

**KONGRES**  
NEW EUROPE MEETINGS INDUSTRY MAGAZINE



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**KONGRESNA ZVEZDA**  
**MEETINGS STAR**

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**THE BEST MEETING HOTELS  
AND CONVENTION CENTRES  
2021/2022**

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**MEETINGS STAR CERTIFICATE**

MTLG - MEETOLOGUES OF NEW EUROPE  
Hidden surprises of New Europe

Powered by



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**KONGRESNA ZVEZDA  
MEETINGS STAR**

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## BEST DESTINATIONS 2021/2022

The best of the best between Venice and Baku and Moscow and Istanbul

**118**

**MEETOLOGUES**  
10 cities coming in  
2022

**25**

**DESTINATION VISITS**  
EACH YEAR

**4**

**DESTINATION**  
CATEGORIES  
(XL, L, M, S)

**75**

**EVALUATION CRITERIA**  
TO DETERMINE THE  
MEETING EXPERIENCE  
INDEX

**36**

**XL MEETING**  
DESTINATIONS

Destinations that can host  
more than 2,000 attendees

**26**

**L MEETING**  
DESTINATIONS

Destinations that can host up  
to 2,000 congress attendees

**26**

**M MEETING**  
DESTINATIONS

Destinations that can host up  
to 1,200 congress attendees

**30**

**S MEETING**  
DESTINATIONS

Destinations that can host up  
to 500 congress attendees

## MEETING EXPERIENCE INDEX EVALUATION MATRIX

The assessor evaluates destinations based on the Meeting Experience Index matrix that comprises **75** evaluation criteria.





## BEST HOTELS AND VENUES 2021/2022

Hidden Congress Guest since 2007

**654**

**ASSESSMENT CRITERIA**

**461**

**EVALUATED HOTELS  
AND VENUES SINCE  
2007**

**212**

**CERTIFICATES  
AWARDED**

**63,8%**

**HOTELS AWARDED  
WITH CERTIFICATE**

**81**

**GOLD  
CERTIFICATES**

Final grade from 4.81 to 5.00

**83**

**SILVER  
CERTIFICATES**

Final grade from 4.61 to 4.80

**48**

**BRONZE  
CERTIFICATES**

Final grade from 4.41 to 4.60

**16**

**COUNTRIES OF  
NEW EUROPE**

**78**

**CITY  
HOTELS**

Certified out of 121  
evaluated

**47**

**RESORT  
HOTELS**

Certified out of 75  
evaluated

**21**

**SPA  
HOTELS**

Certified out of 37  
evaluated

**37**

**BOUTIQUE  
HOTELS**

Certified out of 62  
evaluated

**29**

**CONVENTION  
CENTRES**

Certified out of 38  
evaluated

## HIDDEN CONGRESS GUEST

### EVALUATION MATRIX

The assessor evaluates the venue on the basis of the Hidden Congress Guest matrix that includes **654** evaluation criteria. The assessment takes place in two phases; the self-evaluation by the hotel and the hidden congress guest evaluation.



## MIRROR, MIRROR ON THE WALL, WHO IS THE BEST IN THE REGION OF THEM ALL?

A decade of the Meetings star project



**Do you even have the suitable capacities for organising our event in your city? Does your city have international hotel chains? I was perplexed upon receiving such questions from international event organisers a decade and a half ago. Do they really not know Grand Hotel Union is one of the most attractive congress hotels in the world, and that my city boasts two congress centres, who can, in my opinion, compete with the best? In the end, I came to a rational conclusion that we are unrecognised, or in the best-case scenario, known as a promising destination.**

That is when our system of evaluating congress destinations, venues and hotels perpetually began developing. Having had prior experience in evaluating the satisfaction of congress attendees, it was clear that the only suitable methodology would be the hidden congress guest. I was convinced this approach was the only way to assess destinations and capacities objectively and without excess baggage.

In the beginning, I imagined our system becoming a reference point, a quasi Michelin Guide of the meetings industry. Plenty of time had to pass before the principal idea became what I am immensely proud of today. The basis of the methodology is to consider event organisers and attendees and their needs throughout the evaluation. We award destinations, hotels, congress centres and boutique venues that prioritise attendee satisfaction above all else. Hence, our categories are a reflection of the needs of our clients. I recall the backlash upon introducing the category of boutique meeting hotels or spa hotels. In retrospect, it was a logical response to the concrete demand of our clients.

When preparing the debut Meetings Star, our goal was to offer international event organisers a reliable and trustworthy overview of the congress offer. Albeit they might have found the information with the help of Google, they would not have been given an objective grade. Similarly, browsing one of the numerous venue finders would have only provided them with technical information.

The cornerstone of our methodology was to offer information that can be analysed on-site based on a set of criteria and a visit by the hidden congress guest. The assessor's task is to evaluate the criteria holistically and present opportunities for improvement. Hidden congress guests are experts with rich experience in event organising and extensive knowledge in the hotel business. Furthermore, the assessors have verified references in ensuring the quality of their work in the meetings industry, thus enabling clients to get objective insight and the maximum reliability of the methodology. Our hidden guest assessors strive for objectivity, are fair, meticulous, reliable, well-organised and pay attention to detail. In all of our years evaluating hotels, we have not received any complaints regarding their work. We did, though, receive countless compliments stating our system is a brilliant reference point for international event organisers.

We follow a simple philosophy when selecting hotels, congress centres and destinations for evaluation. Our focus is on the region of New Europe, or the best between Venice and Baku and Moscow and Istanbul. Another criteria we adhere to is creating a benchmark, thus providing a

comparison of the best. That is why we also evaluate destinations and hotels outside the region. Our readers, who inform us of new openings, also send us their suggestions.

The bases of the final mark are two evaluation matrixes for destinations and venues. The destination matrix was dubbed the Meeting Experience Index. It is a reference system enabling us to compare congress destinations over time. Up to now, 118 destinations have been evaluated, including every important congress destination of the South East and New Europe region. The system is a systematic, structured and analytical process, encompassing numerous factors labelled as important by event organisers. We evaluate and compare 75 criteria for each destination.

Our evaluation matrix for venues was named Hidden Congress Guest. It comprises 654 tangible evaluation criteria, divided into various categories. Among others, the hidden guest assesses first contact with the guest, general impression upon arrival, employee behaviour and numerous others. The evaluation of each category includes the percentage of fulfilling criteria and the average grade, enabling the hotel to improve quality-wise. In the past year, 211 certificates were awarded. Up to now, we have already evaluated 472 hotels and 44 congress centres. Out of all evaluated hotels, the certificate has been awarded to 40,9% of them.

**All certified destinations and venues can be accessed in our venue and destination finder at Kongres Magazine's website:**

<https://kongres-magazine.eu/search-destinations/>  
<https://kongres-magazine.eu/search-venues/>

I remember the negative response when we implemented the three categories of certification (gold, silver, bronze). Some colleagues wished for an evaluation resembling Trip Advisor's model. Nonetheless, we never conformed to such requests. Our project strives to bolster the development of the entire meetings industry, fueled by quality. That is why it is vital to know who is truly the best.

Who do I consider the best hotel and destination? A question I can hardly avoid. After years of evaluating, I have come to the conclusion that the essence is in professionalism. Above all, it is imperative to understand the needs of event organisers and, consequently, the meetings industry. This approach is evident on several levels throughout the process of assessment. I do not doubt that our project fosters the advancement of the entire industry. Not least, the acquired data is extremely precious and give insight into the heart of a product. The analytical power of information allows us to conduct complex benchmark analyses.

Recipients of the Meetings Star are ambassadors of their countries and destinations. They present themselves and their achievements, and more importantly, their country. That is, ultimately, the most remarkable and noteworthy dimension of the Meetings Star project.

Being placed among the best is an impressive achievement. We will honour the winners of the 2021 evaluation on Tuesday, 22 February at 17.00. This year's award ceremony will take place online.

I wish the MEETINGS STAR to continue inspiring and encouraging the development of the meetings industry. In the same breath, I wish to sincerely thank those involved who place tremendous effort and energy into preparing and executing the project.

**Gorazd Čad**  
 Editor in Chief and Conventa Co-Founder





## OVERVIEW OF THE MEETINGS STAR SEASON 2021/2022

**For the twelfth year in a row, Kongres Magazine and Conventa will award the Meeting Star Award to the best destinations, hotels and congress centres in New Europe.**

Since its inception, the Meetings Star Award has become a recognised accolade by event organisers and the industry. It is considered one of the rare awards based on comprehensive criteria and standards. Numerous recipients have become distinguished congress service providers and

destinations renowned throughout the meetings industry worldwide. We are honoured upon hearing the thoughts of winners who emphasise that the award has significantly raised their international prominence.

**For 2021/2022, we have selected the best in the following three categories:**

- A. Best meeting destinations 2021/2022**
- B. Best meeting hotels and congress centres 2021/2022**
- C. Meeting influencers**

## A. BEST MEETING DESTINATIONS 2021/2022



Vienna has been placing first on our list since the very beginning of our evaluation. The recipe for their success lies in the close connection among attendees, organizers, and the city itself. There are cities in the world that can prove quite stressful for event participants, and then there is Vienna. It is a smart city that continuously grows while at the same time reducing its use of natural resources. During the corona crisis, Vienna has become home to numerous innovations in the meetings industry. Several start-ups have become trendsetters. Numerous events rapidly transformed into hybrid and digital formats. On top of a well-developed industry, Vienna is a smart city of the future and the best meeting destination in 2021/2022.

### Top ten best destinations:

<https://kongres-magazine.eu/2021/08/top-10-xl-mtlg-destinations-2021/>

Overall **36** evaluated destinations in this category.



Estonia has become increasingly known as a technologically-advanced country that is home to Skype, Hotmail and Kazaa. One of the best internet networks in Europe and a high level of digital literacy represent the backbone of the development behind Estonia's meetings industry. It is no surprise that Tallinn claimed the top spot in our evaluation during the corona crisis. The combination of the old, historical and the new, dynamic Tallinn, directed by digitalization, is the city's winning combination. Combined with a rich offer of congress capacities, diverse special venues, and the Estonian workaholic attitude, it makes sense why Tallinn won in the category of L-sized destinations. The city's diversity, inclusiveness and world-class organization can inspire more renowned destinations. Tallinn has become tough competition even for its larger competitors within the category.

### Top ten best destinations:

<https://kongres-magazine.eu/2021/08/top-10-l-mtlg-destinations-2021/>

Overall **26** evaluated destinations in this category.



Dubrovnik is the flagship of the regional meetings industry and an exceptional mixture of nature and history. Dubrovnik will continue to stay the leading and most iconic regional meeting destination. The city is not just a backdrop for movie productions, as recent groundbreaking changes include renovating and improving the quality of its hotels and advancing services concerning sustainable development. Dubrovnik is a city that has a special flair and tradition and remains the Monte Carlo of the Adriatic. It is capable of hosting even the most demanding events. Cooperation at the destination is particularly praiseworthy and is another reason why the leading Adriatic meeting destination is head and shoulders above the competition.

### Top ten best destinations:

<https://kongres-magazine.eu/2021/09/top-10-m-mtlg-destinations-2021/>

Overall **26** evaluated destinations in this category.





Bohinj built its sustainable story step by step. The destination embodies five-star, boutique, and green destinations that Slovenia has become known for. With its latest hotel additions, Bohinj has proved to be one of the hottest, most appealing, and authentic Slovenian meeting destinations. If you are a lover of pristine nature and sustainable stories, Bohinj is where you will find one of the most authentic Alpine meeting destinations. Bohinj is a place created for sustainable conference programmes and active incentive experiences. It is a place where you can drink water from the public water supply and its clean streams without any hesitation.

**Top ten best destinations:**

<https://kongres-magazine.eu/2021/09/top-10-s-mtlg-destinations-2021/>

Overall **30** evaluated destinations in this category.



Prague's congress story is reminiscent of Škoda's automotive story. A decade ago, the company's offer was a bit dusty and outdated. Today, however, it is becoming increasingly premium. Comfort, spaciousness, reliability, and technology is now associated with the manufacturer. The same can be said for Prague, which has recently become a founding member of the Hybrid City Alliance. After hosting an array of events, the city has proven it can adapt to the new reality. Its well-connected convention bureau has helped Prague strengthen its spot as the number one destination in New Europe. Prague is a city that ensures the best value for money, practicality, and modernity. These attributes helped Prague claim the top spot among all destinations in New Europe in 2021. Prague is already competing with the best destinations across Europe.

**Top ten best destinations:**

<https://kongres-magazine.eu/2021/09/top-10-best-in-new-europe-mtlg-destinations/>

**Gorazd Čad,**  
The founding father  
of the methodology



**“Our evaluation is primarily a tool for improving the competitiveness of individual destinations. It gives destinations an objective outlook on their offer to constantly improve their offer and help them achieve excellence.**

**As the evaluation is a systematic and continuous process, the progress of individual evaluated criteria can be seen over time. Destinations choose to use our methodology primarily because they wish to become or remain competitive worldwide.”**

Further information can be read in the BEST DESTINATIONS 2021/2022 brochure:  
[https://issuu.com/gcad/docs/mtlg\\_-\\_the\\_best\\_meeting\\_destinations\\_2020](https://issuu.com/gcad/docs/mtlg_-_the_best_meeting_destinations_2020)

## B. OVERVIEW OF THE BEST MEETING HOTELS IN THE REGION

The Meetings Star is a system of evaluating quality, resulting in a clear-cut answer pertaining to the service of an individual provider, as it is based on the evaluation by the Hidden Congress Guest

**In each category, individual hotels are divided into three sub-categories on the premise of achieved points in the hidden guest evaluation**

**GOLD** final grade from 4.81 to 5.00

**SILVER** final grade from 4.61 to 4.80

**BRONZE** final grade from 4.41 to 4.60

<b>EVALUATION 2021/2022</b>	<b>ALTOGETHER</b>	<b>CITY HOTELS</b>	<b>RESORT HOTELS</b>	<b>SPA HOTELS</b>	<b>BOUTIQUE HOTELS</b>	<b>CONVENTION CENTRES</b>
<b>Average mark of hotels</b>	4.61	4.52	4.50	4.45	4.77	4.80
<b>Countries</b>	16	16	10	7	8	14
<b>All evaluated hotels</b>	333	121	75	37	62	38
<b>Certified hotels</b>	212	78	47	21	37	29
<b>Percentage of certified hotels</b>	63,8 %	64 %	63 %	57 %	59 %	76 %
<b>Gold certificate</b>	81	24	18	5	17	17
<b>Silver certificate</b>	83	35	13	10	17	8
<b>Bronze certificate</b>	48	19	16	6	3	4

**THE BEST HOTELS AND CONGRESS CENTRES in 2021 according to the Hidden congress guest evaluation:**

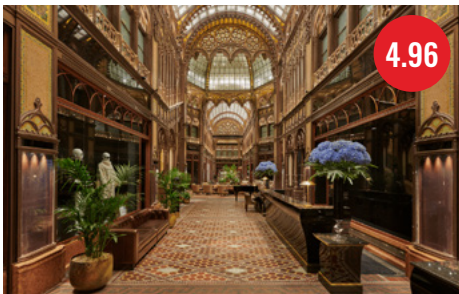
**Category A - CITY MEETING HOTELS**



**CITY MEETING HOTELS WINNER**  
**ANDAZ VIENNA AM BELVEDERE, Vienna, Austria**

**4.97**

Hotel Andaz heralds a new era of city meeting hotels where the well-being of participants and organizers is prioritized. The hotel's congress center is a textbook example of what congress centers will look like in the future. Countless positive comments by satisfied hotel guests prove that investing in fantastic, sustainable architecture pays off. Hotel Andaz has earned the top spot on our list of the best city meeting hotels because of its unmatched congress center, easy accessibility, professional and kind staff, and the inspiring offer that shows the way ahead. Thus, it is our honor to pronounce it as the MEETINGS STAR in the category of TOP CITY MEETING HOTELS.



