250	360	3,80
GRADO	8,650	1,100	8	450	994	3,77
BUDVA	36,739	3,620	43	360	800	3,73
ŠIBENIK	46,332	2,676	8	220	500	3,72
KOSICE	355,047	800	12	350	350	3,71
RIJEKA	97,910	450	4	180	677	3,70
ZADAR	75,082	1,824	18	150	400	3,69
PULA	57,460	372	2	180	700	3,66
PODGORICA	204,877	1,125	22	480	715	3,60
LVIV	728,350	913	18	400	1,200	3,58
SUBOTICA	97,910	436	9	270	400	3,45

1. DUBROVNIK

PEARL OF THE ADRIATIC



MEETINGS STAR AWARD
BEST MEETING
DESTINATIONS 2016



Congress geography of the former Yugoslavia recognized city locations of Ljubljana, Zagreb, Sarajevo and Belgrade, and Adriatic locations Portorož, Opatija and Dubrovnik. These cities are still by some accounts seen as locations from the olden days.

I was first turned to Dubrovnik by legendary professor Ignacij Voje, one of the experts on SE Europe and the Dubrovnik republic, which used to dictate the faith of the entire region. With each visit I remember his comparison of Dubrovnik to some sort of renaissance Hong Kong. The republic peaked in the 15th century. For twelve centuries it defied the pressures and threats of superpowers with trade skills and diplomacy. The character of the people of Dubrovnik can be summarized by the inscription above the entrance to the Lovrijenac fortress: "Freedom is not for sale for all the gold in the world".

I've been visiting Dubrovnik on a regular basis since 1996, when the city was wounded by a brutal Chetnik attack. In 1998 I was one of the few guests of a conference on Project Management in Cavtat. At that time Hotel Croatia was the only serious convention hotel and it didn't look too bright. Hotels at Babin kuk still looked pretty grim and were mostly abandoned. Where the Radisson Blu stands today, the former Dubrovački vrtovi sunca were full of refugees. The Dubrovnik of that time was replaced by new convention hotels, the insufferable summer crowds and a feeling your at the

centre of the world. On a random visit to Stradun you can run into John McEnroe, preparing for a tennis match against veteran Goran Ivanišević in front of the Duke's Palace. Many celebrities visit the city. As a sign of complete tourist renovation the Sr funicular was finished this year, finally putting an unpleasant era of the city behind it.

DESTINATION MARK: EXCELLENT MEETING DESTINATION

Marks:

- 5 excellent meeting destination
- 4 quality meeting destination
- 3 recommendable meeting destination
- 2 average meeting destination
- 1 passable

INDIVIDUAL GRADES:

Natural and cultural factors:	4,94
General and transport infrastructure:	4,56
Tourist infrastructure:	4,90
Meetings infrastructure:	4,80
Subjective grade:	4,77
Marketing buzz:	4,39
ICCA index:	3,35
Numbeo quality of life Index:	3,44
Global Peace Index:	4,79
ACI Airport Connectivity Index:	2,81

DESTINATION MARK: 4,27

DID YOU KNOW

That Dubrovnik, back then an independent state, was the first nation to formally recognise the United States as a nation when it declared independence from Great Britain.

BEST INCENTIVE IDEA

Dubrovnik polaroid treasure hunt

The programme has been adapted to Dubrovnik's most attractive locations, where teams get the chance to explore, compete and have fun. Tasks include answering a list of questions, as well as finding and photographing objects and situations inside the city walls.

COOL MEETINGS

DUBROVAČKA ROŽATA – The dessert of Dubrovnik's nobility. Cream eggs with caramel sauce, served most often with the sweet liquor of fruit. One of Croatian versions of the world-famous cream with caramel.



COMPARISONS WITH THE REGION

Dubrovnik is the flagship of regional tourism and is the first association of meetings organizers we meet daily. It has still not reached its full potential. It is the closest in the region to renowned Mediterranean convention destinations Cannes and Monte Carlo. It has the biggest potential in the area of corporate and other incentives; after the completion of the convention centre also in the area of international associations conventions.

WHO TO CONTACT

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1. DUBROVNIK, CROATIA

PEARL OF THE ADRIATIC • Dubrovnik is the flagship of regional tourism and is commonly the first association of meetings organizers we meet daily. It is the closest in the region to renowned Mediterranean convention destinations Cannes and Monte Carlo, and it will be even closer after the completion of the convention center. So far the center is successfully replaced by modern and well-equipped centers at hotels such as Dubrovnik Palace, Excelsior, Bellevue, Grand Villa Argentina, Importanne Resort, Dubrovnik President, Valamar Lacroma and Radisson Blue. Well-developed is the entire conference infrastructure including destination management and creative agency scene. The city is safe and one of the tourist icons of the Adriatic and justifiably the most painted tourist skyline with unprecedented experiential diversity for conference guests.

Overall performance	4.27
Natural and cultural factors:	4.94
General and transport infrastructure:	4.56
Tourist infrastructure:	4.90
Meeting infrastructure:	4.80
Subjective grade:	4.77
Marketing Buzz:	4.39
ICCA index:	3.35
Numbeo quality of life Index:	3.44
Numbeo Safety Index:	4.79
ACI Airport	
Connectivity Index:	2.81

Destination capacity	
Destination population	42,615
The number of 4* and 5* category hotel rooms	4,165
The number of 4* and 5* category hotels	29
Banquet hall maximum capacity	700
The largest hall in the city (in m2)	900
Maximum hall capacity in theatre style	1,200



2. VILLACH, AUSTRIA

THE ALPINE LAKES EXPERIENCE • Villach is the second largest city of Carinthia and its tourist sights attract an enormous amount of visitors. Villach has also become established as a small Silicon Valley in the Alps, with an international character reflected in the town's infrastructure. The main reason for a meetings industry in this part of Austria are the numerous incentive programmes, all of which you can engage with in a very clean environment. The most charming aspects are the Carnithian way of life, cultural diversity and a general sense of casualness. In our opinion the main advantages are the size and the feeling of familiarity, along with a modern congress infrastructure. Locals also like to emphasise the border location, sat at the crossroads of three nations, which hasn't been totally picked up in a congress sense. Locals also like to emphasise the border location, sat at the crossroads of three nations, which hasn't been totally picked up in a congress sense.

Overall performance	4.06
Natural and cultural factors:	4.72
General and transport infrastructure:	4.74
Tourist infrastructure:	4.69
Meeting infrastructure:	4.53
Subjective grade:	4.62
Marketing Buzz:	4.44
ICCA index:	1.02
Numbeo quality of life Index:	4.42
Numbeo Safety Index:	4.95
ACI Airport	
Connectivity Index:	2.43

Destination capacity	
Destination population	61,221
The number of 4* and 5* category hotel rooms	517
The number of 4* and 5* category hotels	5
Banquet hall maximum capacity	400
The largest hall in the city (in m2)	4,500
Maximum hall capacity in theatre style	1,060

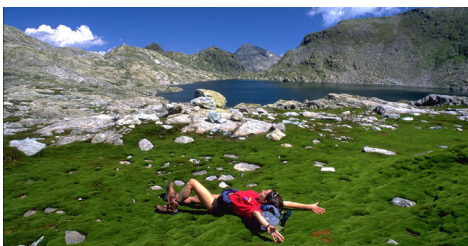


3. KLAGENFURT, AUSTRIA

CONVENTIONLAND • Klagenfurt is a likable alpine congress destination with rich cultural heritage and high experiential diversity. Key advantage is definitely fairytale-like well-maintained and pleasant environment, quality offer that is above average in regional sense, and professionalism of suppliers. Position at the crossroads of important routes is also an important factor in competitiveness of this destination. The city is an important inter-social and European transit region that is easily reachable thanks to modern highways and rail connections. Klagenfurt as the center of Carinthia with its tidiness, safety and ratio between price and quality is one of the best convention destinations in the wider region. The city builds its meetings offer on a sustainable development.

Overall performance	3.98
Natural and cultural factors:	4.73
General and transport infrastructure:	4.72
Tourist infrastructure:	4.70
Meeting infrastructure:	4.52
Subjective grade:	4.67
Marketing Buzz:	4.52
ICCA index:	1.02
Numbeo quality of life Index:	3.70
Numbeo Safety Index:	4.81
ACI Airport	
Connectivity Index:	2.43

Destination capacity	
Destination population	99,110
The number of 4* and 5* category hotel rooms	525
The number of 4* and 5* category hotels	11
Banquet hall maximum capacity	500
The largest hall in the city (in m2)	6,400
Maximum hall capacity in theatre style	668



4. SCHLADMING, AUSTRIA

MEETINGS IN EMBRACE OF ALPINE BEAUTIES • Schladming is a big skiing centre, the scene of the best slalom races of the season as well as other internationally known sport competitions. Besides that it is also an excellent congress venue and a place, which stays in fond memory of every guest. We can say without a doubt that the tourist development in Schladming is a success story and we are certain that will also be the case in the future. Contributing to the success were mostly sporting events, on which they have built extensively. With event organisation, the destination has gained a lot of experience, which can now be transferred into the congress field.

Overall performance	3.96
Natural and cultural factors:	4.74
General and transport infrastructure:	4.77
Tourist infrastructure:	4.62
Meeting infrastructure:	4.53
Subjective grade:	4.61
Marketing Buzz:	4.25
ICCA index:	1.02
Numbeo quality of life Index:	3.70
Numbeo Safety Index:	4.81
ACI Airport	
Connectivity Index:	2.57

Destination capacity	
Destination population	4,402
The number of 4* and 5* category hotel rooms	2,251
The number of 4* and 5* category hotels	48
Banquet hall maximum capacity	800
The largest hall in the city (in m2)	1,400
Maximum hall capacity in theatre style	1,200



Destination capacity	
Destination population	11,659
The number of 4* and 5* category hotel rooms	1,800
The number of 4* and 5* category hotels	22
Banquet hall maximum capacity	600
The largest hall in the city (in m2)	1,728
Maximum hall capacity in theatre style	900

5. OPATIJA, CROATIA

WHERE MEETINGS MEET HISTORY AND ELEGANCE • 170 years of tourism tradition is based on the positive energy of the riviera and the exceptional natural conditions. This is a great sign for the revival of Opatija congress tourism, which has recently relaxed slightly in comparison with the hyperactive Croatian Adriatic competitors. The city already boasts the entire infrastructure, but it is beaten mostly by an unfavourable image and somewhat slow adjustment to the new congress market conditions. A change of the structure of hotels is also necessary, as 'cosmopolitan' Opatija today only boasts three hotels in the 5-star category, whilst in Dubrovnik there are now 14.

Overall performance	3.92
Natural and cultural factors:	4.73
General and transport infrastructure:	4.56
Tourist infrastructure:	4.61
Meeting infrastructure:	4.76
Subjective grade:	4.77
Marketing Buzz:	4.44
ICCA index:	1.02
Numbeo quality of life Index:	3.49
Numbeo Safety Index:	4.35
ACI Airport	
Connectivity Index:	2.52



Destination capacity	
Destination population	6,322
The number of 4* and 5* category hotel rooms	693
The number of 4* and 5* category hotels	8
Banquet hall maximum capacity	400
The largest hall in the city (in m2)	500
Maximum hall capacity in theatre style	514

6. BLED, SLOVENIA

THE IMAGE OF HEAVEN • As a recognisable brand Bled stands out among other congress destinations in the region. It most closely resembles Dubrovnik, which caught up with the pre-war congress tempo by taking the right steps. Currently the biggest disadvantage is the lack of a clear focus towards quality rather than mass tourism. This is most clearly seen in the restaurant, night life and shopping offer. As a result the current perception of quality is lower than with largest competitors.

