MTLG KONGRES MEETOLOGUES

Varna, Bulgaria

3,77

Final Grade for 2021

KONGRESNA ZVEZDA
MEETINGS STAR

MTLG INDEX / 2021 EDITION

VARNA, BULGARIA

CITY, COUNTRY

MTLG Category

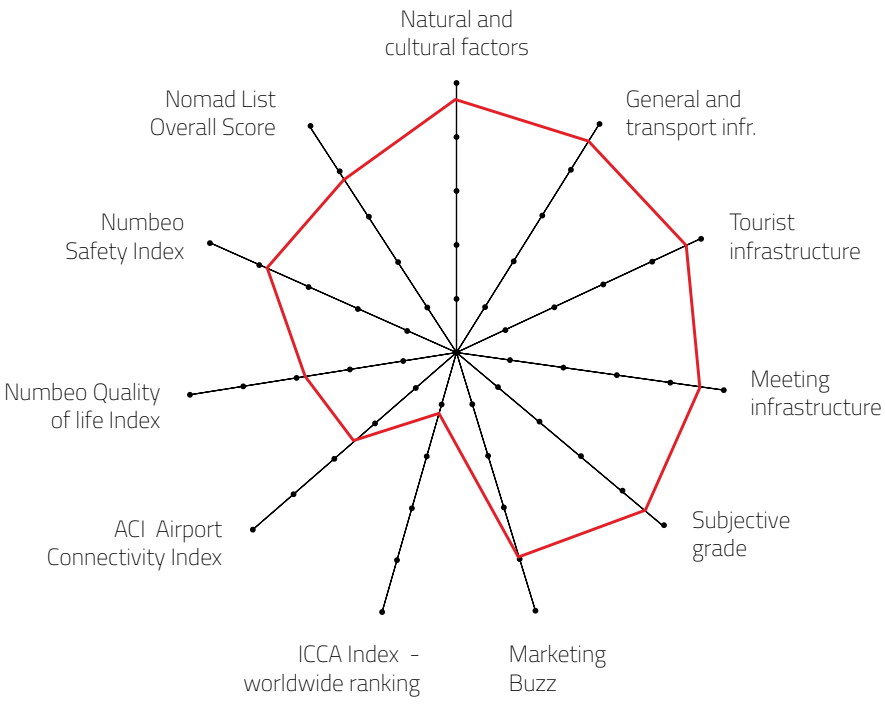
L MEETING DESTINATION

Destination that can host up to 2,000 congress attendees

DESTINATION CAPACITY

The number of 4* and 5* category hotel rooms	5,600	Banquet hall maximum capacity	900
The number of 4* and 5* category hotels	63	The largest hall in the city (in m2)	2,250 m2
Number of studios for digital and hybrid events	NA	Average internet speed when organising event	24 Mbps
Destination population	312,770	Maximum hall capacity in theatre style	1,104

Index: Banquet hall maximum capacity / Maximum hall capacity in theatre style	112,67 lower is better
Index: Hotel Rooms / Maximum hall capacity in theatre style	18,11 lower Is better

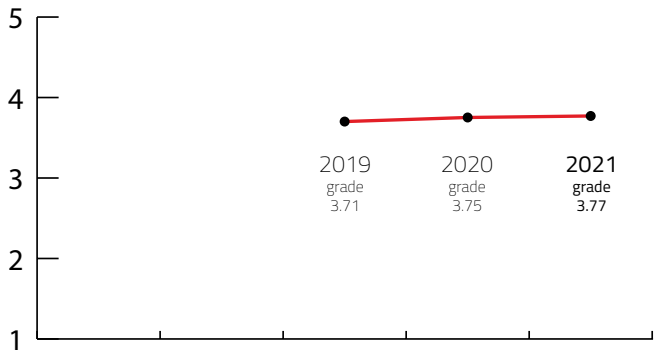


OVERALL PERFORMANCE 2021

Natural and cultural factors	4.74
General and transport infr.	4.56
Tourist infrastructure	4.74
Meeting infrastructure	4.46
Subjective grade	4.62
Marketing Buzz	3.99
ICCA Index - worldwide ranking	1.25
Numbeo Quality of life Index	2.87
Numbeo Safety Index	3.92
ACI Airport Connectivity Index	2.53
Nomad List Overall Score	3.87
FINAL GRADE	3.77

FIVE YEARS RESULTS

Year	2017	2018	2019	2020	2021
FINAL GRADE	/	/	3.71	3.75	3.77



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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 saftey 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 explantion:
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.
Štihova 4, 1000 Ljubljana, Slovenia
T: +386 (0)1 430 51 03
E: gorazd.cad@toleranca.eu
www.toleranca.eu