**PARISI UDVAR HOTEL**  
**BUDAPEST, HUNGARY**

**4.96**



**RITZ CARLTON BUDAPEST**  
**BUDAPEST, HUNGARY**

**4.95**



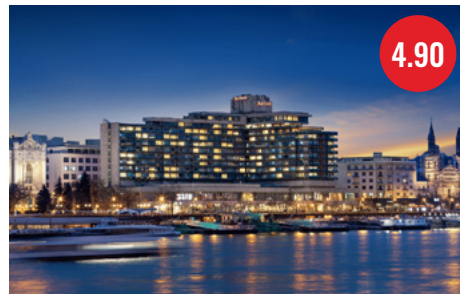
**HOTEL CORINTHIA**  
**BUDAPEST, HUNGARY**

**4.94**



**FOUR SEASONS HOTEL BAKU**  
**BAKU, AZERBAIJAN**

**4.92**



**BUDAPEST MARRIOTT HOTEL**  
**BUDAPEST, HUNGARY**

**4.90**



**SHERATON SALZBURG**  
**SALZBURG, AUSTRIA**

**4.89**



**HILTON BAKU HOTEL**  
**BAKU, AZERBAIJAN**

**4.89**



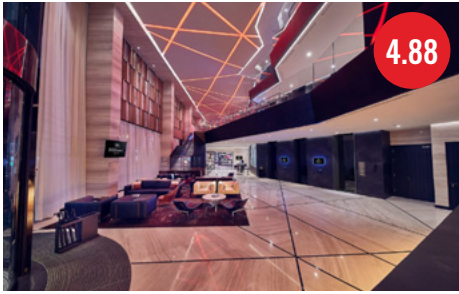
**FAIRMONT BAKU FLAME TOWERS**  
**BAKU, AZERBAIJAN**

**4.89**



**PARK HYATT VIENNA**  
**VIENNA, AUSTRIA**

**4.89**



**HILTON BELGRADE**  
BELGRADE, SERBIA



**MAMA SHELTER BELGRADE**  
BELGRADE, SERBIA



**BOULEVARD HOTEL BAKU**  
BAKU, AZERBAIJAN



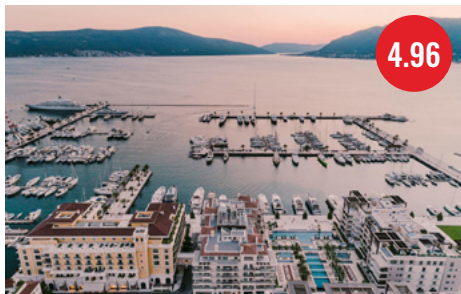
**Category B - RESORT MEETING HOTELS**



**RESORT MEETING HOTELS WINNER**  
**GRAND PARK HOTEL ROVINJ, Rovinj, Croatia**

**4.97**

Grand Park Hotel Rovinj is the culmination of Rovinj's repositioning. The Monte Mulini area has, with the completion of the hotel, become a complete architectural and urban entity. With the addition of a congress hotel and the new marina, a breathtaking space for events has been created. The most ambitious hotel project in the Adriatic has been quickly noticed by international meeting planners. It is no surprise the hotel has hosted a series of the region's most distinguished events. Grand Park Hotel Rovinj is proof that local experts have succeeded in creating the most luxurious hotel in Croatia and one of the most lavish hotels in Europe.



**4.96**

**HOTEL REGENT PORTO MONTENEGRO**  
 TIVAT, MONTENEGRO



**4.91**

**GRAND HOTEL KEMPINSKI**  
 STRBSKE PLESO, SLOVAKIA



**4.91**

**KEMPINSKI PALACE**  
 PORTOROŽ, SLOVENIA



**4.90**

**HOTEL LONE**  
 ROVINJ, CROATIA



**4.90**

**HOTEL MONTE MULINI**  
 ROVINJ, CROATIA



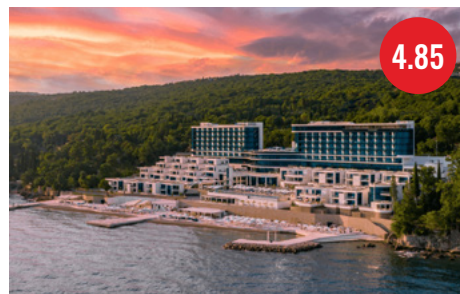
**4.88**

**FALKENSTEINER SCHLOSSHOTEL VELDEN**  
 VELDEN, AUSTRIA



**4.85**

**CHEDI LUŠTICA BAY**  
 LUŠTICA, MONTENEGRO



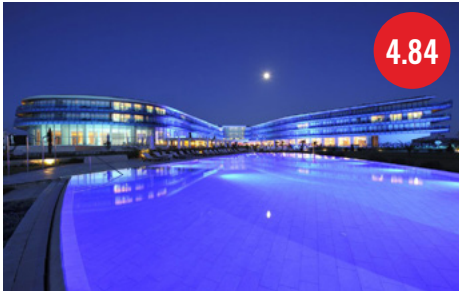
**4.85**

**HILTON RIJEKA COSTABELLA**  
 RIJEKA, CROATIA



**4.85**

**HOTEL GUT BRANDLHOF**  
 SAALFELDEN, AUSTRIA



4.84

**FALKENSTEINER HOTEL & SPA IADERA**  
ZADAR, CROATIA



4.83

**BACHLEDA RESORT**  
ZAKOPANE, POLAND



4.83

**HOTEL BELLEVUE**  
LOŠINJ, CROATIA



4.82

**BRDO ELEGANS HOTEL**  
BRDO, SLOVENIA



4.82

**HOTEL BOHINJ**  
BOHINJ, SLOVENIA



4.82

**RIKLI BALANCE HOTEL**  
BLED, SLOVENIA



4.82

**D-RESORT**  
ŠIBENIK, CROATIA



4.81

**HOTEL LAV MERIDIEN**  
SPLIT, CROATIA



Highlights from the Meetings Star Award 2020 ceremony. Photo credit: Marko Delbello Ocepek

**Category C - SPA MEETING HOTEL**



**SPA MEETING HOTEL WINNER**  
**LOISIUM WINE & SPA HOTEL, Ehrenhausen, Austria**

**4.88**

The Southern Styria wine region is an excellent example of a land that lives and breathes wine tourism. There are four reasons why Loisium won in this category- firstly, the exceptional architecture. Secondly, the local-infused cuisine. Thirdly, the wine story that astonishes congress guests. Lastly, the wine spa center differentiates the hotel from its competition. The congress center is the hotel's centerpiece, elevated by the elegant outdoor surface suitable for hosting events. Loisium Wine & Spa Hotel Ehrenhausen stands out from the crowd because it prioritizes organizing events. It is no wonder that hotel guests and, more importantly, event organizers have become enchanted by the hotel that has earned itself the top spot in our evaluation of best spa hotels.



**HOTEL ARTE SPA & PARK**  
 VELINGRAD, BULGARIA

**4.87**



**WELLNESS HOTEL SOTELIA**  
 PODČETRTEK, SLOVENIA

**4.84**



**HOTEL KRALLERHOF**  
 LEOGANG, AUSTRIA

**4.83**



**X BIONIC HOTEL**  
 ŠAMORIN, SLOVAKIA

**4.82**



**TERME TUHELJ HOTEL WELL**  
 TUHELJ CROATIA

**4.78**



**LOISIUM WINE & SPA RESORT**  
 LANGENLOIS, AUSTRIA

**4.75**



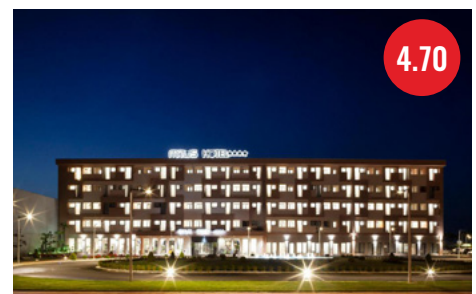
**WELLNESS HOTEL LIVADA PRESTIGE**  
 MORAVCI, SLOVENIA

**4.74**



**FALKENSTEINER HOTEL & SPA JESOLO**  
 JESOLO, ITALY

**4.72**



**MJUS WORLD**  
 KORNMEND, HUNGARY

**4.70**

**Category D - BOUTIQUE MEETING HOTELS**



**BOUTIQUE MEETING HOTEL WINNER**  
**WINE & HERITAGE HOTEL ROXANICH, Motovun, Croatia**

**4.96**

Boutique hotels that consider meeting planners in the design phase are rare.

We dare say that Wine & Heritage Hotel Roxanich was created for smaller business events and incentives. The hotel's attributes result in an excellent story that we named the Roxanich Experience and seems embedded in Motovun itself. Wine, cuisine, architecture, and the art of living are the reasons why the hotel is fully booked even in corona times. The wine story is the icing (ajsing) on the cake – an experience that guests will surely remember because of the special and unique wine story. The hotel is memorable and exceptionally Instagrammable. Staying in the hotel is a "road movie" through the culture and history of this part of Istria.



**4.95**

**SUNROSE 7 - HERITAGE BOUTIQUE HOTEL**  
 BOHINJSKA BISTRICA, SLOVENIA



**4.93**

**MAMA THRESL**  
 LEOGANG, AUSTRIA



**4.93**

**BOUTIQUE HOTEL ALHAMBRA**  
 MALI LOŠINJ, CROATIA



**4.92**

**AMAN SVETI STEFAN**  
 SVETI STEFAN, MONTENEGRO



**4.91**

**HOTEL ADRIATIC**  
 ROVINJ, CROATIA



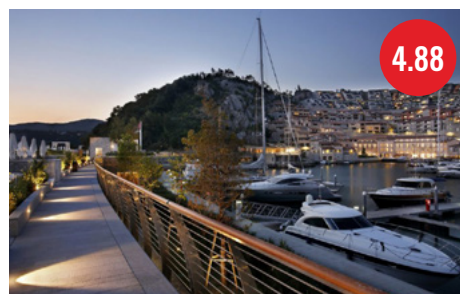
**4.90**

**HOTEL TRI LUČKE**  
 KRŠKO, SLOVENIA



**4.88**

**SAN CANZIAN HOTEL**  
 BUJE, CROATIA



**4.88**

**FALISIA**  
 PORTOFINO, ITALY



**4.87**

**HOTEL SOČA**  
 BOVEC, SLOVENIA

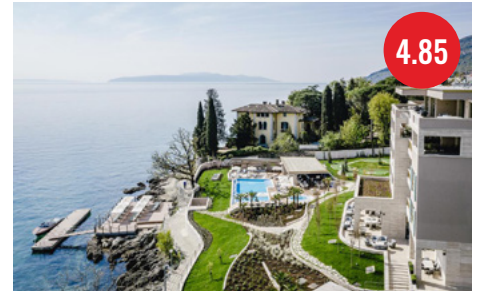




**HOTEL PLESNIK**  
LOGARSKA VALLEY, SLOVENIA



**MENEGHETTI WINE HOTEL & WINERY**  
BALE, CROATIA



**HOTEL IKADOR**  
OPATIJA, CROATIA



Highlights from the Meetings Star Award 2020 ceremony. Photo credit: Marko Delbello Ocepek

**Category E - CONVENTION CENTRES**



**CONVENTION CENTRES WINNER**  
**ICE KRAKOW CONGRESS CENTRE, Krakow, Poland**

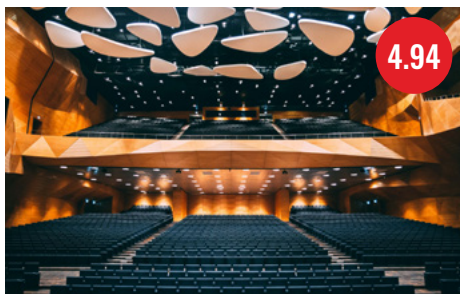
**4.96**

ICE Krakow's smart design can be interpreted as the ideal combination of congress halls with a fixed setting and multifunctional halls. Projects such as Krakow Network Protocol have placed ICE Krakow on the very top of our list. Only a handful of congress centers around the world have proven such agility and resilience to work in the interest of the entire industry. The congress center's architecture, the excellence of the main hall and the fantastic team impressed us most. Indeed, there are more spacious and larger congress centers out there. However, the entire package of ICE Krakow is incredibly balanced and convincing. It is no coincidence that ICCA chose ICE Krakow for its world congress in 2022.



**AUSTRIA CENTER VIENNA**  
 VIENNA, AUSTRIA

**4.95**



**BAKU CONVENTION CENTRE**  
 BAKU, AZERBAIJAN

**4.94**



**FERRY PORSCHE CONGRESS CENTER**  
 ZELL AM SEE, AUSTRIA

**4.91**



**CANKARJEV DOM, Cultural and Congress Centre**  
 LJUBLJANA, SLOVENIA

**4.91**



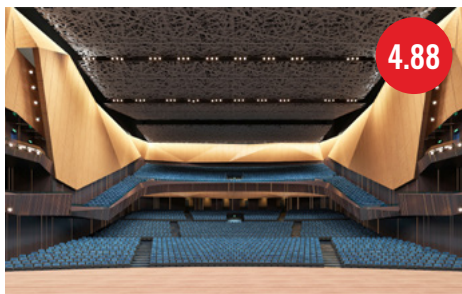
**HOFBURG VIENNA**  
 VIENNA, AUSTRIA

**4.90**



**SALZBURG CONGRESS**  
 SALZBURG, AUSTRIA

**4.89**



**IEC EKATERINBURG EXPO**  
 EKATERINBURG, RUSSIA

**4.88**



**ICC KATOWICE**  
 KATOWICE, POLAND

**4.86**



**CONGRESS CENTRE SARAJEVO**  
 SARAJEVO, BIH

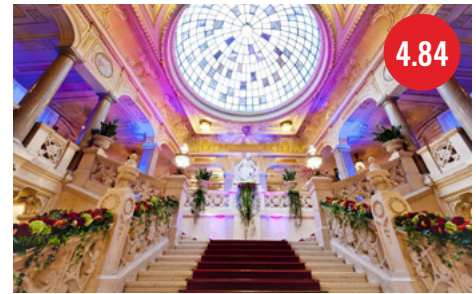
**4.85**



**HALIC CONGRESS CENTRE**  
ISTANBUL, TURKEY



**BRDO CONGRESS CENTRE**  
BRDO PRI KRANJU, SLOVENIA



**CONGRESS GRAZ**  
GRAZ, AUSTRIA



**ŠIBENIK CONVENTION CENTRE**  
ŠIBENIK, CROATIA



Highlights from the Meetings Star Award 2020 ceremony. Photo credit: Marko Delbello Ocepek

**Category F - BEST LARGE MEETING HOTELS IN SLOVENIA**



Kempinski Palace Portorož is one of the most famous hotels in the Adriatic, the flagship of Portorož's tourist development. There are several reasons for its domination. Firstly, it is managed by the esteemed Kempinski hotel chain. Secondly, the hotel's design is a textbook example of impressive hotel architecture from the turn of the 20th century that has become embedded in Portorož's architectural brand. Kempinski Palace's gastronomy will satisfy the needs of gourmets (Gôrmetts) and is unmatched by any other hotel on the Slovenian Coast. The hotel's core is its congress and hotel offer. To put it simply, Kempinski Palace is a superb 5-star hotel that proudly boasts (bsts) the title of the best meeting hotel in Slovenia.



**WELLNESS HOTEL SOTELIA**  
PODČETRTEK, SLOVENIA



**BRDO ELEGANS HOTEL**  
BRDO, SLOVENIA



**INTERCONTINENTAL**  
LJUBLJANA, SLOVENIA



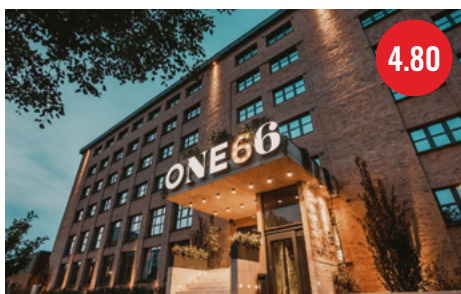
**HOTEL BOHINJ**  
BOHINJ, SLOVENIA



**RIKLI BALANCE HOTEL**  
BLED, SLOVENIA



**GRAND HOTEL UNION EXECUTIVE**  
LJUBLJANA, SLOVENIA



**HOTEL ONE66**  
LJUBLJANA, SLOVENIA



**HOTEL PARK BLEB**  
BLEB, SLOVENIA



**LIFECASS MIND HOTEL SLOVENIJA**  
PORTOROŽ, SLOVENIA



**HOTEL MAESTOSO**  
LIPICA, SLOVENIA



**FOUR POINTS BY SHERATON LJUBLJANA MONS**  
LJUBLJANA, SLOVENIA



**WELLNESS HOTEL LIVADA PRESTIGE**  
MORAVCI, SLOVENIA



**BEST WESTERN PREMIER HOTEL SLON**  
LJUBLJANA, SLOVENIA



Highlights from the Meetings Star Award 2020 ceremony. Photo credit: Marko Delbello Ocepek

**Category G - BEST BOUTIQUE MEETING HOTELS IN SLOVENIA**



**BEST BOUTIQUE MEETING HOTELS IN SLOVENIA WINNER**  
**SUNROSE 7 – HERITAGE BOUTIQUE HOTEL,**  
 Bohinjška Bistrica, Slovenia

4.95

If we were to judge by Hotel Sunrose 7, Bohinj is set for a tourism re-zurrection. With the addition of the hotel, the destination shifted focus to authentic tourism with a high added value. The hotel succeeded by implementing countless details that tell the tale of its history and destination. The hotel deserves the top spot in our evaluation because of the youthful and highly professional staff. The signature local breakfast is another reason on its own to visit the hotel. Hotel does not offer classic conference halls. Instead, there are many spots, like wine cellar, magical garden, cafe and lobby, which seem to have been made for unconventional meetings. Hidden gems like Sunrose 7 can positively transform an entire destination and blow the whistle (wizl) on unsustainable mass tourism.