In Bled the saying 'Less is more' is very true. The potential for the meetings industry is immense, it just needs to be harnessed in the right way.

Overall performance	3.91
Natural and cultural factors:	4.85
General and transport infrastructure:	4.61
Tourist infrastructure:	4.45
Meeting infrastructure:	4.62
Subjective grade:	4.65
Marketing Buzz:	4.19
ICCA index:	1.02
Numbeo quality of life Index:	3.37
Numbeo Safety Index:	4.14
ACI Airport	
Connectivity Index:	3.16



Destination capacity	
Destination population	14,294
The number of 4* and 5* category hotel rooms	1,342
The number of 4* and 5* category hotels	6
Banquet hall maximum capacity	800
The largest hall in the city (in m2)	1,600
Maximum hall capacity in theatre style	1,000

7. ROVINJ, CROATIA

ROVINJ GIVES YOU WINGS • If at the destination you have owners who have clear goals and who look at congress tourism strategically, then in a short time you can do a lot. It is possible to revitalize the old factory premises and build a superior conference hotel.

Maistra in Rovinj has undoubtedly left its mark. Taking into consideration the geographical location of Rovinj as one of the closest Mediterranean congress destinations for Central and Western Europe, the future of this industry is guaranteed. Missing is only a convention bureau, which would know how to step out of corporate governance of the destination and would be able to serve as attorney of the meetings industry. Otherwise, forecasts of mayor Sponza that Rovinj will be more exclusive than Dubrovnik, can be realized.

Overall performance	3.89
Natural and cultural factors:	4.71
General and transport infrastructure:	4.45
Tourist infrastructure:	4.54
Meeting infrastructure:	4.55
Subjective grade:	4.59
Marketing Buzz:	4.25
ICCA index:	1.02
Numbeo quality of life Index:	3.87
Numbeo Safety Index:	4.35
ACI Airport	
Connectivity Index:	2.51



Destination capacity	
Destination population	2,849
The number of 4* and 5* category hotel rooms	4,500
The number of 4* and 5* category hotels	16
Banquet hall maximum capacity	360
The largest hall in the city (in m2)	1,085
Maximum hall capacity in theatre style	1,100

8. PORTOROŽ, SLOVENIA

PORT OF ROSES • The historic laurels of the leading Adriatic congress destination are slowly starting to gather dust. Portorož is still in hard competition with Dubrovnik, Opatija and new Adriatic congress destinations that are developing all the time. A rich congress history, tradition and the existing infrastructure are a competitive advantage. The meetings industry is by no means a tree to sleep under and simply harvest its fruit of wealthy congress participants. Despite that, Portorož has proven resilient and adaptable many times in the course of history, so some innovativeness and marketing opportunities should ensure it has a bright future.

Overall performance	3.88
Natural and cultural factors:	4.73
General and transport infrastructure:	4.54
Tourist infrastructure:	4.37
Meeting infrastructure:	4.49
Subjective grade:	4.70
Marketing Buzz:	4.19
ICCA index:	1.02
Numbeo quality of life Index:	3.79
Numbeo Safety Index:	4.48
ACI Airport	
Connectivity Index:	2.52



9. SPLIT, CROATIA

CROSSROADS DALMATIA • Among the Adriatic congress destinations Split has become serious competition to Dubrovnik in the last years. The main disadvantages of the destination are bad cooperation between the service providers, lack of air traffic connections to key markets and not enough destination marketing. If Split gets a real convention centre in the future, it could become one of the leading congress destinations in the Mediterranean. New and excellent hotel capacities, good road connections to Europe and wonderful surroundings, with islands offering numerous incentive programme opportunities, all bolster this proposition. Split is still one of the most unexploited congress destinations in the Mediterranean.

Overall performance	3.85
Natural and cultural factors:	4.61
General and transport infrastructure:	4.49
Tourist infrastructure:	4.67
Meeting infrastructure:	4.27
Subjective grade:	4.65
Marketing Buzz:	4.04
ICCA index:	1.82
Numbeo quality of life Index:	3.14
Numbeo Safety Index:	3.96
ACI Airport	
Connectivity Index:	2.81

Destination capacity	
Destination population	178,102
The number of 4* and 5* category hotel rooms	1,428
The number of 4* and 5* category hotels	22
Banquet hall maximum capacity	450
The largest hall in the city (in m2)	768
Maximum hall capacity in theatre style	800



10. POREČ, CROATIA

SUNNYSIDE MEETINGS • Until recently Poreč was known mostly for its family tourism, which is focused on the sun and sea. In the last couple of years there have been significant moves in terms of seasonality and also the meetings industry. The whole of Istria, in fact, has a huge potential for incentive programmes. The congress infrastructure already exists, including the main culinary and sports programmes, as well as the salubrious surroundings that make them special. It's just the appropriate connections to form real incentive products that have to be put in place, which will definitely make them seriously competitive. The list of events is getting longer every year and is moving Poreč up the ladder of event destinations in Croatia. If Poreč continues to be a tourist champion of Croatia, it will definitely make the break into the international congress scene.

Overall performance	3.82
Natural and cultural factors:	4.56
General and transport infrastructure:	4.40
Tourist infrastructure:	4.59
Meeting infrastructure:	4.27
Subjective grade:	4.48
Marketing Buzz:	4.13
ICCA index:	1.02
Numbeo quality of life Index:	3.87
Numbeo Safety Index:	4.34
ACI Airport	
Connectivity Index:	2.52

Destination capacity	
Destination population	16,696
The number of 4* and 5* category hotel rooms	1,642
The number of 4* and 5* category hotels	13
Banquet hall maximum capacity	576
The largest hall in the city (in m2)	1,036
Maximum hall capacity in theatre style	1,000

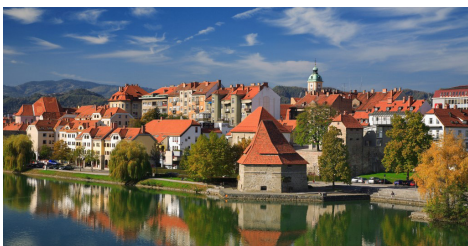


11. TRIESTE, ITALY

TERGESTE, TRIEST, TRST, TRIESTE • Can you imagine a meeting in Italy without a cup of freshly roasted coffee? No, I didn't think so either. Trieste is the Mediterranean, or maybe even the European, capital of coffee, espresso and every other kind of coffee-infused delights you can imagine. Trieste isn't just about coffee though, as it also offers a well-developed congress infrastructure. Besides the congress centre, the city is home to an amazing array of pop-up locations, where Viennese spirit meets Slavic flare. It seems that the essence of the city, where the Slavic, Romanic, and Germanic worlds once met, is starting to show itself once more and regain its full spirit. Its top-notch hotels, cuisine, ice-cream, wine and smell of the sea make it one of the most desirable congress destinations on the Adriatic coast.

Overall performance	3.81
Natural and cultural factors:	4.57
General and transport infrastructure:	4.59
Tourist infrastructure:	4.56
Meeting infrastructure:	4.31
Subjective grade:	4.60
Marketing Buzz:	3.98
ICCA index:	1.02
Numbeo quality of life Index:	3.60
Numbeo Safety Index:	4.35
ACI Airport	
Connectivity Index:	2.51

Destination capacity	
Destination population	204,849
The number of 4* and 5* category hotel rooms	3,000
The number of 4* and 5* category hotels	16
Banquet hall maximum capacity	600
The largest hall in the city (in m2)	640
Maximum hall capacity in theatre style	600



12. MARIBOR, SLOVENIA

EUROPEAN CAPITAL OF CULTURE • Maribor is one of the most promising meetings destinations in Slovenia. The city is historically, ethnically and culturally extremely interesting. It gives an impression of familiarity and warmth. Transport infrastructure, mostly because of the inactive Maribor Airport, is the weakest part of the Maribor meetings industry offer. Otherwise the city is safe and pleasant to live in. Its speciality is an extraordinary access to nature. Congress offer of Maribor is concentrated in company Terme Maribor and their hotels Habakuk, Piramida (Pyramid) and Bellevue. The town is very rich with additional convention programmes suitable for incentives, but unfortunately a comprehensive offer of Pohorje and the town is under-utilised and not well presented.

Overall performance	3.81
Natural and cultural factors:	4.64
General and transport infrastructure:	4.49
Tourist infrastructure:	4.39
Meeting infrastructure:	4.19
Subjective grade:	4.49
Marketing Buzz:	4.04
ICCA index:	1.02
Numbeo quality of life Index:	3.45
Numbeo Safety Index:	4.24
ACI Airport	
Connectivity Index:	3.09

Destination capacity	
Destination population	95,589
The number of 4* and 5* category hotel rooms	525
The number of 4* and 5* category hotels	9
Banquet hall maximum capacity	400
The largest hall in the city (in m2)	404
Maximum hall capacity in theatre style	500



Destination capacity	
Destination population	541,587
The number of 4* and 5* category hotel rooms	1,727
The number of 4* and 5* category hotels	20
Banquet hall maximum capacity	250
The largest hall in the city (in m2)	400
Maximum hall capacity in theatre style	360

13. UDINE, ITALY

CONGRESS ELEGANCE WITH FRIULIAN CHARM • It is a unique world in which the Latin elements from the period of Roman Empire are mixed with those of Lombard, Venetian, Austrian and Slavic. History touches you at every step, which is the perfect backdrop for a variety of innovative incentive programs. Udine has a rich quality of life, being one of the most economically developed Italian region. The city is perfectly accessible via highways, rail and air. There are plenty of hotel facilities in the city and the surrounding areas, which are a true shopping paradise with superb cuisine and some of the best Italian restaurants with Michelin stars. In the middle of one of the most important Italian wine regions you can organize you event in wineries, renovated industrial buildings or palaces. The whole offer is quality linked by the Friuli Venezia Giulia Tourist Board.

Overall performance	3.80
Natural and cultural factors:	4.47
General and transport infrastructure:	4.68
Tourist infrastructure:	4.50
Meeting infrastructure:	4.33
Subjective grade:	4.60
Marketing Buzz:	3.97
ICCA index:	1.02
Numbeo quality of life Index:	3.58
Numbeo Safety Index:	4.35
ACI Airport	
Connectivity Index:	2.52



Destination capacity	
Destination population	8,650
The number of 4* and 5* category hotel rooms	1,100
The number of 4* and 5* category hotels	8
Banquet hall maximum capacity	450
The largest hall in the city (in m2)	1.057
Maximum hall capacity in theatre style	994

14. GRADO, ITALY

ISLAND OF SUN • The Italian city of Grado, mostly known among Central-European tourists as a summer vacation headquarters, is much more than just a tourist-infested destination. Not a lot of people know that it actually boasts a large congress centre, making it suitable for this type of tourism too. If you succeed in avoiding the summer rush hour, Grado will impress you with its laid-back rhythm, great congress offer and numerous incentive activities, such as the golf courses or the excellent Friulian culinary experiences. Grado's true charm hides in the inviting alleyways of the old city centre, where the full congress potential is still waiting to be uncovered.

