



ŁÓDŹ, Poland



CREATES THE BEST MEETINGS

1. A bit of history
2. Where we are
3. Facts & figures
4. What to see?
5. Creative city
6. Interesting facts
7. Venues
8. Incentives
9. How can we help?

1423 Łódź birth date as a city

1821 beginning of the textile industrial revolution

1850-1890 rapid growth (+300 000 citizens in 40 yrs.)

1890-1914 a "Promised Land" to many Europeans

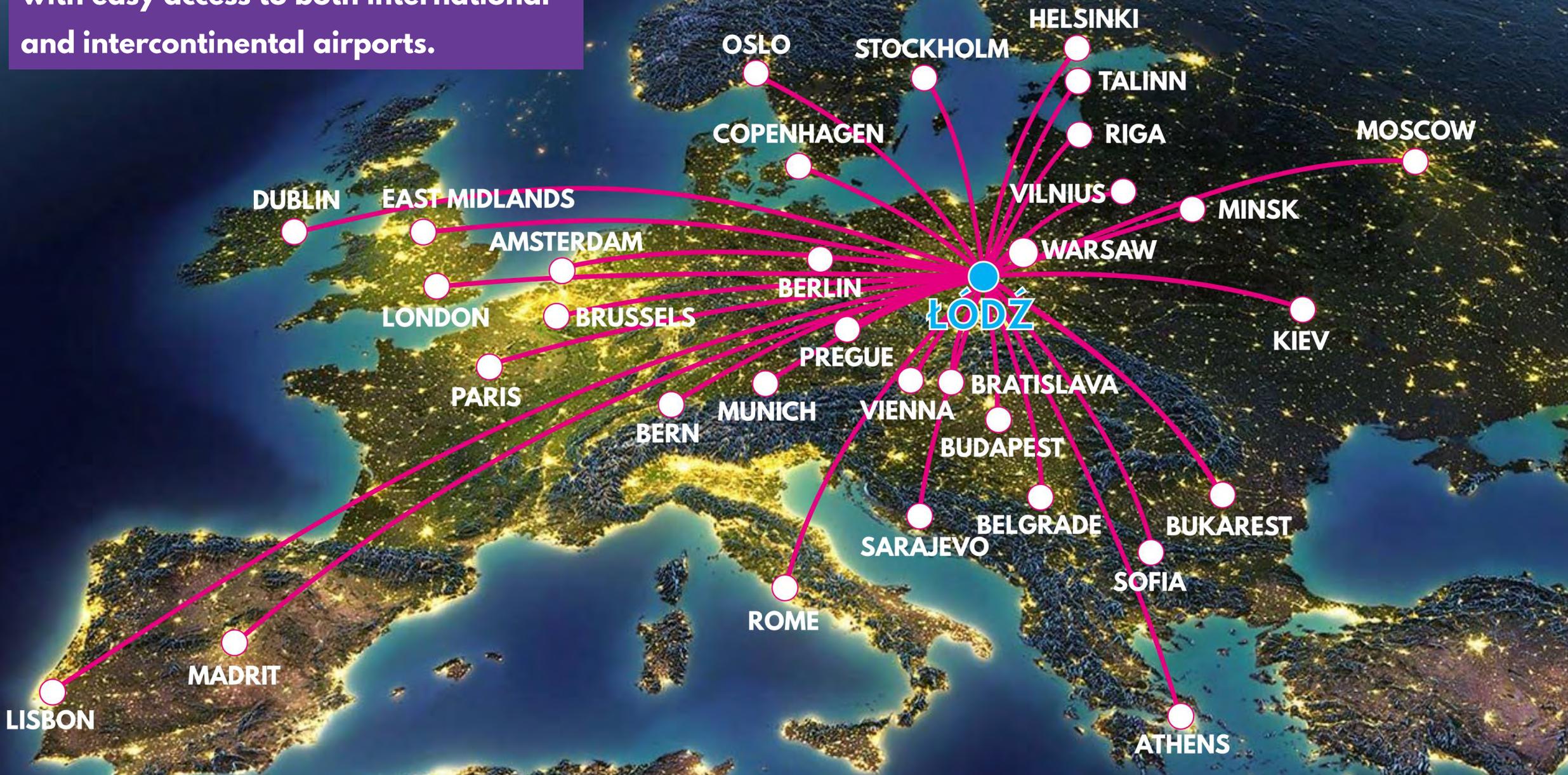
1939-1945 WW2, Occupation, Litzmannstadt

1945-1990 communism and "grey Łódź" era...

