



KONGRESNA ZVEZDA  
MEETINGS STAR

Thessaloniki,  
Greece

4,40

Final Grade for 2021

MTLG INDEX / 2021 EDITION

# THESSALONIKI, GREECE

CITY, COUNTRY

MTLG Category

**L MEETING DESTINATION**

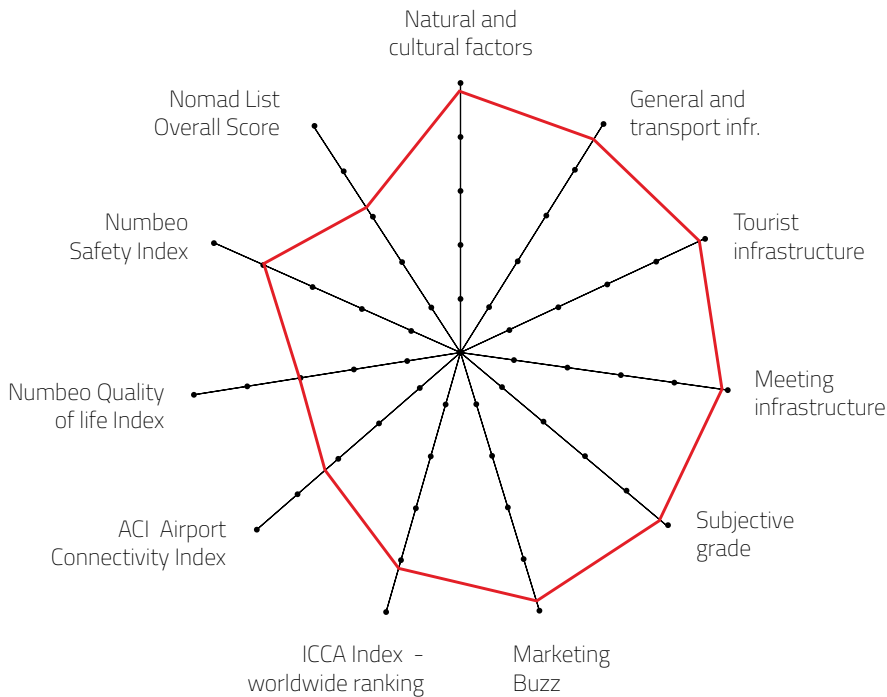
Destination that can host up to 2,000 congress attendees

## DESTINATION CAPACITY

The number of 4* and 5* category hotel rooms	3,966	Banquet hall maximum capacity	4,000
The number of 4* and 5* category hotels	42	The largest hall in the city (in m2)	6,000 m2
Number of studios for digital and hybrid events	10	Average internet speed when organising event	24 Mbps
Destination population	1,104,690	Maximum hall capacity in theatre style	5,000

Index: Banquet hall maximum capacity / Maximum hall capacity in theatre style	125,00 lower is better
Index: Hotel Rooms / Maximum hall capacity in theatre style	100,68 lower is better

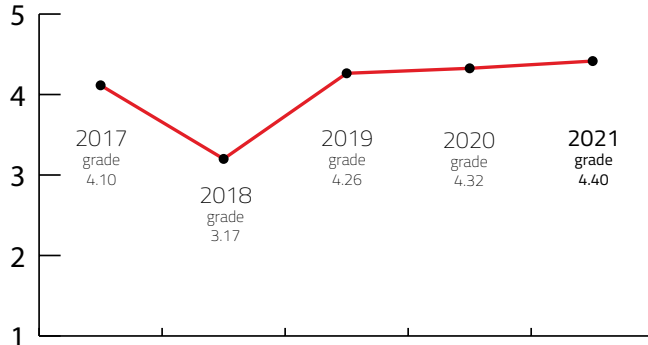
## OVERALL PERFORMANCE 2021



Natural and cultural factors	4.96
General and transport infr.	4.72
Tourist infrastructure	4.98
Meeting infrastructure	4.98
Subjective grade	4.89
Marketing Buzz	4.86
ICCA Index - worldwide ranking	4.15
Numbeo Quality of life Index	3.02
Numbeo Safety Index	4.06
ACI Airport Connectivity Index	3.33
Nomad List Overall Score	3.22
<b>FINAL GRADE</b>	<b>4.40</b>

## FIVE YEARS RESULTS

Year	2017	2018	2019	2020	2021
<b>FINAL GRADE</b>	<b>4.10</b>	<b>3.17</b>	<b>4.26</b>	<b>4.32</b>	<b>4.40</b>



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](http://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](http://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](http://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

## Thessaloniki, Greece

4,16

Destination Final Grade from 2017 to 2021

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.  
Štihova 4, 1000 Ljubljana, Slovenia  
T: +386 (0)1 430 51 03  
E: [gorazd.cad@toleranca.eu](mailto:gorazd.cad@toleranca.eu)  
[www.toleranca.eu](http://www.toleranca.eu)