



KONGRESNA ZVEZDA
MEETINGS STAR

Milano,
Italy

4,52

Final Grade for 2021

MTLG INDEX / 2021 EDITION

MILANO, ITALY

CITY, COUNTRY

MTLG Category

XL MEETING DESTINATION

Destination that can host more than 2,000 congress attendees

DESTINATION CAPACITY

The number of 4* and 5* category hotel rooms	18.370	Banquet hall maximum capacity	2.500
The number of 4* and 5* category hotels	167	The largest hall in the city (in m2)	18.000 m2
Number of studios for digital and hybrid events	35	Average internet speed when organising event	19 Mbps
Destination population	3.249.722	Maximum hall capacity in theatre style	4.000

ADDITIONAL DESTINATION INDICATORS 2021

ICCA Index - worldwide ranking - number of meetings	32 / 4.63	Numbeo Quality of Life Index	119,60 / 2.43
ACI Airport Connectivity Index:	11.008 / 5.00	Numbeo Safety Index	65,80 / 3.62
Nomad List Overall Score www.nomadlist.com			2.85 (optional 2022)

ADDITIONAL MARKETING INDICATORS 2021 (not part of the final ranking)

Digital communication index by Kongres magazine assesment	35 / 1.79	Alexa ranking of website	25 / 1.25
---	-----------	--------------------------	-----------

- **Digital communication index** is ranking of how well the websites of convention bureaus are optimized and how user-friendly they are based on extensive survey from May 2020.
- **ALEXA (Alexa)** is a website for researching keywords, competitors, and comparing website rankings.

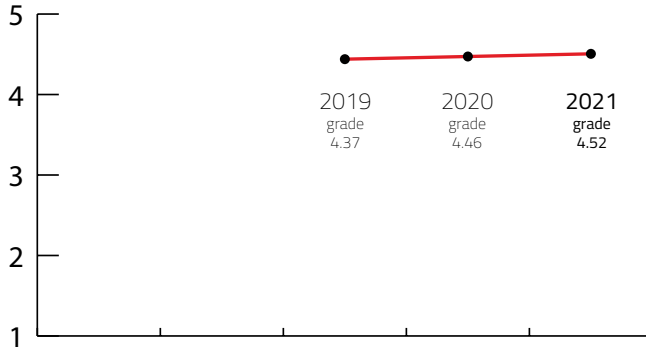


OVERALL PERFORMANCE 2021

Natural and cultural factors	4.88
General and transport infr.	4.86
Tourist infrastructure	4.98
Meeting infrastructure	4.98
Subjective grade	4.90
Marketing Buzz	4.93
ICCA Index - worldwide ranking	4.63
Numbeo Quality of life Index	2.43
Numbeo Safety Index	3.62
ACI Airport Connectivity Index	5.00
Nomad List Overall Score	2.85
FINAL GRADE	4.52

FIVE YEARS RESULTS

Year	2017	2018	2019	2020	2021
FINAL GRADE	/	/	4.37	4.46	4.52



Milano, Italy

4,45

Destination Final Grade from 2017 to 2021

Sources: Kongres Magazine MTLG, ICCA, Numbeo, ACI Europe

NUMBEO Quality of Life Index (higher is better) is an estimation of overall quality of life by using empirical formula which takes into account purchasing power index (higher is better), pollution index (lower is better), house price to income ratio (lower is better), cost of living index (lower is better), safety index (higher is better), health care index (higher is better), traffic commute time index (lower is better) and climate index (higher is better). www.numbeo.com

NUMBEO Safety Index (higher is better) is an estimation of overall level of safety in a given city or a country. www.numbeo.com

ACI Europe Airport Connectivity (higher is better) is based on the SEO NetScan connectivity model, which measures airport connectivity in a more comprehensive way. It measures the number and quality of direct/non-stop connections as well as indirect connections via other airports. The NetScan model brings the most relevant connection components of every single market (frequency, travel time, connecting time) together into a single indicator: the Airport Connectivity Index. www.aci-europe.org

- Individual grades explanation:**
- 5 excellent meetings destination
 - 4 quality meetings destination
 - 3 recommendable meetings destination
 - 2 average meetings destination
 - 1 so-so

FOR MORE ABOUT MEETING EXPERIENCE INDEX VISIT:

<https://kongres-magazine.eu/mtlg-meetologues-of-new-europe/>

KONGRES
NEW EUROPE MEETINGS INDUSTRY MAGAZINE



TOLERANCA

TOLERANCA MARKETING d.o.o.
Štíhova 4, 1000 Ljubljana, Slovenia
T: +386 (0)1 430 51 03
E: gorazd.cad@toleranca.eu
www.toleranca.eu