2000+ creative industry, renovation, global services

Łódź is located in the center of Europe, with easy access to both international and intercontinental airports.

WHERE WE ARE



WHERE WE ARE

Łódź is served by three airports:

Łódź Central Poland

15 min by car/bus

LODZ AIRPORT
CENTRAL POLAND

Warsaw Chopin

1 hr by car

1,5 hr by bus/train



WARSAW
CHOPIN
AIRPORT

Warsaw Modlin

2 hrs by car/bus



warshaw
modlin
airport



Total population: 687 000

- ✓ **7x 4-star hotels (2202 beds)**
- ✓ **15x 3-star hotels (2054 beds)**
- ✓ **Beds in total: ca. 9000**
- ✓ **Hotel's MICE space: 13 000 m²**
- ✓ **Other MICE space: 45 000 m²**
- ✓ **28 higher education institutions**
- ✓ **26 museums**
- ✓ **16 theaters**
- + more than 40 annual festivals**

Łódź, Poland
BEST IN TRAVEL 2019

lonely planet



United Nations
Educational, Scientific and
Cultural Organization

ŁÓDŹ
CITY OF
FILM

Designated
UNESCO Creative City
in 2017

WHAT TO SEE?



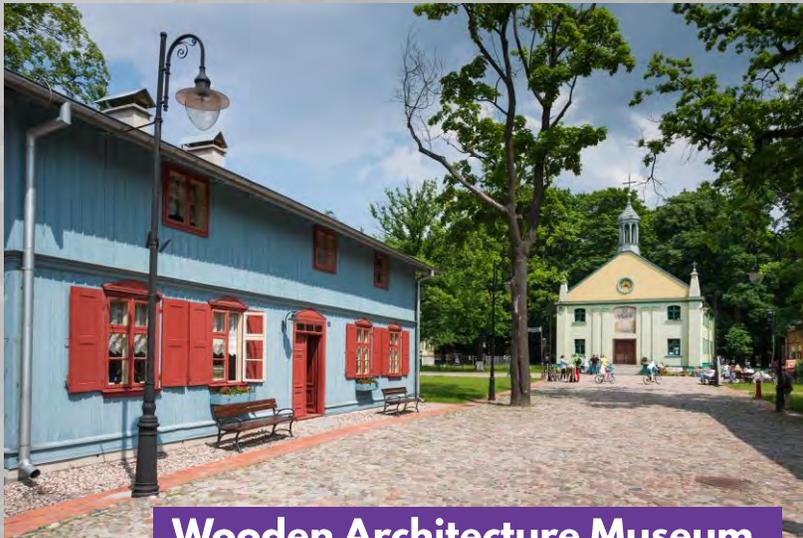
Manufaktura



EC1 Łódź



Łódź City Museum



Wooden Architecture Museum



Piotrkowska Street



Museum of Art



Monument of Unicorn



+180 Murals



Łódź Design Festival



Light Move Festival



Rose Passage



OFF Piotrkowska

INTERESTING FACTS



Jack Tramiel pioneer of home computer technology and founder of Commodore International was born in Łódź



Łagiewniki forest in Łódź is one of the biggest municipal forest complex in Europe. It covers more than 4% of the city area.