Overall performance	3.77
Natural and cultural factors:	4.60
General and transport infrastructure:	4.59
Tourist infrastructure:	4.43
Meeting infrastructure:	4.24
Subjective grade:	4.46
Marketing Buzz:	3.86
ICCA index:	1.02
Numbeo quality of life Index:	3.60
Numbeo Safety Index:	4.35
ACI Airport	
Connectivity Index:	2.53



Destination capacity	
Destination population	36,739
The number of 4* and 5* category hotel rooms	3,620
The number of 4* and 5* category hotels	43
Banquet hall maximum capacity	360
The largest hall in the city (in m2)	658
Maximum hall capacity in theatre style	800

15. BUDVA, MONTENEGRO

ON THE FOAMING SEA • Budva is one of the central incentive destinations on the Adriatic coast, with very successful marketing and despite numerous deficiencies in poor accessibility and current capacity selection. The development plans for the Monte Carlo of the Adriatic, openness from foreign investors and very liberal policies could position the Montenegro coast very high on the meetings industry map in the next few years, while it is already the leader in the area of incentive programs. It boasts the unique opportunity for the practically untapped Russian meetings industry, which has always had a positive relationship with Budva. If this "wild beauty" improves its accessibility, price competitiveness and infrastructure, it can be a worthy competitor as a meetings destination even in the wider region of the Mediterranean as one of the top destinations.

Overall performance	3.73
Natural and cultural factors:	4.44
General and transport infrastructure:	4.38
Tourist infrastructure:	4.65
Meeting infrastructure:	4.62
Subjective grade:	4.43
Marketing Buzz:	4.08
ICCA index:	1.02
Numbeo quality of life Index:	3.31
Numbeo Safety Index:	3.91
ACI Airport	
Connectivity Index:	2.50



Destination capacity	
Destination population	46,332
The number of 4* and 5* category hotel rooms	2,676
The number of 4* and 5* category hotels	8
Banquet hall maximum capacity	220
The largest hall in the city (in m2)	600
Maximum hall capacity in theatre style	500

16. ŠIBENIK, CROATIA

THE HEART OF DALMATIA • Šibenik very rarely raises any association with the meeting industry. In the process of transition from an industrial city into a tourist destination it has not yet asserted its image among competing cities. Despite this, it is a fact that it has excellent conditions and is somehow considered to be a hidden jewel of the Croatian congress offer. For ease of accessibility it may be a suitable location for small association conferences as well as a variety of incentive programmes.

Overall performance	3.72
Natural and cultural factors:	4.68
General and transport infrastructure:	4.44
Tourist infrastructure:	4.56
Meeting infrastructure:	4.07
Subjective grade:	4.48
Marketing Buzz:	3.98
ICCA index:	1.02
Numbeo quality of life Index:	3.14
Numbeo Safety Index:	3.94
ACI Airport	
Connectivity Index:	2.85



17. KOSICE, SLOVAKIA

A PHOENIX BETWEEN EAST AND WEST • If Bratislava is the capital of the country, then Kosice can be declared its creative center, one that impresses with vibrant urban zones, positive diversity and an urban transformation of the city throughout layers of history. Košice seems pleasant for the accommodation and organization of congresses and also seems a very tolerant city. A border location has greatly contributed to that, which has made residents more tolerant, but it is precisely this border diversity that defines the vitality and resistance of the city. The specific local identity gives the city its charm and soul, and it ranks it among one of the most promising Eastern European convention destinations.

Destination capacity	
Destination population	355,047
The number of 4* and 5* category hotel rooms	800
The number of 4* and 5* category hotels	12
Banquet hall maximum capacity	350
The largest hall in the city (in m2)	400
Maximum hall capacity in theatre style	350

Overall performance	3.71
Natural and cultural factors:	4.64
General and transport infrastructure:	4.66
Tourist infrastructure:	4.72
Meeting infrastructure:	4.37
Subjective grade:	4.66
Marketing Buzz:	4.07
ICCA index:	1.02
Numbeo quality of life Index:	3.08
Numbeo Safety Index:	3.86
ACI Airport	
Connectivity Index:	2.04



18. RIJEKA, CROATIA

A CITY WITH CHARACTER • The extended region of Kvarner has the huge potential to become a leading meetings destination. Individual congress cities together with the islands of Opatija, Lošinj and Cres are the heart of a very rich product. It is a complex offer, appropriate for associations as well as corporate events. Comparing Rijeka to Split it's possible to see just how fast the tourist-congress transformation can happen. With its Mediterranean – industrial character Rijeka has no competitor in the Adriatic; the urban scene is so very alive and contains a rich cultural offer. Plenty of congress stories are just waiting for discovery.

Destination capacity	
Destination population	97,910
The number of 4* and 5* category hotel rooms	450
The number of 4* and 5* category hotels	4
Banquet hall maximum capacity	180
The largest hall in the city (in m2)	250
Maximum hall capacity in theatre style	677

Overall performance	3.70
Natural and cultural factors:	4.56
General and transport infrastructure:	4.46
Tourist infrastructure:	4.47
Meeting infrastructure:	4.17
Subjective grade:	4.45
Marketing Buzz:	3.92
ICCA index:	1.02
Numbeo quality of life Index:	3.52
Numbeo Safety Index:	4.35
ACI Airport	
Connectivity Index:	2.05



19. ZADAR, CROATIA

A COOL MEETINGS DESTINATION • Zadar with over 4000 beds, several campgrounds and resorts is a developed summer destination for leisure and a yachting paradise. The charming city with thousand years of cultural heritage, the proximity of the islands, five national parks and improving flight connections has a number of good reviews by foreign media describing it as a cool convention destination.

Destination capacity	
Destination population	75,082
The number of 4* and 5* category hotel rooms	1,824
The number of 4* and 5* category hotels	18
Banquet hall maximum capacity	150
The largest hall in the city (in m2)	1,000
Maximum hall capacity in theatre style	400

The city is an ideal destination for organization of smaller conferences and incentives for up to 100 participants. Currently, the main drawback are congress facilities that are not offering enough space for bigger business events, as well as congress infrastructure which is not yet built and in function. Once everything is in place, Zadar will certainly be an important congress player.

Overall performance	3.69
Natural and cultural factors:	4.60
General and transport infrastructure:	4.47
Tourist infrastructure:	4.82
Meeting infrastructure:	4.17
Subjective grade:	4.64
Marketing Buzz:	3.94
ICCA index:	1.02
Numbeo quality of life Index:	3.14
Numbeo Safety Index:	3.94
ACI Airport	
Connectivity Index:	2.19



20. PULA, CROATIA

URBAN MEETINGS • Pula is a city of intoxicating flavours, scents and multiple images. Only when you experience it, it becomes clear why it's also a great meetings destination. Pula as a regional centre of Istria is in terms of congress tourism currently less developed than some tourist destinations in Istria. The role of the regional congress centre took Rovinj with intensive investment, partly Poreč and cities of NW Istria. Current investments of company Arenaturist incite very high degree of optimism since the city acquired a high quality infrastructure. Along with the urban culture of the city and number of higher education institutions, the potential for congress tourism in Istria is among the largest.

Destination capacity	
Destination population	57,460
The number of 4* and 5* category hotel rooms	372
The number of 4* and 5* category hotels	2
Banquet hall maximum capacity	180
The largest hall in the city (in m2)	1,000
Maximum hall capacity in theatre style	700

Overall performance	3.66
Natural and cultural factors:	4.58
General and transport infrastructure:	4.45
Tourist infrastructure:	4.43
Meeting infrastructure:	4.08
Subjective grade:	4.36
Marketing Buzz:	3.85
ICCA index:	1.02
Numbeo quality of life Index:	3.87
Numbeo Safety Index:	3.79
ACI Airport	
Connectivity Index:	2.16



Destination capacity	
Destination population	204,877
The number of 4* and 5* category hotel rooms	1,125
The number of 4* and 5* category hotels	22
Banquet hall maximum capacity	480
The largest hall in the city (in m2)	422
Maximum hall capacity in theatre style	715

21. PODGORICA, MONTENEGRO

REGION'S WARMEST CITY • For now Podgorica can rarely be found on the meetings industry map. Considering the outstanding potential it will over time come to have all that is necessary to be a true meeting destination. Among its advantages there is its strategic position, which enables easy access to the most attractive parts of Montenegro for incentives. Among the weaknesses we have to point out the current state of the meeting infrastructure and its transport isolation. Being an air travel destination it is highly dependant on the number of flight connections, including low cost ones. A convention bureau for the town would greatly help in positioning the destination, which it deserves as a capital city. The town is developing quickly and is looking for the right image, torn between the classic tourism flow and the idea of development into a meeting destination.

Overall performance	3.60
Natural and cultural factors:	4.60
General and transport infrastructure:	4.54
Tourist infrastructure:	4.56
Meeting infrastructure:	4.38
Subjective grade:	4.40
Marketing Buzz:	4.00
ICCA index:	1.02
Numbeo quality of life Index:	2.56
Numbeo Safety Index:	3.41
ACI Airport	
Connectivity Index:	2.57



Destination capacity	
Destination population	728,350
The number of 4* and 5* category hotel rooms	913
The number of 4* and 5* category hotels	18
Banquet hall maximum capacity	400
The largest hall in the city (in m2)	1,300
Maximum hall capacity in theatre style	1,200

22. LVIV, UKRAINE

OPEN TO THE WORLD • If Kiev is the heart of Ukraine, then Lviv is its soul. That's certainly how it is seen by the locals. In 2009 Lviv became officially recognized as the Ukrainian capital of culture, reflecting its status as a creative and educational centre that impresses with its vibrant urban spirit. When you learn that every fifth resident of Lviv is a student, then this is not so surprising. The city has been at the crossroads of East and West for the past eight centuries and is today successfully using its rich history and tradition to create a pleasant and creative atmosphere for meeting planners and participants.

Overall performance	3.58
Natural and cultural factors:	4.56
General and transport infrastructure:	4.41
Tourist infrastructure:	4.70
Meeting infrastructure:	4.31
Subjective grade:	4.55
Marketing Buzz:	4.56
ICCA index:	1.02
Numbeo quality of life Index:	1.94
Numbeo Safety Index:	3.13
ACI Airport	
Connectivity Index:	2.67



Destination capacity	
Destination population	97,910
The number of 4* and 5* category hotel rooms	436
The number of 4* and 5* category hotels	9
Banquet hall maximum capacity	270
The largest hall in the city (in m2)	570
Maximum hall capacity in theatre style	400

23. SUBOTICA, SERBIA

COLOURFUL CONGRESS VARIETY • Subotica has a soul. It is a city where it seems that time has stopped. The proud town centre merges almost imperceptibly into the surrounding melancholy plains. Economically and culturally Subotica is one of the most developed cities in Serbia. Congress guests will be impressed by the multicultural spirit and European charm, which is reflected in a large number of special venues in a small area. Well-developed albeit not connected is the offer of various incentive programmes. Subotica has a functioning Congress bureau, the hotel facilities are good and the culinary tradition is an extra plus. All of this represents an exciting congress package calling out for more penetrating international or at least regional marketing to exploit the full potential of the city. We see this especially in the development of incentive programmes and smaller professional meetings and conferences taking advantage of the scientific and cultural potential of the city. To top it all off, Subotica offers a lot of music for little money.

