

KRAKÓW. MAŁOPOLSKA MEETINGS COMPENDIUM



We are delighted to present this guide to business tourism opportunities in Kraków and the Małopolska province, prepared especially for organizers of meetings and corporate, team building and motivational events. The guide provides you with plenty of inspiration for holding business meetings in unique locations and an exceptional atmosphere.

This book is an extensive introduction to tourist services in Kraków and Małopolska, providing you with an overview of event venues and opportunities for holding unique meetings. Małopolska is one of Poland's most frequently visited regions; its historical and cultural heritage, as well as the highly diverse landscape, provides a perfect backdrop to city and culture breaks, active and recreational tourism, and business trips. The province has a well developed tourist infrastructure, and is home to some of Poland's best hotel facilities, including many top-class venues.

Of all of Poland's provinces, Małopolska has the highest number of locations on the UNESCO World Heritage List, including many tourist attractions renowned worldwide. There is the mediaeval Salt Mine in Wieliczka, open to visitors, and the Wooden Architecture Route with over 250 historic wooden buildings. The region is also home to the Tatra Mountains and the Beskid Mountains, excellent for leisure activities and extreme sports in winter and summer, and filled with local folk culture and flavours. Małopolska has numerous health resorts rich in mineral waters, perfect for all your wellbeing, beauty and recreation needs. The region also hosts many festivals and sport events on a local, national and international scale, attracting millions of visitors every year.

We will do our very best to make sure that meetings held in our region are impeccably organised by closely monitoring the infrastructure and quality of service. We'll help you make the most of the province's unique atmosphere, since it can be crucial to the appeal and overall success of business meetings. We truly hope that guests visiting Kraków and Małopolska will long remember us and that they will come back again soon.

Come and see for yourself!

MAREK SOWA

Marshal of the Małopolska Region



JACEK MAJCHROWSKI

Mayor of the City of Kraków



M. Sowa

J. Majchrowski



WHY MAŁOPOLSKA AND KRAKÓW

Małopolska: Poland in a nutshell and a mix of its finest qualities. It's also a place of contrasts: you can find Jurassic fossils here, evidence of a sea dried out millions of years ago, as well as encountering state-of-the-art technology, science and architecture. The province, located in the south of Poland, and its capital city of Kraków, is one the most beautiful regions in Central Europe. There are countless reasons why it's a great location for a meeting; here are the **top 10**:

1. One of **the most attractive tourist destinations** in Europe and in the world (home to Kraków, Wieliczka, the Tatra Mountains, Wadowice and the Auschwitz-Birkenau Memorial and Museum), visited by over 11 million guests every year.
2. **Well developed transport links and a convenient location** in the centre of Europe; **Kraków Airport** provides more than 50 direct links to the largest European cities.
3. **One of the most frequently chosen business tourism destinations in Poland**, and a great location for important international events, including the Economic Forum in Krynica-Zdrój, global congresses and numerous European festivals.
4. Diverse, constantly expanding range **of conference facilities (more than 300)** throughout the region), including historical, modern and unconventional locations, ranging from cosy to very large venues.
5. Extensive **accommodation base**: reputable hotels from international networks, SPA and wellness hotels, as well as boutique venues in restored historical buildings.
6. Calendar filled to the brim with cultural events, with over **40 festivals** held in Kraków every year.
7. Excellent cuisine: numerous **restaurants** to suit all palates, including **20** recommended by the **Michelin 2012** guide. Additionally, **10** regional products (**of a total of 36 in Poland**) have been registered by the EU.
8. **Unique scenery** with glorious natural landscapes, diverse fauna and flora and heritage sites, providing perfect conditions for outdoor meetings.
9. **Cultural traditions**: Małopolska is home to **8** of **18** places in Poland on the UNESCO World Heritage List.
10. **Vast scientific facilities**: numerous universities, higher education establishments, scientific institutes and research institutions.

And the hospitable locals will make every meeting enjoyable.



Photo: Daunpol Sp. z o.o.



Photo: T. Gebus



Photo: Daunpol Sp. z o.o.

TRANSPORT

AERIAL LINKS FROM KRAKÓW

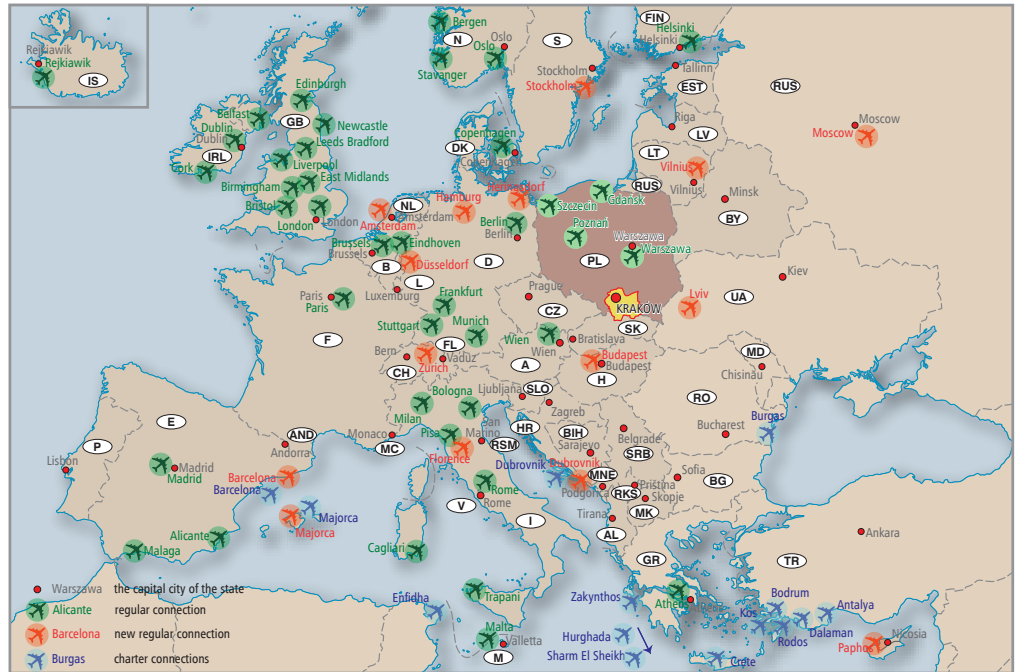
For more information, see: www.krakowairport.pl

Approximate journey time between Kraków and airports

- John Paul II International Airport in Kraków – Balice – 15 min.
- Frederic Chopin Airport in Warsaw
5 hours (by car)
3 hours 30 min (by train + car)
- Katowice International Airport in Pyrzowice
2 hours (by car)
2 hours 30 min (by train + car)



Photo: Daunpol Sp. z o.o.