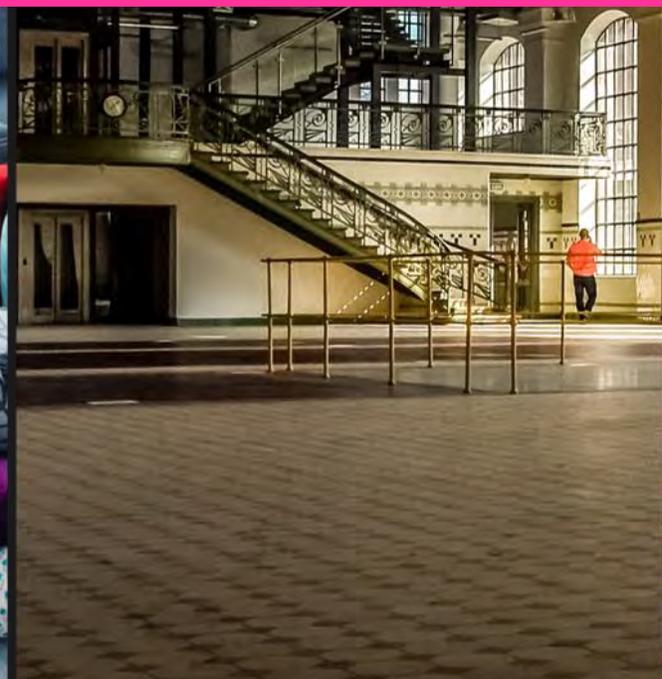


There are 869 historical buildings in Łódź which is the biggest amount in Poland – even more than in Cracov!





