



PRELIMINARY OFFER

MEETINGS STAR

CERTIFICATION 2024



Confirm your standard with the only certificate of quality in the meetings industry based on real ratings by hidden congress guests.

WHAT IS THE MEETINGS STAR CERTIFICATE?

It is a certificate that demonstrates the compliance of congress capacities and services with the Meetings Star rating and certification system. It checks **654** measurable assessment criteria that are key for the satisfaction of meeting planners.

WHY TRUST MEETINGS STAR?

Meetings Star is trusted due to its **17-year** tradition of rating congress hotels and convention centres, during which **692** hotels and **44** convention centres have been evaluated by hidden congress guests. Due to the unbiased and transparent methodology, the system has a high reputation among meeting planners. Out of **573** evaluated hotels and venues in 2023, the certificate was awarded to **48,69%** of them (**279**).

WHO ARE THE MAIN CLIENTS OF THE EVALUATION?

42% - International event organisers

We prepare an evaluation for event organisers so they gain insight into the quality and service of a venue and thus help them save the time they would need for a site inspection. The result is a holistic 360° evaluation of a venue.

39% - Hotel management and owners

Our independent assessment of hotels and venues enables hotel management to rate their employees' work and serves as a benchmark for comparison with the competition.

19% - Kongres Magazine (Meetings Star)

Kongres Magazine evaluates new hotels or hotels suggested by readers every year. This part of the evaluation is independent and takes place throughout the year.

HOW DOES CERTIFICATION TAKE PLACE?

- 1.** In the first step Hotel or Convention centre carries out a SELF-ASSESSMENT using an evaluation matrix, which is identical to that used by hidden congress guests.
- 2.** In the second step a hidden 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 photo or video evidence.
- 3.** In the third phase 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.

BENEFITS FOR CERTIFIED PROVIDERS

Meetings Star is proof and a guarantee of quality of the provider. It allows for clear positioning on the international market and comprehensive promotion through all communication channels and Kongres Magazine. It gives providers an opportunity to continuously improve in quality and increase the satisfaction of congress clients.



“The hidden congress guest methodology ensures that meeting hotels and convention centres are evaluated objectively.

The cornerstone of our methodology was to offer information that is analysable on-site based on a set of criteria and a visit by the hidden congress guest. The Meetings Star Award has become a reference point and a sort of Michelin guide for the meetings industry. Personally, I believe our project fosters the development of the entire meetings industry.”

Gorazd Čad
Founder of Meetings Star

Ljubljana, February 2024



An added value of cooperating with us is the free publication of your articles on our website. Because we are grateful for your cooperation, we will reward your participation with a **free promotional package** on Kongres Magazine's website. The service, which otherwise costs 2,350 EUR, will be free of charge for you.

The offer includes:

- Entry into our website's venue finder: <https://kongres-magazine.eu/search-venues/>
- Publishing an article about your destination/venue on our website: <https://kongres-magazine.eu/>
- Publishing an article about your destination/venue in two editions of the Kongres Weekly newsletter
- Redistributing the article about your destination/venue on Kongres Magazine's social media platforms

	PRICE IN EUR	NO. OF UNITS	VAT RATE	DISCO- UNT	TOTAL VALUE
A. STANDARD CERTIFICATION	995€	1	22%		
A1: Hotel - Standard Certification	The package includes access to a self-assessment form, hidden congress guests visit (1 night's stay), completion of an assessment matrix, preparation of an analysis, proposal for measures to be taken and presentation of results in the form of a report.				995 €
B. ON-SITE COSTS OF HIDDEN GUEST			22%		
B1: Transportation for Hidden Congress Guest, Airline Ticket, Car	300€	1			300€
B2: Costs of overnight stays paid with a credit card by a hidden guest	200€	1			200€
B3: Catering and wellness costs are limited to a certain amount	150€	1			150€
TOTAL (A+B):					1.645€
OPTIONAL: EXTENDED CERTIFICATION	1.550€	1	22%		1.550€
B4: Hotel - Extended Certification This is an upgrade to the standard evaluation that also includes a workshop with the client.	<ul style="list-style-type: none"> The package includes: a visit by a hidden congress guest (1 night's stay), completion of an assessment matrix, preparation of the 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 congress guest pays by credit card and is refunded by the client by prior arrangement. 				

Prices of On-Site Costs are estimated and will be charged upon the final invoices.