TRANSPORT MAP OF MAŁOPOLSKA

Approximate driving times between cities

- Kraków – Nowy Sącz 2 hours
- Kraków – Oświęcim 1 hour 30 min
- Kraków – Tarnów 1 hour 30 min
- Kraków – Wieliczka 30 min
- Kraków – Zakopane 2 hours

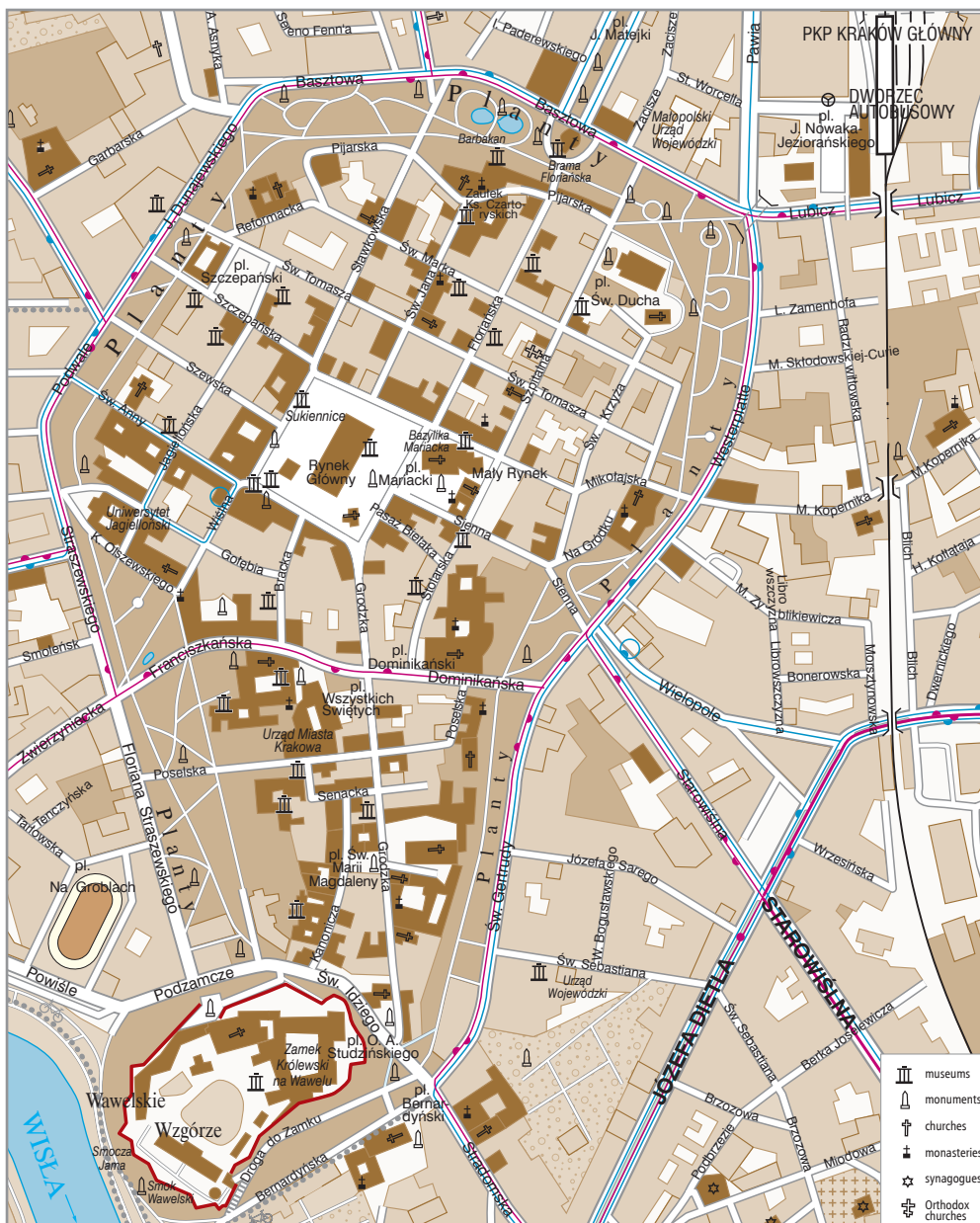


Photo: Daunpol Sp. z o.o.

Małopolska

- Area: 15 190 km² (5% of the territory of Poland)
- Number of inhabitants: 3.2 million
- Number of visitors to the region: 11 million in 2011
- Number of higher education institutions: 33
- Number of students: 210 thousand a year





KRAKÓW CENTER

City of Kraków

- Kraków is located in the south of Poland in the north-western part of the Małopolska province. The city is located on both banks of the Vistula River.
- Regional capital.
- History: established prior to the 9th century, it was granted municipal rights in 1257.
- Surface area: 326.8 km²
- Population: over 759,000 (2011).



