



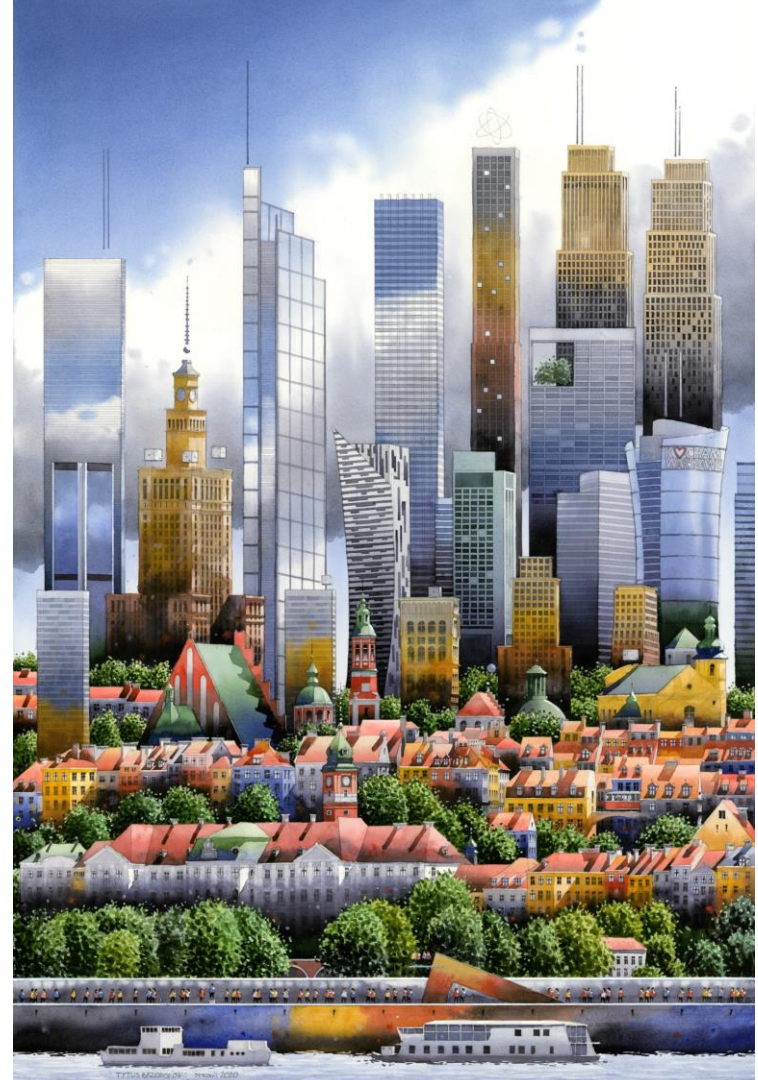
POLISH
TOURISM
ORGANISATION



POLAND
CONVENTION
BUREAU



POLAND.
More than you expected
[#WeAreMeetingAgain](#)





POLAND MEETINGS MARKET

PRE-PANDEMIC OVERVIEW (2019)



POLISH
TOURISM
ORGANISATION



POLAND
CONVENTION
BUREAU

ICCA Statistics 2019 Top 20 Country and City Rankings

1	Paris	237	1	U.S.A.	934
2	Lisbon	190	2	Germany	714
3	Berlin	176	3	France	595
4	Barcelona	156	4	Spain	578
5	Madrid	154	5	United Kingdom	567
6	Vienna	149	6	Italy	550
7	Singapore	148	7	China-P.R.	539
8	London	143	8	Japan	527
9	Prague	138	9	Netherlands	356
10	Tokyo	131	10	Portugal	342
11	Buenos Aires	127	11	Canada	336
12	Copenhagen	125	12	Australia	272
13	Bangkok	124	13	Republic of Korea	248
14	Amsterdam	120	14	Belgium	237
15	Seoul	114	15	Sweden	237
16	Dublin	109	16	Austria	231
17	Athens	107	17	Switzerland	221
18	Rome	102	18	Argentina	214
19	Taipei	101	19	Poland	213
20	Sydney, NSW	93	20	Brazil	209

vibrant developers

- Poznań (143)
- Gdańsk (159)
- Wrocław (191)
- Katowice (267)

well-established players

- Warsaw (placed 43)
- Kraków (48)

emerging destinations

- Łódź (307)
- Lublin

19.6 Million
Visitors

20 Most-Visited
Countries in the
World

The only
Visegrád Group
member state
to be ranked in
the top twenty
of ICCA Report

