

PRESS RELEASE

Prague Wins the Prestigious Top Meeting Destination Award Again

19th January, 2017, Prague – Representatives of the Prague Convention Bureau received the 2016 Top Meeting Destination award at the annual Conventa trade fair in Ljubljana, Slovenia on 18th January, 2017. The prize is awarded by Slovenian Kongres magazine to the destinations from Central and South East Europe region since 2011, in accordance with the evaluation based on destination's infrastructure, marketing activities and other indexes. Prague thus follows up on its achievements in previous years: the city occupied the second position in the Meeting Star contest twice, and in 2013 it even won the first prize.

The Kongres magazine expert jury evaluated 68 destinations from 19 countries of the Central and South East Europe region, based on the following criteria: natural and cultural factors, general and transport infrastructure, tourist infrastructure, meetings infrastructure, marketing buzz, ICCA (International Congress and Convention Association) index, quality of life index, global peace index, and subjective grade. The top grade for each assessed section was 5.

The Czech metropole received the overall destination grade of 4.51 from the expert jury. The overall grade is a result of combination of the following individual grades:

- natural and cultural factors: 4.54
- general and transport infrastructure: 4.59
- tourist infrastructure: 4.90
- meetings infrastructure: 4.65
- marketing buzz: 4.85
- ICCA index: 4.12
- quality of life index: 4.10
- global peace index: 4.25
- subjective grade: 4.61

In the top 5 ranked also: Istanbul on the second place with the grade of 4.39; Budapest on the third with 4.37 points, followed by Athens and Ljubljana.

Complete results can be found [here](#).

About Prague Convention Bureau

Prague Convention Bureau (PCB) is a non-profit organization established in 2008. The company acts as an official representative of the Prague congress tourism and promotes the city as a one of the European leading congress destinations. Together with Czech tourism bodies, partners and members the PCB offers effective assistance in organizing conferences, meetings, seminars, exhibitions and incentive events in Prague.

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