4.90

**HOTEL TRI LUČKE**  
 KRŠKO, SLOVENIA



4.87

**HOTEL SOČA**  
 BOVEC, SLOVENIA



4.86

**HOTEL PLESNIK**  
 LOGARSKA VALLEY, SLOVENIA



4.84

**ATLANTIDA BOUTIQUE HOTEL**  
 ROGAŠKA SLATINA, SLOVENIA



4.84

**HOTEL KUBO**  
 LJUBLJANA, SLOVENIA



4.81

**HOTEL MARIBOR**  
 MARIBOR, SLOVENIA



4.78

**HOTEL DAM**  
 KROMBERK, SLOVENIA



4.76

**HOTEL VANDER**  
 LJUBLJANA, SLOVENIA



4.69

**HOTEL TRIGLAV**  
 BLEĐ, SLOVENIA



**KENDOV DVOREC**  
SPODNJA IDRJA, SLOVENIA



**HOTEL SAN MARTIN**  
GORIŠKA BRDA, SLOVENIA



Highlights from the Meetings Star Award 2020 ceremony. Photo credit: Marko Delbello Ocepek

**Category H - BEST CONVENTION CENTRES IN SLOVENIA**



**BEST CONVENTION CENTRES IN SLOVENIA**  
**CANKARJEV DOM, CULTURAL AND CONGRESS CENTRE,**  
 Ljubljana, Slovenia

**4.91**

Without Cankarjev dom and its team, the Slovenian meetings industry would not be what it is today. Slovenia's cultural and convention meeting point is where Slovenian history was written. Cankarjev dom has been the heart of creative congresses and events in Slovenia for the past four decades. Our last evaluation has shown that it has brilliantly adapted to the new corona reality. Regardless of the crisis, the convention center continued with the renovation and implemented new digital services. With the latest refurbishments, all halls are now more diverse, comfortable, appealing and, more importantly, adapted to modern technological demands. Congress and event attendees can enjoy the rich cultural offer anytime. That is why, according to our evaluation, Cankarjev dom belongs to the top five convention centers in this part of Europe.



**4.84**

**BRDO CONGRESS CENTRE**  
 BRDO PRI KRANJU, SLOVENIA



**4.81**

**LJUBLJANA EXHIBITION AND CONVENTION CENTRE**  
 LJUBLJANA, SLOVENIA



**4.53**

**BLED CONGRESS CENTRE**  
 BLED, SLOVENIA



**4.51**

**AVDITORIJ PORTOROŽE**  
 PORTOROŽ, SLOVENIA

**Altogether, 212 certificates were awarded in 2021. Up to now, we have already evaluated 333 hotels and congress centres (plus 128 private evaluations). Out of all evaluated hotels, the certificate was awarded to 63,8% of them.**

**Being placed among the best is an impressive achievement. Congratulations!**



## C. MEETINGS INFLUENCERS

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### The Most Influential People of New Europe's Meetings Industry

#### CREDIBLE LIST OF TRUSTWORTHY PROFESSIONALS

The voting for the most influential people of New Europe in 2021 has come to a close. The list of influencers was viewed by 6.832 people, while 1.711 people cast their votes. The voting poll was open from 10 December 2021 till 21 January 2022.

Kongres Magazine's selection of the Most Influential People of New Europe has earned recognition from the international meetings industry. The selection is not just another online voting that gives doubtful results. On the contrary, it is a thorough selection of individuals that have left their mark on the regional meetings industry. We hope you will find our list valuable the next time you organise your event. It is with pride that we can say that we have been able to create a credible list of the most trustworthy professionals in 2021. Hence, our project is not a competition, rather a professional platform that we will continue evolving.

For each chosen candidate, the respondents had to fill out a grading scale which comprised of five marks (from 1 to 5); 1 meaning that they completely disagree with the statement (terrible), and 5, meaning that they fully agree with the statement (excellent). The final mark was calculated as an average of scores from the following categories:

- 1. CREDIBILITY:** The candidate is recognised as a highly credible individual within the regional meetings industry.
- 2. CREATIVITY:** The candidate showcased creativity and agility in their work. Particularly during the corona crisis, they executed innovative projects.
- 3. RESULTS:** The candidate achieved financial or other multiplicative results that were above average compared to the regional average.
- 4. LEGACY:** The candidate left a permanent mark by working for the common good of the meetings industry. Even in COVID-19 times, they strived to find a way out of the crisis.

We would like to sincerely congratulate the winners and all of the nominees on their impressive achievements.

#### MOST INFLUENTIAL PERSON 2021 - With the highest total score

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4.86

#### ZIYA ARTUN

Atolye Group

Ziya is a professional from head to toe and embodies the new generation of event organizers. His list of award-winning projects is lengthy and features projects recognized throughout Turkey. Ziya's work and effort have also been noticed by colleagues across Europe. Perhaps what defines him best is his ability to step into the shoes of his clients and event attendees. It is no surprise he swiftly adapted to the new digital event reality and co-founded the virtual platform Alive. The evaluation board selected Ziya as the top influencer in 2021 for his creativity and professionalism that helped him overcome obstacles during the corona crisis.

## 1. MOST INFLUENTIAL DESTINATION REPRESENTATIVES (DMO, CVB)



4.49

**1. DUŠAN BOROVČANIN**  
SERBIA CONVENTION BUREAU



4.29

**2. IGOR KOVAČEVIĆ**  
SERBIA CONVENTION BUREAU



4.13

**3. FREDI FONTANOT**  
PORTOROŽ CONVENTION BUREAU



4.01

**4. MAŁGORZATA PRZYGORSKA-SKOWRON**  
KRAKOW CONVENTION BUREAU



3.97

**5. AIGARS SMILTANS**  
MEET RIGA



3.80

**6. ELENI SOTIRIOU**  
THESSALONIKI CONVENTION BUREAU



3.76

**7. PETRA STUČEK**  
LJUBLJANA TOURISM



3.61

**8. TADEJA PIVC-COUDYSER**  
SLOVENIAN CONVENTION BUREAU



3.57

**9. ANNA BÉKEFI**  
BUDAPEST CONVENTION BUREAU



3.45

**10. EFI KOUDELI**  
ATHENS-CONVENTION & VISITORS BUREAU

To see all influential people in this category visit:

<https://kongres-magazine.eu/2022/02/the-most-influential-destination-representatives-2021/>

## 2. MOST INFLUENTIAL MEETING AGENCIES (DMC, PCO)



4.82

**1. TANJA BOGDANOV**  
DMC VEKOL



4.76

**2. SANJA VUKOV COLIĆ**  
SPEKTAR PUTOVANJA



4.40

**3. VESNA PRITCHARD**  
GLOBTOUR EVENT



4.43

**4. OLGA KRZEMIŃSKA-ZASADZKA**  
POWER, DMC WARSAW POLAND



4.43

**5. ANDREW HULEWICZ**  
MAZURKAS TRAVEL



4.42

**6. VICKY PAPADIMITRIOU**  
SYMVOLI PCO



4.37

**7. HASAN DINÇ**  
ODS TURKEY



4.33

**8. CLAUDIA BADIU**  
PALOMA TOURS



4.20

**9. EDGARS KUZMANS**  
3K MANAGEMENT



4.18

**10. VALENTINI AMARANTIDOU**  
ARTION CONFERENCES&EVENTS

To see all influential people in this category visit:

<https://kongres-magazine.eu/2022/02/the-most-influential-meeting-agencies-2021/>

### 3. MOST INFLUENTIAL HOTELIERS (HOTELS AND VENUES)



4.81

**1. KYRIAKOS POZRIKIDIS**  
HELEXPO



4.80

**2. SANJA VUKOV COLIĆ**  
SPEKTAR PUTOVANJA



4.75

**3. VESNA PRITCHARD**  
GLOBTOUR EVENT



4.75

**4. OLGA KRZEŃSKA-ZASADZKA**  
POWER, DMC WARSAW POLAND



4.54

**5. ANDREW HULEWICZ**  
MAZURKAS TRAVEL



4.43

**6. VICKY PAPADIMITRIOU**  
SYMVOLI PCO



4.42

**7. HASAN DINÇ**  
ODS TURKEY



4.29

**8. CLAUDIA BADIU**  
PALOMA TOURS



4.22

**9. EDGARS KUZMANS**  
3K MANAGEMENT



4.20

**10. VALENTINI AMARANTIDOU**  
ARTION CONFERENCES&EVENTS

To see all influential people in this category visit:

<https://kongres-magazine.eu/2022/02/the-most-influential-hoteliars-2021/>

## 4. MOST INFLUENTIAL CATERING SERVICE PROVIDERS



4.71

1. KYRIAKOS POZRIKIDIS  
HELEXPO



4.59

2. ANA ROŠ  
HIŠA FRANKO



4.38

3. ANDRZEJ BARTKOWSKI  
360 MAZURKAS CATERING, POLAND



4.33

4. MARTIN JEZERŠEK  
JEZERŠEK CATERING



4.18

5. JANEZ BRATOVŽ  
JB RESTAURANT



4.06

6. TAMARA TUĐMAN ŠUK  
FAVORY CATERING



4.01

7. SANJIV SURI  
ŽATIŠI GROUP



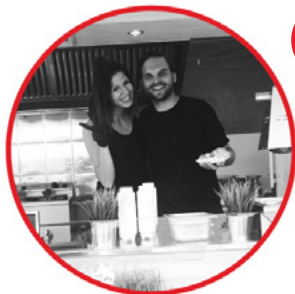
3.91

8. MARKO ERTL  
WRAPSTARS CATERING



3.81

9. JERNEJA KAMNIKAR  
VIVO CATERING



3.69

10. DOMINIK STOJAR  
SANFISH

To see all influential people in this category visit:

<https://kongres-magazine.eu/2022/02/the-most-influential-catering-service-providers-2021/>

## 5. MOST INFLUENTIAL MEETING SERVICE PROVIDERS (TECHNOLOGY, MULTIMEDIA, ONLINE PLATFORMS)



4.78

**1. ZSOLT KASSAI**  
SPECIAL EFFECTS LTD.



4.71

**2. PETER KOMORNIK**  
SLIDO



4.51

**3. JAKA GORNIK**  
CONFIVA



4.28

**4. JANOS FAZAKAS**  
VISUAL EUROPE GROUP



4.21

**5. JAKA MEDEN**  
MUGADA



3.85

**6. IVICA BUŠIĆ**  
FIFI SOUND



3.58

**7. PETER KASTELIC**  
VZIVO.SI



3.56

**8. BOŠTJAN MATKO**  
HIŠA VIZIJ



3.34

**9. MARCEL WASSINK**  
SUPEREVENT



3.28

**10. MIRZA CERIĆ**  
B2MATCH



3.28

**10. LUKÁŠ CYPŘA**  
CONFER-O-MATIC

To see all influential people in this category visit:

<https://kongres-magazine.eu/2022/02/the-most-influential-meeting-service-providers-2021/>

## 6. MOST INFLUENTIAL MEETING INNOVATORS (MARKETING, MICE SERVICES)



4.56

**1. NADIN KENDERESY**  
PR IN HUNGARY, TURIZMUS.COM.



4.30

**2. STEFAN KOZAK**  
CREATIVE PRO



4.23

**3. DAVOR BRUKETA**  
BRUKETA&ŽINIĆ&GREY



4.17

**4. OVANES OVANESSIAN**  
EVENTEX AND EVALATO



4.12

**5. MARISKA KESTELOO**  
WORD OF MICE



4.12

**6. SHLOMI ASHKENAZI**  
SIMUL INTERACTIVE



4.08

**7. JURAJ HOLUB**  
SLIDO



4.03

**8. IVAN BURAZIN**  
INFOBIP



3.92

**9. BORIS KOVAČEK**  
PEPERMINT



3.85

**10. BOBAN MILUNOVIĆ**  
METALDAYS

To see all influential people in this category visit:

<https://kongres-magazine.eu/2022/02/the-most-influential-meeting-innovators-2021/>

## 7. MOST INFLUENTIAL CREATIVE AND LIVE MARKETING AGENCIES



4.86

**1. ZIYA ARTUN**  
ATOLYE GROUP



4.79

**2. MAJA BABIĆ**  
BAGI COMMUNICATIONS



4.49

**3. MELINDA REBREK**  
PIRANA



4.45

**4. VESNA VLAŠIĆ JUSUPOVIĆ**  
MCCANN SARAJEVO



4.44

**5. ZSOFIA DOBOS**  
BO LIVE BRANDING AGENCY



4.23

**6. MIRO ANTIĆ**  
M2COMMUNICATIONS



4.19

**7. IVO FRANSCHITZ**  
ENITED



4.11

**8. BOŠTJAN PRIJANOVIČ**  
NEW MOMENT



4.10

**9. STEFAN KOZAK**  
CREATIVE PRO



4.06

**10. YEMI A.D.**  
JAD PRODUCTIONS

To see all influential people in this category visit:

<https://kongres-magazine.eu/2022/02/the-most-influential-marketing-agencies-2021/>





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KONGRESNA ZVEZDA  
MEETINGS STAR

# MEETINGS STAR 2021/2022

## Best hotels

## CATEGORY A: CITY MEETING HOTELS



Hotel Andaz heralds an era of new city meeting hotels where the wellbeing of participants and organisers is prioritised. The hotel's congress centre is a textbook example of what congress centres will look like in the future. Furthermore, the hotel is a winner because it has become the heart of the new city district with its offer. Having become a meeting point, guests and locals meet here to enjoy art, revel in cultural events, recreate or enjoy a coffee. Countless positive comments by satisfied hotel guests prove that investing in fantastic, sustainable architecture pays off. Guests also appreciate the hotel's green endeavours to decarbonise the hotel.

In fact, one cannot but actively participate in the hotel's admirable aim. Renzo Piano's signature is the icing on the cake of the entire experience.

Hotel Andaz has earned the top spot on our list of the best city meeting hotels because of its unmatched congress centre, easy accessibility, professional and kind personnel, and the inspiring holistic offer that shows the way ahead. Thus, it is our honour to pronounce it as the MEETINGS STAR in the category of TOP CITY MEETING HOTELS

**Read the full Hidden Guest evaluation:**

**<https://kongres-magazine.eu/2022/01/hidden-guest-andaz-vienna-am-belvedere/>**

## 78 CERTIFIED CITY HOTELS

A record-breaking **78 hotels from 16 countries** of New Europe earned the certificate of quality within the category. The majority of evaluated hotels come from Austria, Croatia, Hungary, Slovenia, Serbia and other regional countries. Altogether, 121 city hotels were evaluated, **64%** of them acquiring the certificate.

City hotels are characterised by their location in the broader city centre and their design that comprises smaller conference capacities or larger congress centres. 54% of evaluated hotels boast larger congress capacities, whereas 46% feature a smaller conference centre with a maximum capacity of up to 250 participants. In light of congress capacities, we also compared the categorisation of evaluated hotels. Among the best, 54% were five-star hotels, while the rest were four-star.

### Among all city hotels, the hidden guest assessors marked the following elements of the offer as best:

- 4,80 Location
- 4,80 Employee attitude
- 4,78 Congress Hall
- 4,76 Reception
- 4,75 Hotel Bed

### The most critical segments, on the other hand, were individual segments upon which hotels have no direct influence and the following:

- 4,50 Accessibility
- 4,65 Additional Offer
- 4,67 First Impression
- 4,67 Lobby
- 4,68 Hotel Room

This year's evaluation emphasizes assessing congress capacities and the adaptation of hotels to the corona reality. We have found out that hotels have made a noticeable improvement compared to 2020. Our findings have further shown that numerous hotels have taken time to renovate their rooms, thus improving their final marks. In any case, it is worth reviewing the marks of individual hotels that paint a realistic picture. For instance, the capacity theatre/number of rooms index points to a hotel's congress capacities. 29% of evaluated hotels have a negative ratio, or, in

other words, more hotel rooms than the capacity of the hotel's congress centre. A detailed analysis has shown that, depending on the location, the ideal index is 150. Therefore, a hotel with 100 rooms should provide an event hall with a capacity for at least 150 attendees, with suitable space for registration, exhibitions and catering. Our analysis has shown that hotels distinctly differentiate in this segment, most probably because the design of the centres is often intuitive.