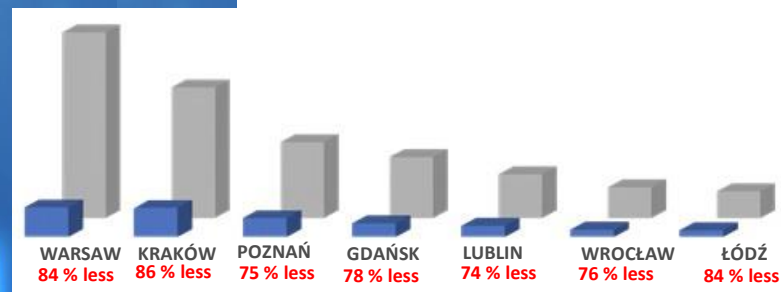
POLAND Meetings and Events Industry Report 2019 vs. 2020



POLSKA
ORGANIZACJA
TURYSTYCZNA



POLAND
CONVENTION
BUREAU



80% less meetings & events in Poland than in 2019

2019

2020

POLAND OFFERS YOU



Proximity:
location in the
geographical
centre



Flexibility: the new
normal (virtual,
hybrid meetings)



Safety
& comfort



Venues located
in urban centers
or wild places



One country,
many
destinations



Great transport
& accessibility



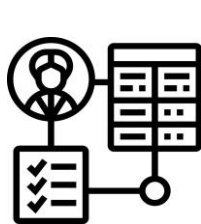
Great local
products &
Polish cuisine



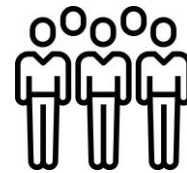
High value
for money



POLAND OFFERS YOU



Activities prepared for **Meetings industry**
different **client profiles** professionals



Capacity from 1
up to 10 000
delegates



Sustainability
& **CSR** programs



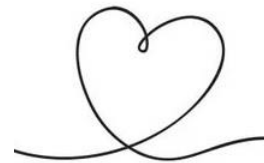
Modern **convention**
centres & **academic**
venues



New
infrastructure
& very good
level
of services



Leading universities,
specialized hospitals
and research
institutes



Heart &
novelty

SAFE MEETINGS AND EVENTS

Vaccination vs. COVID-19 infections



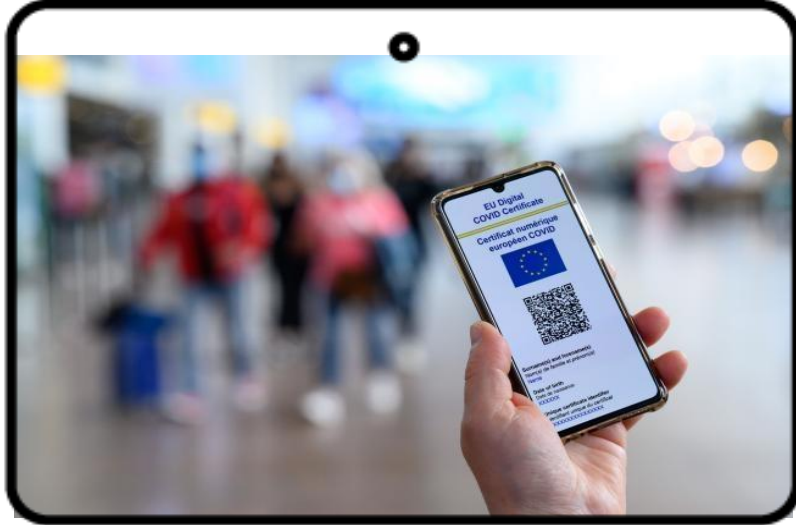
Poland has administered at least **38,3 mln** doses of COVID vaccines so far. Assuming every person needs 2 doses, that's enough to have vaccinated about **52 %** of the country's population.

COVID-19 infections are increasing in Poland, with 2,455 new infections reported on average each day. That's 9% of the peak — the highest daily average reported on April 1.



