



Kraków



KRAKÓW CONVENTION BUREAU

SUPPORTING DEVELOPMENT OF THE MEETING INDUSTRY

I am lucky to live where others can only visit for a short time”

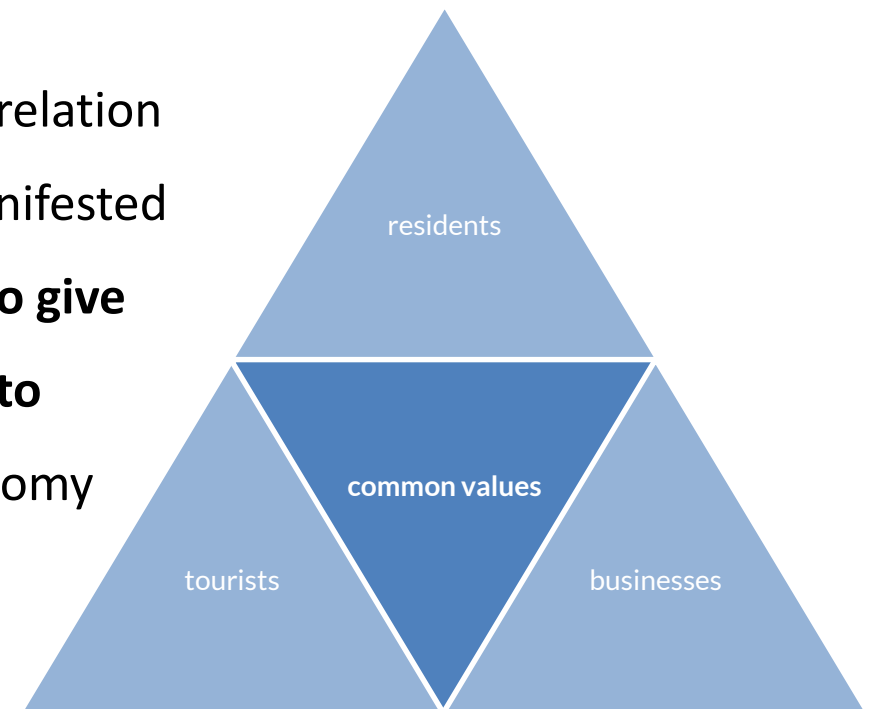
Małgorzata Przygórska-Skowron
Krakow Convention Bureau



Krakow's Sustainable Tourism Policy for 2021-2028

The policy contains a set of recommendations aimed at effective co-management and reconstruction of tourism in Krakow.

The strategic objective of the city's tourism policy is to achieve a consensus among the residents and local service providers in relation to development through tourism. The consensus should be manifested by acceptance by each group of stakeholders of the possibility **to give up a portion of their own gains for the benefit of contributing to common values of the city**, with the development of local economy planned in a sustainable manner.



THE AREAS OF RECOMMENDATIONS



III. Supporting Development of The Meeting Industry

„Organizing conferences and congresses is a strategic growth market on account of knowledge transfer and profitability ratio. Rebuilding a strong competitive position of Krakow as a host city for international events is a task of key importance. With well-developed relevant organizations in place (Krakow Convention Bureau, ICE International Conferences and Entertainment Krakow, Krakow Festival Office, Krakow Network), this sector is recommended to be selected as the strategic one.

MEETING INDUSTRY in the City's Strategy

This is where I want to live. Krakow Development Strategy 2030/2050

Strategic goal No 2. Krakow is a metropolis with international network connections, striving for climate and environmental neutrality, with a resilient, circular knowledge-based economy and environmentally friendly mobility

Operational Goal 2.2. Krakow – a hub in the network of metropolises of Polish, European and global cities, as a globally recognizable brand

Directions of activities: Involving Krakow in the events of international, scientific, cultural and sports importance, as well as engaging in the development of the industry, meetings and various forms of urban tourism.