Overall performance	3.45
Natural and cultural factors:	4.48
General and transport infrastructure:	4.16
Tourist infrastructure:	4.41
Meeting infrastructure:	4.13
Subjective grade:	4.40
Marketing Buzz:	3.91
ICCA index:	1.02
Numbeo quality of life Index:	2.84
Numbeo Safety Index:	2.97
ACI Airport	
Connectivity Index:	2.18

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SMALL MEETING DESTINATIONS

Destinations that can host up to 500 congress attendees

S	SIZE OF CITY	The number of 4* and 5* category hotel rooms	The number of 4* and 5* hotels	Banquet hall maximum capacity	Maximum hall capacity in theatre style	TOTAL MARK
KRANJSKA GORA	1,452	858	8	300	360	3,82
BOHINJ	5,277	150	4	112	130	3,80
SOČA VALLEY	16,537	155	4	100	425	3,79
HVAR	11,103	1,500	10	220	370	3,75
GORIŠKA BRDA	5,757	88	5	130	200	3,74
MALI LOŠINJ	8,388	1,353	6	182	400	3,73
LAŠKO	3,416	390	4	280	490	3,72
SAVINJA VALLEY	61,442	400	5	100	86	3,71
PODČETRTEK	3,224	250	2	150	350	3,68
ROGAŠKA SLATINA	6,856	820	8	180	389	3,67
VYSOKE TATRE	4,718	1,000	10	300	650	3,66
ZELENI KRAS	52,531	290	5	180	350	3,63
UMAG	4,718	1,200	15	350	350	3,62
NOVA GORICA	32,763	500	5	180	280	3,62
BREŽICE/ČATEŽ	6,856	300	4	300	750	3,61
OSIJEK	108,048	700	8	300	450	3,57
MOSTAR	113,169	800	15	200	350	3,48
HEVIZ	4,375	1,200	15	120	150	3,38
SARVAR	15,651	800	5	300	500	3,36
OHRID	42,033	1,000	15	120	400	3,34

1. KRANJSKA GORA



MEETINGS STAR AWARD
BEST MEETING
DESTINATIONS 2016

GOOD WILL IS THE BEST



3.82

FINAL SCORE

The image of the most famous Slovenian ski resort with the Julian Alps in the background is in the heart of all Slovenian active skiers. Many people have made their first steps on the snow on these ski slopes. Kranjska Gora is a worldwide brand known as the traditional Slovenian winter ski resort, which also offers a lot in the summer season too and is increasingly establishing itself as a congress and incentive destination. Today, Kranjska Gora builds its image on sustainable natural development as well as on quality year-round tourist facilities.

Kranjska Gora is in the winter season primarily a sports and recreation centre. In the summer season it is more a destination for trekking, relaxation and the congress industry, which is the only year round activity in the area. It seems that with the arrival of a new hotel manager, the place has received a new impetus for the further development of congress tourism. Conditions for smaller conferences are already excellent and with a wide range of casino offer and incentive programmes satisfies the basic needs. In Kranjska Gora you will not find city streets with boutiques offering ski equipment, cafés and restaurants. This is something you should not look for when coming to Kranjska Gora. Instead, however, you will be greeted by beautiful scenery and plenty of authenticity along with genuine congress experiences.

DESTINATION MARK:

EXCELLENT MEETING DESTINATION

Marks:

- 5 excellent meeting destination
- 4 quality meeting destination
- 3 recommendable meeting destination
- 2 average meeting destination
- 1 passable

INDIVIDUAL GRADES:

Natural and cultural factors:	4,75
General and transport infrastructure:	4,57
Tourist infrastructure:	4,49
Meetings infrastructure:	4,15
Subjective grade:	4,61
Marketing buzz:	3,95
ICCA index:	1,02
Numbeo quality of life Index:	3,46
Global Peace Index:	4,53
ACI Airport Connectivity Index:	2,66

DESTINATION MARK:

3.82

COMPARISONS WITH THE REGION

The most important winter sports centre in Slovenia has among the Slovenian ski resorts the strongest brand, which is known worldwide mainly due to the Cup Vitranc. It has stayed in the company of places like Kitzbuhel, Cortina, Garmisch and Wengen for many years. In recent

DID YOU KNOW

“There is nothing more beautiful in Europe than this,” wrote Sir Humphry Davy about the beauties of the Sava Valley with its waterfalls and lakes.

BEST INCENTIVE IDEA

PLANICA ZIPLINE – the steepest zipline in the world

Experience the sensations of world legends that descended the legendary Planica hill and achieved historical milestones. Your flight will be 566m long and you will reach a speed of up to 90km/h in just a few seconds.

COOL MEETINGS

CARNIOLAN SAUSAGE - particularly famous among meat products is the Kranjska sausage, a protected Slovenian specialty coming from a centuries-old tradition.



years, Kranjska Gora successfully defied the green winters and economic hardship of key hoteliers. Slowly and steadily it has also developed a summer tourist offer, which enables the development of congress tourism. Both seasons are now virtually in balance. With the latest changes in the field of hospitality it will surely strengthen its position as an important centre for the implementation of incentive programmes and small conferences. Due to the recognition of the ski jumps in Planica and Vitranc Cup it has a high priority over other rivals in the region. It is an important boutique congress destination for quality mid-size corporate events up to 350 participants.

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1. KRANJSKA GORA, SLOVENIA

GOOD WILL IS THE BEST • The most important winter sports centre in Slovenia has among the Slovenian ski resorts the strongest brand, which is known worldwide mainly due to the Cup Vitranc. Slowly and steadily it has also developed a summer tourist offer, which enables the development of congress tourism. Both seasons are now virtually in balance. With the latest changes in the field of hospitality it will surely strengthen its position as an important centre for the implementation of incentive programmes and small conferences. Due to the recognition of the ski jumps in Planica and Vitranc Cup it has a high priority over other rivals in the region. It is an important boutique congress destination for quality mid-size corporate events up to 350 participants.

Overall performance	3.82
Natural and cultural factors:	4.75
General and transport infrastructure:	4.57
Tourist infrastructure:	4.49
Meeting infrastructure:	4.15
Subjective grade:	4.61
Marketing Buzz:	3.95
ICCA index:	1.02
Numbeo quality of life Index:	3.46
Numbeo Safety Index:	4.53
ACI Airport	
Connectivity Index:	2.66

Destination capacity	
Destination population	1,452
The number of 4* and 5* category hotel rooms	858
The number of 4* and 5* category hotels	8
Banquet hall maximum capacity	300
The largest hall in the city (in m2)	1,200
Maximum hall capacity in theatre style	360



2. BOHINJ, SLOVENIA

HIDDEN SUSTAINABLE MEETINGS GEM • The majority of congress guests will be sworn lovers of nature and its aesthetic value. Bohinj is a place that is created for sustainable conference programmes and for active incentive experiences. It is a place where without any hesitation you can drink water from the public water supply and from its clean streams. Even the basic network of thematic paths offers ideas for authentic congress programmes. In Slovenia, the beauty of Bohinj can only be matched by its neighbours across the peaks in the Soča Valley, or in Kranjska Gora.

Overall performance	3.80
Natural and cultural factors:	4.81
General and transport infrastructure:	4.56
Tourist infrastructure:	4.23
Meeting infrastructure:	4.17
Subjective grade:	4.52
Marketing Buzz:	4.03
ICCA index:	1.02
Numbeo quality of life Index:	3.46
Numbeo Safety Index:	4.53
ACI Airport	
Connectivity Index:	2.66

Destination capacity	
Destination population	5,277
The number of 4* and 5* category hotel rooms	150
The number of 4* and 5* category hotels	4
Banquet hall maximum capacity	112
The largest hall in the city (in m2)	220
Maximum hall capacity in theatre style	130



3. SOČA VALLEY, SLOVENIA

EPICENTRE OF INCENTIVE INSPIRATIONS • In the narrow micro-region the Soča Valley is currently not facing increased competition. On the Italian side in Friuli Venezia Giulia, incentive tourism is underdeveloped and the development of the product in Brda and Nova Gorica is also at the beginning stages. A more serious competition is in Istria and neighbouring Carinthia, as well as within the wider Slovenian Julian Alps. The main advantage of the destination is a developed incentive product, gastronomy and preserved natural and cultural heritage, which is unequalled.

Overall performance	3.79
Natural and cultural factors:	4.82
General and transport infrastructure:	4.40
Tourist infrastructure:	4.47
Meeting infrastructure:	4.11
Subjective grade:	4.64
Marketing Buzz:	3.97
ICCA index:	1.02
Numbeo quality of life Index:	3.46
Numbeo Safety Index:	4.53
ACI Airport	
Connectivity Index:	2.53

Destination capacity	
Destination population	16,537
The number of 4* and 5* category hotel rooms	155
The number of 4* and 5* category hotels	4
Banquet hall maximum capacity	100
The largest hall in the city (in m2)	300
Maximum hall capacity in theatre style	425



4. HVAR, CROATIA

ROOM WITH A VIEW • None of the more than 1,000 Croatian islands has such karma and recognition as Hvar. Definitely a “must” Croatian destination, right behind Dubrovnik. Distance from the mainland gives it a touch of boutique smallness. On the beauty of the island, reminiscent of the Garden of Eden, there is no point in wasting words, since there is no shortage of various urban legends and superlatives. Among other things, it used to be called Austrian Madeira. In Hvar, the urban has been coexisting with the rural for centuries.

Overall performance	3.75
Natural and cultural factors:	4.88
General and transport infrastructure:	4.14
Tourist infrastructure:	4.57
Meeting infrastructure:	4.38
Subjective grade:	4.67
Marketing Buzz:	4.20
ICCA index:	1.02
Numbeo quality of life Index:	3.15
Numbeo Safety Index:	3.95
ACI Airport	
Connectivity Index:	2.52

Destination capacity	
Destination population	11,103
The number of 4* and 5* category hotel rooms	1,500
The number of 4* and 5* category hotels	10
Banquet hall maximum capacity	220
The largest hall in the city (in m2)	370
Maximum hall capacity in theatre style	370



Destination capacity	
Destination population	5,757
The number of 4* and 5* category hotel rooms	88
The number of 4* and 5* category hotels	5
Banquet hall maximum capacity	130
The largest hall in the city (in m2)	330
Maximum hall capacity in theatre style	200

5. GORIŠKA BRDA, SLOVENIA

FERTILE CROSSROADS OF CULTURES • A number of the features of Brda make it special and unique in the wider area. In the first place is its openness to the sea, creating a pleasant Mediterranean climate, followed up by its natural beauty with rich cultural heritage and eco-preserved countryside with exceptional culinary and wine offer, unrivalled in the region. A panorama of hills with a cluster of agglomerations and subdivided farmland and countless terraced vineyards is certainly one of the most beautiful Italian- Slovenian landscape-aesthetic experiences. In the field of tourism-convention offer, Brda is perhaps the future formula of tourism development: “less is more”. The convention fate of Brda and Collio is in co-operation and joint promotion.

