

An aerial photograph of Kraków, Poland, at sunset. The sky is a vibrant orange and yellow. In the foreground, the ornate, dark-roofed spire of St. Mary's Basilica (Bazylika Mariacka) stands out. Below it, the historic market square (Rynek Główny) is visible, with its surrounding buildings illuminated by warm lights. The city extends into the distance, with rolling hills visible on the horizon.

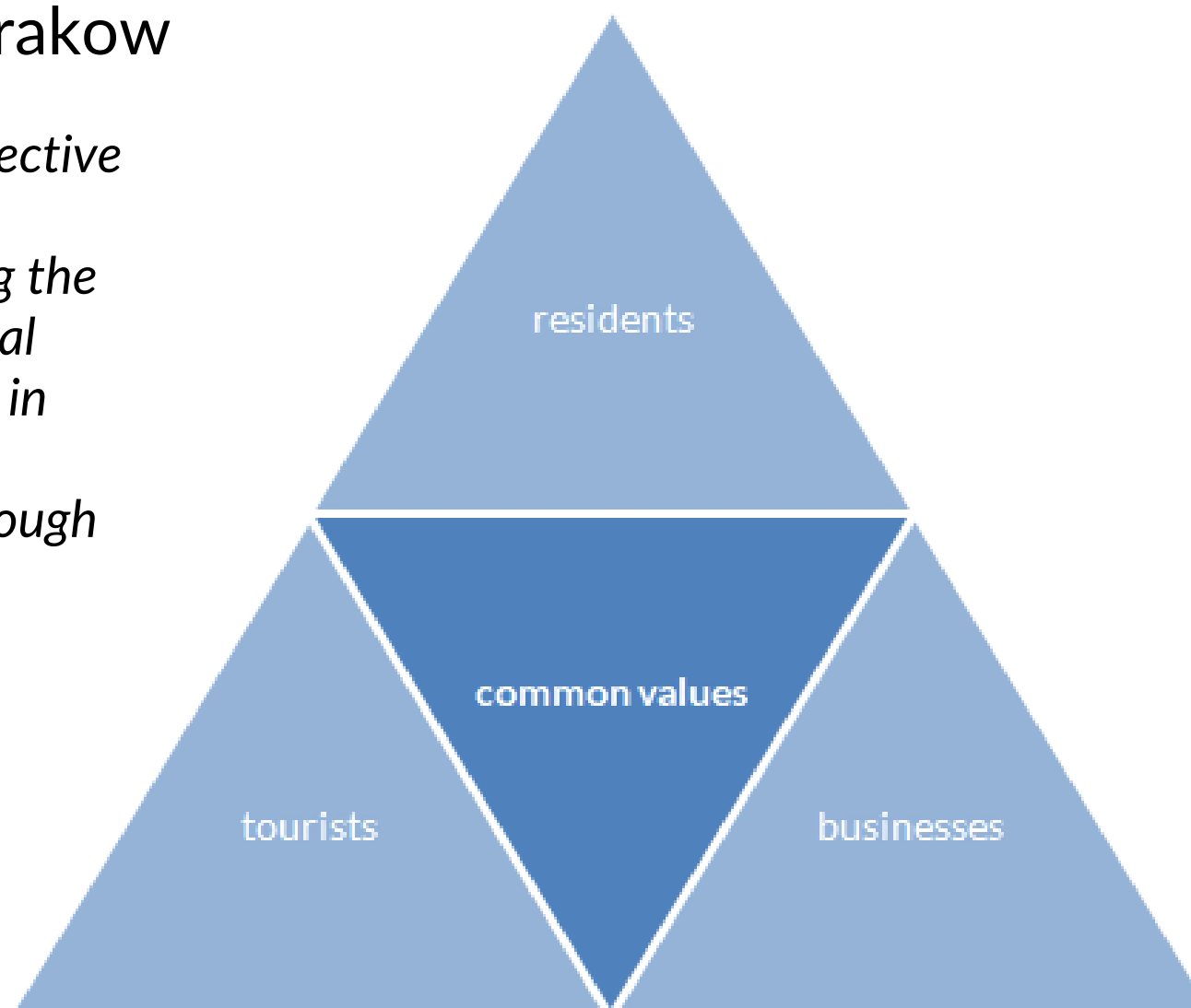
# *Kraków Convention Bureau - scope of activities*