VENUES
Post Industrial Heritage

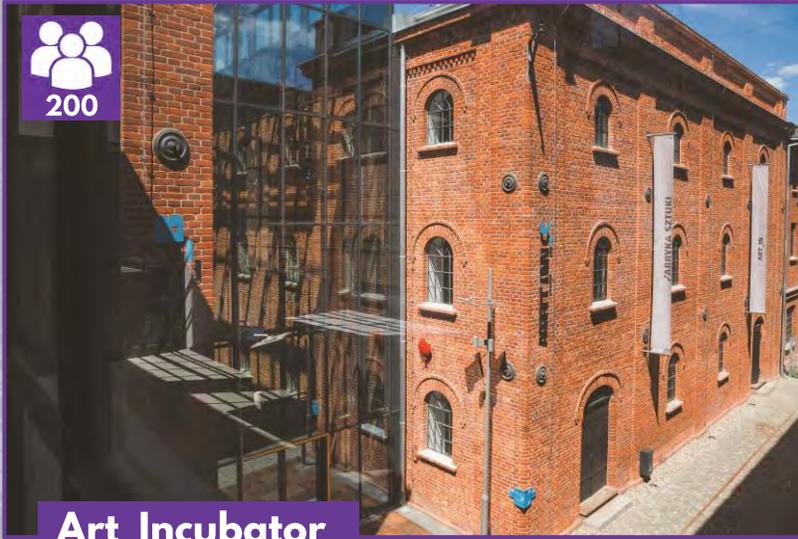


POST INDUSTRIAL VENUES



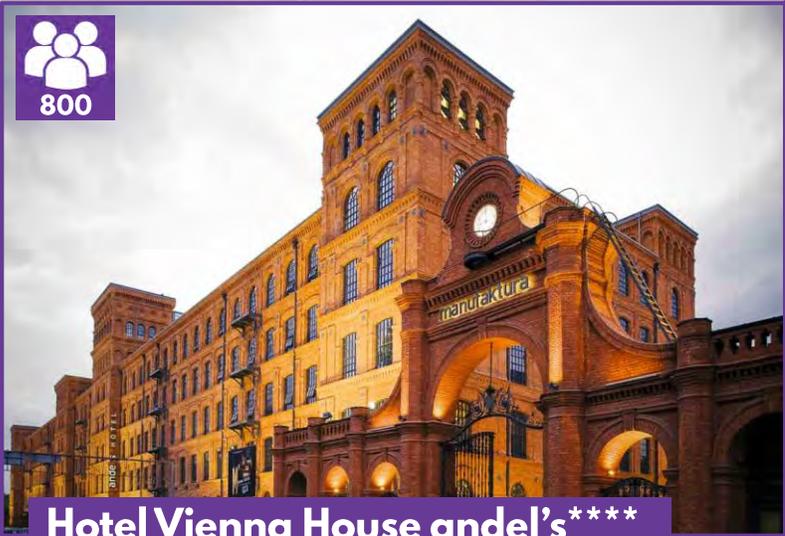
1 200

EC1 Łódź – City of Culture



200

Art_Incubator



800

Hotel Vienna House andel's****



400

Central Museum of Textile



POST INDUSTRIAL VENUES



85



Museum of Art MS2



500

Hotel Fabryka Wełny****



130



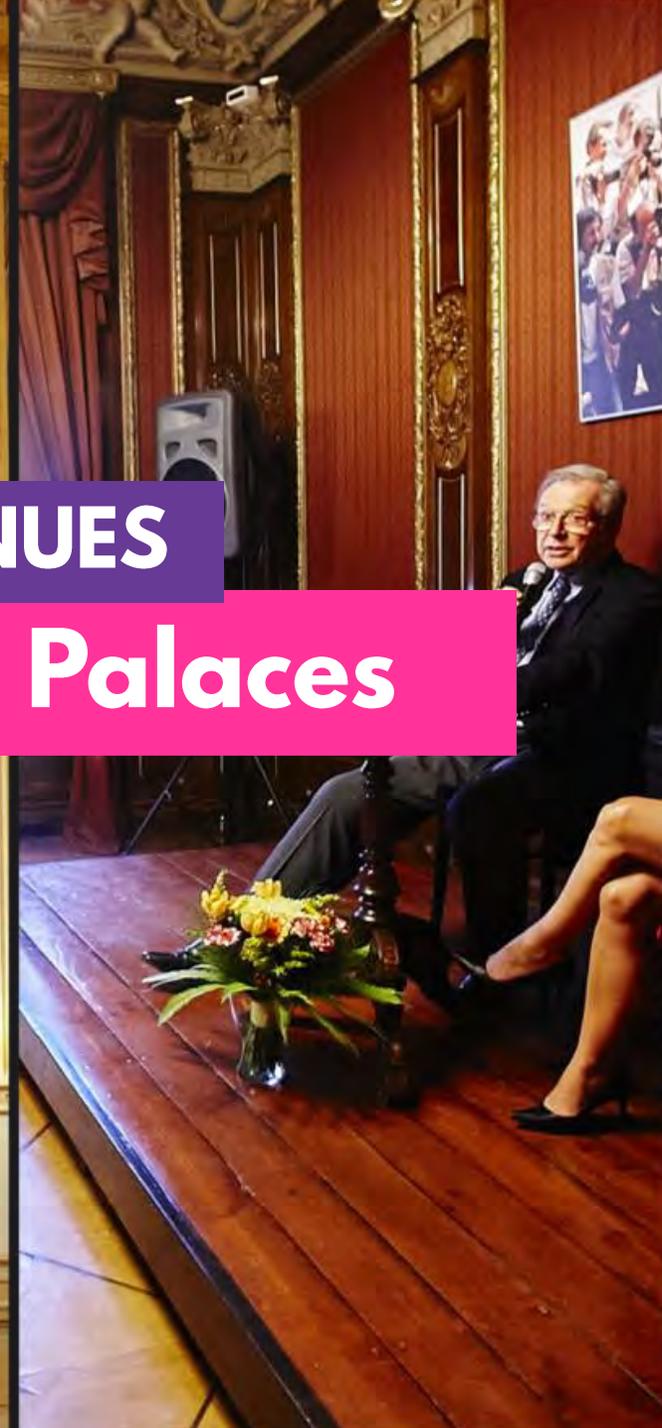
Hotel Tobacco***



500

Odlewnia, Piotrkowska 217





VENUES

Historic Palaces



PALACE VENUES



200



Poznański Palace – Museum of Łódź



100



Herbst Palace – Museum of Art



180



Pomorska 21



49



Scheibler Palace – Museum of Film





VENUES

Modern Buildings

MODERN VENUES



4 400



EXPO-Łódź



1000



Didactic Center of Medical University of Łódź



1 200



Hotel DoubleTree by Hilton ****



180



Hotel Novotel Łódź Center****





VENUES

Sport Facilities

SPORT VENUES



14 918



Atlas Arena



18 008



City Stadium „Widzew”



