BARCELONA, SPAIN

4.53/5

MTLG
★ ★ ★ ★ ★
**KONGRES
MEETOLOGUES**

DESTINATION CAPACITY			
The number of 4* and 5* category hotel rooms	**35,253**	Banquet hall maximum capacity	**8,096**
The number of 4* and 5* category hotels	**428**	The largest hall in the city (in m^2)	**10,000 m2**
Destination population	**1,604,555**	Maximum hall capacity in theatre style	**14,288**

ADDITIONAL DESTINATION INDICATORS 2017			
ICCA Index - worldwide ranking - number of meetings	1 / **5.00**	Numbeo Quality of Life Index	140,04 / **2.83**
ACI Airport Connectivity Index:	10,095 / **5.00**	Numbeo Safety Index	54,92 / **3.03**

MTLG CATEGORY	**X Large**

XL - MEETING DESTINATIONS: Destinations that can host more than 2,000 congress attendees

OVERALL PERFORMANCE	2017	**2018**
Natural and cultural factors	4.87	**4.88**
General and transport infrastructure	4.85	**4.86**
Tourist infrastructure	5.00	**5.00**
Meeting infrastructure	4.99	**4.99**
Subjective grade	4.93	**4.79**
Marketing Buzz	4.91	**4.91**
ICCA Index - worldwide ranking - number of meetings	4.98	**5.00**
Numbeo Quality of life Index	2.88	**2.83**
Numbeo Safety Index	3.41	**3.03**
ACI Airport Connectivity Index	5.00	**5.00**
FINALE GRADE	4.58	**4.53**

DESTINATION FINAL GRADE 2018	**4.53**

A. Natural and cultural factors	4.88	B. General infrastructure	4.86
1. Natural Diversity	4.95	1. Destination safety	4.32
2. Climate and Weather	5.00	2. Accessibility - road	5.00
3. Social environment	5.00	3. Accessibility - air	5.00
4. Cultural environment	5.00	4. Accessibility - rail	5.00
5. Natural experience index	4.92	5. General public services	5.00
6. Historical sites	5.00	6. Airport Quality	4.96
7. Architecture	5.00	7. Public transport	4.95
8. Accessibility to nature	4.98	8. Financial institutions	5.00
9. Sustainable measures	4.49	9. Internet access	4.95
10. Perception on sustainability	4.45	10. Pollution	4.39
C. Tourist infrastructure	5.00	D. Meetings infrastructure	4.99
1. Restaurant scene	5.00	1. History and references	5.00
2. Variety of bars and coffee shops	5.00	2. Variety of MICE suppliers	5.00
3. Nightlife	5.00	3. Quality of meeting hotels	5.00
4. Leisure activities	5.00	4. Convention and exhibition centers	5.00
5. Adventure / Adrenaline activities	5.00	5. Ratio of 4 and 5***** hotel rooms	5.00
6. Sports activities	5.00	6. Incentive programmes	5.00
7. Shopping	5.00	7. Professionalism of meetings industry	4.95
8. Fun parks, casinos	5.00	8. Diversity of MICE offer	4.98
9. Theatres, musical venues, cinemas	5.00	9. Effective Convention Bureau activities	5.00
10. Tourist information services	5.00	10. Support services	5.00
E. Subjective grade	4.79	F. Marketing buzz	4.91
1. Political stability	4.45	1. Destination brand perception	5.00
2. Urban security	4.51	2. Brand and corporate identity of CVB	5.00
3. General support to industry	5.00	3. Ambassador programme	4.92
4. Value for Money	4.39	4. Destination advertising	4.95
5. Destination competitiveness	5.00	5. Direct B2B communication	4.97
6. Personal experience	4.93	6. Digital communication (web portal)	5.00
7. Local hospitality	4.69	7. Mobile B2B communication	5.00
8. E-services	4.95	8. Content marketing	4.63
9. Business climate	4.97	9. Local MICE marketing events	5.00
10. Destination image	5.00	10. Social networks and community	4.58

Scores are on a 1-to-5 scale. For detailed definitions, sources, and periods, contact Kongres Magazine.

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

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

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

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

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