Photo: M. Plewiński

National roads passing through Kraków

- no. 4 – Wrocław – Kraków – Rzeszów
- no. 7 – Gdańsk – Warsaw – Kraków – Chyżne (national border with Slovakia)
- no. 44 – Gliwice – Oświęcim – Kraków
- no. 79 – Warsaw – Kraków – Katowice
- no. 94 – Wrocław – Kraków

Approximate distances from the most important Polish cities

- Gdańsk – 565 km
- Katowice – 75 km
- Poznań – 400 km
- Szczecin – 635 km
- Warsaw – 295 km
- Wrocław – 270 km

Małopolska and Kraków can be reached by plane from more than 50 European cities. Fourteen charter connections were launched last summer. The province is criss-crossed by a network of railway connections, and the A4 motorway to Wrocław and Rzeszów crosses through the region. Kraków has an extensive public transport system with over 90 bus lines and 16 tram lines, including a fast tram connecting the south of the city with the city centre. There are also coaches, an EkoTaxi system, plenty of car hire locations, horse-drawn carriages, and a river tram. The city also has a well-developed network of bicycle paths and walking paths.

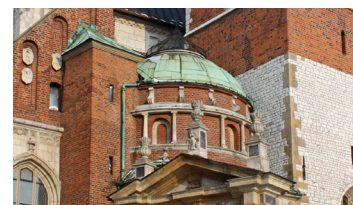


Photo: Daunpol Sp. z o.o.



Photo: Daunpol Sp. z o.o.



KRAKÓW: capital of the region; city of the future; city of science

One of Małopolska's finest gems is **Kraków**. It served as the capital of Poland for five centuries, and was awarded the title **European Capital of Culture** in 2000. It is a European metropolis whose character has been shaped over the centuries by many cultures and nationalities. Currently, it is the artistic and intellectual centre of southern Poland, and one of the most popular tourist spots in Europe. **Kraków's Rynek Główny (Main Market Square) – the largest mediaeval square in Europe** (200 x 200 meters) – has always been the heart of the city, vibrant with life throughout the year. It is a favourite meeting place for Cracovians, students, tourists and businesspeople. The 47 tenement buildings surrounding the square house numerous cafés, restaurants, pubs, galleries, shops, bookstores, and museums. For centuries, the florists' stalls have been stocked with vibrant flowers, and pigeons have been pecking at crumbs from the local speciality: obwarzanki. The passage of time is marked by the bugle call played every hour on the hour from the top of the taller tower of St. Mary's Basilica – the only musical signal in the world sounded regularly for six centuries. The most distinctive buildings in the Rynek Główny are St. Mary's Basilica, with its imposing Gothic altar, and the Sukiennice (Cloth Hall) – the best preserved cloth market in Europe.

Kraków is one of the most important university centres in Poland. The **33** higher education institutions in Małopolska and Kraków are attended each year by more than **210,000** students from around the globe. **Poland's oldest university – the Jagiellonian University (established in 1364)**, which initiated the city's academic development – maintains a high position in international university rankings. The Małopolska Regional development strategy for 2014–2020 proposes further measures to strengthening the province's economic potential. Alongside cultural heritage and tourism, the development of modern technologies, intellectual capital and the promotion of entrepreneurship are directions that form the essence of a regional economy open to the world.

- Kraków – the former capital city of Poland; the Old Town was chosen for UNESCO's original World Heritage List
- The Rynek Główny in Kraków – the largest mediaeval square in Europe
- European Capital of Culture in 2000
- Artistic and cultural centre of Poland
- 33 universities in Kraków and the region, including the Jagiellonian University - the oldest university in Poland (1364)
- 210,000 students from across the globe



Photo: Grupa A05



Photo: Daunpol Sp. z o.o.



Photo: Daunpol Sp. z o.o.

UNESCO SITES – “Saved from oblivion”

Małopolska is a real treasure trove of UNESCO sites, with **8** of the 18 sites on the World Heritage List in Poland located in the region. **Kraków** is the jewel in Małopolska's crown, with Wawel – the former seat of Poland's kings – enjoying particular popularity among visitors. **Wawel and the Kraków Old Town, alongside the Kazimierz district**, were selected for **the original UNESCO World Heritage List**, created in 1978. At the time, this honour was awarded to just 12 sites around the globe. Other locations include **the Salt Mine in Wieliczka**, the oldest active salt mine in the world, located 12 kilometres south of Kraków. Oświęcim, an ancient settlement by the Sola River, is best known as the location of the largest the Third Reich's extermination camp during the Second World War. Today, the **Auschwitz-Birkenau concentration camp** serves as a memorial and shocking reminder of the Holocaust carried out by the Nazis between 1940–1945. It was recognized as a UNESCO site in 1979. One of the most fascinating locations near Kraków is **Kalwaria Zebrzydowska**, a historical architectural landscape and pilgrimage complex. It was selected from among over a thousand similar locations in Europe to be included on the UNESCO World Heritage List in 1999. Other unique sites are monuments along the **Małopolska wooden architecture trail**, entered on the UNESCO List in 2003, include Binarowa (ca. 1500), Dębno (1335), Lipnica Murowana (late 15th century), and Sękowa (1520).

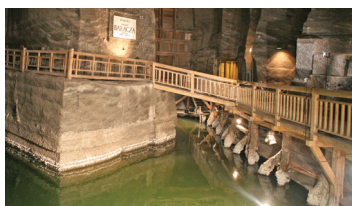


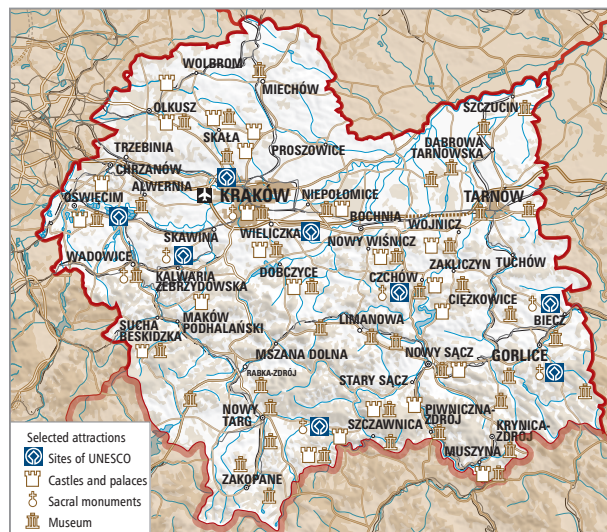
Photo: R. Stachurski



Photo: Daunpol Sp. z o.o.