Meeting Industry in HISTORICAL CITY

- ❑ is the optimal direction of development
- ❑ is not controversial and does not cause conflicts like a city break (tourists profile)
- ❑ is a way to achieve deglomeration (VENUES) and alleviate overtourism
- ❑ **LOWERS SEASONALITY** - covers the months outside the peak season
- ❑ **OPEN TO RESIDENTS** - use the city's resources and make a positive difference
- ❑ **LEGACY** (what remains after the congress)
- ❑ **IMPACT** (long-term change) Criteria - use of local resources, companies, suppliers, activities for residents, CSR projects



Meeting Industry in HISTORICAL CITY

- ❑ The approach encouraging change (**IMPACT**) is in line with the trend of **REGENERATIVE TOURISM**, which is more than just sustainable.
- ❑ One that not only does not harm – but changes for the better
- ❑ Cultivates / revives local traditions
- ❑ Helps build local partnerships
- ❑ Regenerates the damaged fabric of the city
- ❑ Increases local potential – scientific, social, cultural
- ❑ AN APPROACH THAT REQUIRES EFFORT, COMMITMENT, KNOWLEDGE ABOUT THE CITY, AND AN INTERDISCIPLINARY COOPERATION.
- ❑ IT IS NECESSARY TO GO BEYOND ONE'S OWN SELFISHNESS AND COMFORT



WHY KRAKÓW

- ❑ **Accessibility** – over 130 direct air connections, motorways, rail connections. **Low-emission transport in the city.**
- ❑ **Modern facilities** of ICE Kraków, EXPO Kraków, TAURON Arena Kraków
- ❑ **A strong scientific and research centre** – 23 universities, 64 Honorary Congress Ambassadors, almost 130 thousand students, 7% international
- ❑ **Hotel facilities** in 2023: 190 hotels / 13 thousand rooms / 24 thousand beds / 35 thousand beds in non-categorized facilities - apartments
- ❑ **High-level gastronomy** with 18 restaurants in the Michelin Guide
- ❑ **A wide range of free time activities** – concerts, festivals, cultural events. Important: MICE events can be planned in relation to regular events.
- ❑ **Prices in PLN** – still competitive with European cities



KRAKOW CONVENTION BUREAU

- ❑ Established in 2004, part of the local government
- ❑ Fully financed from public funds, it operates on a non-profit basis
- ❑ Operates within the Department of Tourism, cooperates with the Chancellery of the President, the Department of Entrepreneurship and Innovation, Department of Social Communication and others
- ❑ The goal - to promote Krakow and build the brand of The Host City