Overall performance	3.74
Natural and cultural factors:	4.70
General and transport infrastructure:	4.07
Tourist infrastructure:	4.23
Meeting infrastructure:	4.05
Subjective grade:	4.59
Marketing Buzz:	4.28
ICCA index:	1.02
Numbeo quality of life Index:	3.46
Numbeo Safety Index:	4.53
ACI Airport	
Connectivity Index:	2.53



Destination capacity	
Destination population	8,388
The number of 4* and 5* category hotel rooms	1,353
The number of 4* and 5* category hotels	6
Banquet hall maximum capacity	182
The largest hall in the city (in m2)	390
Maximum hall capacity in theatre style	400

6. MALI LOŠINJ, CROATIA

LOW-CARBON INCENTIVE ISLAND • Lošinj and Cres are the only Adriatic islands that successfully deal with sustainable tourism and are amongst the more eco-friendly islands of Kvarner. They differ from the more famous Dalmatian isles, with their nature preservation, systematic sustainable development and cultural heritage. All these activities are well managed and present a huge opportunity for sustainable meetings industry in harmony with the capabilities of the islands. The key challenge is the invisibility on the meetings industry radar, lacking the recognisable incentive brands to build the high quality boutique and intimate stories. If local suppliers can develop from these points, they will be able to benefit from the current trends in the industry. I am certain their first clients will be the existing loyal guest of Cres and Lošinj.

Overall performance	3.73
Natural and cultural factors:	4.79
General and transport infrastructure:	4.01
Tourist infrastructure:	4.53
Meeting infrastructure:	4.33
Subjective grade:	4.62
Marketing Buzz:	4.13
ICCA index:	1.02
Numbeo quality of life Index:	3.51
Numbeo Safety Index:	4.35
ACI Airport	
Connectivity Index:	1.98



Destination capacity	
Destination population	3,416
The number of 4* and 5* category hotel rooms	390
The number of 4* and 5* category hotels	4
Banquet hall maximum capacity	280
The largest hall in the city (in m2)	538
Maximum hall capacity in theatre style	490

7. LAŠKO, SLOVENIA

BEER AND CONGRESSES • Laško is first and foremost a spa destination, because the main motive of going there are the two spa and thermal centres. In the future it will remain so. In the past five years, however, much has been done in developing congress tourism and enriching the offer and it is today surprising how much Laško can offer to congress guests beyond its traditional tasty beer. Everything from one of the best Slovenian cuisines to an exceptional cultural and historical heritage together with the possibility of organising green meetings. In making this breakthrough Laško has very quickly become much more competitive to the more established meeting industry destinations.

Overall performance	3.72
Natural and cultural factors:	4.46
General and transport infrastructure:	4.21
Tourist infrastructure:	4.13
Meeting infrastructure:	4.16
Subjective grade:	4.42
Marketing Buzz:	3.98
ICCA index:	1.02
Numbeo quality of life Index:	3.91
Numbeo Safety Index:	4.40
ACI Airport	
Connectivity Index:	2.50



Destination capacity	
Destination population	61,442
The number of 4* and 5* category hotel rooms	400
The number of 4* and 5* category hotels	5
Banquet hall maximum capacity	100
The largest hall in the city (in m2)	200
Maximum hall capacity in theatre style	86

8. SAVINJA VALLEY, SLOVENIA

OF THE BEATEN MICE TRACK • Upper Savinja Valley is one of Slovenia's natural jewels of. Its tourism offer is undoubtedly getting more diverse with every passing year, but still many of its foreign guests are not getting a comprehensive source of information about the full range of events and activities offer. The valley can be compared with the Soča Valley, which in many respects has a similar congress offer and the advantage of a functioning destination organisation (LTO Sotočje). Both valleys are two uncut diamonds of the Slovenian meetings offer that we believe will sooner or later be discovered by European event organisers. Given the advantages of this valley that is really impressive with its diversity, its natural resources and the charms of the Savinja river, it will undoubtedly succeed.

Overall performance	3.71
Natural and cultural factors:	4.68
General and transport infrastructure:	4.39
Tourist infrastructure:	4.41
Meeting infrastructure:	4.09
Subjective grade:	4.46
Marketing Buzz:	3.67
ICCA index:	1.02
Numbeo quality of life Index:	3.46
Numbeo Safety Index:	4.40
ACI Airport	
Connectivity Index:	2.53

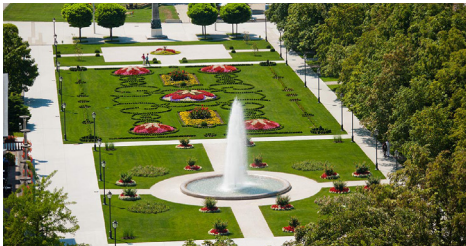


9. PODČETRTEK, SLOVENIA

THE SUCCESS STORY • The smallest place in our analysis is big in its offer and an example to all of us involved with tourism. Once a remote and poor community, in the 60-ies of the last century focused on tourism. Its epicentre is a thermal spring, around which a success story was created. At every step the locals you meet, be it a wine-grower, a caterer or a priest, will let it be known that you are welcome. There are few places where the only driving force of the economy is tourism. Because in these places industry has never developed, today this can be considered as one of their advantages. Podčetrtek has a great potential in the field of congress tourism. It is an authentic and in many ways a sustainable congress experience.

Overall performance	3.68
Natural and cultural factors:	4.38
General and transport infrastructure:	4.26
Tourist infrastructure:	4.20
Meeting infrastructure:	4.11
Subjective grade:	4.56
Marketing Buzz:	3.85
ICCA index:	1.02
Numbeo quality of life Index:	3.46
Numbeo Safety Index:	4.40
ACI Airport	
Connectivity Index:	2.57

Destination capacity	
Destination population	3,224
The number of 4* and 5* category hotel rooms	250
The number of 4* and 5* category hotels	2
Banquet hall maximum capacity	150
The largest hall in the city (in m2)	3,570
Maximum hall capacity in theatre style	350



10. ROGAŠKA SLATINA, SLOVENIA

OLD FOR NEW • It would be hard to find a more traditional health resort in Slovenia. Most other health resorts, including the neighbouring Podčetrtek, cannot boast such tradition that inspires confidence. In a few years the place has radically changed its appearance and has excellent congress infrastructure. However, something remains missing – more convention visitors, who were once coming en masse to these places. Rogaška needs congress tourism, as is written into its DNA. It seems that it is currently defying the modern times, mainly thanks to the proactive individual hoteliers. To regain a top spot more connectivity will be required, better joint promotion and all of this reflected through the establishment of a Convention Bureau.

Overall performance	3.67
Natural and cultural factors:	4.52
General and transport infrastructure:	4.33
Tourist infrastructure:	4.09
Meeting infrastructure:	3.98
Subjective grade:	4.53
Marketing Buzz:	3.79
ICCA index:	1.02
Numbeo quality of life Index:	3.46
Numbeo Safety Index:	4.40
ACI Airport	
Connectivity Index:	2.57

Destination capacity	
Destination population	6,856
The number of 4* and 5* category hotel rooms	820
The number of 4* and 5* category hotels	8
Banquet hall maximum capacity	180
The largest hall in the city (in m2)	350
Maximum hall capacity in theatre style	389



11. VYSOKE TATRE, SLOVAKIA

WARM YOUR HEART • The High Tatras are an extraordinary surprise and one of the undiscovered European incentive jewels. In the shadow of the much more notorious Zakopane range in neighbouring Poland, they offer at least as broad an incentive offer, which is nicely complemented by a very favourable financial package. As the main tourist resorts are close to mountain resorts, ski resorts and scenic walking trails, it is a totally perfect destination for more sports-inspired incentive groups. We recommend organising events in the spring and autumn months, when places aren't flooded with the annual mass winter tourist flows. The prices in Slovakia are significantly lower than in central Europe and the destination is just a few hours' drive by motorway from major Central European cities.

Overall performance	3.66
Natural and cultural factors:	4.79
General and transport infrastructure:	4.59
Tourist infrastructure:	4.61
Meeting infrastructure:	4.40
Subjective grade:	4.59
Marketing Buzz:	3.79
ICCA index:	1.02
Numbeo quality of life Index:	3.05
Numbeo Safety Index:	3.81
ACI Airport	
Connectivity Index:	1.94

Destination capacity	
Destination population	4,718
The number of 4* and 5* category hotel rooms	1,000
The number of 4* and 5* category hotels	10
Banquet hall maximum capacity	300
The largest hall in the city (in m2)	660
Maximum hall capacity in theatre style	650



12. ZELENÍ KRAS, SLOVENIA

JEWELS OF NATURE • Karst have due to the natural and cultural values great potential for the development of congress tourism. It should be based on the specificities and comparative advantages of individual areas associated with a rich cultural heritage, cultural landscapes and preserved natural environment. As an integrated product is not yet developed at this time, it is more like complement to the rest of the Slovenian congress destinations. For breakthrough it is necessary to raise the visibility and competitiveness among congress organizers, which today are looking for exactly such an authentic space. We believe, that it will be recognized as a product with great potential by the main carrier of tourism Postojna cave.

Overall performance	3.63
Natural and cultural factors:	4.72
General and transport infrastructure:	4.43
Tourist infrastructure:	4.09
Meeting infrastructure:	3.89
Subjective grade:	4.46
Marketing Buzz:	3.54
ICCA index:	1.02
Numbeo quality of life Index:	3.46
Numbeo Safety Index:	4.15
ACI Airport	
Connectivity Index:	2.52

Destination capacity	
Destination population	52,531
The number of 4* and 5* category hotel rooms	290
The number of 4* and 5* category hotels	5
Banquet hall maximum capacity	180
The largest hall in the city (in m2)	350
Maximum hall capacity in theatre style	350



Destination capacity	
Destination population	4,718
The number of 4* and 5* category hotel rooms	1,200
The number of 4* and 5* category hotels	15
Banquet hall maximum capacity	350
The largest hall in the city (in m2)	400
Maximum hall capacity in theatre style	350

13. UMAG, CROATIA

DOOR TO THE ADRIATIC • Among the competing congress destinations, Umag even a year ago would be easily overlooked, but today it is already hosting the most demanding events such as the most important Microsoft event Windays. This proves that the destination is profiled as a congress and especially incentive location. To the good functioning a great destination management contributes a great deal, which in a form of a cluster from 2010 is promoted under the brand “Colours of Istria”.

Overall performance	3.62
Natural and cultural factors:	4.35
General and transport infrastructure:	4.38
Tourist infrastructure:	4.44
Meeting infrastructure:	4.05
Subjective grade:	4.35
Marketing Buzz:	3.64
ICCA index:	1.02
Numbeo quality of life Index:	3.40
Numbeo Safety Index:	4.31
ACI Airport	
Connectivity Index:	2.28



Destination capacity	
Destination population	32,763
The number of 4* and 5* category hotel rooms	500
The number of 4* and 5* category hotels	5
Banquet hall maximum capacity	180
The largest hall in the city (in m2)	300
Maximum hall capacity in theatre style	280

14. NOVA GORICA, SLOVENIA

A TEENAGER AND A LADY OF RESPECTABLE AGE • The two locations are the heart of the sunny and verdant Goriška plane. Due to their interesting position between the Alps and the Mediterranean, and the junction between the Roman and Slavic, it forms a historically attractive space with high experiential value and preserved natural as much as cultural landscape. In the transport sense it is a very easily accessible region with a high quality of living and excellent infrastructure. Both Goricas have many good restaurants and will delight lovers of gastronomy, entertainment and gaming. The hospitality of the locals and the competitiveness of the destination is placing the region on the top of young, fresh and undiscovered convention destinations.