<b>24 GOLD certificates</b> .....	<b>final grade from 4.81 to 5.00</b>
<b>35 SILVER certificates</b> .....	<b>final grade from 4.61 to 4.80</b>
<b>19 BRONZE certificates</b> .....	<b>final grade from 4.41 to 4.60</b>

**All certificate recipients can be found in Kongres Magazine's venue and hotel finder  
FIND VENUES at <https://kongres-magazine.eu/search-venues/>.**

**You can seek hotels according to the certificate or final mark.**

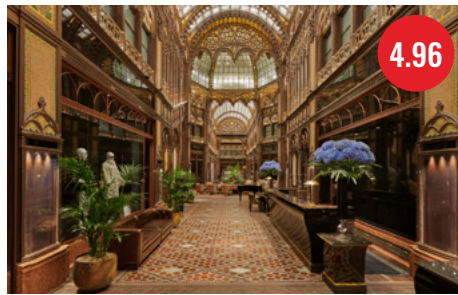
**Category A: CITY MEETING HOTELS - GOLD CERTIFICATE**

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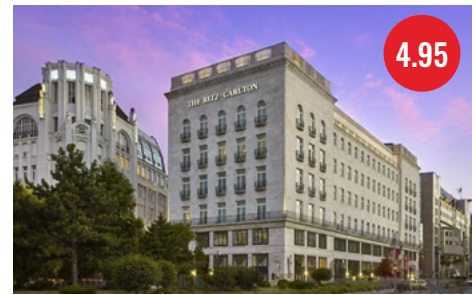
4.97

**ANDAZ VIENNA AM BELVEDERE**  
VIENNA, AUSTRIA



4.96

**PARISI UDVAR HOTEL**  
BUDAPEST, HUNGARY



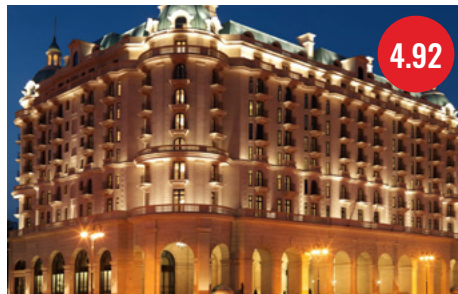
4.95

**RITZ CARLTON BUDAPEST**  
BUDAPEST, HUNGARY



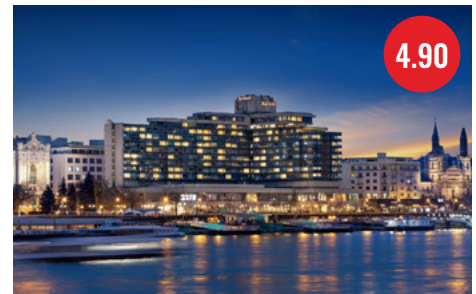
4.94

**HOTEL CORINTHIA**  
BUDAPEST, HUNGARY



4.92

**FOUR SEASONS HOTEL BAKU**  
BAKU, AZERBAIJAN



4.90

**BUDAPEST MARRIOTT HOTEL**  
BUDAPEST, HUNGARY



4.89

**SHERATON SALZBURG**  
SALZBURG, AUSTRIA



4.89

**HILTON BAKU HOTEL**  
BAKU, AZERBAIJAN



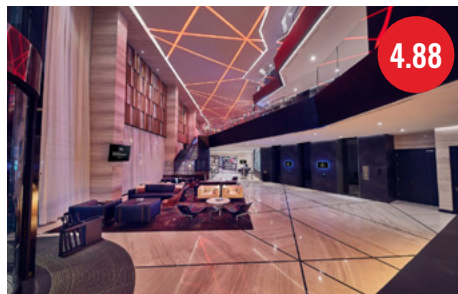
4.89

**FAIRMONT BAKU FLAME TOWERS**  
BAKU, AZERBAIJAN



4.89

**PARK HYATT VIENNA**  
VIENNA, AUSTRIA



4.88

**HILTON BELGRADE**  
BELGRADE, SERBIA



4.87

**MAMA SHELTER BELGRADE**  
BELGRADE, SERBIA



4.86

**BOULEVARD HOTEL BAKU**  
BAKU, AZERBAIJAN



4.85

**HOTEL DANIEL**  
VIENNA, AUSTRIA



4.84

**HOTEL GRANDE BRETAGNE**  
ATHENS, GREECE



4.84

**HILTON IMPERIAL DUBROVNIK**  
DUBROVNIK, CROATIA



4.84

**THE PLAZA TIRANA**  
TIRANA, ALBANIA



4.84

**GRAND HOTEL RIVER PARK**  
BRATISLAVA, SLOVAKIA



4.83

**RADISSON COLLECTION OLD MILL HOTEL**  
BELGRADE, SERBIA



4.82

**INTERCONTINENTAL LJUBLJANA**  
LJUBLJANA, SLOVENIA



4.82

**NH COLLECTION OLOMOUC CONGRESS**  
OLOMOUC, CZECH REPUBLIC



4.81

**HYATT REGENCY SOFIA**  
SOFIA, BULGARIA



4.81

**GRAND HOTEL UNION EXECUTIVE**  
LJUBLJANA, SLOVENIA



4.81

**ESPLANADE ZAGREB**  
ZAGREB, CROATIA

**Category A: CITY MEETING HOTELS - SILVER CERTIFICATE**



4.80

**HOTEL IMLAUER**  
SALZBURG, AUSTRIA



4.80

**HOTEL ONE66**  
LJUBLJANA, SLOVENIA



4.79

**HILTON PODGORICA**  
PODGORICA, MONTENEGRO



4.79

**HOTEL PARK**  
SPLIT, CROATIA



4.79

**METROPOL PALACE**  
BELGRADE, SERBIA



4.78

**ROGNER HOTEL TIRANA**  
TIRANA, ALBANIA



4.78

**HOTEL WIESLER**  
GRAZ, AUSTRIA



4.77

**DOUBLETREE BY HILTON TRIESTE**  
TRIESTE, ITALY



4.77

**W ISTANBUL**  
ISTANBUL, TURKEY



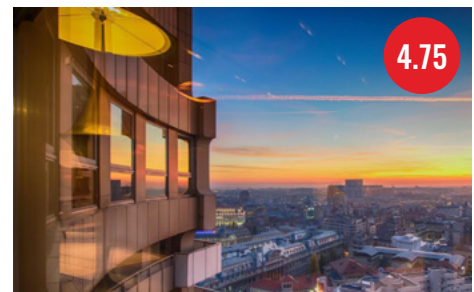
4.77

**SHERATON NOVI SAD**  
NOVI SAD, SERBIA



4.75

**CUE PODGORICA**  
PODGORICA, MONTENEGRO



4.75

**INTECONTINENTAL BUCHAREST**  
BUCHAREST, ROMANIA



**RADISSON BLU KRAKOW**  
KRAKOW, POLAND



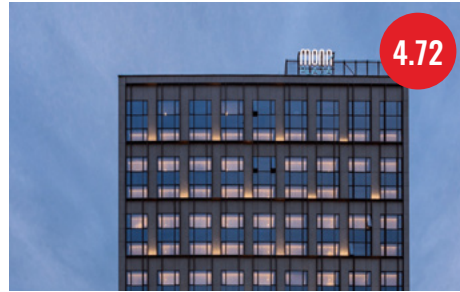
**HILTON GARDEN INN**  
ZAGREB, CROATIA



**FOURPOINTS BY SHERATON LJUBLJANA MONS**  
LJUBLJANA, SLOVENIA



**CROWNE PLAZA BELGRADE**  
BELGRADE, SERBIA



**HOTEL MONA PLAZA**  
BELGRADE, SERBIA



**DOUBLETREE BY HILTON BRATISLAVA**  
BRATISLAVA, SLOVAKIA



**HOTEL HILLS**  
SARAJEVO, BOSNIA



**HILTON ATHENS**  
ATHENS, GREECE



**CANOPY BY HILTON ZAGREB**  
ZAGREB, CROATIA



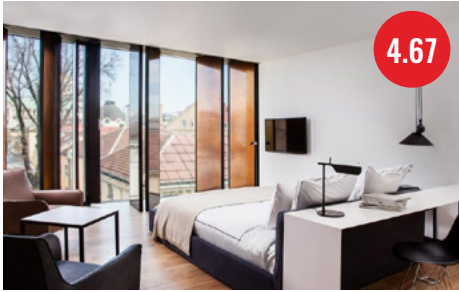
**HOTEL EUROPE SARAJEVO**  
SARAJEVO, BOSNIA



**BEST WESTERN PREMIER HOTEL SLON**  
LJUBLJANA, SLOVENIA



**HOTEL EXCELSIOR & SPA DUBROVNIK**  
DUBROVNIK, CROATIA



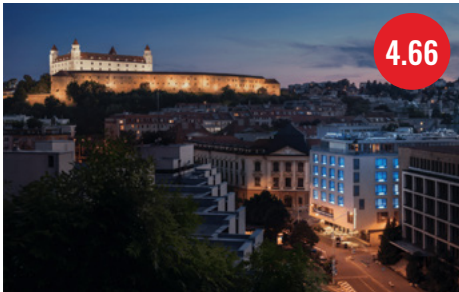
**SENSE HOTEL**  
SOFIA, BULGARIA



**INTERCONTINENTAL SOFIA**  
SOFIA, BULGARIA



**HOTEL WESTIN**  
ZAGREB, CROATIA



**FALKENSTEINER HOTEL BRATISLAVA**  
BRATISLAVA, SLOVAKIA



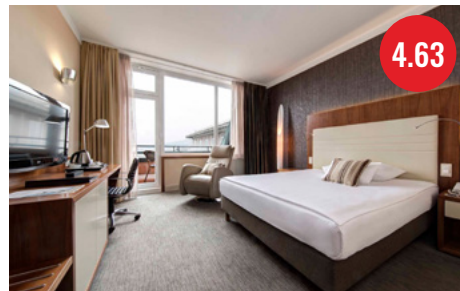
**HOTEL SAVOIA EXCELSIOR PALACE**  
TRIESTE, ITALY



**RADISSON BLU PLAZA**  
LJUBLJANA, SLOVENIA



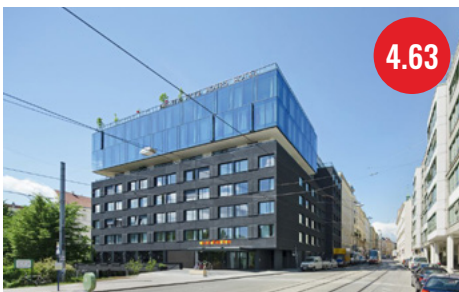
**HOTEL LEV**  
LJUBLJANA, SLOVENIA



**UHOTEL**  
LJUBLJANA, SLOVENIA



**STEIGENBERGER HOTEL**  
MUNICH, GERMANY



**25 HOURS VIENNA**  
VIENNA, AUSTRIA



**DOUBLETREE BY HILTON**  
ZAGREB, CROATIA



**Category A: CITY MEETING HOTELS - BRONZE CERTIFICATE**



**COURTYARD BY MARRIOTT BELGRADE**  
BELGRADE, SERBIA



**LOFT HOTEL**  
BRATISLAVA, SLOVAKIA



**SEEPARK HOTEL**  
KLAGENFURT, AUSTRIA



**PERLA CASINO & HOTEL**  
NOVA GORICA, SLOVENIA



**BEST WESTERN PLUS HOTEL EXPO**  
SOFIA, BULGARIA



**ATHENAUM INTERCONTINENTAL**  
ATHENS, GREECE



**SOFIA HOTEL BALKAN**  
SOFIA, BULGARIA



**HOTEL CORNARO SPLIT**  
SPLIT, CROATIA



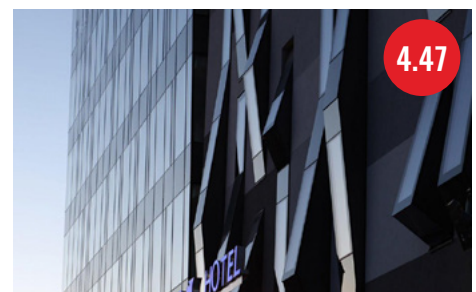
**HILTON GARDEN INN TIRANA**  
TIRANA, ALBANIA



**AUSTRIA TREND HOTEL**  
LJUBLJANA, SLOVENIA



**RADISSON BLU CARLTON**  
BRATISLAVA, SLOVAKIA



**FALKENSTEINER HOTEL BELGRADE**  
BELGRADE, SERBIA



4.46

**HOTEL MARINELA SOFIA**  
SOFIA, BULGARIA



4.46

**CITY HOTEL LJUBLJANA**  
LJUBLJANA, SLOVENIA



4.45

**BEST WESTERN PREMIER HOTEL LOVEC**  
BLED, SLOVENIA



4.44

**HYATT REGENCY**  
BELGRADE, SERBIA



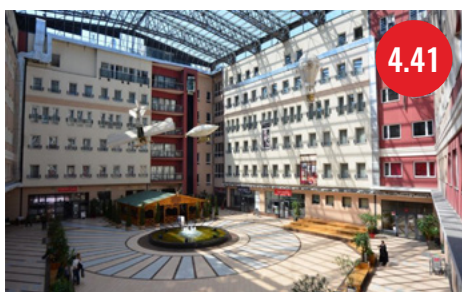
4.44

**HOTEL YASMIN**  
KOSICE, SLOVAKIA



4.42

**HOTEL SHERATON**  
ZAGREB, CROATIA



4.41

**HOTEL GALLERIA**  
SUBOTICA, SERBIA

## BRIEF ANALYSIS OF EVALUATED CITY MEETING HOTELS

In this year, we conducted an in-depth analysis of the evaluation results. Below, we present some of our most intriguing findings for the premier time:

Number of hotel rooms	Number	%	Average
Over 500	3	3,85%	622
301 - 500	11	14,10%	360
201 - 300	17	21,79%	234
101 - 200	41	52,56%	155
less than 100	6	7,69%	81
Average			217

Hotel room prices	Number	%	Average
up to 100 EUR	21	26,92%	83,9 €
from 101 to 200 EUR	49	62,82%	134,0 €
from 201 to 300 EUR	3	3,85%	244,0 €
over 300 EUR	5	6,41%	381,4 €
Average			143,1 €

Number of meeting rooms	Number	%	Average size
1 to 5	17	21,79%	2,9
6 to 10	42	53,85%	7,1
11 to 20	14	17,95%	13,3
more than 20	5	6,41%	32
Average			8,9

Total event space in sqm	Number	%	Average size
up to 200 sqm	7	8,97%	133,9
201 to 500 sqm	19	24,36%	333,7
501 to 1000 sqm	22	28,21%	693,6
1001 to 2000 sqm	18	23,08%	1443,5
over 2000 sqm	12	15,38%	2693,9
Average			1.036

Max. capacity theatre	Number	%	Average size
0 to 100 participants	13	16,67%	74,2
101 - to 250 participants	19	24,36%	176,1
251 to 500 participants	25	32,05%	370,5
501 to 1000 participants	17	21,79%	750,7
over 1001 participants	4	5,13%	1575
Average			418

**78**  
**CITY**  
**HOTELS**  
 Certified out of 121  
 evaluated

## CATEGORY B: RESORT MEETING HOTELS



**CATEGORY B: RESORT MEETING HOTELS WINNER**

**4.97**

### **GRAND PARK HOTEL ROVINJ, Rovinj, Croatia**

Grand Park Hotel Rovinj is the culmination of Rovinj's repositioning. The Monte Mulini area has, with the completion of the hotel, become a complete architectural and urban entity. With the addition of a purebred Adriatic congress hotel and the new ACI marina, a breathtaking space for events has been created. The most ambitious hotel project in the Adriatic has been swiftly noticed by international meeting planners. The tourist success goes hand in hand with the main congress hall that boasts the most Instagrammable panoramic view in the region. The functional de-

sign makes it ideal for event organising. It is no surprise the hotel has hosted a series of the region's most distinguished events. Grand Park Hotel Rovinj is proof that local experts ranging from esteemed architects and designers to hoteliers have succeeded in creating the most luxurious hotel in Croatia and one of the most lavish hotels in Europe. Thus, Rovinj's transformation is complete and will now excite countless meeting planners.

**Read the full Hidden Guest evaluation:**

**<https://kongres-magazine.eu/2019/05/hidden-guest-grand-park-hotel-rovinj/>**

## 47 CERTIFIED RESORT HOTELS

A record-breaking **47 hotels from 10 countries** of New Europe earned the certificate of quality within the category. The majority of evaluated hotels come from seaside resorts in Croatia, Montenegro and Slovenia and Alpine tourist centres in Austria. Since the start of our evaluation, 75 resorts hotels have been evaluated, **63%** of them acquiring the certificate.

The majority of resorts are located alongside the Adriatic Coast and in Alpine tourist destinations. Almost 60% of evaluated resort hotels boast smaller conference capacities for up to 400 attendees. Nearly 40% of them feature large congress centres, some even offering space for over 1000 attendees. Almost half of the resort hotels, 53,19%, belong to the five-star category, while the rest are four-star hotels.