AREAS OF ACTIVITY

CONVENTION BUREAU

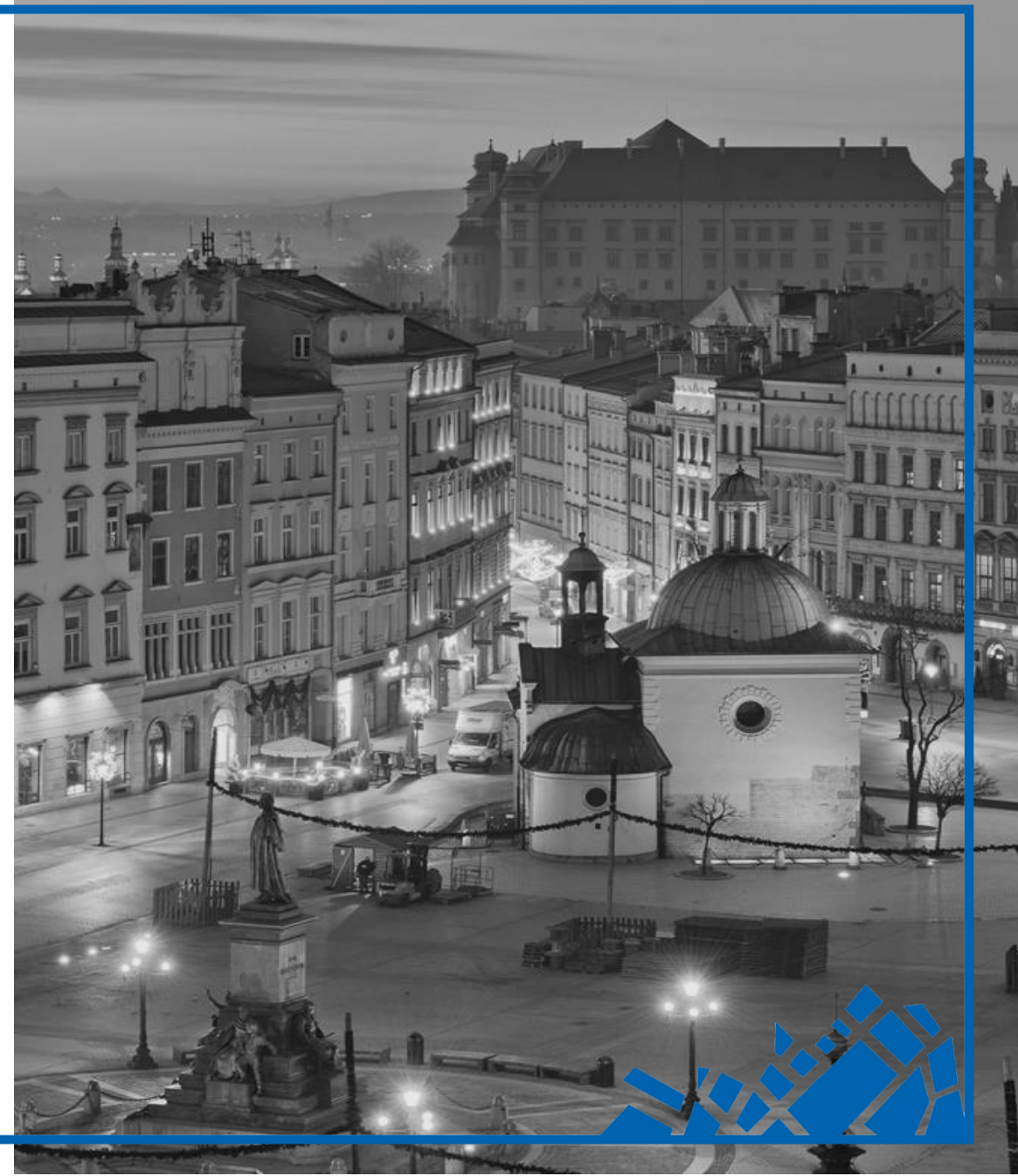
- ❑ **Bringing conferences to KRK** - rfp, offers, inquiries, support for organizers, sites visits;
- ❑ **Industry cooperation** - Kraków Network, Congress Ambassadors Programme, associations: ICCA and CITY DNA – International Alliance for IMPACT; Recommendation Programmes of PCO and DMC companies
- ❑ **Promotional activities** – Int. Fairs and presentations, table meetings, fam trips, website with a database, newsletter, social media
- ❑ **Research and analysis:** Meetings Industry in Krakow; Meetings and Events Industry in Poland, ICCA Report UIA Report, GDS Index



MEETING INDUSTRY

2014 - 2023

Year	No.of meetings	No. of delegates	Over 1 k. pax	Estimated income/ (2500 PLN/person)
2014	3976	0,46 mln	27	918 446 000
2018	8156	1,1 mln	112	2 228 486 000
2019	8400	1,2 mln	215	2 420 526 000
2020	1919	0,3 mln	51	636 700 000
2022	2629	0,76 mln	170	1 910 595 000
2023	4368	0,93 mln	151	2 329 850 000



SELECTED EVALUATION CRITERIA:

- Who is the meeting organizer – industry
- Event duration
- Number of participants, percentage of international participants
- Programme for Accompanying Person
- Services outsourced to local suppliers
- Is the event organized with the participation of the Honorary Ambassador of Polish Congresses?
- Does the event organizer use the services of PCO or DMC recommended by the City of Krakow
- Days of the week on which the event takes place
- Dominant profile of participants
- Range of promotion
- Offer for Residents -