Photo: J. Gorlach



HEALTH AND BEAUTY TRAVEL –

hot springs, health resorts, spa and wellness

Even the most dedicated businesspeople enjoy a bit of relaxation, so where better to host your meeting or event than in one of Małopolska's 9 beautiful **spa towns**? Salt and mineral waters are one of the region's top assets, and hydrotherapy has long traditions here, dating back over 700 years. Renowned health resorts have growing numbers of new luxury hotels with spa and wellness facilities, providing visitors with space to relax with the highest international service standards. The underground chambers in the **Salt Mines in Wieliczka** and **Bochnia**, where you can hold parties, stay overnight, go to concerts or enjoy your favourite sport, have their own, unique microclimate. Southern Małopolska is home to **Krynica-Zdrój, the gem of Poland's health resorts**, with its distinctive conservatory pump room – the only one of its kind in the world. It was an extremely fashionable resort during the interwar period, popular with the cultural elites of the time: writers, composers, singers, artists and poets. Today, it is also one of the most popular ski resorts in Poland. **Szczawnica's** unique architecture and perfect surroundings for active leisure have made it into an extremely popular health resort. **Thermal pools** are popular across the region, especially in **Podhale**. Hot springs in **Białka and Bukowina Tatrzańska** are new facilities with a modern infrastructure, using water with a unique composition of micro and macroelements. **Zakopane, the capital city of Podhale**, recently opened a geothermal swimming pool on Polana Szymborska and a water park with unforgettable views over Mount Giewont, the Western Tatra Mountain Range, and Mount Gubałówka. And no programme of business events or motivational trips will be complete without a hike through one of Małopolska's many national parks including Tatra, Ojców, Babią Górą, Magura, Gorce and Pieniny.

- Małopolska – the province with the highest number of spa towns (9 of 44 in Poland)
- Rich mineral and medicinal waters, containing chlorides, sulphates and sulphur, as well as carbonated mineral waters
- Health resorts in the salt mines in Wieliczka (UNESCO) and Bochnia
- 4 complexes of geothermal pools: Białka, Bukowina Tatrzańska, Zakopane, and Szafłary



Photo: J. Mysiński



Photo: S. Tichakorn



Photo: P. Drożdżik

FLAVOURS OF MAŁOPOLSKA

Małopolska also has rich culinary traditions going back generations. Local dishes combine flavours influenced by Austrian, Hungarian, Jewish, Czech, Polish and Podhale cuisines. The map of regional produce includes the most distinctive foods from across the region, protected by EU law: **suska sechłońska (smoked prune)**, **Lisiecka sausage**, **Prądnik bread**, **Kraków obwarzanek (pretzel)**, **Łącko apples**, **oscypek (smoked sheep's cheese)**, **redykołka cheese**, **bryndza podhalańska sheep's cheese**, **Zator carp**, and **Piękny Jaś (White Emergo) beans of the Dunajec River Valley**. With the sophisticated tastes and expectations of visitors in mind, Małopolska organizes specialist culinary tours, such as the **Małopolska Herb-Fragranced Countryside** and the **Oscypek Route**. Festivals and feasts of traditional local delicacies are growing in popularity. **The Małopolska Festival of Flavours** is Poland's longest-running event promoting the region's exceptional culinary heritage. During the summer months, in the region's largest cities, culinary explorers can enjoy fairs promoting local produce. **The Małopolska Gourmet Route** is particularly noteworthy: by following certified taverns and restaurants across the region, the participants have a chance to sample traditional local dishes in a special atmosphere, recalling the climate of Galician inns and past rituals of receiving guests.

Kraków plays a crucial role on the culinary stage of Małopolska, where traditional Polish cuisine meets global influences. The **2012 Michelin Guide** recommends **42** Polish restaurants, **20** of which **are located in Kraków**. The list of Kraków's restaurants recommended by Michelin's reviewers grows each year. The most highly rated venues in Kraków, awarded three knives and forks each, are all hotel restaurants: **Copernicus**, **Trzy Rybki** at **Stary Hotel**, and **Wentzl**. As we all know, the way to someone's heart is through their stomach, and Małopolska and Kraków continue to increase their numbers of culinary admirers.



Photo: M. Zaręba



Photo: M. Zaręba



Photo: P. Drożdżik

- 10 regional products registered by the EU of a total of 36 in Poland
- 57 traditional products from Małopolska
- Małopolska Festival of Flavours: a culinary event with the longest tradition in Poland, gathering over 400 food producers and a million visitors each year
- Feasts of Regional Produce held in Małopolska from May to October

MAŁOPOLSKA – inspired by tradition

In Małopolska, tradition permeates everyday life, and many ancient ceremonies are still widely observed. The Lajkonik procession, the Christmas nativity scene competition, the Easter palm competition, the tradition of painting houses in Żalipie, and the famous Zakopane sled races mean there's something for everyone. Ethnic inspirations continue to enjoy a revival, while returning to cultural roots is now a global trend. Artists continue to seek inspiration in folk culture, regarded as a canon of original beauty and standards that should be cultivated.