SAFE MEETINGS AND EVENTS

EU digital COVID certificate (EUDCC)



Holders of **EU digital COVID certificate (EUDCC)** are allowed to enter Poland without being subject to further restrictions (testing or quarantine), at the condition that their certificate contains either:

Regardless of the means of transport used (collective, individual, or when crossing the border on foot), travellers who don't have a EUDCC or another official certificate stating they are fully vaccinated, they recovered from COVID-19 in the last 180 days and they have a negative result to a COVID-19 test taken within 48 hours prior to arrival are subject to a **10-day quarantine upon entry**.

SAFE MEETINGS AND EVENTS



Next stage of “unfreezing” of lockdown measures in Poland (from 6 June) :

- conference and exhibition: **1 person / 15 sqm**
- weddings and family events: of up to 150 people
- **75 %** capacity in hotels and public transport

The vaccinated persons are not counted towards each limit.

Safe MICE Venue – self-certification programme

aimed at conference and congress venues operating in Poland in order to provide unified sanitary standards.



POLAND ONLINE SITE INSPECTION

OUR LATEST PROJECTS INTENDED TO SUPPORT THE MEETINGS INDUSTRY

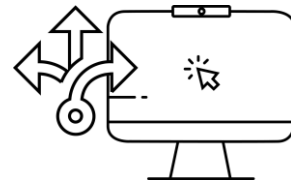


Poland Online Site Inspection is an introduction to the conference and events potential of Poland. It contains information about **the best and most highly recommended venues** and **service providers** operating in Poland, as well as **the top spots and ideas for incentive travel**, and finally, **studios for hybrid meetings & virtual events**.

In addition, we would also like to encourage all meeting planners to contact the **regional and city convention bureaux** – local experts who are happy to help with any MICE-related request.