City's Support

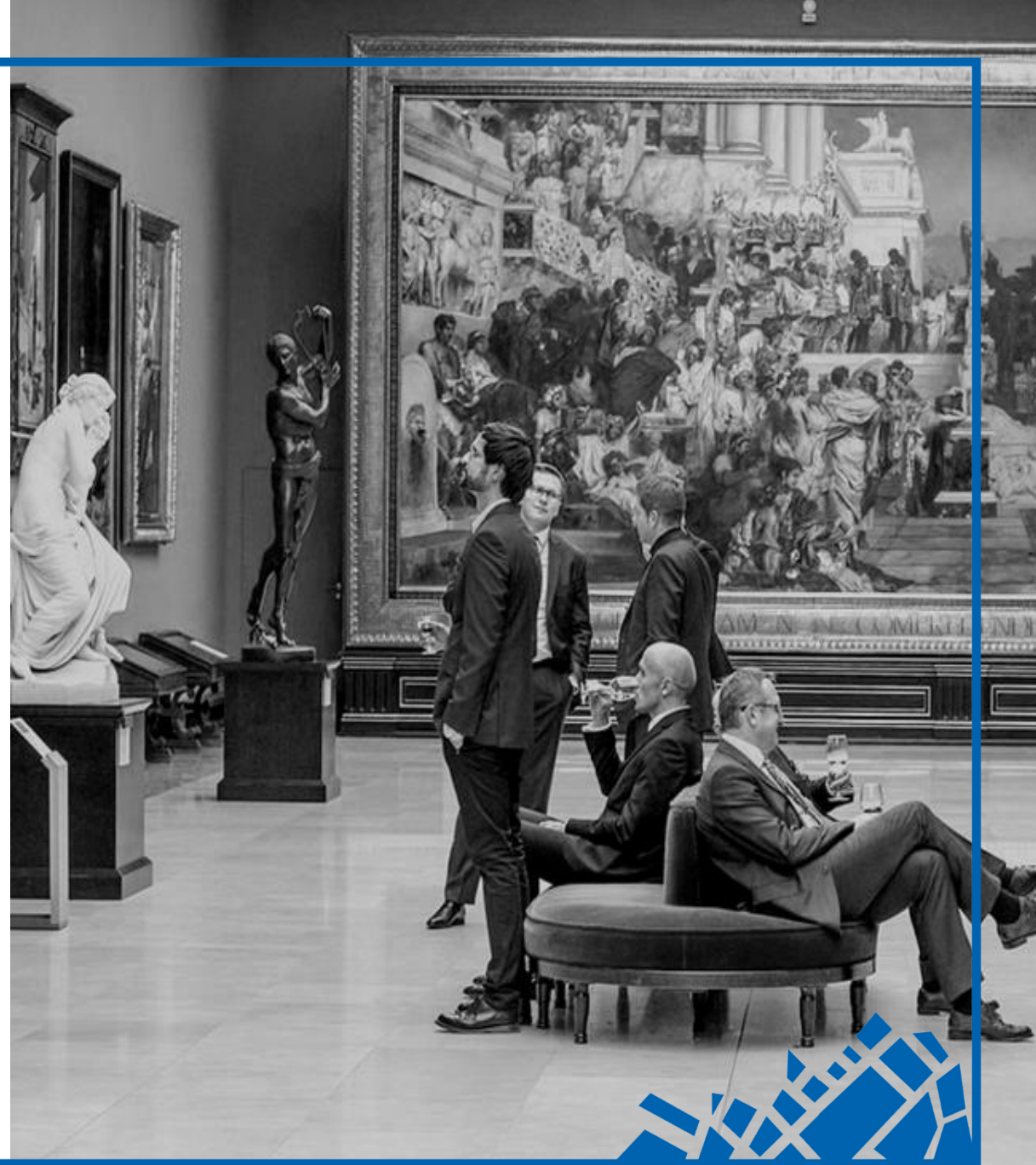
Krakow Convention Bureau

- ❑ Mayor's letter; Congress Opening by city's rep.
- ❑ Promotional materials: photos, videos, folders;
- ❑ Possibility to purchase a "conference ticket";
- ❑ Organization of inspection visits (program, transport, accommodation)
- ❑ Sightseeing in Krakow for VIP groups
- ❑ VIP transport from/to the airport (up to 10 people)
- ❑ Welcome Desk at the airport
- ❑ City Information Stand
- ❑ Other by arrangement



SUPPORT MEANS INVESTMENT

- ❑ A premium tourist, enjoys the city's cultural offer
- ❑ Conversion of business tourists into traditional ones – programs for accompanying persons, trips before and after the conference, returns with families
- ❑ Stimulating the market to improve the quality of services
- ❑ International promotion of the city through congress guests
- ❑ Building the brand of the host city
- ❑ Exchange and transfer of knowledge, innovation, personal contacts
- ❑ Several times higher expenses of business tourists – about PLN 2,5 thousand per person
- ❑ MEETINGS INDUSTRY: income to the budget from taxes from companies operating in the industry approx. 90 million (2014), nationwide: 1% of GDP



 **Kraków**

Convention Bureau

ZAPRASZAMY DO WSPÓŁPRACY !

www.convention.krakow.pl





Kraków