The impact of traditions and folk customs is especially clear in architecture. **The Zakopane style**, initiated in the late 19th century by Stanisław Witkiewicz, is a reflection of Podhale's folk culture, and quickly became a permanent element of the landscape of the Tatra Mountains. It continues to inspire contemporary architects and designers of public utilities. The region's architectural treasures also include **the spa buildings in Krynica-Zdrój and Szczawnica** with their distinctive villas, pensions and sanatoriums. Meeting participants can follow in the footsteps of tradition, walking along Małopolska's trails, such as **the Traditional Handicrafts Route**. The latter, forming a part of the **ETNomania** festival, includes a wide range of special events and workshops, such as flower workshops of Żalipie decorative art, artistic papercutting, bobbin lace, ceramics, and wickerwork. Folk styles are also noticeable in local fashion design. Pattern designers frequently use folk motifs, while colourful skirts, following the latest fashions, high-heeled moccasins, and traditional and contemporary jewellery can be bought in malls, or at regional markets or fairs. Anyone collecting unusual souvenirs should investigate toys from Stryżawa, regional wooden dishes, or objects made of Wieliczka salt.

Suggested events inspired by local traditions:

- **Spring:** Easter Fair in Kraków (including the option of tasting regional delicacies), Misteria Paschalia Festival
- **Summer:** the Lajkonik procession through Kraków (touching the Lajkonik's baton supposedly brings good luck), Parade of Dragons (light and sound event at the Vistula River at the foot of Wawel Hill), the International Jewish Culture Festival in the Kazimierz district, the finals of the

Małopolska Festival of Flavours in Kraków

- **Autumn:** Jan Kiepura Festival in Krynica-Zdrój, Organ Recitals in Tyniec, Folk Art Fair in Kraków, Music in Old Kraków, Kraków All Souls Jazz Festival in clubs and cellars of old Kraków
- **Winter:** Christmas Fairs in the Rynek Główny in Kraków, Christmas Nativity Scene Competition, New Year's Concert at the Juliusz Słowacki National Theatre



PHOTO: P. Drożdżik



Photo: Daupol Sp. z o.o.



Photo: P. Tokarczyk



DIVERSE CONFERENCE BASE

Kraków and Małopolska are one of the most popular business tourist destinations in Poland. In 2011, Kraków hosted **almost 600 international meetings, incentives, conferences or exhibitions (MICE) events**. Kraków and the Małopolska region have a well established **congress and conference base, including almost 300 venues**. Modern conference facilities, with **24 venues with rooms over 500 m²**, enjoy centuries-old tradition, a close relationship with nature, and an extensive year-round cultural calendar. The region's high geographic diversity helps event organizers select the best conference space for the type and nature of their meeting. Kraków's conference facilities range from the largest, such as the **Auditorium Maximum of the Jagiellonian University (up to 1200 seats)**, the **multi-purpose hall of the University of Economics (up to 1500 seats)**, and **the Kraków Expo (up to 1800 seats)**. Małopolska's **museums** provide an unusual setting for meeting organizers; their state-of-the-art audiovisual facilities mean they provide a distinctive backdrop for business events. Worthy of particular attention is the new building of the **Polish Aviation Museum**, its shape resembling a rotating propeller when viewed from above. It is one of Poland's most distinctive museum buildings, hosting special events for up to **1000 people**. **The National Museum** also provides an excellent space for meeting organizers with its **300 seats** arranged in an amphitheatre setting, as do **the Museum of Municipal Engineering (300 people)**, and the Niepołomice Museum in the Royal Castle. Business events can



Photo: P. Lipowiecki



Photo: P. Barszczowski



Photo: P. Barszczowski

VARIED CONFERENCE INFRASTRUCTURE

be held in stylish historical facilities and theatre or concert halls, adapted for the purpose and widely available throughout Małopolska. These include the recently opened building of **the Opera House in Kraków (up to 800 seats)**, **the Kraków Philharmonic (up to 700 places)**, and **the Juliusz Słowacki Theatre (up to 530 seats)** - an eclectic building within the Planty park.

Relatively large conference rooms and facilities are also available at several Cracovian hotels, such as the **Best Western Premier Kraków** with a hall for up to 600 people.

The Salt Mine in Wieliczka, included on the original UNESCO World Heritage List, is one of Poland's best known tourist attractions – a remarkable underground world created by nature and humankind. Its unusual scenery provides a distinctive backdrop for various events and business meetings. The underground conference halls occupy areas between 100-680 m², and they can accommodate up to **600 people**.

Małopolska is also home to growing numbers of new developments, soon due to expand the available conference space. The **ICE Kraków Congress Centre**, whose opening is planned for autumn 2014, will provide more than 36,000 m² of conference space. This will be a modern facility situated close to the Vistula River, and it should become one of the city's major attractions. The building will have a three-storey glazed foyer overlooking Wawel Royal Castle and providing a perfect venue for exhibitions and banquets; the auditorium hall holds 2100 seats and the theatre room 600 seats, with many other halls intended for a range of different uses. The centre will accommodate up to 3200 people in total. Kraków's conference map will also soon feature the **Gromada Conference Centre** with a total area of over 5000 m², able to accommodate at least 2500 people



Photo: Daunpol Sp. z o.o.



Photo: M. Zak



Photo: N C Architekci and 9780 Architekci

VARIED CONFERENCE INFRASTRUCTURE

on one level or 3200 participants on 2 levels at the same time. One of its key assets is likely to be the hotel facilities with accommodation for 420, as well as its excellent location. By the late 2013, the **multi-functional exhibition and sports hall is due to be opened to 15,000 viewers**. Additionally, it is likely that the construction of the **International Exhibition & Convention Centre EXPO KRAKÓW**, with its 13,000 m² floor area, will be the largest structure of its kind in Małopolska.

For organizers who admire natural surroundings and mountain views, the perfect solution would be to host their event in Zakopane. The city's exceptional background is provided by the majestic Tatra Mountains, the highest range in the Carpathian arc between the Alps and the Caucasus. Visitors are also attracted to Zakopane by the local culture and traditions, its picturesque wooden architecture and unspoiled natural landscapes. The largest rooms and best service for meetings are provided by the three-star **Hotel Mercure Kasprowy (for 1050 people) with its breathtaking views over the Tatras**, and the four-star **Grand Nosalowy Dwór with a 600 m² conference area**, a modern hotel enclave close to the slopes of the Nosal Ski Centre. The four-star **Hotel Bukovina** is also an excellent venue, with its thermal pools provided alongside the conference centre for **600 people**.