POLAND ONLINE SITE INSPECTION

New categories

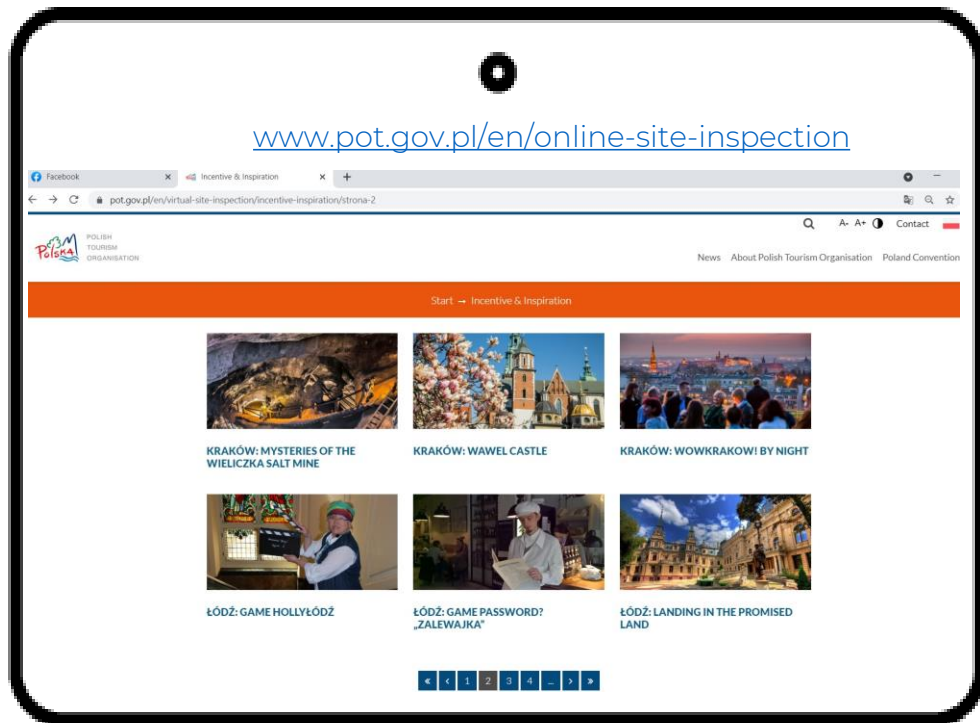


Incentive & Inspiration

- 28 programs

Hybrid Meetings & Virtual Events

- 40 online platforms and studios



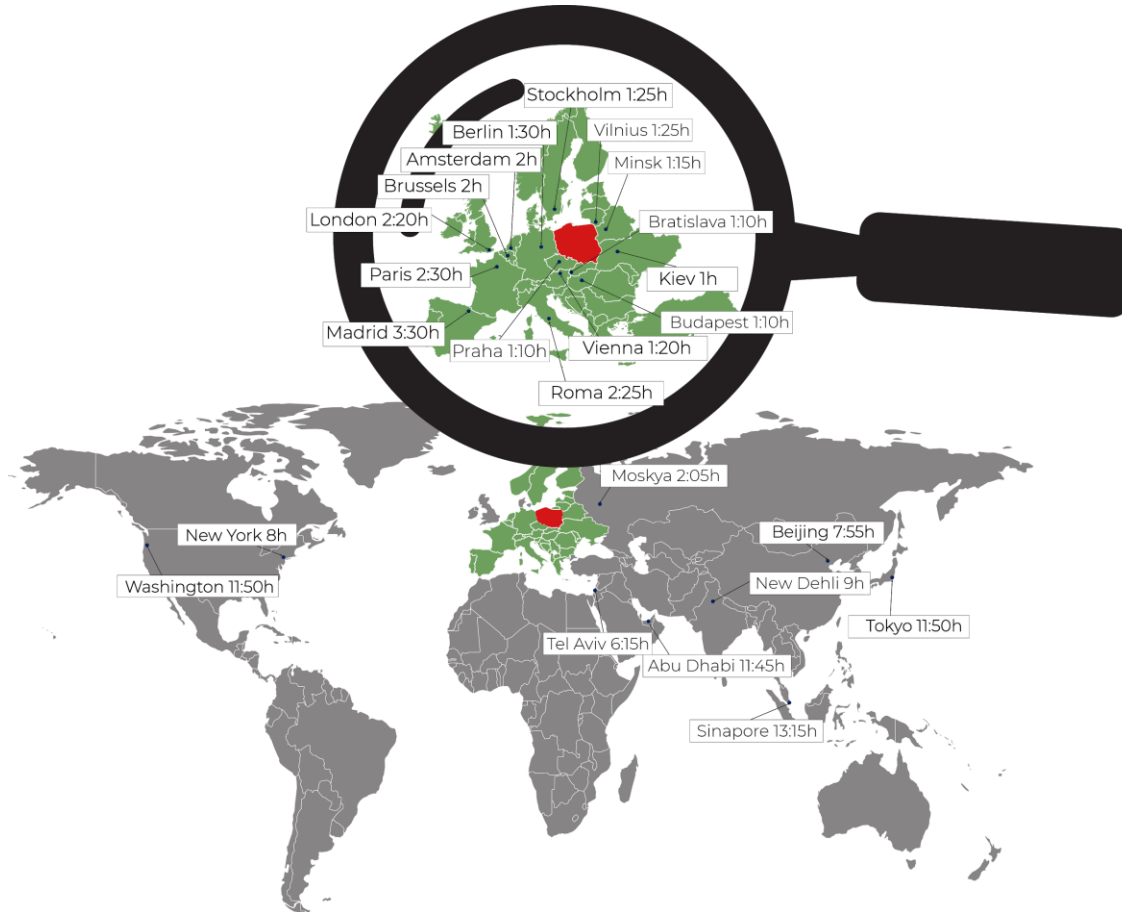
INCENTIVE IN POLAND

#WeAreMeetingAgain!