### Among all resort hotels, the hidden guest assessors marked the following elements of the offer as best (out of 47 hotels):

- 4,80 Employee attitude
- 4,79 Congress Hall
- 4,76 Location
- 4,76 Hotel Bed
- 4.75 Hotel Room

### Categories that received lower marks, on the other hand, were the following:

- 4,29 Accessibility
- 4,67 Additional Offer
- 4,68 First Impression
- 4,68 Bathroom and Restroom
- 4,71 Lobby
- 4,73 Hotel Breakfast

The average final mark for resort hotels is surprisingly high of **4,70** and is higher compared to the evaluation in 2020 (4,68). Thus, resort hotels quality-wise represent the best the region has to offer. Among them, numerous world-class hotels earned the gold certificate. To be precise, 38% per cent (among city hotels, 30% per cent of hotels were awarded the gold certificate).

This year's evaluation emphasizes assessing congress capacities and the adaptation of hotel congress centres to the corona reality. We have found out that hotels have made a noticeable improvement compared to 2020. Resort hotels generally have a better ratio between hotel rooms and congress capacities. Consequently, the hotels can host larger congress groups. The capacity theatre/number of rooms index clearly indicates a hotel's congress capacities.

**18 GOLD certificates** ..... final grade from **4.81 to 5.00**

**13 SILVER certificates** ..... final grade from **4.61 to 4.80**

**16 BRONZE certificates** ..... final grade from **4.41 to 4.60**

**All certificate recipients can be found in Kongres Magazine's venue and hotel finder  
FIND VENUES at <https://kongres-magazine.eu/search-venues/>.**

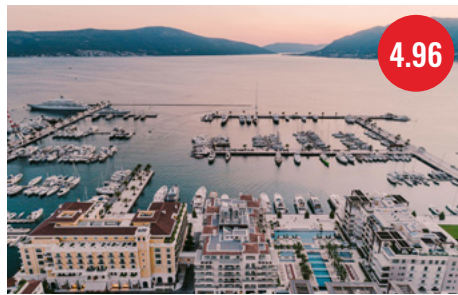
**You can seek hotels according to the certificate or final mark.**

**Category B: RESORT MEETING HOTELS - GOLD CERTIFICATE**



4.97

**GRAND PARK ROVINJ**  
ROVINJ, CROATIA



4.96

**HOTEL REGENT PORTO MONTENEGRO**  
TIVAT, MONTENEGRO



4.91

**GRAND HOTEL KEMPINSKI**  
STRBSKE PLESO, SLOVAKIA



4.91

**KEMPINSKI PALACE**  
PORTOROŽ, SLOVENIA



4.90

**HOTEL LONE**  
ROVINJ, CROATIA



4.90

**HOTEL MONTE MULINI**  
ROVINJ, CROATIA



4.88

**FALKENSTEINER SCHLOSSHOTEL VELDEN**  
VELDEN, AUSTRIA



4.85

**CHEDI LUŠTICA BAY**  
LUŠTICA, MONTENEGRO



4.85

**HILTON RIJEKA COSTABELLA**  
RIJEKA, CROATIA



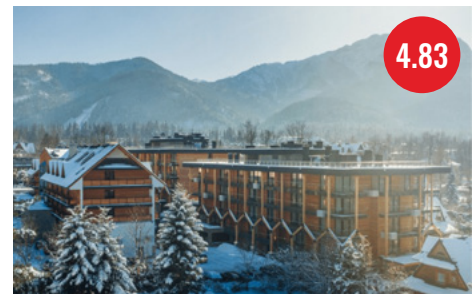
4.85

**HOTEL GUT BRANDLHOF**  
SAALFELDEN, AUSTRIA



4.84

**FALKENSTEINER HOTEL & SPA IADERA**  
ZADAR, CROATIA



4.83

**BACHLEDA RESORT**  
ZAKOPANE, POLAND



4.83

**HOTEL BELLEVUE**  
LOŠINJ, CROATIA



4.82

**BRDO ELEGANS HOTEL**  
BRDO, SLOVENIA



4.82

**HOTEL BOHINJ**  
BOHINJ, SLOVENIA



4.82

**RIKLI BALANCE HOTEL**  
BLED, SLOVENIA



4.82

**D-RESORT**  
ŠIBENIK, CROATIA



4.81

**HOTEL LAV MERIDIEN**  
SPLIT, CROATIA

**Category B: RESORT MEETING HOTELS - SILVER CERTIFICATE**



4.79

**FALKENSTEINER HOTEL & SPA CARINZIA**  
TROPOLACH, AUSTRIA



4.79

**HOTEL PARK BLED**  
BLED, SLOVENIA



4.78

**HOTEL SPLENDID**  
BUDVA, MONTENEGRO



4.76

**LIFECSS MIND HOTEL SLOVENIJA**  
PORTOROŽ, SLOVENIA



4.75

**HOTEL DUBROVNIK PALACE**  
DUBROVNIK, CROATIA



4.75

**HOTEL MAESTOSO LIPICA**  
LIPICA, SLOVENIA



4.73

**VALAMAR ISABELLA ISLAND RESORT**  
POREČ, CROATIA



4.68

**HOTEL JAMA**  
POSTOJNA, SLOVENIA



4.67

**GRAND HOTEL BERNARDIN**  
PORTOROŽ, SLOVENIA



4.67

**BOHINJ EKO PARK**  
BOHINJ, SLOVENIA



4.66

**INTERNATIONAL HOTEL CASINO & TOWER SUITES**  
VARNA, BULGARIA



4.64

**RAMADA RESORT KRANJSKA GORA**  
KRANJSKA GORA, SLOVENIA



4.62

**HOTEL SHERATON**  
DUBROVNIK, CROATIA

**Category B: RESORT MEETING HOTELS - BRONZE CERTIFICATE**



4.59

**AVALA RESORT & VILLAS**  
BUDVA, MONTENEGRO



4.59

**HOTEL KOMPAS**  
KRANJSKA GORA, SLOVENIA



4.58

**HOTEL MELIA CORAL**  
UMAG, CROATIA





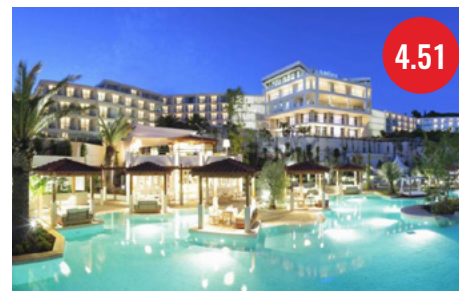
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**HOTEL ROYAL PRINCESS**  
DUBROVNIK, CROATIA



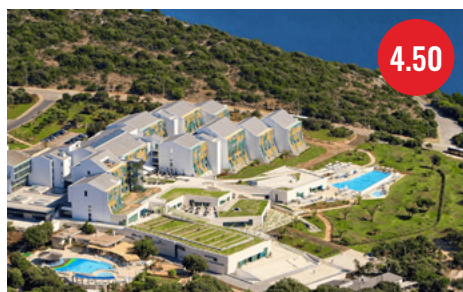
4.54

**HOTEL TERMAG**  
JAHORINA, BOSNIA



4.51

**HOTEL AMFORA GRAND BEACH**  
DUBROVNIK, CROATIA



4.50

**VALAMAR LACROMA**  
DUBROVNIK, CROATIA



4.49

**MONA HOTEL ZLATIBOR**  
ZLATIBOR, SERBIA



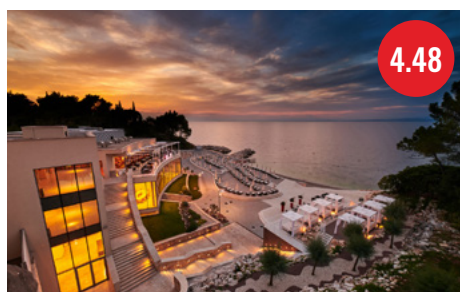
4.49

**HOTEL PARK PLAZA HISTRIA**  
PULA, CROATIA



4.49

**HOTEL IVAN**  
ŠIBENIK, CROATIA



4.48

**KEMPINSKI HOTEL ADRIATIC**  
SAVUDRIJA, CROATIA



4.47

**RADISSON BLU RESORT**  
SPLIT, CROATIA



4.43

**GRAND HOTEL TOPLICE**  
BLED, SLOVENIA



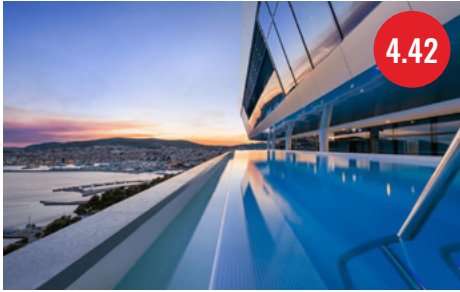
4.43

**REMISENS PREMIUM HOTEL AMBASADOR**  
OPATIJA, CROATIA



4.43

**REMISENS PREMIUM HOTEL METROPOL**  
PORTOROŽ, SLOVENIA



**HOTEL OLYMPIA VODICE**  
VODICE, CROATIA

## BRIEF ANALYSIS OF EVALUATED CITY MEETING HOTELS

In this year, we conducted an in-depth analysis of the evaluation results. Below, we present some of our most intriguing findings for the premier time:

Number of hotel rooms	Number	%	Average
Over 500	0	0,00%	0
301 - 500	10	21,28%	343,8
201 - 300	10	21,28%	231,1
101 - 200	19	40,43%	148,6
less than 100	8	17,02%	79,4
Average			118

Hotel room prices	Number	%	Average
up to 100 EUR	5	10,64%	79,4 €
from 101 to 200 EUR	30	63,83%	145,6 €
from 201 to 300 EUR	9	19,15%	239,6 €
over 300 EUR	3	6,38%	360,7 €
Average			170,3 €

Number of meeting rooms	Number	%	Average size
1 to 5	18	38,30%	3,3
6 to 10	18	38,30%	7,7
11 to 20	10	21,28%	12,4
more than 20	1	2,13%	23
Average			7,32

Total event space in sqm	Number	%	Average size
up to 200 sqm	3	6,38%	113,3
201 to 500 sqm	7	14,89%	380,3
501 to 1000 sqm	19	40,43%	718,7
1001 to 2000 sqm	11	23,40%	1350,6
over 2000 sqm	7	14,89%	3103,3
Average			1133

Max. capacity theatre	Number	%	Average size
0 to 100 participants	2	4,26%	45
101 - to 250 participants	14	29,79%	185,7
251 to 500 participants	17	36,17%	362,9
501 to 1000 participants	10	21,28%	715,6
over 1001 participants	4	8,51%	1325
Average			454

# 47

## RESORT HOTELS

Certified out of 75 evaluated

**CATEGORY C: SPA MEETING HOTELS****CATEGORY C: SPA MEETING HOTELS WINNER****4.88****LOISIUM WINE & SPA HOTEL, Ehrenhausen, Austria**

The Southern Styria wine region is an excellent example of a land that lives and breathes wine tourism. With the addition of the design hotel Loisium, the region now offers a holistic congress offer. The reasons behind Loisium winning in its category are fourfold. Firstly, the exceptional architecture places it among the leading hotels in all evaluation categories. Secondly, the local-infused cuisine is tasteful and seasonal. Thirdly, the silver lining of the hotel is the wine story that astonishes congress guests. Lastly, the wine spa centre differentiates the hotel from its com-

petition. The congress centre is the hotel's centrepiece, elevated by the elegant outdoor surface suitable for hosting events. Loisium Wine & Spa Hotel Ehrenhausen stands out from the crowd because it prioritises organising events. It is no wonder that hotel guests and, more importantly, event organisers have become enchanted by the hotel that has earned itself the top spot in our evaluation of best spa hotels. Simplified, the combination of the words Langelois and Elysium from Greek mythology means paradise. That is what the team at Loisium strives for.

**Read the full Hidden Guest evaluation:**

**<https://kongres-magazine.eu/2021/12/hidden-guest-loisium-wine-spa-hotel-langenlois/>**

## 21 CERTIFIED BOUTIQUE HOTELS

A record-breaking **21 hotels from 7 countries** of New Europe earned the certificate of quality within the category. Spa meeting hotels are included in the most unusual category in our evaluation. No coincidence, however, considering the region boasts the highest number of spa hotels in Europe. We strive to highlight this speciality in our evaluation. The offer of spa meeting hotels is highly diversified and original. Our assessment

has shown that spa hotels have a quality, congress-guest-focused offer. Since the start of our evaluation, 37 spa meeting hotels have been evaluated, **57%** of them acquiring the certificate.

### Among all spa meeting hotels, the hidden guest assessors marked the following segments of the offer as best (out of 21 hotels):

- 4.81 Employee Attitude
- 4.78 Additional Offer
- 4.74 Reception
- 4.73 First Impression
- 4.72 Hotel Bed

### Categories that received lower marks in this year's evaluation, on the other hand, were the following:

- 4.31 Accessibility
- 4.56 Location
- 4.65 Lobby
- 4.67 Hotel Breakfast
- 4.69 Hotel Room
- 4.69 Bathroom and Restroom

The average final mark of evaluated spa meeting hotels is 4.67 and is factually identical to the one a year ago. Compared to similar resort hotels, the final mark is slightly lower because of the four-star hotels that dominate the category. Moreover, spa meeting hotels are less accessible compared to hotels in more developed tourist destinations.

Most hotels offer from 100 to 300 rooms (81% - the majority of them offering 100 to 200 rooms). In spa meeting hotels, event organisers will find smaller conference centres. Our evaluation has shown that the average number of congress halls is 2,53. The halls can, on average, host up to 500 attendees. The capacity theatre/number of rooms index indicates that spa meeting hotels have a balanced ratio.

<b>5 GOLD certificates</b> .....	<b>final grade from 4.81 to 5.00</b>
<b>10 SILVER certificates</b> .....	<b>final grade from 4.61 to 4.80</b>
<b>6 BRONZE certificates</b> .....	<b>final grade from 4.41 to 4.60</b>

**All certificate recipients can be found in Kongres Magazine's venue and hotel finder  
FIND VENUES at <https://kongres-magazine.eu/search-venues/>.**

**You can seek hotels according to the certificate or final mark.**

**Category C: SPA MEETING HOTELS - GOLD CERTIFICATE**



4.88

**LOISIUM WINE & SPA HOTEL EHRENHAUSEN**  
EHRENHAUSEN, AUSTRIA



4.87

**HOTEL ARTE SPA & PARK**  
VELINGRAD, BULGARIA



4.84

**WELLNESS HOTEL SOTELIA**  
PODČETRTEK, SLOVENIA



4.83

**HOTEL KRALLERHOF**  
LEOGANG, AUSTRIA



4.82

**X BIONIC HOTEL**  
ŠAMORIN, SLOVAKIA

**Category C: SPA MEETING HOTELS - SILVER CERTIFICATE**



4.78

**TERME TUHELJ HOTEL WELL**  
TUHELJ, CROATIA



4.75

**LOISIUM WINE & SPA RESORT**  
LANGENLOIS, AUSTRIA



4.74

**WELLNESS HOTEL LIVADA PRESTIGE**  
MORAVCI, SLOVENIA



4.72

**FALKENSTEINER HOTEL & SPA JESOLO**  
JESOLO, ITALY



4.70

**MJUS WORLD**  
KORNEND, HUNGARY



4.67

**HOTEL BALNEA SUPERIOR**  
DOLENJSKE TOPLICE, SLOVENIA



4.64

**TERME SVETI MARTIN**  
SVETI MARTIN NA MURI, CROATIA



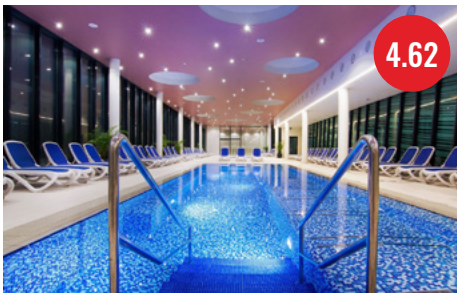
4.62

**LIFECCLASS GRAND HOTEL PORTOROŽ**  
PORTOROŽ, SLOVENIA



4.62

**THERMANA CONGRESS CENTRE**  
LAŠKO, SLOVENIA



4.62

**TERME VIVAT**  
MORAVSKE TOPLICE, SLOVENIA

**Category C: SPA MEETING HOTELS - BRONZE CERTIFICATE**



4.59

**VITALITY HOTEL PUNTA**  
VELI LOŠINJ, CROATIA



4.54

**HOTEL ATRIJ**  
ZREČE, SLOVENIA



4.54

**SPIRIT HOTEL**  
SARVAR, HUNGARY



4.49

**SUN GARDENS DUBROVNIK**  
DUBROVNIK, CROATIA



4.48

**RIMSKE TERME**  
RIMSKE TOPLICE, SLOVENIA



4.41

**GRAND HOTEL PRIMUS**  
PTUJ, SLOVENIA

## BRIEF ANALYSIS OF EVALUATED CITY MEETING HOTELS

In this year, we conducted an in-depth analysis of the evaluation results. Below, we present some of our most intriguing findings for the premier time:

Number of hotel rooms	Number	%	Average
Over 500	0	0,00%	0
301 - 500	1	4,76%	438
201 - 300	4	19,05%	279,5
101 - 200	13	61,90%	143
less than 100	3	14,29%	63
Average:		100,00 %	171,62

Hotel room prices	Number	%	Average
up to 100 EUR	2	9,52%	98,0 €
from 101 to 200 EUR	13	61,90%	163,2 €
from 201 to 300 EUR	6	28,57%	238,8 €
over 300 EUR	0	0,00%	0,0 €
Average:		100,00 %	178,57 €

Number of meeting rooms	Number	%	Average size
1 to 5	12	57,14%	3,3
6 to 10	6	28,57%	7
11 to 20	3	14,29%	12,7
more than 20	0	0,00%	0
Average:		100,00 %	2,53

Total event space in sqm	Number	%	Average size
up to 200 sqm	2	9,52%	185,5
201 to 500 sqm	7	33,33%	347
501 to 1000 sqm	7	33,33%	663,9
1001 to 2000 sqm	4	19,05%	1331,3
over 2000 sqm	1	4,76%	3464
Average:		100,00 %	345,53

Max. capacity theatre	Number	%	Average size
0 to 100 participants	3	14,29%	73,3
101 - to 250 participants	9	42,86%	160,7
251 to 500 participants	7	33,33%	390
501 to 1000 participants	2	9,52%	750
over 1001 participants	0	0,00%	0
Average:		100,00 %	125,45

**21**  
**SPA**  
**HOTELS**  
 Certified out of 37  
 evaluated



## CATEGORY D: BOUTIQUE MEETING HOTELS



**CATEGORY D: BOUTIQUE MEETING HOTELS WINNER**

**4.96**

### WINE & HERITAGE HOTEL ROXANICH, Motovun, Croatia

Boutique hotels that consider meeting planners in the design phase are rare. At the foot of the enchanting Motovun hill, a renowned Istrian wine-maker, Mladen Rožanić, thought of this part of the offer. Who thought that an old wine cellar would become the heart and foundation for one of the best boutique hotels in Istria. Wine, cuisine, architecture and the art of living are the reasons why the hotel is fully booked even in corona times. The same goes for mesmerising events taking place here. The hotel boasts a relatively spacious congress hall that can capacitate up to 150 participants. As suitable, it is equipped with state-of-the-art equipment. Its industrial design seems to have been made for modern meet-

ing planners. Hosting a coffee break on the vast terrace, overlooking the vineyards covered by a thin layer of water, is a remarkable experience. We dare say that Wine & Heritage Hotel Roxanich was created for smaller business events and incentives. The hotel's attributes result in an excellent story that we named the Roxanich Experience and seems embedded in Motovun itself. The wine story is the icing on the cake – an experience that you will surely remember because of the special and unique wine story. The hotel is, likewise, memorable and exceptionally Instagrammable. Staying in the hotel is a “road movie” through the culture and history of this part of Istria.

**Read the full Hidden Guest evaluation:**

<https://kongres-magazine.eu/2020/08/hidden-guest-roxanich-wine-heritage-hotel/>

### 37 CERTIFIED BOUTIQUE HOTELS

A record-breaking 37 hotels from 8 countries of New Europe earned the certificate of quality within the category. The majority of evaluated hotels come from the Alpe-Adria region, the triangle between Austria, Italy, Slovenia and Croatia. Currently home to the largest number of boutique hotels, specialised in incentive events, Istria stands out in this category. Since the start of our evaluation, 62 boutique meeting hotels have been evaluated, 59% of them acquiring the certificate.

The congress capacities of boutique meeting hotels are substantially smaller compared to other hotels. A large proportion of hotels (81%) only feature 1 to 2 congress halls that can capacitate up to 78 participants on average. Among all evaluated hotels, the hotel capacities are noticeably smaller. Most boutique meeting hotels offer 11 to 20 rooms. On average, 37 certified boutique meeting hotels feature 28 rooms. More than half of all certified boutique hotels (62, 16%) belong to the four-star category, while the rest are five-star hotels.

**Among all boutique meeting hotels, the hidden guest assessors marked the following segments of the offer as best (out of 37 hotels):**

- 4.90 Employee Attitude
- 4.86 Location
- 4.86 Bars and Restaurants
- 4.85 First Impression
- 4.84 Reception
- 4.83 Hotel Bed

**Categories that received lower marks in this year's evaluation, on the other hand, were the following:**

- 4.29 Accessibility
- 4.67 Additional Offer
- 4.68 First Impression
- 4.68 Bathroom and Restroom
- 4.71 Lobby
- 4.73 Hotel Breakfast

The average final mark of evaluated boutique meeting hotels is the highest among all categories and amounts to 4.78. Similarly to other categories, the average final mark is higher compared to the evaluation in 2020. In most cases, boutique hotels offer exceptional service, evident in their average marks. Categories that are particularly important to event or-

ganisers were awarded the highest marks. Boutique meeting hotels can be labelled as typical incentive hotels, where personal approach, exquisite cuisine and often intriguing stories result in a combination unmatched by larger and less-personal hotels

**17 GOLD certificates** ..... final grade from **4.81 to 5.00**  
**17 SILVER certificates** ..... final grade from **4.61 to 4.80**  
**3 BRONZE certificates** ..... final grade from **4.41 to 4.60**

**All certificate recipients can be found in Kongres Magazine's venue and hotel finder  
 FIND VENUES at <https://kongres-magazine.eu/search-venues/>.**

**You can seek hotels according to the certificate or final mark.**

**Category D: BOUTIQUE MEETING HOTELS - GOLD CERTIFICATE**



4.96

**WINE & HERITAGE HOTEL ROXANICH**  
MOTOVUN, CROATIA



4.95

**SUNROSE 7 - HERITAGE BOUTIQUE HOTEL**  
BOHINJSKA BISTRICA, SLOVENIA



4.93

**MAMA THRESL**  
LEOGANG, AUSTRIA



4.93

**BOUTIQUE HOTEL ALHAMBRA**  
MALI LOŠINJ, CROATIA



4.92

**AMAN SVETI STEFAN**  
SVETI STEFAN, MONTENEGRO



4.91

**HOTEL ADRIATIC**  
ROVINJ, CROATIA



4.90

**HOTEL TRI LUČKE**  
KRŠKO, SLOVENIA



4.88

**SAN CANZIAN HOTEL**  
BUJE, CROATIA



4.88

**FALISIA**  
PORTOFINO, ITALY



4.87

**HOTEL SOČA**  
BOVEC, SLOVENIA



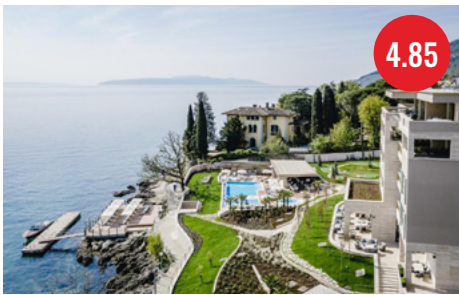
4.86

**HOTEL PLESNIK**  
LOGARSKA VALLEY, SLOVENIA



4.85

**MENEGHETTI WINE HOTEL & WINERY**  
BALE, CROATIA



4.85

**HOTEL IKADOR**  
OPATIJA, CROATIA



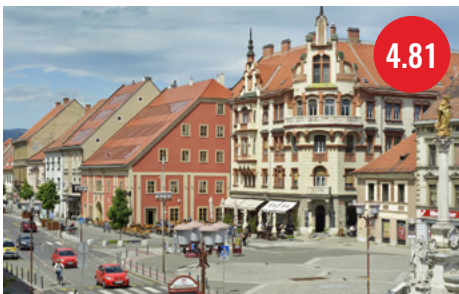
4.84

**ATLANTIDA BOUTIQUE HOTEL**  
ROGAŠKA SLATINA, SLOVENIA



4.84

**HOTEL CUBO**  
LJUBLJANA, SLOVENIA



4.81

**HOTEL MARIBOR**  
MARIBOR, SLOVENIA



4.81

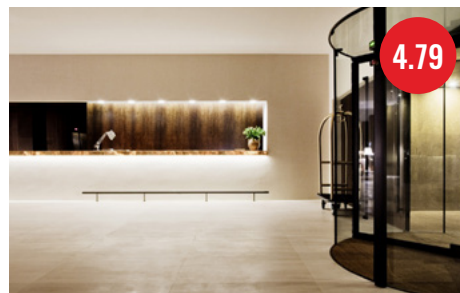
**HOTEL TOWNHOUSE 27**  
BELGRADE, SERBIA

**Category D: BOUTIQUE MEETING HOTELS - SILVER CERTIFICATE**



4.79

**HOTEL PUČIĆ PALACE**  
DUBROVNIK, CROATIA



4.79

**SQUARE NINE HOTEL**  
BELGRADE, SERBIA



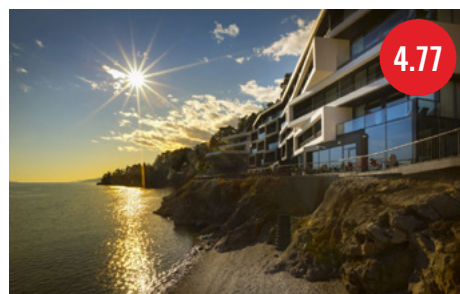
4.78

**HOTEL DAM**  
KROMBERK, SLOVENIA



4.77

**HOTEL BEVANDA**  
OPATIJA, CROATIA



4.77

**HOTEL NAVIS**  
OPATIJA, CROATIA



4.76

**HOTEL VANDER**  
LJUBLJANA, SLOVENIA



4.75

**HOTEL BOŠKINAC**  
PAG, CROATIA



4.74

**HOTEL SAN ROCCO**  
BRTONIGLA, CROATIA



4.72

**PINO NATURE HOTEL**  
SARAJEVO, BOSNIA



4.69

**HOTEL TRIGLAV**  
BLED, SLOVENIA



4.69

**KENDOV DVOREC**  
SPODNJA IDRIJA, SLOVENIA



4.69

**HOTEL DUCHI D'AOSTA**  
TRIESTE, ITALY



4.69

**HOTEL 9**  
ZAGREB, CROATIA



4.65

**VILLAVERDE RESORT**  
UDINE, ITALY



4.65

**HOTEL RIVIERA MAXIMILIAN**  
TRIESTE, ITALY



4.63

**SAN SERVULO RESORT**  
BUJE, CROATIA



4.61

**HOTEL HEMERA**  
PODGORICA, MONTENEGRO

**Category D: BOUTIQUE MEETING HOTELS - BRONZE CERTIFICATE**

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4.53

**PARK BOUTIQUE HOTEL**  
VARAŽDIN, CROATIA



4.52

**BOSCHOVIC BOUTIQUE HOTEL**  
PODGORICA, MONTENEGRO



4.46

**HOTEL SAN MARTIN**  
GORIŠKA BRDA, SLOVENIA

## BRIEF ANALYSIS OF EVALUATED BOUTIQUE MEETING HOTELS

In this year, we conducted an in-depth analysis of the evaluation results. Below, we present some of our most intriguing findings for the premier time:

Number of hotel rooms	Number	%	Average
Over 500	5	13,51%	59,6
301 - 500	7	18,92%	40
201 - 300	9	24,32%	25,3
101 - 200	13	35,14%	16,7
less than 100	3	8,11%	9
Average			28,38

Hotel room prices	Number	%	Average
up to 100 EUR	5	13,51%	86,0 €
from 101 to 200 EUR	21	56,76%	145,1 €
from 201 to 300 EUR	6	16,22%	231,0 €
over 300 EUR	5	13,51%	466,2 €
Average			194,43 €

Number of meeting rooms	Number	%	Average size
1 to 5	30	81,08%	1,2
6 to 10	7	18,92%	3,3
11 to 20	0	0,00%	
more than 20	0	0,00%	
Average			1,65

Total event space in sqm	Number	%	Average size
up to 50 sqm	11	29,73%	36,8
51 to 100 sqm	7	18,92%	79,9
101 to 200 sqm	15	40,54%	143,1
over 200 sqm	4	10,81%	264,8
Average			112,70

Max. capacity theatre	Number	%	Average size
0 to 10 participants	1	2,70%	10
11 - to 25 participants	4	10,81%	15,8
26 to 50 participants	9	24,32%	40,9
51 to 100 participants	12	32,43%	81,6
over 101 participants	11	29,73%	135,9
Average			78,78

# 37

## BOUTIQUE HOTELS

Certified out of 62 evaluated

**CATEGORY E: CONVENTION CENTRES****ICE KRAKOW CONGRESS CENTRE, Krakow, Poland**

A huge advantage of the centre is its functional design that embellishes the centre's crown jewel, the Auditorium hall. ICE Krakow's smart design can be interpreted as the ideal combination of congress halls with a fixed setting and multifunctional halls such as the Chamber Hall. Even though we have said much about ICE Krakow, it is only righteous to recap its essence. Projects such as Krakow Network Protocol have placed ICE Krakow on the very top of our list. Only a handful of congress centres around the world have proven such agility, resilience and diligence to work in the interest of the entire industry.

The congress centre's architecture, the excellence of the main auditorium and the fantastic team operating like a well-oiled machine impressed us most. Indeed, there are more spacious and larger congress centres out there. However, the entire package of ICE Krakow is incredibly balanced and convincing. All combined, ICE Krakow is among the best of the best. More importantly, event organisers will feel at home at the centre. It is no coincidence that ICCA chose ICE Krakow for its world congress in 2022. We full-heartedly recommend opting for it, not least because you will pay much less for renting halls than in more famed congress centres.

**Read the full Hidden Guest evaluation:**

**<https://kongres-magazine.eu/2021/11/hidden-guest-ice-krakow-congress-centre-2/>**



## 29 CERTIFIED CONVENTION CENTRES

This year, we evaluated **29 convention centres**, the same number we assessed in our previous evaluation. The evaluated convention centres come from **14 countries**, and most of them are located in Austria, Slovenia and Bulgaria. The development of the MICE product in individual countries is reflected in the number of convention centres. Since the start of our evaluation, 38 convention centres have been evaluated, 76% of them acquiring the certificate. We are currently assessing three new convention centres that we will present in February.

An analysis of the age of individual convention centres, presented in detail below, shows an intriguing situation. A surprising 55% of convention centres are relatively new and were built after 2000. Only a handful of convention centres (17%) were constructed before 1970.

For the premier time, we analysed the structure of individual convention centres, thus offering an insight into the state of the market.

**Among all convention centres, the hidden guest assessors marked the following elements of the offer as best (out of 29 convention centres):**

- 4.95 Security and Emergency
- 4.95 Safety
- 4.91 Quality – Conference Space
- 4.90 Quality – Internet Connectivity
- 4.90 Quality – Multimedia System
- 4.89 Access to Power and Com Lines
- 4.88 Quality – Acoustics and Sound
- 4.86 Quality – Lighting
- 4.85 Quality – Conference Inventory
- 4.84 Location
- 4.84 Quality Lobby

The most prominent part of the offer of most convention centres is technical equipment, safety, and usually the location of individual convention centres.

Convention centres still have room for improvement in improving their additional offer, sustainable development, developing new services and not least, digitalisation. Modern digital marketing goes hand in hand with the level of digitalisation of individual convention centres.

The **average final mark** of evaluated convention centres is **4,80**, slightly higher than the final mark from our evaluation in 2020/2021 (4,79). Nonetheless, we have noticed a distinct difference between convention centres within the category. Agile convention centres have improved significantly in all parts of their offer, even in the corona period, whereas other convention centres are in hibernation, waiting for the crisis to be over.

On average, evaluated convention centres boast 18,7 congress halls. The majority (42,8%) offers from 11 to 20 congress halls. The average size of the convention centres' largest congress hall is 3167 m<sup>2</sup>, with 38% of convention centres offering halls that can accommodate from 1000 to 2000 attendees. In a theatre setting, the average hall can accept up to 2484 attendees, for receptions 2589, and in a banquet setting, 1721 attendees.

Convention centres can be considered strategic infrastructure of any serious destination regarding the surface area. A remarkable 41% of evaluated convention centres offer space from 20.000 to 50.000 m<sup>2</sup>. Only a handful of them, on the other hand, offer a surface area smaller than 5.000 m<sup>2</sup> (20,7%). In this part of Europe, vast convention centres with a surface area stretching over 50.000 m<sup>2</sup> are rare. Only four such can be found in the largest congress capitals of the region – Vienna, Athens and Istanbul. You can learn more details in the analytical segment below.