## KRAKOW'S SUSTAINABLE TOURISM POLICY FOR 2021-2028

Contains a set of recommendations aimed at effective co-management and reconstruction of tourism in Krakow

*The strategic objective is to achieve a consensus among the residents and local service providers in relation to development through tourism.*





## 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 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) - 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
- Requires effort, commitment, knowledge about the city and an interdisciplinary cooperation
- To go beyond one's own selfishness and comfort is necessary





## MICE SECTOR - A STRATEGIC DIRECTION FOR KRAKÓW

- Sustainable tourism policy 2021 - 2028
- Recommendation no.3 - meetings industry as a strategic direction due to knowledge transfer, economic and social impact
- Economic importance of the meetings industry for the budget of Kraków
- 2000 pax/person. Congress 1000 pax = 2 million
- Kraków as an academic and scientific hub
- Intellectual capital of Poland
- Kraków as a tourist and cultural destination
- City well connected, walkable, unique venue offer, festivals, museums - leisure offer





## CONVENTION BUREAUX IN POLAND

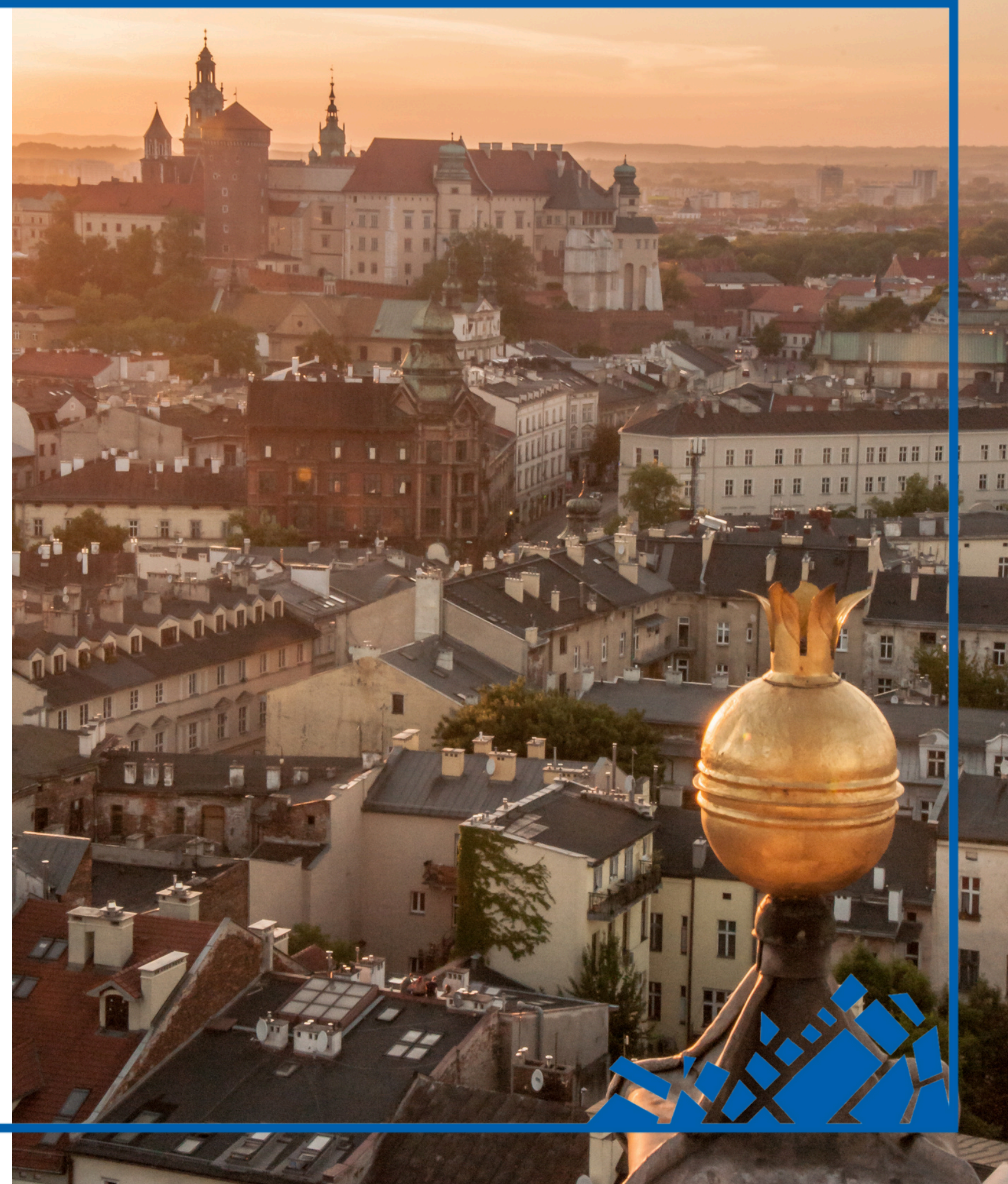
Convention Bureau - a non-profit organization representing a country, city or region, providing professional support to organizers of meetings and business events:

- Poland Convention Bureau of Polish Tourism Organisation
- 5 regional
- 9 municipal

### 3 operating options:

- city/region authorities
- tourism organisations
- conference venues

No CVB regulation, criteria have been developed to ensure uniform standards.





## ABOUT KRAKÓW CONVENTION BUREAU

- Since 2004 it has been operating within the structure of the Tourism Department of Municipality of Kraków, financed from public funds, operates on a non-profit basis
- Objective - promotion of Krakow and development of the brand of the Host City
- Bidding for events - preparation of offers, answering enquiries, support for organisers, organisation of study visits
- Marketing - fairs, presentations, B2B table meetings, fam trips, site visits,





## ABOUT KRAKÓW CONVENTION BUREAU

- Industry cooperation:
  - *Ambassadors Programme,*
  - *Krakow Network,*
  - *ICCA and City DNA member,*
  - *PCO&DMC recommendation programme,*
- Promotional activities - website with a database of rooms and conferences, newsletter, social media: Fb, Instagram, LinkedIn
- Research and analysis - Report Meetings Industry in Krakow, Meetings and Events Industry in Poland, ICCA Report (43 meetings, 30th place in Europe in 2023), UIA Report (32 meeting, 42. place), GDS Index (72. place in 2024)
- Strong promotion and support of sustainable meetings





## WHY KRAKÓW

- Accessibility – over 165 direct flight connections, motorways, rail connections. Low-emission transport in the city
- Modern facilities - ICE Kraków, EXPO Kraków, TAURON Arena Kraków, CKF13
- A strong scientific and research centre – 23 universities, Programme of Honorary Congress Ambassadors, almost 130 thousand students
- Hotel facilities in 2025: 197 hotels / 13,4 thousand rooms / 24,6 thousand beds / 35 thousand beds in non-categorized facilities - apartments
- High-level gastronomy with 21 restaurants in the Michelin Guide
- A wide range of activities – concerts, festivals, cultural events
- Prices in PLN – still competitive with European cities