Held annually since 1991, the **Economic Forum in Krynica-Zdrój**, hosting around 2500 politicians and economists from Central-Eastern Europe, clearly demonstrates that Małopolska and its mountain towns are successful hosts for important international events. Krynica-Zdrój, sometimes known as Poland's Davos, will soon acquire a **modernized Main Pump Room**, with comfortable accommodation for **1200 people**.

- 287 conference venues in Małopolska, including 131 in Kraków
- 69 conference venues in historic buildings throughout Małopolska
- 24 venues with halls over 500 m²
- Several large congress and conference centres under construction, including the ICE Congress Centre, Gromada Conference Centres, Exhibition and Sports Hall, and the International Exhibition and Convention Centre EXPO
- Almost 600 international MICE events held in Kraków in 2011



Photo: Daunpol Sp. z o.o.



Photo: PeachPerfect



Project: Ingarden & Ewý - Architekci, Kraków, collaboration Arata Isozaki & Associates, Tokyo; visualization: Monokolor



HOTEL BASE – tourism in Małopolska

The abundance of tourist attractions, excellent transport connections and numerous high-class hotels make Małopolska one of the popular regions in Poland. The province is currently home to **more than 400 hotels**, including 14 five-star hotels (10 in Kraków), 47 four-star hotels (25 in Kraków), and 177 three-star hotels (73 in Kraków). They include hotels forming part of international networks, with Kraków's largest including Novotel Bronowice (305 rooms), Sheraton Kraków (232 rooms), Chopin Hotel Cracow (219 rooms), Novotel Centrum (198 rooms), and Radisson BLU (196 rooms).

The contemporary travel market reveals strong connections between business and cultural tourism, and Kraków is perfect for finding the right balance. The city is home to numerous stylish, renovated boutique hotels, providing world-class services and facilities. The hallmark of **the oldest hotel in Kraków, Hotel pod Różą**, is its refined interior decor. **Hotel Copernicus**, located in Kanonicza Street at the foot of Wawel Hill, is a real marvel for guests thanks to its fascinating architecture combining the style of the past with exquisite contemporary comfort. The venue is Poland's only member of the luxury Relais & Chateaux hotel network. **Hotel Gródek** is a historical gem, with the only adjacent archaeological museum in Poland. Particularly demanding guests can also enjoy locations overlooking the Rynek Główny, for example **Hotel Wentzl** or **the Bonerowski Palace Hotel**. The Old Town has also long been home to old family-owned 3-star hotels, including the **Saski**, **Pollera** or **Polski pod Białym Orłem**.

The hotel map of Małopolska also includes venues in stunning mountain settings of the Pieniny Mountains, Beskid Mountains and in the Podhale region, ranging from cosy historical manors, castles and palaces to modern hotels with geothermal pools and spa facilities. In the Beskid Mountains, particularly renowned locations include the **Hotel SPA – Dr. Irena Eris in Krynica-Zdrój** and the **Modrzewie Park Hotel in Szczawnica**, a modernist villa restored to its former glory to become the first five-star hotel in the Pieniny Mountains. Additionally, the centre in Krynica has seen a new addition: the luxury venue of the **Czarny Potok Resort & Spa** with a spacious conference centre for 500 people.

- Over 400 hotels in the region, including 14 ***** hotels, 47 **** hotels, and 177 *** hotels
- International hotel networks
- Boutique hotels reflecting the region's atmosphere
- Hotels in historic settings

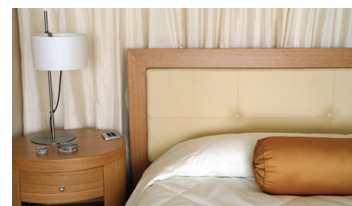


Photo: Daunpol Sp. z o.o.



Photo: P. Barszczowski



Photo: Daunpol Sp. z o.o.



IMPORTANT BUSINESS EVENTS IN KRAKÓW AND MAŁOPOLSKA

Kraków and Małopolska are the most popular destination for business tourism in Poland, with an exceptional atmosphere and setting for economic meetings, conferences, seminars and workshops throughout the year. Around **9000 business events** are held in Kraków every year. Małopolska is fast becoming home to cyclical events, regularly attended by guests from around the globe. One such event is the **Economic Forum in Krynica-Zdrój**, with plenary sessions attended by over 2500 guests every year, with other important meetings including the Forum of Regions and the **Investment Forum in Tarnów**. Other key business events include the **Małopolska Investment Forum** and the **Annual Business in Małopolska Meeting**. **Kraków Conferences** have been held since 2008: discussion forums concerning European topics held over several days with the participation of politicians, experts and scientists from many countries. International tourist industry representatives have been gathering at the **Kraków Tourism Salon** for the past 20 years, while the **KRAKIDENT Fairs** are popular among dentists. The **Kraków Book Fair** is one of the most important international events in this field in Poland.

The period of the **Polish Presidency of the Council of the EU** in 2011 was an exceptionally busy time for economic, cultural and political events in Kraków. A total of 69 official meetings of politicians and representatives of EU governments, institutions, experts and journalists were held during these six months. The most important were the **European Internal Market Forum** and the **European Tourism Forum**.

Kraków also received major publicity through the specialist **ECTAA** conferences (meeting of the European Travel Agents' and Tour Operators Associations) and the **INMA** conferences (meeting of representatives of the European media).

- Approximately 9000 business meetings held in Kraków annually
- Małopolska: a recognized location for international conferences and congresses, including the Economic Forum in Krynica-Zdrój, the Internal Market Forum, and the European Tourism Forum
- Approximately 10,000 participants in meetings during the Polish Presidency of the Council of the EU
- The region's diverse natural conditions and rich cultural heritage make it a perfect setting for successful integration and motivational events



Photo: Daunpol Sp. z o.o.