650

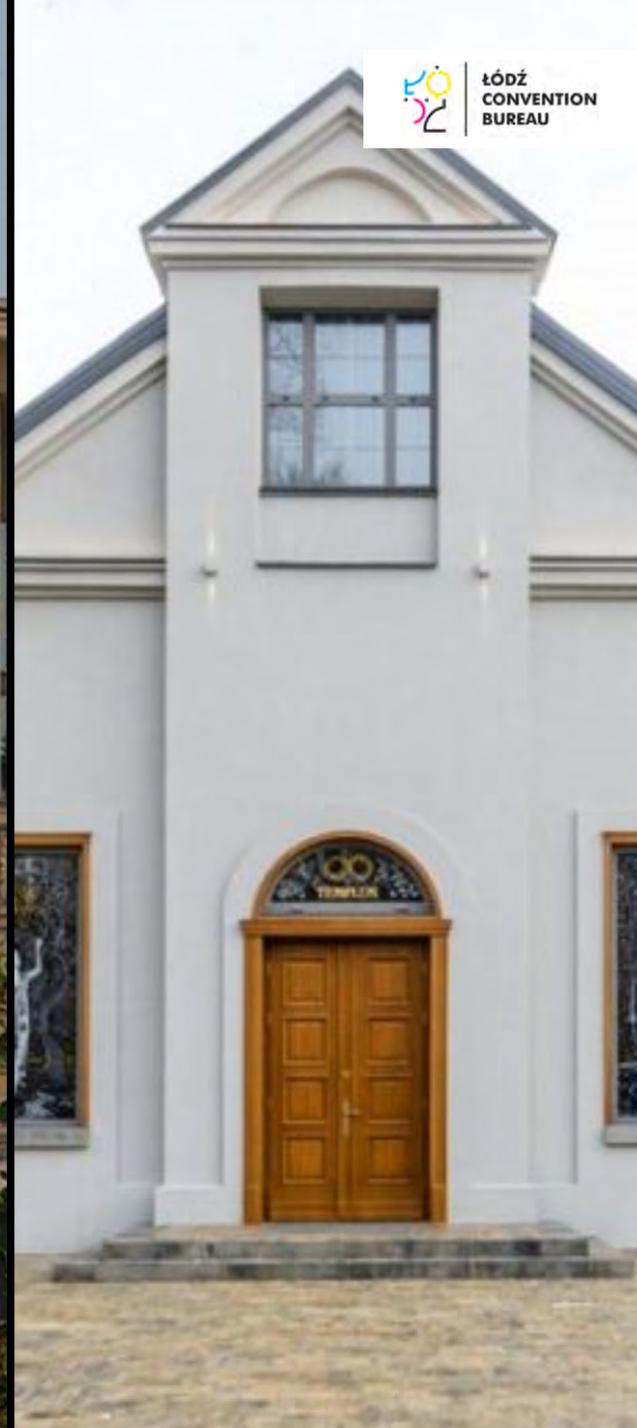


Sports Bay



Sport Arena





VENUES
Unique Buildings

UNIQUE VENUES



120

Templum



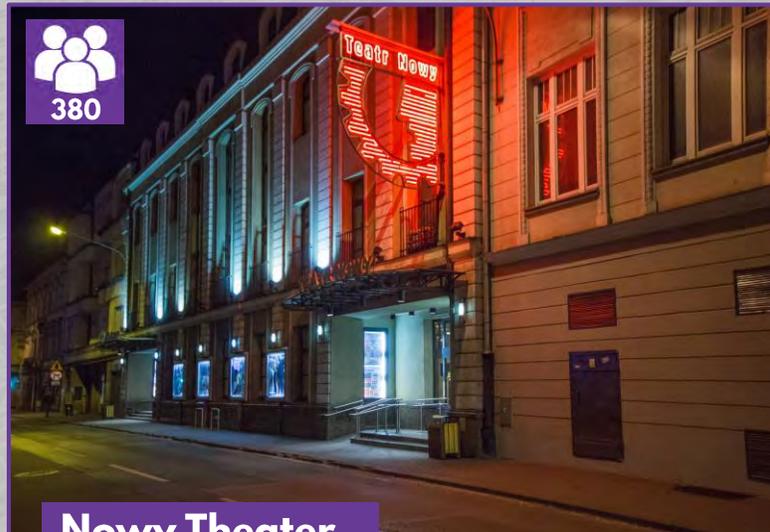
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Lodz Airport Central Poland