**Categories that received lower marks, on the other hand, were the following:**

- 4.51 Accessibility
- 4.59 Additional Offer
- 4.58 Sustainability Practices
- 4.65 Communication & Marketing
- 4.71 Catering
- 4.78 Customer Service
- 4.79 Business Centre
- 4.82 Employee Behaviour
- 4.81 First Impression at arrival

**17 GOLD certificates** ..... final grade from **4.81 to 5.00**  
**8 SILVER certificates** ..... final grade from **4.61 to 4.80**  
**4 BRONZE certificates** ..... final grade from **4.41 to 4.60**

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**You can seek hotels according to the certificate or final mark.**

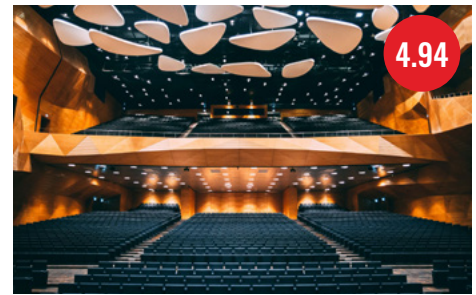
**Category E: CONVENTION CENTRES - GOLD CERTIFICATE**



**ICE KRAKOW CONGRESS CENTRE**  
KRAKOW, POLAND



**AUSTRIA CENTER VIENNA**  
VIENNA, AUSTRIA



**BAKU CONVENTION CENTRE**  
BAKU, AZERBAIJAN



**FERRY PORSCHE CONGRESS CENTER**  
ZELL AM SEE, AUSTRIA



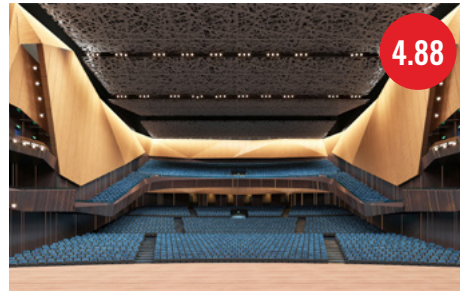
**CANKARJEV DOM, Cultural and Congress Centre**  
LJUBLJANA, SLOVENIA



**HOFBURG VIENNA**  
VIENNA, AUSTRIA



**SALZBURG CONGRESS**  
SALZBURG, AUSTRIA



**IEC EKATERINBURG EXPO**  
EKATERINBURG, RUSSIA



**ICC KATOWICE**  
KATOWICE, POLAND



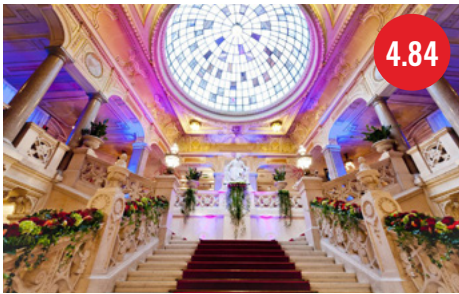
**CONGRESS CENTRE SARAJEVO**  
SARAJEVO, BIH



**HALIC CONGRESS CENTRE**  
ISTANBUL, TURKEY



**BRDO CONGRESS CENTRE**  
BRDO PRI KRANJU, SLOVENIA



4.84

**CONGRESS GRAZ**  
GRAZ, AUSTRIA



4.84

**ŠIBENIK CONVENTION CENTRE**  
ŠIBENIK, CROATIA



4.83

**MEGARON**  
ATHENS, GREECE



4.82

**CONGRESS UND MESSE INNSBRUCK**  
INNSBRUCK, AUSTRIA



4.81

**LJUBLJANA EXHIBITION AND CONVENTION CENTRE**  
LJUBLJANA, SLOVENIA

**Category E: CONVENTION CENTRES - SILVER CERTIFICATE**



4.79

**MESSE CONGRESS GRAZ**  
GRAZ, AUSTRIA



4.79

**FORUM KARLIN**  
PRAGUE, CZECH REPUBLIC



4.78

**ISTANBUL CONGRESS CENTRE**  
ISTANBUL, TURKEY



4.77

**CONGRESS CENTER VILLACH**  
VILLACH, AUSTRIA



4.76

**CONGRESS CENTRE SCHLADMING**  
SCHLADMING, AUSTRIA



4.75

**PRAGUE CONGRESS CENTRE**  
PRAGUE, CZECH REPUBLIC



**CONGRESS SAALFELDEN**  
SAALFELDEN, AUSTRIA



**HUNGEXPO**  
BUDAPEST, HUNGARY

**Category E: CONVENTION CENTRES - BRONZE CERTIFICATE**

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**NATIONAL PALACE OF CULTURE**  
SOFIA, BULGARIA



**INTER EXPO SOFIA**  
SOFIA, BULGARIA



**BLED CONGRESS CENTRE**  
BLED, SLOVENIA



**AVDITORIJ PORTOROŽE**  
PORTOROŽ, SLOVENIA

## BRIEF ANALYSIS OF EVALUATED BOUTIQUE MEETING HOTELS

In this year, we conducted an in-depth analysis of the evaluation results. Below, we present some of our most intriguing findings for the premier time:

Open since	%
Before 1970	17,24%
1970 - 1980	10,34%
1980 - 1990	10,34%
1990 - 2000	6,90%
2000 - 2010	24,14%
	<b>100,00 %</b>

Number of meeting rooms	Number	%	Average size
1 to 5	2	6,90%	3
6 to 10	4	13,79%	8,8
11 to 20	14	48,28%	15,4
21 to 30	6	20,69%	24,3
more than 31	3	10,34%	46,3
	<b>Average</b>	<b>100,00 %</b>	<b>18,70</b>

Surface Area (sqm)	Number	%	Average size
to 5.000	6	20,69%	3.352
5.001 to 10.000	4	13,79%	8.750
10.001 to 20.000	3	10,34%	16.867
20.001 to 50.000	12	41,38%	35.627
more than 50.000	4	13,79%	109.500
	<b>Average</b>	<b>100,00%</b>	<b>33491</b>

Largest Hall (sqm)	Number	%	Average size
up to 1.000	6	20,69%	678
1.001 to 2.000	11	37,93%	1.396
2.001 to 5.000	8	27,59%	3.429
5.001 to 10.000	2	6,90%	7.000
more than 10.001	2	6,90%	15.500
	<b>Average</b>	<b>100,00%</b>	<b>3167</b>

MAX HALL (theatre)	Number	%	Average size
up to 500 sqm	2	6,90%	490
501 to 1.000 sqm	5	17,24%	883
1.001 to 2.000 sqm	10	34,48%	1424
2.001 to 5.000 sqm	11	37,93%	3673
over 5.000 sqm	1	3,45%	12.000
	<b>Average</b>	<b>100,00%</b>	<b>2484</b>

MAX HALL (reception)	Number	%	Average size
up to 500 sqm	5	17,24%	380
501 to 1.000 sqm	7	24,14%	927
1.001 to 2.000 sqm	6	20,69%	1500
2.001 to 5.000 sqm	9	31,03%	3409
over 5.000 sqm	2	6,90%	13.500
	<b>Average</b>	<b>100,00%</b>	<b>2589</b>

MAX HALL (banquet)	Number	%	Average size
up to 500 sqm	7	24,14%	328
501 to 1.000 sqm	10	34,48%	811
1.001 to 2.000 sqm	5	17,24%	1400
2.001 to 5.000 sqm	6	20,69%	3417
over 5.000 sqm	1	3,45%	12.000
Average		100,00%	1721

# 29

## CONVENTION CENTRES

Certified out of 38 evaluated



Highlights from the Meetings Star Award 2020 ceremony. Photo credit: Marko Delbello Ocepek

## CATEGORY F: BEST LARGE MEETING HOTELS IN SLOVENIA



**KEMPINSKI PALACE, Portorož, Slovenia**

One of the most famous hotels in the Adriatic, the flagship of Portorož's tourist development, is host to numerous celebrities and royals. It is in excellent condition and has fortified its position as the unmatched leading Slovenian congress hotel in the past years. There are several reasons for its domination. Firstly, it is managed by the esteemed Kempinski hotel chain. Secondly, the hotel's design is a textbook example of impressive secession hotel architecture from the turn of the 20th century that has become embedded in Portorož's architectural brand. The culinary offer is equally impressive. Indulging in the breakfast in the Crystal ballroom is an unforgettable experience. Kempinski Palace's gastronomy will satisfy the needs of gourmets and is unmatched by any other hotel on the Slovenian Coast. The hotel's core is its congress and hotel offer. Kempinski Palace

is the only hotel in the five-star superior category in Slovenia. Hence, the rooms are suitably spacious and excellently equipped. The modern congress centre is prestigious and equipped with modern technology. Six congress halls offer plenty of natural daylight, with the largest hall accommodating up to 220 attendees. The crown jewel of the congress offer is the Crystal Ballroom, which has shone in full splendour following renovation. In company with the Union Hall in Ljubljana, the hotel's Crystal ballroom is the most prestigious congress and banquet hall in Slovenia. Altogether, Hotel Kempinski Palace places among the top five best meeting hotels in the entire region. To put it simply, Kempinski Palace is a superb hotel that proudly boasts the title of the best meeting hotel in Slovenia.

**Read the full Hidden Guest evaluation:**

<https://kongres-magazine.eu/2019/06/hidden-guest-kempinski-palace-portoroz-2/>

## 40 CERTIFIED HOTELS

We have defined large meeting hotels as hotels that offer more than 50 hotel rooms and a smaller conference centre. 40 hotels were evaluated in this category, their average final mark being 4.66.

7 <b>GOLD</b> certificates .....	final grade from <b>4.81</b> to <b>5.00</b>
18 <b>SILVER</b> certificates .....	final grade from <b>4.61</b> to <b>4.80</b>
10 <b>BRONZE</b> certificates .....	final grade from <b>4.41</b> to <b>4.60</b>

All certificate recipients can be found in Kongres Magazine's venue and hotel finder  
FIND VENUES at <https://kongres-magazine.eu/search-venues/>.

You can seek hotels according to the certificate or final mark.



Highlights from the Meetings Star Award 2020 ceremony. Photo credit: Marko Delbello Ocepek



**Category F: BEST LARGE MEETING HOTELS IN SLOVENIA - GOLD CERTIFICATE**



4.91

**KEMPINSKI PALACE**  
PORTOROŽ, SLOVENIA



4.84

**WELLNESS HOTEL SOTELIA**  
PODČETRTEK, SLOVENIA



4.82

**BRDO ELEGANS HOTEL**  
BRDO, SLOVENIA



4.82

**INTERCONTINENTAL**  
LJUBLJANA, SLOVENIA



4.82

**HOTEL BOHINJ**  
BOHINJ, SLOVENIA



4.82

**RIKLI BALANCE HOTEL**  
BLED, SLOVENIA



4.81

**GRAND HOTEL UNION EXECUTIVE**  
LJUBLJANA, SLOVENIA

**Category F: BEST LARGE MEETING HOTELS IN SLOVENIA - SILVER CERTIFICATE**



4.80

**HOTEL ONE66**  
LJUBLJANA, SLOVENIA



4.79

**HOTEL PARK BLED**  
BLED, SLOVENIA



4.76

**LIFECCLASS MIND HOTEL SLOVENIJA**  
PORTOROŽ, SLOVENIA



4.75

**HOTEL MAESTOSO**  
LIPICA, SLOVENIA



4.74

**FOUR POINTS BY SHERATON LJUBLJANA MONS**  
LJUBLJANA, SLOVENIA



4.74

**WELLNESS HOTEL LIVADA PRESTIGE**  
MORAVCI, SLOVENIA



4.69

**BEST WESTERN PREMIER HOTEL SLON**  
LJUBLJANA, SLOVENIA



4.68

**HOTEL JAMA**  
POSTOJNA, SLOVENIA



4.67

**BOHINJ EKO PARK**  
BOHINJ, SLOVENIA



4.67

**GRAND HOTEL BERNARDIN**  
PORTOROŽ, SLOVENIA



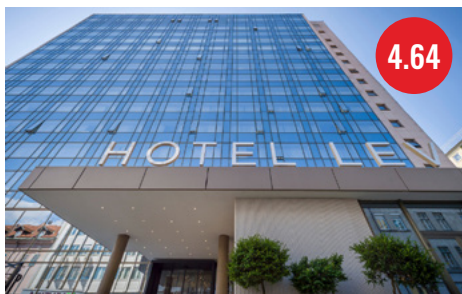
4.67

**HOTEL BALNEA SUPERIOR**  
DOLENSKE TOPLICE, SLOVENIA



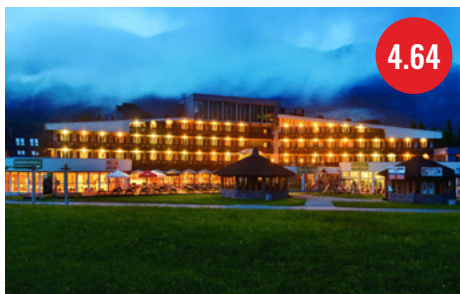
4.65

**RADISSON BLU PLAZA**  
LJUBLJANA, SLOVENIA



4.64

**HOTEL LEV**  
LJUBLJANA, SLOVENIA



4.64

**RAMADA RESORT KRANJSKA GORA**  
KRANJSKA GORA, SLOVENIA



4.63

**UHOTEL**  
LJUBLJANA, SLOVENIA



4.62

**LIFECCLASS GRAND HOTEL PORTOROŽ**  
PORTOROŽ, SLOVENIA



4.62

**THERMANA CONGRESS CENTRE**  
LAŠKO, SLOVENIA



4.62

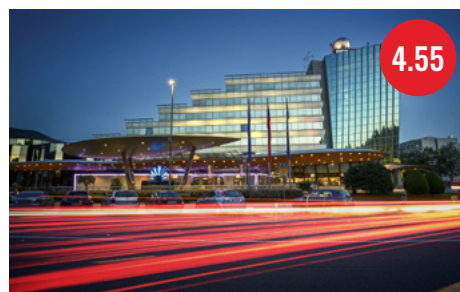
**TERME VIVAT**  
MORAVSKE TOPLICE, SLOVENIA

**Category F: BEST LARGE MEETING HOTELS IN SLOVENIA - BRONZE CERTIFICATE**



4.59

**HOTEL KOMPAS**  
KRANJSKA GORA, SLOVENIA



4.55

**PERLA CASINO & HOTEL**  
NOVA GORICA, SLOVENIA



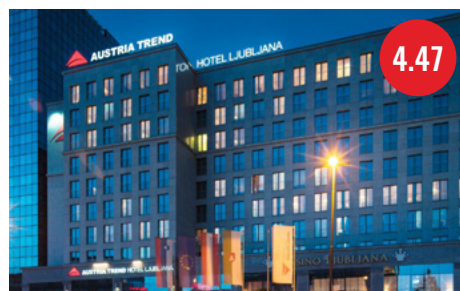
4.54

**HOTEL ATRIJ**  
ZREČE, SLOVENIA



4.48

**RIMSKE TERME**  
RIMSKE TERME, SLOVENIA



4.47

**AUSTRIA TREND HOTEL**  
LJUBLJANA, SLOVENIA



4.46

**CITY HOTEL LJUBLJANA**  
LJUBLJANA, SLOVENIA



4.45

**BEST WESTERN PREMIER HOTEL LOVEC**  
BLED, SLOVENIA



4.43

**GRAND HOTEL TOPLICE**  
BLED, SLOVENIA



4.43

**REMISENS PREMIUM HOTEL METROPOL**  
PORTOROŽ, SLOVENIA



**GRAND HOTEL PRIMUS**  
PTUJ, SLOVENIA

**CATEGORY G: BEST BOUTIQUE MEETING HOTELS IN SLOVENIA****CATEGORY G: BEST BOUTIQUE MEETING HOTELS IN SLOVENIA WINNER****4.95****SUNROSE 7 – HERITAGE BOUTIQUE HOTEL, Bohinj, Slovenia**

If we were to judge by Hotel Sunrose 7, Bohinj is set for a tourism resurrection. With the addition of the hotel, the destination shifted focus to authentic tourism with a high added value. The hotel succeeded in its endeavour by implementing countless details that tell the tale of its history and destination. The hotel deserves the top spot in our evaluation because of the youthful and highly professional staff. The signature breakfast is a reason on its own to visit the hotel. They received the certificate "Bohinjsko" for their breakfast, which signifies that all ingredients are being produced locally. Even though the hotel does not offer classic conference halls, in reality, demanding clients no longer look for them. Instead, they appreciate special venues the hotel certainly does not lack. The wine

cellar, for instance, is where guests can enjoy wine degustations or focus on work. Alternatively, the hotel's magical garden can become an outdoor lecture hall in warmer months. The hotel cafe and lobby seem to have been made for unconventional meetings. Sunrose 7 is the first hotel in Slovenia to offer an original digital detox that entails no mobile phones, televisions, wi-fi or other disturbing devices. The hotel claimed the title of the top boutique meeting primarily because it practices what it preaches. Moreover, it returned to its essence - exquisite cuisine, friendly staff and a sense of homeliness. Hidden gems like this can positively transform an entire destination and blow the whistle on unsustainable mass tourism.