<https://sitepoland.com/en/destination-poland-en/>



POLAND PLACE & TRANSPORT



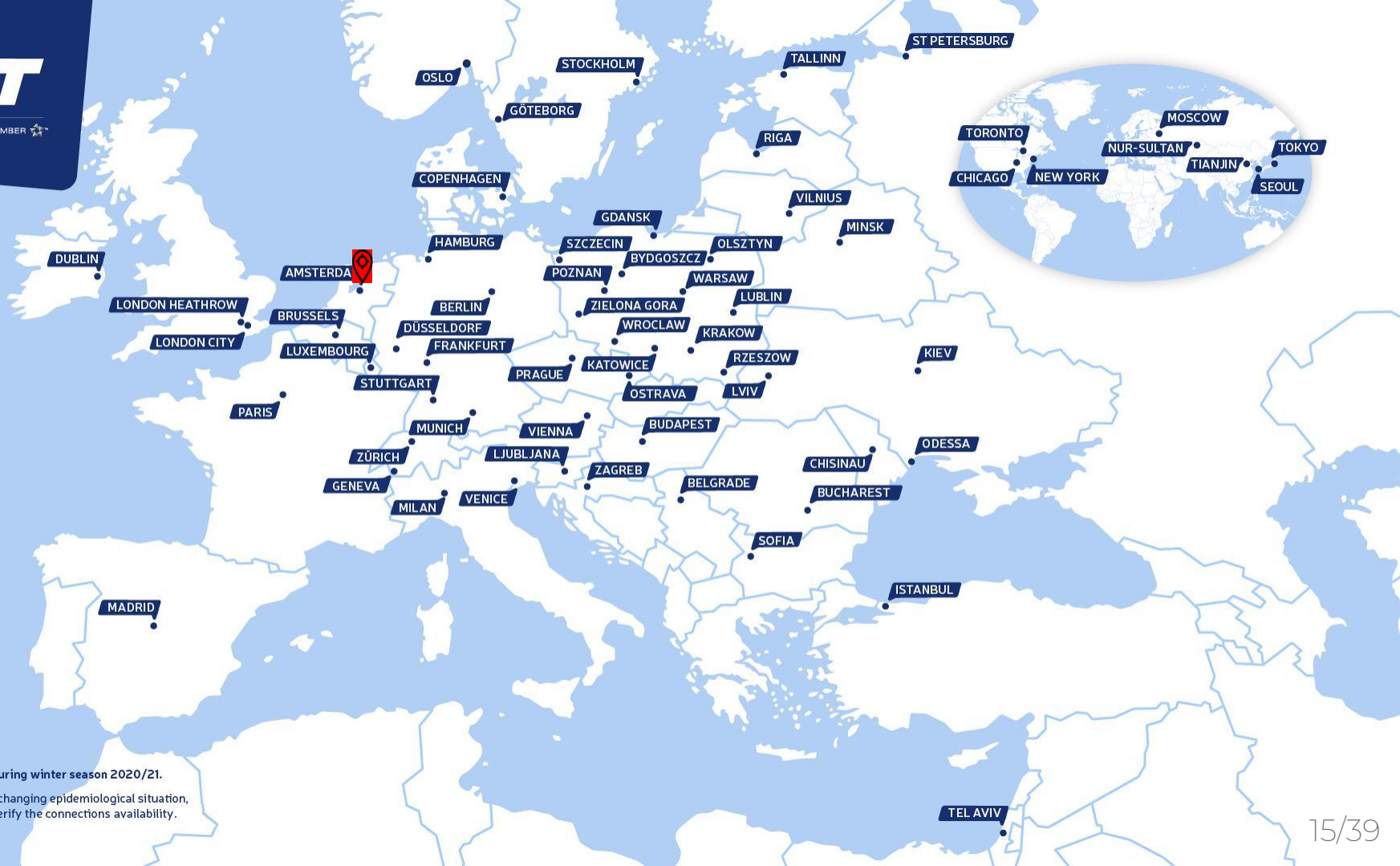
Poland is part of EU's Schengen Area and is an important transport and business hub along neighbouring Germany due to its strategic position in Central Europe.

In the post-pandemic reality, the geographical proximity and the security factor are crucial.