1074

Great Theater



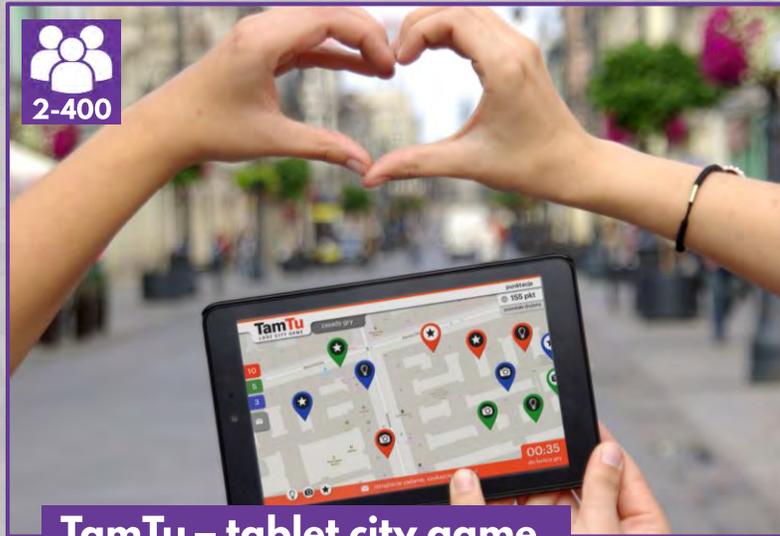
380

Nowy Theater

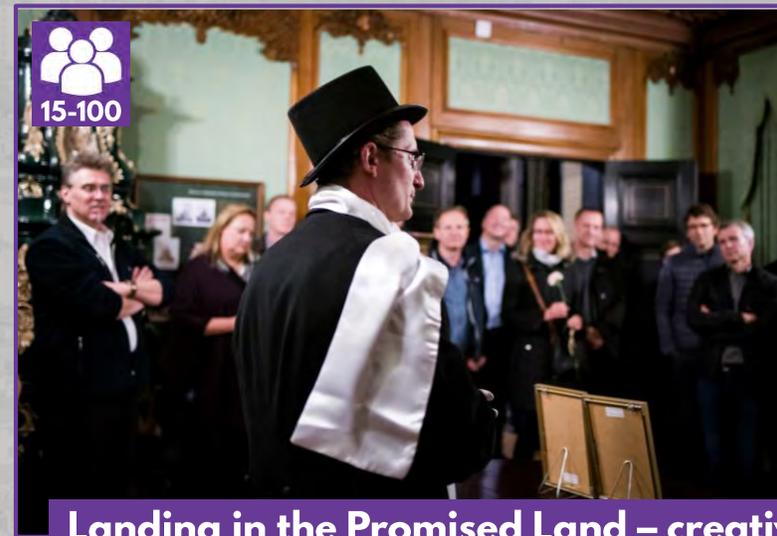


CREATIVE INCENTIVES





TamTu – tablet city game



Landing in the Promised Land – creative city tour event



HollyŁódź – city game



Murder in Museum – escape room

CULINARY INCENTIVES





1-30

City tour & culinary workshop by Baccaro



1-60

Culinary workshop by Book&Cook



20-150

„Password? Zalewajka!” – culinary game



1-30

Tasting Dinner at Quale (fine dining)

HOW CAN WE HELP?

- 1. Study-tours, site-inspections**
- 2. Contact with local tourism industry and local authorities**
- 3. On-line promotion of the event**
- 4. Mobile tourist information point**
- 5. Sightseeing tours for delegates**
- 6. High quality promo materials about destination**

... and more!

ŁÓDŹ, Poland



CREATES THE BEST MEETINGS

CONTACT US!



**ŁÓDŹ
CONVENTION
BUREAU**



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