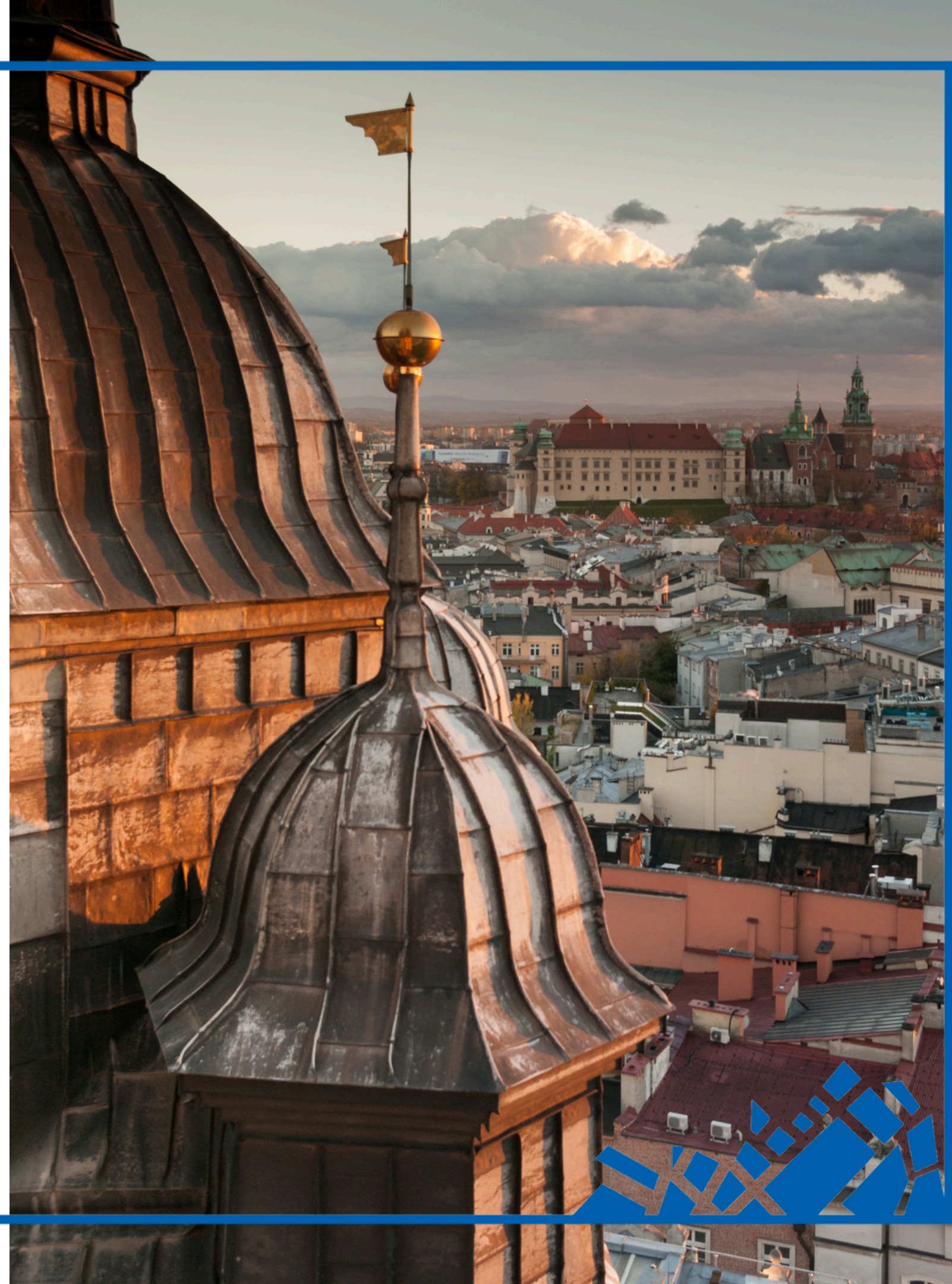




## CITY SUPPORT FOR THE EVENTS

### Selected evaluation criteria:

- Organiser of the meeting - which industry
- Duration of the event
- Number of participants, including percentage of international participants
- Whether the event is cyclical
- Programme for accompanying persons
- If services are outsourced to local suppliers
- Is the event organised with the participation of the Honorary Ambassador of Polish Congresses
- Does the event organiser use the services of a PCO or DMC recommended by the City of Kraków
- Days of the week on which the event is held
- Dominant profile of participants
- Allowing surveys to be carried out





## CITY SUPPORT OF THE EVENT

- Mayor's letter of invitation; Congress Opening by city's authorities
- 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







Kraków

Thank you

[www.convention.krakow.pl](http://www.convention.krakow.pl)