POLISH AIRLINES



A STAR ALLIANCE MEMBER



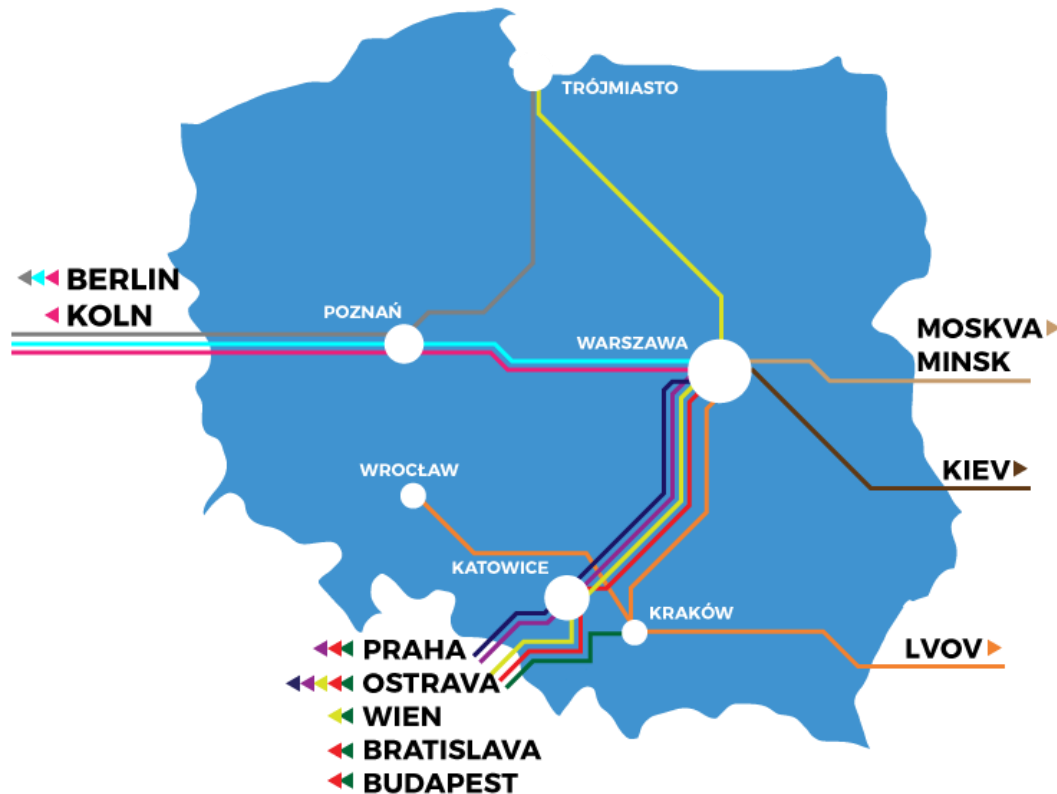
Route map valid during winter season 2020/21.

Due to the rapidly changing epidemiological situation,
we encourage to verify the connections availability.



PKP Intercity operates a train from **Warsaw** Central Station to **Berlin** Ostbahnhof 4 times a day.

Tickets cost EUR 20 – 40 and the journey takes 5h 56m.



ONE COUNTRY MANY POSSIBILITIES

LOCATIONS



ONE COUNTRY MANY POSSIBILITIES

Breathtaking Natural Locations



ONE COUNTRY MANY DESTINATIONS



Warsaw



Kraków



Katowice



Poznań



Gdańsk



Łódź



Wrocław



Lublin



ONE COUNTRY MANY POSSIBILITIES

Regional cuisine



POLAND.
More than you expected
#visitpoland

CONVENTION BUREAUX in POLAND



WARSAW

city full of contrasts



- centrally located in Europe,
- business, political, scientific, and cultural hub,
- safe (very low crime rate),
- fresh and undiscovered European gem,
- young, creative hub - over 70 universities,
- compact: key hotels, convention & gala dinner venues in the city centre

FLIGHTS : 192
AIRPORT KM DISTANCE: 10
HOTEL BEDS: 13 781
EXPO XXI: 12 700

WARSAW

Palace of Culture and Science



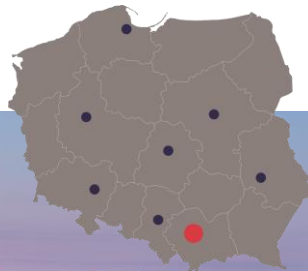
WARSAW

PGE National Stadium



KRAKÓW

the city of knowledge



- the historical capital of Poland, the leading center of academic, cultural, and artistic life
- the second largest city in Poland (approx. 750,000 inhabitants)
- **23** universities – Jagiellonian University (the oldest in CEE), 180,000 students
- **100** scientific and research units
- **55** Congress Ambassadors (2019)
- **over 6000** business meetings every year

- **FLIGHTS: 110**
- **AIRPORT KM DISTANCE: 11**
- **HOTEL BEDS: 11 000**
- **ICE KRAKÓW: 1 915**

KRAKÓW

Auditorium Maximum of the Jagiellonian University



A modern conference facility within the historic walls of one of the oldest universities in the world.

A room with theatre-style seating and capacity of 1200 people.