**Read the full Hidden Guest evaluation:**

<https://kongres-magazine.eu/2020/08/hidden-guest-sunrose-7-heritage-boutique-hotel/>

## 12 CERTIFIED BOUTIQUE MEETING HOTELS IN SLOVENIA

We have defined boutique meeting hotels as hotels that offer less than 50 hotel rooms and smaller congress capacities. 12 hotels were evaluated in this category, their average final mark being 4.79. Boutique Slovenian hotels achieved the highest marks in our evaluation, presenting

themselves as an intriguing segment of the congress offer. They are appreciated most by incentive organisers and organisers of smaller corporate events.

<b>7 GOLD</b> certificates .....	<b>final grade from 4.81 to 5.00</b>
<b>4 SILVER</b> certificates .....	<b>final grade from 4.61 to 4.80</b>
<b>1 BRONZE</b> certificates .....	<b>final grade from 4.41 to 4.60</b>

**All certificate recipients can be found in Kongres Magazine's venue and hotel finder  
FIND VENUES at <https://kongres-magazine.eu/search-venues/>.**

**You can seek hotels according to the certificate or final mark.**



Highlights from the Meetings Star Award 2020 ceremony. Photo credit: Marko Delbello Ocepek

**Category F: BEST BOUTIQUE MEETING HOTELS IN SLOVENIA - GOLD CERTIFICATE**



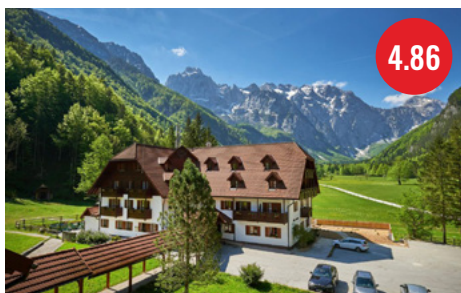
**SUNROSE 7 - HERITAGE BOUTIQUE HOTEL**  
BOHINJSKA BISTRICA, SLOVENIA



**HOTEL TRI LUČKE**  
KRŠKO, SLOVENIA



**HOTEL SOČA**  
BOVEC, SLOVENIA



**HOTEL PLESNIK**  
LOGARSKA VALLEY, SLOVENIA



**ATLANTIDA BOUTIQUE HOTEL**  
ROGAŠKA SLATINA, SLOVENIA



**HOTEL CUBO**  
LJUBLJANA, SLOVENIA



**HOTEL MARIBOR**  
MARIBOR, SLOVENIA

**Category F: BEST BOUTIQUE MEETING HOTELS IN SLOVENIA - SILVER CERTIFICATE**



**HOTEL DAM**  
KROMBERK, SLOVENIA



**HOTEL VANDER**  
LJUBLJANA, SLOVENIA



**HOTEL TRIGLAV**  
BLED, SLOVENIA



**KENDOV DVOREC**  
SPODNJA IDRIJA, SLOVENIA

**Category F: BEST BOUTIQUE MEETING HOTELS IN SLOVENIA - BRONZE CERTIFICATE**

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**HOTEL SAN MARTIN**  
GORIŠKA BRDA, SLOVENIA



## CATEGORY H: BEST CONVENTION CENTRES IN SLOVENIA



**CATEGORY H: BEST CONVENTION CENTRES IN SLOVENIA WINNER**

**4.91**

**CANKARJEV DOM, Cultural and Congress Centre, Ljubljana, Slovenia**

Without Cankarjev dom and its team, the Slovenian meetings industry would not be what it is today. Slovenia's cultural and convention meeting point is where Slovenian history was written. Cankarjev dom has been the heart of creative congresses and events in Slovenia for the past four decades. Our last evaluation has shown that it has brilliantly adapted to the new corona reality. Regardless of the crisis, the convention centre continued with the renovation and implemented new digital services.

With the latest refurbishments, all halls are now more diverse, comfortable, appealing and, more importantly, adapted to modern technological demands. Congress and event attendees can enjoy the rich cultural offer anytime. That is why, according to our evaluation, Cankarjev dom belongs to the top five convention centres in this part of Europe. On top of that Cankarjev dom is a perfectly oiled congress machine, which does not show its age and is in excellent condition after recent renovations.

## 6 CERTIFIED CONVENTION CENTRES

There are eight convention centres in Slovenia according to the standards of the Slovenian Convention Bureau. Several more are located in larger specialised congress hotels. In the previous year, we evaluated six convention centres, five of them earning our certificate.

Convention centres play an integral role in the development of the meetings industry.

**3 GOLD** certificates ..... final grade from **4.81 to 5.00**  
**0 SILVER** certificates ..... final grade from **4.61 to 4.80**  
**2 BRONZE** certificates ..... final grade from **4.41 to 4.60**

All certificate recipients can be found in Kongres Magazine's venue and hotel finder  
**FIND VENUES** at <https://kongres-magazine.eu/search-venues/>.

You can seek hotels according to the certificate or final mark.

### Category H: BEST CONVENTION CENTRES IN SLOVENIA - GOLD CERTIFICATE



4.91

**CANKARJEV DOM, Cultural and Congress Centre**  
 LJUBLJANA, SLOVENIA



4.84

**BRDO CONGRESS CENTRE**  
 BRDO PRI KRANJU, SLOVENIA



4.81

**LJUBLJANA EXHIBITION AND CONVENTION CENTRE**  
 LJUBLJANA, SLOVENIA

### Category H: BEST CONVENTION CENTRES IN SLOVENIA - BRONZE CERTIFICATE



4.53

**BLED CONGRESS CENTRE**  
 BLED, SLOVENIA



4.51

**AVDITORIJ PORTOROŠE**  
 PORTOROŽ, SLOVENIA



# HOW TO GET THE MEETINGS STAR CERTIFICATE

So good that we couldn't ignore it!

**Confirm your standard with the only certificate of quality in the meetings industry that is based on real ratings by Hidden Congress Guest.**

Congress guests are demanding, whilst at the same time they have the greatest buying power – this is a long-known fact. As a rule, they stay in hotels for a longer time, they have more contact with employees and they make use of more hotel services. They usually expect a higher level of service and therefore they deserve the best of attention.

Meetings Star is a system for assessing quality that provides a simple and clear picture of the services offered by individual hotels and convention centres as it is based on the evaluations of hidden congress guests. The methodology, which meeting planners have been trusting since 2007, has this year been upgraded through the addition of a certification system. Within the three-step process, hotels and convention centres can obtain one of three certifications, thus providing meeting planners with information to meet their needs and expectations.

## WHAT IS THE MEETINGS STAR CERTIFICATE?

It is a certificate that demonstrates the compliance of venues with the Meetings Star rating and certification system. It checks over 512 evaluation criteria that are key for the satisfaction of meeting planners.

## WHY TRUST MEETINGS STAR?

Meetings Star is trusted due to its 15-year tradition of rating hotels and convention centres, during which time more than 461 have been evaluated by Hidden congress guests. Due to the unbiased and transparent methodology, the system has a high reputation among meeting planners.

## HOW DOES CERTIFICATION TAKE PLACE?

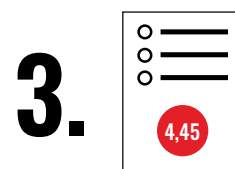
Certification takes place on a three-step basis:



Hotel or congress centre carries out a SELF-ASSESSMENT using an evaluation matrix, which is identical to that used by the hidden congress guest.



A hidden congress guest visits the hotel or congress centre unannounced and ASSESSES THE HOTEL SERVICES using the evaluation matrix. For certain items of the matrix, ratings can be supplemented with personal commentary and photographic or video evidence.



The results of the self-assessment and that of the hidden congress guest are compared, and a FINAL SCORE is given in the form of a report or a workshop.

## CATEGORIES OF MEETINGS STAR CERTIFICATES

Certificates are classified into three categories according to the number of points achieved in the hidden guest evaluation:



**GOLD** final score from 4.81 to 5.00  
**SILVER** final score from 4.61 to 4.80  
**BRONZE** final score from 4.41 to 4.60



A minimum number of points achieved in the hidden guest evaluation to receive a certificate is 4,41.

## GUARANTEE OF QUALITY

Toleranca Marketing has been carrying out research constantly since 2007. 461 assessments have been carried out for the needs of the Meetings Star project and for individual clients. Toleranca Marketing guarantees quality through the professionalism of its Hidden congress guests who are objective, honest, accurate and reliable, as well as being well organised and having a sense for detail.



## WHO ARE THE HIDDEN GUESTS?

Hidden congress guests are experts who have multiple years of experience in the area of event organisation and knowledge of the hotel and catering industry. The required knowledge and competencies for ensuring objectiveness are:

- A minimum of 15 years international experience in organising congresses and events;
- Knowledge of the Slovenian and international standards of meetings industry with specific knowledge of standards control: DIN (Deutsche Industrie Norm), ICCA (International Congress and Convention Association), IAPCO (International Association of Professional Congress Organisers), APEX (Accepted Practice Exchange), AIPC (International Association of Congress Centres), MPI (Meetings Professionals International);
- Knowledge of the trends in the congress industry in the domestic and international markets;
- Recognising the specific needs and wishes of participants;
- Knowledge of the key factors that influence the choice of destination for a congress event;
- Knowledge of all the elements necessary for the successful execution of a congress (technical requirements, catering services, additional offers, safety, protocol, etc.);

In addition, all the assessors have verified references from the event organisation and congress industry, which ensures an unbiased view on behalf of the client and maximal reliability of the method.

## RATINGS MATRIX FOR HOTELS

The hotel assessment matrix contains 654 measurable assessment criteria which are divided into the following categories:

ASSESSMENT CATEGORY	NUMBER OF CRITERIA
A. First online contact with the purchaser	35
B. General impression on arrival at the hotel	36
C. Entrance hall - lobby	20
D. Employee behaviour	15
E. Reception	55
F. Hotel room	40
G. Hotel bed	20
H. Bathroom and toilet	35
I. Hotel breakfast	109
J. Hotel bar	48
K. Hotel restaurant	75
L. Toilets	10
M. Congress halls	75
N. Spa and Wellness	33
O. Sales process and communication	10
P. General satisfaction of guest	8
R. Sustainable practices	30

## RATINGS MATRIX FOR CONGRESS/CONVENTION CENTRES

The assessment matrix for congress centres contains 386 measurable assessment criteria which are divided into the following categories:

ASSESSMENT CATEGORY	NUMBER OF CRITERIA
A. First impression (digital, direct)	25
B. Location and accessibility	10
C. Quality - Entrance hall lobby	19
D. Quality - Conference space	65
E. Quality - Conference inventory	15
F. Quality - Lighting	12
G. Quality - Acoustic and sound system	12
H. Quality - Multimedia system	12
I. Quality - Internet connectivity	10
J. Access to power and com lines	5
K. Employee behaviour	15
L. Business centre	10
M. Customer service	25
N. Safety	16
O. Security and emergency	20
P. Additional services	25
R. Catering	45
S. Sustainability practices	30
T. Communication and marketing	15

Each category is assessed through a share of the assessment criteria and average score which help to ensure improvements in the quality of individual criteria.

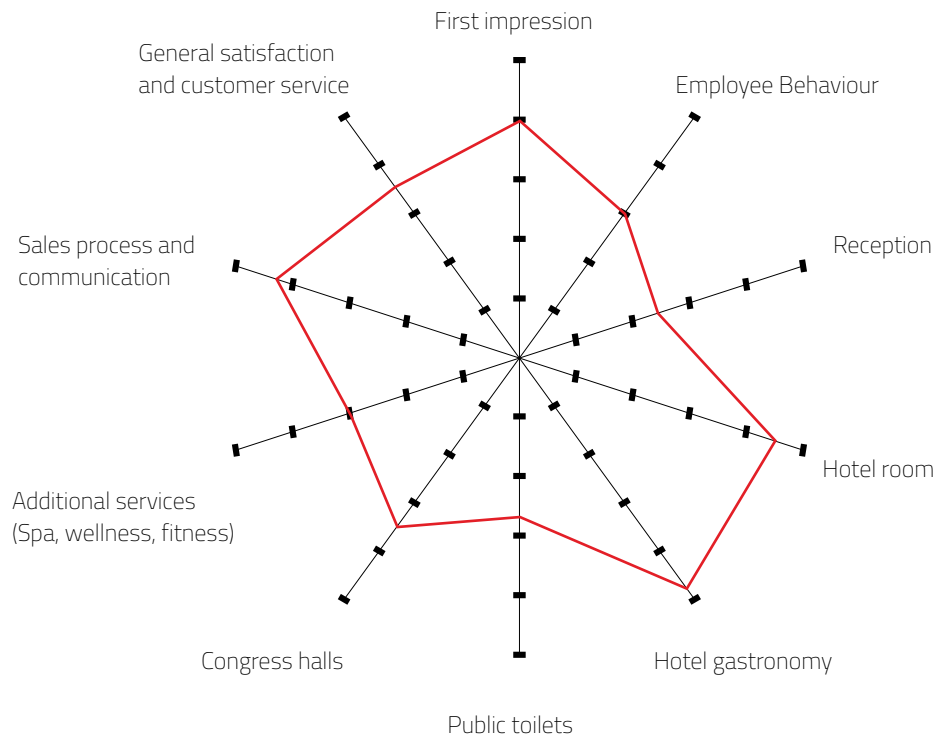
In addition, as part of the assessment matrix, the following subjective scores are also offered, which can be used to improve communication in the following areas:

- Architecture and aesthetics
- Reputation and trustworthiness
- Communication
- Price
- Additional offer
- Location
- FLOP negative surprise
- Most outstanding features

In this segment the quality of promotional activities can be controlled and improved. The results can be used quickly on social networks.

## MEETINGS STAR PIE CHART

Following assessment, results are received in the form of a Meetings Star Pie Chart graph which will enable visual monitoring of the results in all four assessment categories. This will allow the monitoring of improvements in individual areas during the process of recertification.



## BENEFITS FOR CERTIFIED PROVIDERS

1. Proof and a guarantee of the quality of the provider
2. Clear positioning on the international market
3. Comprehensive promotion through all communication channels and Kongres magazine
4. Continuous improvements in the quality of providers
5. Increasing the satisfaction of congress clients and event participants

## FORMS OF CO-OPERATION – PRICE LIST

### STANDARD CERTIFICATION

This is the basic form of certification that includes the hidden guest certification process and a report of the results, however, it does not include a workshop with the client.

The package includes access to a self-assessment form for hidden guests (1 night's stay), completion of an assessment matrix, preparation of an analysis, proposals for measures to be taken and presentation of results in the form of a report.

The price of the package does not include the direct costs of overnight stays and additional services, which, due to ensuring anonymity, the hidden guests pays by credit card and is refunded by the client by prior arrangement.

**Package price: 895 EUR (VAT not included)**

### EXTENDED CERTIFICATION

This is an upgrade to the standard evaluation that also includes a workshop with the client.

The package includes a visit by a hidden guest (1 night's stay), completion of an assessment matrix, preparation of an analysis, proposals for measures to be taken and presentation of results in the form of a 4-hour onsite workshop with the client.

The price of the package does not include the direct costs of overnight stays and additional services, which, due to ensuring anonymity, the hidden guest pays by credit card and is refunded by the client by prior arrangement.

**Package price: 1,415 EUR (VAT not included)**

### BENCHMARK SCORE

As part of this package a comparison of the performance of services with competitor companies is carried out. Using this method it is easier to find out competitors' advantages and the area in which it is necessary to better the competition.

**A special offer is made for this evaluation.**

## CERTIFICATION PATH

### CERTIFICATION IN PRACTICE





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HOW TO ORGANIZE MEETINGS THAT ROCK

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## Why should your venue, special venue or incentive idea be in our search engine?

### Reach guarantee

According to official data (Alexa and Google), Kongres is positioned among the top 5 MICE portals with the highest reach in Europe. Every day, 250 to 300 different meeting planners visit the site looking at 800 to 900 articles.

### The easiest way to get discovered

Our platform combines original content with invite only venue profiles. Kongres Magazine connects meeting planners with your property to send RFP.

### Content driven engine

It's the first true content-driven search engine, with destinations and venues for every demand, which will expose you to the right qualified buyers.

### Quality guarantee

Our collection features the best destinations, venues and incentive ideas checked by using the Meetings Star Methodology and Hidden Congress Guest.

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NEW EUROPE MEETINGS INDUSTRY MAGAZINE



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KONGRESNA ZVEZDA  
MEETINGS STAR

# MEETINGS STAR

Certification of best hotels  
and destinations 2023



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**TOLERANCA**

# NOVELTIES IN 2021

The corona crisis has largely digitalised the meetings industry sector. Consequently, the habits of event organisers have changed radically. Thus, for 2021 we have prepared an array of novelties that will enable our benchmark to reflect the situation on the market. Read more about MTLG NOVELTIES.

In order to make the assessment as credible as possible, we can again agree on a assessor visit to the destination. Within the visit, we would get familiar with the novelties and details that may affect the final evaluation of the destination. If you are interested in such cooperation, please let us know.

**For more information please contact:**



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