Overall performance	3.62
Natural and cultural factors:	4.25
General and transport infrastructure:	4.35
Tourist infrastructure:	4.38
Meeting infrastructure:	3.94
Subjective grade:	4.22
Marketing Buzz:	3.52
ICCA index:	1.02
Numbeo quality of life Index:	3.46
Numbeo Safety Index:	4.53
ACI Airport	
Connectivity Index:	2.52



Destination capacity	
Destination population	6,856
The number of 4* and 5* category hotel rooms	300
The number of 4* and 5* category hotels	4
Banquet hall maximum capacity	300
The largest hall in the city (in m2)	720
Maximum hall capacity in theatre style	750

15. BREŽICE/ČATEŽ, SLOVENIA

TOURIST GAZELLE • Another Slovenian destination, which according to the capacity, integrity of the offer and convenience is often overlooked. Lower Sava valley is mainly thanks to the proactive Terme Čatež a very competitive meeting destination. Overall the main advantages in terms of congress tourism are a favourable geostrategic position of the border location, close to Zagreb international airport and favourable natural conditions with high tourist potential. In addition, thanks to large investments it provides a variety of accommodation facilities, a welcome boon for conference guests with different purchasing power. An arranged congress centre, multipurpose hall and the Mokrice golf course work together to offer many innovative combinations.

Overall performance	3.61
Natural and cultural factors:	4.35
General and transport infrastructure:	4.31
Tourist infrastructure:	4.26
Meeting infrastructure:	4.09
Subjective grade:	4.44
Marketing Buzz:	3.54
ICCA index:	1.02
Numbeo quality of life Index:	3.46
Numbeo Safety Index:	4.15
ACI Airport	
Connectivity Index:	2.50



Destination capacity	
Destination population	108,048
The number of 4* and 5* category hotel rooms	700
The number of 4* and 5* category hotels	8
Banquet hall maximum capacity	300
The largest hall in the city (in m2)	480
Maximum hall capacity in theatre style	450

16. OSIJEK, CROATIA

OVERLOOKED DESTINATION • To most people, the extreme north-eastern part of Croatia is the most marginal, border, multi-faith, multicultural and the most poorly known region. Its character is carved by the Drava and Danube rivers along with its symbolic, functional and aesthetic value. Its self-image is one of isolation and the feeling of living on a desert island of convention tourism, in which only a small number of meeting planners and organisers are interested. Because of its geographic position, it is economically and politically far from the capital and as a consequence also undeveloped as a convention destination. The focus of the problem is a stereotypical feeling of neglect. Overlooking this, Osijek is one of the freshest and most sustainable Croatian meetings destinations with no real competition in the region.

Overall performance	3.57
Natural and cultural factors:	4.23
General and transport infrastructure:	4.13
Tourist infrastructure:	4.17
Meeting infrastructure:	3.93
Subjective grade:	4.16
Marketing Buzz:	3.55
ICCA index:	1.02
Numbeo quality of life Index:	3.92
Numbeo Safety Index:	4.68
ACI Airport	
Connectivity Index:	1.94



17. MOSTAR, BOSNIA AND HERZEGOVINA

BRIDGING THE GAP • The city of sun, greenery and flowers with a Mediterranean climate is currently a sleeping congress destination that overwhelms visitors with its historical story. Mostar is a lot more than just the Old Bridge and stereotypes – it has all the necessary conditions to develop congress tourism, yet it has somehow been put in the background and overlooked as a tourist product. With more focused development, initiating a convention bureau and better connectivity with congress providers, Mostar could easily compete with Adriatic congress capitals like Sarajevo or in Dalmatia.

Overall performance	3.48
Natural and cultural factors:	4.71
General and transport infrastructure:	4.04
Tourist infrastructure:	4.43
Meeting infrastructure:	3.76
Subjective grade:	4.37
Marketing Buzz:	3.59
ICCA index:	1.02
Numbeo quality of life Index:	3.62
Numbeo Safety Index:	3.30
ACI Airport	
Connectivity Index:	1.94

Destination capacity	
Destination population	113,169
The number of 4* and 5* category hotel rooms	800
The number of 4* and 5* category hotels	15
Banquet hall maximum capacity	200
The largest hall in the city (in m2)	500
Maximum hall capacity in theatre style	350



18. HEVIZ, HUNGARY

TIMELESS CHARM • Héviz is the capital of Hungarian spas and thermal baths, as in addition to the hotel complexes and thermal water-filled swimming pools it also has a thermal lake. The thermal lake in Héviz is the largest biologically active natural thermal lake in the world. Spa tourism is booming and its Hungarian engine is in Héviz. The city is suitable for organising events. If you like more traditional hotels and peaceful destinations, you will love this place. If you are looking for a combination with wellness, this is one of the best options in Hungary.

Overall performance	3.38
Natural and cultural factors:	4.44
General and transport infrastructure:	4.25
Tourist infrastructure:	4.17
Meeting infrastructure:	3.94
Subjective grade:	4.25
Marketing Buzz:	3.66
ICCA index:	1.02
Numbeo quality of life Index:	2.68
Numbeo Safety Index:	3.41
ACI Airport	
Connectivity Index:	1.94

Destination capacity	
Destination population	4,375
The number of 4* and 5* category hotel rooms	1,200
The number of 4* and 5* category hotels	15
Banquet hall maximum capacity	120
The largest hall in the city (in m2)	200
Maximum hall capacity in theatre style	150

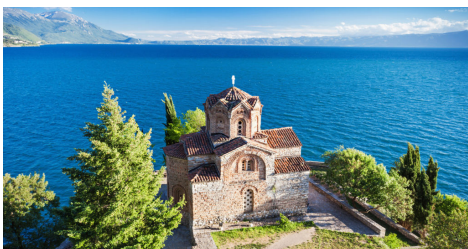


19. SARVAR, HUNGARY

PANNONIAN MELANCHOLY • Sárvár is very nicely and attractively arranged. The great advantage is its proximity to Austria and to Vienna and Bratislava airports. To Vienna airport it is approximately 130 km, only a shot more to the airport in Bratislava and to Graz airport it is just 150 km. Sárvár is a city that at the moment only a few would place somewhere on the convention destinations map. Development has been primarily focused on health tourism. Once you get to know it, it is an elegant and fresh destination that is surprising because it is not ostentatious.

Overall performance	3.36
Natural and cultural factors:	4.40
General and transport infrastructure:	4.17
Tourist infrastructure:	4.12
Meeting infrastructure:	3.89
Subjective grade:	4.19
Marketing Buzz:	3.59
ICCA index:	1.02
Numbeo quality of life Index:	2.68
Numbeo Safety Index:	3.41
ACI Airport	
Connectivity Index:	2.15

Destination capacity	
Destination population	15,651
The number of 4* and 5* category hotel rooms	800
The number of 4* and 5* category hotels	5
Banquet hall maximum capacity	300
The largest hall in the city (in m2)	600
Maximum hall capacity in theatre style	500



20. OHRID, MACEDONIA

BALKAN CONGRESS PEARL • One of the main Macedonian tourist centers is becoming increasingly more important as a meeting center. At first glance, it differs from competing regional destinations due to its reasonable prices. The difference is also in the structure of the offer which is primarily adapted to leisure tourism. Ohrid is, in summer, a mass tourist destination with all the challenges that that brings. Out of season it can be a very interesting meeting destination, if rapid development will be followed by the upgraded offer that congress guests expect. The first step is related to performance of providers and the establishment of a Convention Bureau.

Overall performance	3.34
Natural and cultural factors:	4.68
General and transport infrastructure:	4.16
Tourist infrastructure:	4.41
Meeting infrastructure:	3.73
Subjective grade:	4.20
Marketing Buzz:	3.54
ICCA index:	1.02
Numbeo quality of life Index:	2.34
Numbeo Safety Index:	3.36
ACI Airport	
Connectivity Index:	1.94

Destination capacity	
Destination population	42,033
The number of 4* and 5* category hotel rooms	1,000
The number of 4* and 5* category hotels	15
Banquet hall maximum capacity	120
The largest hall in the city (in m2)	500
Maximum hall capacity in theatre style	400

TOP 15 DESTINATIONS IN NEW EUROPE

N	SIZE OF CITY	The number of 4* and 5* category hotel rooms	The number of 4* and 5* hotels	Banquet hall maximum capacity	Maximum hall capacity in theatre style	TOTAL MARK
PRAGUE	1,280,508	22,491	258	1,700	2,764	4,55
ATHENS	664,046	4,152	41	1,300	1,960	4,41
WARSAW	1,753,977	12,000	45	2,500	5,200	4,39
ISTANBUL	14,804,116	106,000	217	3,000	3,500	4,34
LJUBLJANA	279,756	1,610	18	1,200	2,200	4,33
ZAGREB	799,556	2,666	20	1,600	1,851	4,31
BUDAPEST	1,759,407	19,524	208	870	2,000	4,30
TALLINN	444,885	4,765	45	1,200	1,892	4,28
DUBROVNIK	42,615	4,165	29	700	1,200	4,27
KRAKOW	762,448	3,037	42	2,200	2,100	4,23
BRATISLAVA	432,801	5,094	73	600	2,500	4,20
BELGRADE	1,233,796	4,158	54	1,500	3,672	4,14
THESSALONIKI	325,182	3,395	32	1,000	2,100	4,10
MOSCOW	12,380,664	7,456	197	3,000	6,000	4,09
BUCHAREST	2,106,144	3,640	91	800	2,100	4,03





MEETINGS STAR AWARD
BEST MEETING
DESTINATIONS 2016

1. PRAGUE

SLAVIC PARIS



4.55
 FINAL SCORE

The spirit of Central Europe is in the best way caught in this beautiful city, which is an excellent convention destination because of its cosmopolitanism, multiculturalism, liveliness and a tireless nightlife. What is the secret of the Prague congress tourism? What are they doing differently? It is a combination of circumstances and wise development policies. Elegantly and sustainably they are working to be among the top ten European congress cities.

DESTINATION MARK:
EXCELLENT MEETING DESTINATION

- Marks:**
 5 excellent meeting destination
 4 quality meeting destination
 3 recommendable meeting destination
 2 average meeting destination
 1 passable

INDIVIDUAL GRADES:

Natural and cultural factors:	4.86
General and transport infrastructure:	4.66
Tourist infrastructure:	4.89
Meetings infrastructure:	4.83
Subjective grade:	4.83
Marketing buzz:	4.90
ICCA index:	4.88
Numbeo quality of life Index:	3.20
Numbeo Safety Index:	3.91
ACI Airport Connectivity Index	4.54

DESTINATION MARK: 4,55

COMPARISONS WITH THE REGION

Prague has for a long time not been an Eastern European gem, but a true European tourist metropolis with a diverse and comprehensive offer, luxury hotels and sometimes too high prices. The story is reminiscent of Škoda, of which the Czechs are very proud and is one of the oldest automotive brands in Europe. Reputable, solid and reliable pre-war limousines were after the war changed by cars that were behind the times. Today, Škoda shines again and again puts the Czech manufacturer where it once was. The same can be said for the meetings industry, where Prague began to seriously falter against the locations top of the European league. If we look at the position of Prague regionally, Prague will not take primacy in the region over Vienna, but it certainly has all the conditions to remain for a long time the first congress destination among East European capitals.