KRAKÓW

ICE Krakow Congress Centre
(2014)



WIELICZKA

Salt Mine 10 km from centre of Krakow



- the oldest active industrial establishment in the world (700 years)
- listed on UNESCO's First World List of Cultural and Natural Heritage,
- every year Wieliczka Salt Mine host almost



61st ICCA CONGRESS in KRAKÓW



*"Krakow clearly demonstrates commitment to two of ICCA's core values: **working together** and **embracing innovation**. For this reason, the city was an obvious choice for next year's congress. 2022 ICCA delegates can anticipate a seamless meeting experience that blends a world-class venue with cutting-edge event organisation," said ICCA CEO Senthil Gopinath.*

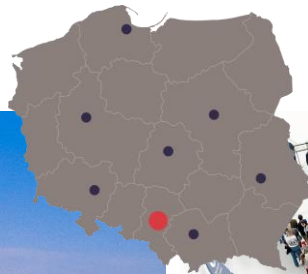
Next year's congress will be held from 13 to 16 November at the ICE Krakow Congress Centre.

Feel invited!



KATOWICE

heart of the Upper-Silesian Region

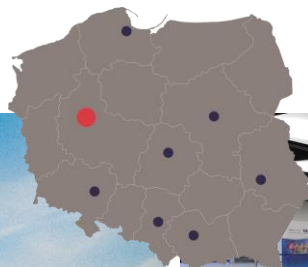


- one of the most rapidly developing Polish metropolis,
- the former capital of the Polish heavy industry,
- the largest venue in Poland: The International Conference Centre in Katowice: with the capacity to accommodate 15,000 visitors, coupled with the Spodek Arena next door,
- the largest room in the ICC has 9,000 seats and 12,000 standing place,
- COP24 2018 - UN Climate Change Conference – 22,000 participants from 1596 countries.

- **FLIGHTS: 54**
- **AIRPORT KM DISTANCE: 30**
- **HOTEL BEDS: 1 609 + REGION**
- **ICC: 15 000**

POZNAŃ

city of know-how



Earth Hall in Poznań
Congress Centre (2012)

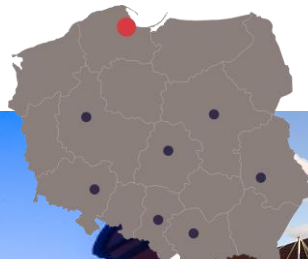


- Poland's 5th largest city,
- 1,000 years of history,
- trade shows **since 1921**,
- compact and walkable,
- **16,000** participants from **152** countries from all over the world at the Annual World Dental Congress FDI Poznań 2016

- **FLIGHTS: 31**
- **AIRPORT KM DISTANCE: 6,4**
- **HOTEL BEDS: 4 500**
- **PCC: 1 850**

GDAŃSK

where business meets



Polish Baltic Philharmonic and Congress Centre



Olivia Star (2020)

- it is a cultural, scientific, and economic center as well as the communication hub of northern Poland,
- called the City of Freedom (Solidarity),
- maritime economy center with a large trading port,
- together with Gdynia and Sopot, it creates the Tri-City,
- **the Philharmonic's Music and Congress Centre on the Ołowianka Isle** offers: the Concert Hall (1,100 places), the Chamber Music Hall (180 places), the Jazz Hall (200 places) and the Oak Hall (100 places).

- **FLIGHTS: 69**
- **AIRPORT KM DISTANCE: 15**
- **HOTEL BEDS: 4 303**
- **AMBER EXPO: 6 000**

WROCLAW

the meeting place



- Poland's 4th largest city,
- **Polish Venice**: 12 islands connected with 112 bridges,
- 1000 years of Polish-German-Czech-Jewish coexistence and co-operation,
- historical centre with 13th century buildings,
- **Centennial Hall & Wrocław Congress Center**: arena can hold 10,000 people, Auditorium - the largest room in the WCC has 990 seats

- **FLIGHTS: 85**
- **AIRPORT KM DISTANCE: 12,7**
- **HOTEL BEDS: 4 303**
- **CENTENNIAL HALL: 5 693**



WROCLAW – THE MICE PLACE

#WroclawTheMICEplace

Convention Bureau

Wrocław

BASIC FACTS

- 4th biggest city in Poland
- Population: about **640 000**
- Average age of citizens: **37**
- History: **1 000 years**
- Islands: **12**
- Area: **293 km²**
- Agglomeration population: about **1 mln**



