



**Magiczny
Kraków**

Warsaw and Kraków in the Kongress Magazine ranking

2022-11-30

Warsaw and Kraków received high ratings in the cyclical MEETINGS STAR report published by Kongress Magazine. Warsaw was ranked seventh and Kraków ninth. The top three were Athens, Prague and Budapest.

ABOUT THE 2022/2023 MEETINGS STAR RANKING:

Ten years ago, the Kongress Magazine publisher - the Toleranca Marketing Agency - developed a system for evaluating congress destinations using a proprietary matrix called the 'MEETING EXPERIENCE INDEX' (MTLG - MEETOLOGUE). Since the beginning of the destination evaluation, the ranking creators have used a reference system to present a realistic range of congress destinations. To date, 125 have been evaluated, including all critical congress destinations in south-eastern Europe and the so-called 'New Europe' region.

The Index is a systematic, structured and analytical process, covering many essential factors for event organisers. The study's creators claim it is the most comprehensive and complex system for evaluating MICE destinations. The ranking evaluates cities in the so-called 'New Europe', which refers to the Eastern and Central European countries that used to be behind the Iron Curtain. Technically, it comprises 24 states, including newcomers from Greece and Turkey.

POLISH CITIES in THE RANKING

WARSAW - rating 4.50/5

Warsaw was ranked seventh. 'Today Warsaw is one of the fastest-growing capitals in the European Union', the ranking authors write.

'The development of its infrastructure strongly accelerated when Warsaw hosted the 2012 UEFA European Championship and opened several new hotels. The Hilton Warsaw congress hotel, with room for 1,600 participants, is one of the largest in Europe.'

KRAKÓW - rating 4.42/5

Kraków was ranked ninth in the 2022/2023 MEETINGS STAR list. According to Kongress Magazine, Kraków's most spectacular success in recent years has been attracting and hosting the ICCA Congress.

Tallinn, Ljubljana, Zagreb, Vilnius, Bratislava, Thessaloniki and Istanbul also featured in the top ten cities assessed.

Details on the Kongress Magazine website: kongres-magazine.eu.