WHAT'S HOT 2017

1. The 56th Congress of the International Congress and Convention Association (ICCA) - The Czech capital will welcome meetings professionals including top planners from all over the world between 12 and 15 November 2017.
2. Prague Spring – The Prague Spring International Music Festival belongs to key cultural events held in Prague. This year's, already 72nd edition will host around 45 concerts accompanied with a broad and wide range of events from 12 May to 2 June 2017.
3. SIGNAL (Prague Light Festival) – Every year for the four nights, SIGNAL Festival changes the look of Prague streets, public spaces and historical buildings into the objects d'art. The fifth edition of the festival will light up the Czech capital from 12 to 15 October 2017.
4. Designblok (Prague Design and Fashion Week) – The largest design and fashion show in Central Europe, presenting contemporary furniture and interior accessories, industrial design, lights, fashion, and jewellery. Next edition of the show will start on 26 October 2017.
5. Volkswagen Prague Marathon – One of the most beautiful marathons in the world is held annually in the historical heart of Prague. Runners will enjoy the view of Astronomical Clock on the Old Town Square, Charles Bridge and historical streets of Prague from 6 to 7 May 2017.

BEST INCENTIVE IDEA

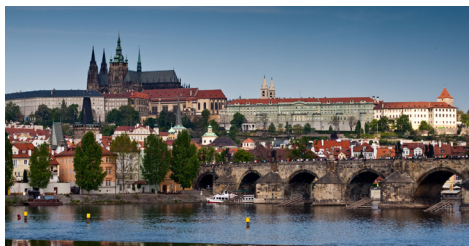
Glass Decoration - visit a famous glass gallery in Prague, where you can admire beautiful works of art and create your own piece of art using your artistic flair whilst painting a piece of glass.

DID YOU KNOW

Why Prague is called "Golden Prague"? This name was given to the city during the reign of the Czech King and Holy Roman Emperor, Charles IV, when the towers of Prague Castle were covered in gold. Another theory is that Prague was called 'Golden' during the reign of Rudolf II, who employed alchemists to turn ordinary metals into gold.

PRAGUE AIRPORT CONNECTIVITY (ACI Europe)

Direct	1.291	Indirect	3.359
Total	4.651	Hub	1.458

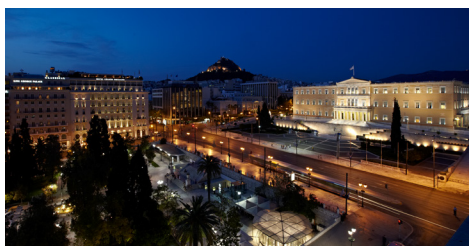


Destination capacity	
Destination population	1,280,508
The number of 4* and 5* category hotel rooms	31,092
The number of 4* and 5* category hotels	472
Banquet hall maximum capacity	1,200
The largest hall in the city (in m2)	10,237
Maximum hall capacity in theatre style	2,764

1. PRAGUE, CZECH REPUBLIC

SLAVIC PARIS • Prague has for a long time not been an Eastern European gem, but a true European tourist metropolis with a diverse and comprehensive offer, luxury hotels and sometimes too high prices. The story is reminiscent of Škoda, of which the Czechs are very proud and is one of the oldest automotive in Europe. Reputable, solid and reliable pre-war limousines were after the war changed by cars that were behind the times. Today, Škoda's shine again and again puts the Czech manufacturer where it once was. The same can be said for the meetings industry, where Prague began to seriously falter the locations top of the European league. If we look at the position of Prague regionally, Prague certainly has all the conditions to remain one of the most popular congress destinations for a long time.

Overall performance	4.55
Natural and cultural factors:	4.86
General and transport infrastructure:	4.66
Tourist infrastructure:	4.89
Meeting infrastructure:	4.83
Subjective grade:	4.83
Marketing Buzz:	4.90
ICCA index:	4.88
Numbeo quality of life Index:	3.20
Numbeo Safety Index:	3.91
ACI Airport	
Connectivity Index:	4.54



Destination capacity	
Destination population	664,046
The number of 4* and 5* category hotel rooms	4,152
The number of 4* and 5* category hotels	41
Banquet hall maximum capacity	1,300
The largest hall in the city (in m2)	13,000
Maximum hall capacity in theatre style	1,960

2. ATHENS, GREECE

BRIDGING THE GAP • A historic city with excellent connectivity to the rest of the world and where you will find infrastructure befitting a major European capital, but with better weather and in a more interesting location. The Athens allure includes 300 days of sunshine a year, more than 30,000 hotel rooms in 439 hotels, 95,000 sq.m of conference space, 1,000+ restaurants and 200,000 flights per year. All major hotels in the city underwent a refurbishment for the 2004 Olympics. Athens is an attractive destination in its own, very special way. It is a unique combination of the old and the new, set in a spectacular Mediterranean landscape.

Overall performance	4.41
Natural and cultural factors:	4.89
General and transport infrastructure:	4.71
Tourist infrastructure:	4.98
Meeting infrastructure:	4.99
Subjective grade:	4.83
Marketing Buzz:	4.85
ICCA index:	4.70
Numbeo quality of life Index:	2.33
Numbeo Safety Index:	2.79
ACI Airport	
Connectivity Index:	4.99



Destination capacity	
Destination population	1,753,977
The number of 4* and 5* category hotel rooms	12,000
The number of 4* and 5* category hotels	45
Banquet hall maximum capacity	2,500
The largest hall in the city (in m2)	10,000
Maximum hall capacity in theatre style	5,200

3. WARSAW, POLAND

CLEAR VISION • Today Warsaw is one of the fastest growing capitals in the EU and a city that can pride itself on a mix of new and old architectural styles. Its growth in infrastructure was strongly boosted when Warsaw was the host of the UEFA European Championship in 2012 and many new hotels were opened. The biggest congress hotel, the Hilton Warsaw with a hall for 1,600 participants, is one of the biggest in Europe, but The Palace of Culture with its 40 congress halls is also an interesting option.

Overall performance	4.39
Natural and cultural factors:	4.54
General and transport infrastructure:	4.68
Tourist infrastructure:	4.81
Meeting infrastructure:	4.77
Subjective grade:	4.52
Marketing Buzz:	4.54
ICCA index:	4.64
Numbeo quality of life Index:	2.97
Numbeo Safety Index:	4.05
ACI Airport	
Connectivity Index:	4.41



Destination capacity	
Destination population	14,804,116
The number of 4* and 5* category hotel rooms	106,000
The number of 4* and 5* category hotels	217
Banquet hall maximum capacity	3,000
The largest hall in the city (in m2)	8,400
Maximum hall capacity in theatre style	3,500

4. ISTANBUL, TURKEY

SIZE DOES MATTER • The Turkish congress tiger is relentlessly growling and overcoming everything set in front of it. Professionalism and entrepreneurship when they are competing for international events is not lacking and they could be setting an example to other convention bureaus. Congress Bazaar of Istanbul offers everything that a meetings organizer needs, in addition to 7 convention centers, 3 fair grounds and almost 100,000 hotel rooms, and the excellently organized Convention Bureau of Istanbul. The quality of life in Istanbul is improving as well as the general infrastructure; Turkish airlines has become the fourth largest airline in the world.

Overall performance	4.34
Natural and cultural factors:	4.72
General and transport infrastructure:	4.56
Tourist infrastructure:	4.97
Meeting infrastructure:	4.97
Subjective grade:	4.56
Marketing Buzz:	4.85
ICCA index:	4.52
Numbeo quality of life Index:	2.48
Numbeo Safety Index:	2.75
ACI Airport	
Connectivity Index:	5.00



5. LJUBLJANA, SLOVENIA

EUROPEAN GREEN CAPITAL • According to its conference and accommodation infrastructure, Ljubljana belongs to the group of capitals suitable for medium-sized and smaller meetings (up to 2.500 participants). It is positioned side by side with the new EU member states and geographically in the region of the Western Balkans. With two top-level convention centers and a very well developed hotel meetings offer, Ljubljana is the region's leading congress destination. At the end of last year in order to give Ljubljana a new sales and promotional momentum, a partnership called Ljubljana Strategic Bidding Team (LSBT) was established; it is composed of interested partners from both the private and public area. The city is extremely safe and one of the region's most sustainably-oriented.

Overall performance	4.33
Natural and cultural factors:	4.89
General and transport infrastructure:	4.68
Tourist infrastructure:	4.62
Meeting infrastructure:	4.85
Subjective grade:	4.68
Marketing Buzz:	4.52
ICCA index:	4.42
Numbeo quality of life Index:	3.32
Numbeo Safety Index:	4.13
ACI Airport	
Connectivity Index:	3.16

Destination capacity	
Destination population	279,756
The number of 4* and 5* category hotel rooms	1,610
The number of 4* and 5* category hotels	18
Banquet hall maximum capacity	1,200
The largest hall in the city (in m2)	2,456
Maximum hall capacity in theatre style	2,200

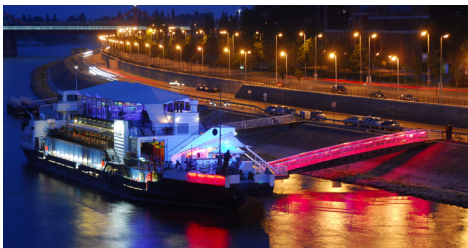


6. ZAGREB, CROATIA

WHITE ZAGREB TOWN • It can be said that Zagreb has a great congress future. As well as Belgrade, Zagreb is also progressing steadily on the chart of development meetings destinations; the final breakthrough of the intire region is intertwined and dependent on the marketing of mayor regional congress cities in the international market. In the last ten years Croatia has radically improved road infrastructure and thus its accessibility. Significantly improved is also air accessibility via Zagreb Airport, which accepts over 40 % of all air traffic in Croatia. The hotel infrastructure with new acquisitions fully satisfies modern congress guests and is perhaps at this moment the best among regional capitals. Zagreb is a pocket-friendly destination that offers a lot for reasonable money.

Overall performance	4.31
Natural and cultural factors:	4.76
General and transport infrastructure:	4.81
Tourist infrastructure:	4.78
Meeting infrastructure:	4.74
Subjective grade:	4.75
Marketing Buzz:	4.38
ICCA index:	4.00
Numbeo quality of life Index:	3.25
Numbeo Safety Index:	3.96
ACI Airport	
Connectivity Index:	3.64

Destination capacity	
Destination population	799,556
The number of 4* and 5* category hotel rooms	2,666
The number of 4* and 5* category hotels	20
Banquet hall maximum capacity	1,600
The largest hall in the city (in m2)	2,360
Maximum hall capacity in theatre style	1,851



7. BUDAPEST, HUNGARY

CONGRESS QUEEN OF THE DANUBE • Budapest enjoys a very favorable position in Europe, at the crossroads between the East and the West. It is one of just a few cities in the world that literally lies on thermal springs and to which the Danube River gives a special experiential value. The city has no shortage of picturesque special venues nor the most luxurious hotels and crazy and diverse incentive locations. If Prague is love at first sight, then Budapest is love on the long run. All this has been for many years an excellent and well-established MICE destination with well-oiled congress machinery.