Photo: Grupa A05



Photo: Grupa A05



GALA DINNER VENUES

Kraków's tradition of feasting dates back centuries. In 1364, the Rynek Główny was the setting for the Congress of Kraków, lasting 21 days, thrown by the wealthy merchant Mikołaj Wierzynek for five kings on the order of the Town Council and the King. Nowadays, sumptuous dinners in carefully selected settings remain an inseparable element of international meetings, congresses and conferences.

In Małopolska, the wide range of reception venues is a real delight for visitors from around the globe. It is made all the more appealing by the variety of regional cuisine and the abundant seasonal produce. The gallery interiors of **the National Museum in Sukiennice** on the Rynek Główny provide the perfect setting for events for up to 300 people. **Villa Decius** provides a romantic setting for up to 250 people, with its Renaissance balconies and lobby perfect for negotiations. **The Manggha Centre of Japanese Art and Technology** opposite Wawel castle is an exceptional reception venue for up to 380 people. **The gardens of the Archaeological Museum** at the foot of Wawel Hill are a perfect setting for open air receptions for up to 900 people. Other outstanding locations include **the Salt Mine in Wieliczka**, featured on the original UNESCO World Heritage List; its halls, set 327 metres underground, can accommodate up to 600 people. Another distinctive venue is **the Museum of Municipal Engineering in Kraków**, a popular setting for special events such as formal dinners or cocktail parties for up to 300 people. The main hangar of the **Polish Aviation Museum in Kraków** is a stunning venue for galas for up to 1000 people. The 14th-century **Royal Castle in Niepołomice**, a former royal mansion surrounded by ancient forests, has been a setting for key events in Poland's history for many centuries. Today, the complex of 5 imposing chambers, historical cellars and the expansive courtyard provides a spectacular backdrop to all receptions for up to 800 people. For exceptional feasts in the open air, the 200-year-old **Folwark Zalesie**, set in beautiful countryside, is a perfect venue for traditional feasts or picnics for up to 1500 people.

- Approximately 1500 culinary venues in the region
- Unique settings for post-conference meetings, such as the Salt Mine in Wieliczka (UNESCO)
- Numerous restaurants in Małopolska's historical venues including castles, palaces

- and regional inns, as well as the Benedictine Abbey (featuring traditional recipes)
- Wide range of regional dishes: pierogi, borscht, gołąbki (cabbage leaves stuffed with meat), sausage, kwaśnica (sour cabbage soup), sheep's cheese (oscypek), and many others



Photo: P. Tokarczyk



Photo: J. Rojek



Photo: Grupa A05



SUGGESTIONS FOR MOTIVATIONAL TRIPS

Małopolska and Kraków are a treasure trove of ideas for organizers of motivational and integration events. The region has a stunning natural environment, vibrant culture and varied cuisine, as well as diverse hotel and conference venues, ranging from luxury facilities in Kraków, Zakopane or Krynica-Zdrój, through rustic huts in the Tatra Mountains, to romantic inns, castle chambers and reconstructed Galician towns. In Kraków, visitors can discover **the secrets of the Old Town, the monuments of the Jewish Kazimierz district, and the socialist-realist climates of Nowa Huta**. Venturing outside the capital of Małopolska, you can immerse yourself in the idyllic atmosphere of **colourful Zalipie and Lanckorona** – the town of angels – hosting bread baking, candle making and clay angel making workshops. **Monks from the Benedictine Abbey in Tyniec** provide culinary adventures and prepare meals using healthy regional produce following ancient recipes. The picturesque landscapes **of valleys near Kraków, the Ojców National Park or the Niepołomice Primeval Forest** are perfect for spending time in the great outdoors. You can go rock climbing, cycling through the forest or discover underground secrets in caves. There are numerous options for motivational events, ranging from reconstructions of chivalric tournaments in the ancient settings **of mediaeval castles in Wiśnicz, Niedzica and Pieskowa Skała**, through city integration games following in the footsteps of kings, artists and scientists, to prestigious receptions in stylish museum interiors.

Małopolska's exceptional natural landscapes, cultural monuments and traditions make it a truly perfect setting for any event. Numerous **UNESCO Treasures** are within your reach, including **the 700-year-old Salt Mine in Wieliczka, the Old Town in Kraków, the paths of Kalwaria Zebrzydowska, and the gems of wooden**



Photo: D. Zaród



Photo: Daunpol Sp. z o.o.



Photo: D. Leśniak

INCENTIVE TRAVELS IDEAS



Photo: P. Fabijański



Photo: P. Fabijański



Photo: P. Zając

sacral architecture in southern Małopolska. The heritage of ethnic minorities is carefully preserved: Polish Jews, Roma, highlanders from the Tatras and Pieniny Mountains, Lemkos and Sącz Lendians; their influences are particularly obvious in local architecture, music, literature and cuisine. Małopolska has over 50 cultural routes revealing the secrets of the past, with the most popular ones including **the Wooden Architecture Route, the Eagles' Nest Route, the Renaissance Route, the Route of Traditional Handicraft, and the Route of Lemko Orthodox Churches.** **Papal Routes** are also worthy of attention, covering mountain and canoe trails enjoyed by Father Karol Wojtyła, the future **Pope John Paul II.** There are also numerous museums throughout Małopolska, including **the National Museum and the Wawel Royal Castle, the Polish Aviation Museum, the Museum of Municipal Engineering, the Museum of Pharmacy, the Sądecki Ethnographic Park, and the Tatra Museum in Zakopane** holding collections celebrating Poland's highest mountains. Kraków has a well-earned place on the map of active leisure activities. The network of tourist routes and sports locations, such as the canoeing track along the Vistula River, continues to expand; the reservoir in the former quarry in Zakrzówek hosts divers from all over Poland. There are a wide variety of active leisure activities and good fun to be had throughout the year. You can visit **horse stud farms** with centres in **Gładyszów, Swoszowice and Raciechowice,** play golf and enjoy the club and hotel in **Paczółtowiec and Ochmanów, go sailing on Czorsztyn and Rożnowskie Lakes,** climb rocks in the valleys near Kraków, and go canoeing and rafting along the rapid rivers such as the