IMPORTANT: Access to self-assessment form

Online form for the hotel's self-assessment opens for evaluation upon the payment of the cost of certification (point A1).

THE PRINCIPLES OF CHARGING ON-SITE COSTS OF THE HIDDEN GUEST

The on-site costs of the hidden guest are arranged in advance, except in cases of price change of the package through reservation systems. On-site costs of overnight stays and additional services are paid by the hidden guest with a credit card and are refunded by the client upon prior arrangement with Toleranca marketing. Toleranca marketing shall provide proof of payments for services (accommodation, f&b). The price does not include the mileage for the transport of the hidden guests. The cost per kilometre is EUR 0.21 or the actual amount of the airplane ticket and transport cost to and from the airport.

TERMS OF PAYMENT:

Payment method: Payment of certification costs is paid in advance. Direct costs of hotel accommodation and catering services are charged after the assessment of a hidden guest, based on the submission of invoices for actual consumption.

VAT:

22% V.A.T. is not included in the prices. It will be charged in case the client is not V.A.T. liable.



Gorazd Čad
CEO of Toleranca Marketing

CATEGORIES OF MEETINGS STAR CERTIFICATES

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



**KONGRESNA ZVEZDA
MEETINGS STAR**

WINNER

- 3 STARS** final score from **4.81 to 5.00**
- 2 STARS** final score from **4.61 to 4.80**
- 1 STAR** final score from **4.41 to 4.60**



**KONGRESNA ZVEZDA
MEETINGS STAR**

CERTIFICATE OF EXCELLENCE 2024

HOTEL

City, Country

MTLG CATEGORY
A – CITY MEETING HOTELS

FINAL SCORE

4.81 — **4.99** — 5.00

★ ★ ★

In each category, individual hotels and venues are segmented into three sub-categories in light of the points they achieved in the evaluation by the hidden congress guest.

3 STARS Final score from 4.81 to 5.00
2 STARS Final score from 4.61 to 4.80
1 STAR Final score from 4.41 to 4.60

Gorazd Čad
Editor in Chief Kongres Magazine

KONGRES
NEW EUROPEAN MEETINGS INDUSTRY ASSOCIATION

Visit www.kongres-magazine.eu for more information
Certificate No. BCH001-2024



**KONGRESNA ZVEZDA
MEETINGS STAR**

CERTIFICATE OF EXCELLENCE 2024

HOTEL

City, Country

MTLG CATEGORY
A – CITY MEETING HOTELS

FINAL SCORE

4.61 — **4.79** — 4.80

★ ★ ★

In each category, individual hotels and venues are segmented into three sub-categories in light of the points they achieved in the evaluation by the hidden congress guest.

3 STARS Final score from 4.81 to 5.00
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4.41 — **4.55** — 4.60

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RATINGS MATRIX FOR HOTELS

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

Assessment Category	No. 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 CENTRES

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

Assessment Category	No. 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.

CERTIFICATION PATH



REASONS TO GET CERTIFIED

REASON 1

Convention Bureau Standards: The Toleranca Marketing team has prepared Congress Standards that form the basis of the operation of the Slovenian Convention Bureau. The model has been based on comparable Europe models of business excellence. The Standards were first awarded in 2008. There is no comparable model in use in Europe, though numerous copies exist.

REASON 2

Origin of certification: The preparation of certification is based on existing standards and recommendations from the area of business tourism, such as those published by 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) and other professional associations operating in the area of congress activities.

REASON 3

Since 2007: The evaluation of hotels and convention centres has been present on the market for 17 years. On the basis of field work, Toleranca Marketing is continuously upgrading the methodology which today takes the form of a sample measurement and is the only company in the world using mystery guests related specifically to the requirements of congress organisers.

REASON 4

Added value – free promotion: All certified partners are promoted intensively through the promotional channels of Kongres magazine. In the past 18 years the portal has won the trust of domestic and international events organisers. According to official statistics about the portal's reach (Google), it is ranked among the top 5 portals with the highest reach in Europe. Every day the portal is visited by on average 250-300 various event organisers who view 800-900 pieces of content.

REASON 5

Measurable results: Since 2007, 692 hotels and 44 convention centres have been evaluated by hidden congress guests. Out of 573 evaluated hotels and venues in 2023, the certificate was awarded to 48,69 % of them (279). The assessor evaluates the venue on the basis of the Hidden Congress Guest matrix that includes 654 evaluation criteria.



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