Overall performance	4.30
Natural and cultural factors:	4.86
General and transport infrastructure:	4.65
Tourist infrastructure:	4.90
Meeting infrastructure:	4.71
Subjective grade:	4.69
Marketing Buzz:	3.87
ICCA index:	4.83
Numbeo quality of life Index:	2.56
Numbeo Safety Index:	3.36
ACI Airport	
Connectivity Index:	4.21

Destination capacity	
Destination population	1,759,407
The number of 4* and 5* category hotel rooms	19,524
The number of 4* and 5* category hotels	208
Banquet hall maximum capacity	870
The largest hall in the city (in m2)	19,250
Maximum hall capacity in theatre style	2,000



8. TALLINN, ESTONIA

CREATIVE THINKING • Not many countries of the former Eastern Bloc have made such a huge step in terms of development as the three small Baltic states. Estonians also excel in the field of congress tourism, successfully implementing the creativity that helped them through Soviet times, Scandinavian minimalism and rich folklore into their congress story. For the last couple of years, they have been trying to give the city some of its old glory back by building new infrastructure, like the 21. Century skyscraper. Our own favourite congress venue is the Kultuutikatel, an old electric power plant that has been transformed into a congress centre. This truly special venue is the host of practically every key event of the Estonian EU presidency. Tallinn isn't short of special venues, as more and more meeting planners are turning towards a combination of its contemporary architecture and local creativity.

Overall performance	4.28
Natural and cultural factors:	4.58
General and transport infrastructure:	4.65
Tourist infrastructure:	4.68
Meeting infrastructure:	4.75
Subjective grade:	4.84
Marketing Buzz:	4.80
ICCA index:	3.62
Numbeo quality of life Index:	3.28
Numbeo Safety Index:	4.30
ACI Airport	
Connectivity Index:	3.34

Destination capacity	
Destination population	444,885
The number of 4* and 5* category hotel rooms	4,765
The number of 4* and 5* category hotels	45
Banquet hall maximum capacity	1,200
The largest hall in the city (in m2)	3,000
Maximum hall capacity in theatre style	1,892



Destination capacity	
Destination population	42,615
The number of 4* and 5* category hotel rooms	4,165
The number of 4* and 5* category hotels	29
Banquet hall maximum capacity	700
The largest hall in the city (in m2)	900
Maximum hall capacity in theatre style	1,200

9. DUBROVNIK, CROATIA

PEARL OF THE ADRIATIC • Dubrovnik is the flagship of regional tourism and is commonly the first association of meetings organizers we meet daily. It is the closest in the region to renowned Mediterranean convention destinations Cannes and Monte Carlo, and it will be even closer after the completion of the convention center. So far the center is successfully replaced by modern and well-equipped centers at hotels such as Dubrovnik Palace, Excelsior, Bellevue, Grand Villa Argentina, Importantne Resort, Dubrovnik President, Valamar Lacroma and Radisson Blue. Well-developed is the entire conference infrastructure including destination management and creative agency scene. The city is safe and one of the tourist icons of the Adriatic and justifiably the most painted tourist skyline with unprecedented experiential diversity for conference guests.

Overall performance	4.27
Natural and cultural factors:	4.94
General and transport infrastructure:	4.56
Tourist infrastructure:	4.90
Meeting infrastructure:	4.80
Subjective grade:	4.77
Marketing Buzz:	4.39
ICCA index:	3.35
Numbeo quality of life Index:	3.44
Numbeo Safety Index:	4.79
ACI Airport	
Connectivity Index:	2.81



Destination capacity	
Destination population	762,448
The number of 4* and 5* category hotel rooms	3,037
The number of 4* and 5* category hotels	42
Banquet hall maximum capacity	2,200
The largest hall in the city (in m2)	4,500
Maximum hall capacity in theatre style	2,100

10. KRAKOW, POLAND

PROUD CITY • Of all Polish cities Krakow is the one with the greatest soul and is the most fraught with history. In Poland, Krakow will be the destination of the new generation, which will soon be recognized as a high quality, compact and most versatile meetings destination in Poland due to the cultural heritage, hospitality of the locals, new meetings capacities and because of its huge scientific potentials. Krakow has a variety of hotels services and an exceptional number of tourist attractions. Being the main tourist city it has excellent conditions in place for the development of congress tourism. With the construction of the new convention center ICE it has also received a real affirmation. Krakow's recipe is successful and a case of good practice for other more traditional central European destinations.

Overall performance	4.23
Natural and cultural factors:	4.73
General and transport infrastructure:	4.63
Tourist infrastructure:	4.81
Meeting infrastructure:	4.65
Subjective grade:	4.68
Marketing Buzz:	4.60
ICCA index:	4.20
Numbeo quality of life Index:	2.69
Numbeo Safety Index:	3.91
ACI Airport	
Connectivity Index:	3.37



Destination capacity	
Destination population	432,801
The number of 4* and 5* category hotel rooms	5,094
The number of 4* and 5* category hotels	73
Banquet hall maximum capacity	600
The largest hall in the city (in m2)	2,500
Maximum hall capacity in theatre style	2,500

11. BRATISLAVA, SLOVAKIA

MEETOSLAVIAS • The city of four rivers defines the Danube river with its tributaries and with the mighty Renaissance castle above the intimate and compact old town. Bratislava is undiscovered European congress capital which slowly and steadily penetrates into the congress market. It represents a novelty for international congress market which impresses due to the kind and sympathetic city center but also because of not excessive commercialization. The city is close to the congress organizers mainly due to a more personal congress experience – the city is very friendly and there are no problems with the safety. The city center is full of pubs, restaurants and shops and the hotel offer includes the best known hotel chains.

Overall performance	4.20
Natural and cultural factors:	4.38
General and transport infrastructure:	4.84
Tourist infrastructure:	4.79
Meeting infrastructure:	4.67
Subjective grade:	4.71
Marketing Buzz:	4.73
ICCA index:	3.52
Numbeo quality of life Index:	3.08
Numbeo Safety Index:	3.80
ACI Airport	
Connectivity Index:	3.51



Destination capacity	
Destination population	1,233,796
The number of 4* and 5* category hotel rooms	4,158
The number of 4* and 5* category hotels	54
Banquet hall maximum capacity	1,500
The largest hall in the city (in m2)	15,030
Maximum hall capacity in theatre style	3,672

12. BELGRADE, SERBIA

A CITY THAT NEVER SLEEPS • Belgrade bases its congress story on the rich culture at the crossroads of East and West, the central position in the South-East Europe and a lively social life. It is a city with remarkable cuisine, world-class nightlife, world events and positive vibrations, which makes it a very dynamic and attractive tourist destination. Belgrade is a city on the rise and a rough congress diamond, which has enormous development potential. With the establishment of the Serbian Convention Bureau in 2007, co-operation and promotion has thoroughly improved and now Belgrade has in terms of management a unique opportunity to take advantage of its benefits, provided so the complete infrastructure can be thoroughly renewed.

Overall performance	4.14
Natural and cultural factors:	4.37
General and transport infrastructure:	4.47
Tourist infrastructure:	4.79
Meeting infrastructure:	4.63
Subjective grade:	4.77
Marketing Buzz:	4.43
ICCA index:	4.37
Numbeo quality of life Index:	2.48
Numbeo Safety Index:	3.47
ACI Airport	
Connectivity Index:	3.61

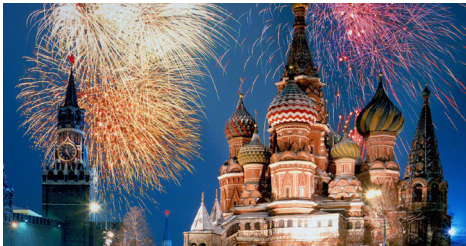


13. THESSALONIKI, GREECE

FRESH TALENT • Thessaloniki is the second largest Greek city, located in the North of the country on the Thermaic Gulf. Many consider it as the capital of Greek cuisine, which is a guarantee for an enjoyable time at your event. Most of Thessaloniki's big events take place at the Thessaloniki International Exhibition & Congress Centre, at the heart of the congress offer. The city's hotel offer is also diverse and perfect for smaller corporate events. The entire congress offer is connected by the proactive Convention Bureau, which despite a limited budget has been maintaining a stable position on the ICCA scale, with 18 international congresses annually. Last year they hit a record number of 28 congresses, a perfect example of how Thessaloniki is gaining new momentum.

Overall performance	4.10
Natural and cultural factors:	4.53
General and transport infrastructure:	4.65
Tourist infrastructure:	4.67
Meeting infrastructure:	4.53
Subjective grade:	4.68
Marketing Buzz:	4.47
ICCA index:	3.79
Numbeo quality of life Index:	2.95
Numbeo Safety Index:	3.58
ACI Airport	
Connectivity Index:	3.16

Destination capacity	
Destination population	325,182
The number of 4* and 5* category hotel rooms	3,395
The number of 4* and 5* category hotels	32
Banquet hall maximum capacity	1,000
The largest hall in the city (in m2)	1,800
Maximum hall capacity in theatre style	2,100



14. MOSCOW, RUSSIA

POSITIVE SPIN • The Russian capital is one of the biggest cities in the world, but what makes it really special is not its size. First mentioned in 1147, Moscow has a way of interlacing its historical roots with a very modern way of life. The city's congress industry, offering everything from the most modern congress centres to the more traditional providers, reflects that intertwinement. The list of venues goes on forever and encompasses everything from luxurious hotels of international chains to excellent congress centres. The size of the city isn't the only thing that's hefty, as Moscow has also become known as the most expensive city in the world. This somewhat dampens its competitiveness, but Moscow is nevertheless a great host for any kind of event.

Overall performance	4.09
Natural and cultural factors:	4.42
General and transport infrastructure:	4.56
Tourist infrastructure:	4.73
Meeting infrastructure:	4.72
Subjective grade:	4.42
Marketing Buzz:	4.31
ICCA index:	4.39
Numbeo quality of life Index:	1.79
Numbeo Safety Index:	2.99
ACI Airport	
Connectivity Index:	4.62

Destination capacity	
Destination population	12,380,664
The number of 4* and 5* category hotel rooms	7,456
The number of 4* and 5* category hotels	197
Banquet hall maximum capacity	3,000
The largest hall in the city (in m2)	17,852
Maximum hall capacity in theatre style	6,000



15. BUCHAREST, ROMANIA

PARIS OF THE EAST • Bucharest is a city of contrasts. Great palaces and the latest congress hotels but on the other hand poorly recognized brand and unrelated congress offer. These are the main disadvantages compared to the much more active cities such as Belgrade and Sofia in the vicinity. But at this moment it is certainly the most affordable major European Congress Capital. With a little effort you will find everything you need for any events. Even the friendliness of the staff in the hotel and congress sector deviates from the average. It appears that the city is missing a little bit more energy so it can be placed alongside big cities, where it actually falls depending on its situation and the conditions for the congress industry development.

Overall performance	4.03
Natural and cultural factors:	4.31
General and transport infrastructure:	4.55
Tourist infrastructure:	4.59
Meeting infrastructure:	4.34
Subjective grade:	4.48
Marketing Buzz:	3.42
ICCA index:	4.00
Numbeo quality of life Index:	2.46
Numbeo Safety Index:	3.96
ACI Airport	
Connectivity Index:	4.14

Destination capacity	
Destination population	2,106,144
The number of 4* and 5* category hotel rooms	3,640
The number of 4* and 5* category hotels	91
Banquet hall maximum capacity	800
The largest hall in the city (in m2)	5,110
Maximum hall capacity in theatre style	2,100