Reykjavik

DIRECT AIR CONNECTIONS



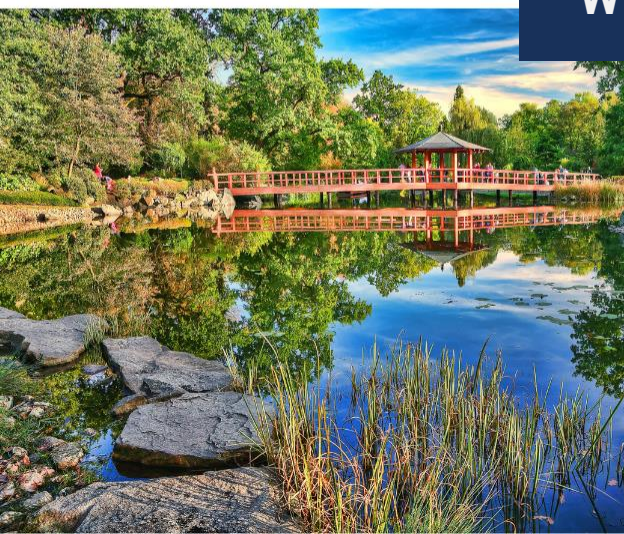
LET'S MEET IN

WRO

WROCLAW



WROCLAW – TOP ATTRACTIONS





WROCŁAW – THE MEETING PLACE





PREVIOUS EVENTS



HIGH QUALITY ACCOMMODATION



FAM TRIP „Poland. We Are Meeting Again": Wrocław, 16th - 18th December 2021



POLISH
TOURISM
ORGANISATION

Convention Bureau

Wrocław



Polish Tourism Organisation – Poland Convention Bureau together with Convention Bureau-Wrocław are inviting meeting planners from Belgium, Germany and the **Netherlands** to Wrocław.

SAVE THE DATE

Or

VISIT OUR STAND AND REGISTER NOW!

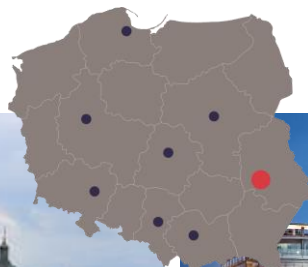
Our FAM TRIP will be held following highest safety standards.

What's in the program?

- **Wrocław Market Square** - the historical part of the city
- **Christmas Market** – cosy, fairytale atmosphere
- **Centennial Hall** complex - a UNESCO World Heritage site
- **Africarium** - guarantees the “wow” effect and offers a truly one-of-a-kind **dining experience**
- **Hydropolis Water Knowledge Centre** – a great choice for eco-friendly projects and green events

LUBLIN

city of inspiration



Lublin Conference Centre (2016)

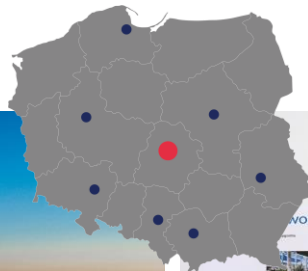


- Lublin is called **the capital of the eastern Poland**, and is the largest and fastest growing city on the right bank of the Vistula River,
- Knowledge profile of the city:
 - Lublin IT Upland - over 750 companies
 - Medical University of Lublin and several medical research institutes
 - medical patents e.g the material called "artificial bone", and „vitagenum"
 - 9 universities, 70 000 students, 40 PhD programmes
- Lublin Conference Centre: 10-minutes walk to the Old Town, 11 modern conference rooms of various sizes and world-class equipment, the largest room with foyer has 535 m2 and can accommodate **up to 400** people.

- **FLIGHTS: 9**
- **AIRPORT KM DISTANCE: 16**
- **HOTEL BEDS: 1 692**
- **LCK: 969**

ŁÓDŹ

the most dynamically developing city



The Machine Hall (1907)

- Łódź is a **post-industrial city** which nowadays bets on modern services, science, and the creative sector.
- 3rd largest Polish city
- central location (only 140 km from Warsaw)
- 28 universities
- **The Machine Hall** (in EC1 Complex), due to its original interiors, has become a significant, popular venue frequently used for organising various events.

- **FLIGHTS: 5**
- **AIRPORT KM DISTANCE: 6,5**
- **HOTEL BEDS: 2 241**
- **EXPO ŁÓDŹ: 4 400**

RECOMMENDATION PROGRAMS

Recommendation Programs for Professional Congress Organizers and Incentive Travel Companies, specialized in the comprehensive organization and service of congresses and incentive in Poland, confirm their reliability, good practices and top customer service standards.



Recommended
Incentive Travel
Company 2020-2021



Recommended
Professional Congress
Organiser 2020-2021



THANK YOU

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