INCENTIVE TRAVELS IDEAS

Dunajec. Southern Małopolska is dominated by winter sports, especially in the colourful city of **Zakopane**, rich with local folklore, the spa town of **Krynica-Zdrój** with Mount Jaworzyna as the backdrop, and in other towns and villages where you can arrange skiing and snowboarding competitions and hikes. You can also relax by **geothermal pools** and enjoy a wide range of treatments in Małopolska's 9 health resorts. On frosty evenings, take a traditional trip on horse or dog-drawn sleds under the shining stars, with torches, bonfires and highlander musicians providing entertainment until the early hours.

There are many cultural events in Małopolska and its capital throughout the year. Kraków is the venue for international festivals including **Sacrum Profanum**, **Misteria Paschalia** and the **Jewish Culture Festival**.

A detailed events calendar can be found at the Kraków Convention Bureau website, including a selection of motivational events chosen via competition: **www.conventionkrakow.pl**

- Over 400 travel agencies in Małopolska
- Almost 40 prize-winning ideas for integration and motivational events in Kraków and Małopolska, selected via competition held by Kraków and Małopolska's local authorities
- 4250 kilometres of thematic routes, such as the Wooden Architecture Route
- 2600 kilometres of bicycle routes and 3360 kilometres of mountain trails
- 300 ski lifts, 250 kilometres of ski routes
- 2 golf fields
- 4 geothermal pools
- 9 spa towns rich in mineral waters
- Active tourism including snowshoes, quads, rafting trips, climbing and hiking
- Special offer for visitors to the salt mine in Wieliczka (UNESCO) and Bochnia



Photo: P. Barszczowski



Photo: Daunpol Sp. z o.o.



Photo: P. Zając



BUSINESS ENVIRONMENT IN MAŁOPOLSKA AND KRAKÓW

Małopolska is a dynamically developing region with foundations dating back centuries. The **33 universities in Małopolska are attended by over 210,000 students every year**. The potential of the region's human resources and its highly qualified employees are appreciated by investors from around the world, and recent years have seen a substantial investment for companies in the outsourcing sector. Małopolska has been receiving foreign investment since the early 1990s, placing the province **4th in Poland in terms of invested capital**. Activities increasing the investment in the region were recognized by "The Financial Times" in the report *European Cities & Regions of the Future ranking 2012/13*, noting that **Małopolska has the best strategy for attracting investment among all the regions in Central and Eastern Europe**. In addition, Małopolska and Kraków lead the way in terms of the number of **research and development institutions**. Kraków has become the home of **the National Science Centre** providing finance to the most important research projects in the country. The city and its university structures are also home to the Centre for Innovation, Technology Transfer and University Development of the Jagiellonian University (CITTRU), and Centres for Technology Transfer at **the Kraków University of Science and Technology and the Kraków University of Technology**.

However, the modern economy is not just the domain of universities and scientists. Kraków and Małopolska are an excellent institutional and business location for various branches of industry. **The Technology Park MMC Brainville** is due to open in Nowy Sącz. **The Tarnów Industrial Cluster** focuses on mechanics and construction, while Oświęcim focuses on the development of the chemical industry. Alwernia near Kraków is home to **Alvernia Studios, one of the most advanced film studios in the world**, while Kraków is the location of initiatives including **the Małopolska Information Technology Park, the European Academy of Computer Games**, and the **Life Science Cluster** located on the UJ Campus.

- Almost 7000 non-governmental organizations in Małopolska, including almost 1000 organizations active in tourism
- 33 universities in Małopolska, including

Poland's oldest university in Poland: the Jagiellonian University

- 210,000 students from around the world



Photo: Daunpol Sp. z o.o.



Photo: Daunpol Sp. z o.o.



Photo: Daunpol Sp. z o.o.



CALENDAR OF KEY CYCLICAL CULTURAL EVENTS

JANUARY

- New Year's Concert at the Juliusz Słowacki Theatre www.slowacki.krakow.pl
- The Finale of the Great Orchestra of Christmas Charity on the Rynek Główny www.wosp.org.pl

FEBRUARY

- Kraków "Shanties" festival, Rotunda Cultural Centre, Tawerna Żeglarska Stary Port www.shanties.pl
- Children's Theatre Festival, Nowa Huta Cultural Centre www.nck.krakow.pl

MARCH

- OFAFA National Animated Film Festival in Kraków www.ofafa.pl
- March of Memory on the anniversary of the liquidation of the Kraków ghetto www.judaics.pl
- Bach Days www.amuz.krakow.pl
- Audio Art Festival www.audio.art.pl
- Easter Fairs on the Rynek Główny www.kongregacja-kupiecka.com.pl
- Misteria Paschalia www.misteriapaschalia.pl
- PAKA Cabaret Review www.paka.pl

APRIL

- Traditional "Rękawka" festival, Krakus Mound www.dkpodgorze.krakow.pl
- Józef Piotrowski Contest of Lipnica Easter Palms and Handicraft
- Wadowice Theatre Meetings
- Kraków Theatrical Reminiscences www.krt-festival.pl
- Off Plus Camera www.offpluscamera.com
- International Festival "Young and Old, or Jazz in Kraków" www.jazz.krakow.pl
- Tischner Days www.tischner.pl

MAY

- Photomonth in Kraków, www.photomonth.com
- Kraków Museum Night www.krakowskienoce.pl
- Małopolska Cultural Heritage Days www.dnidziedzictwa.pl
- Film Music Festival www.fmf.fm
- Kraków Meetings with Orthodox Music www.dkpodgorze.krakow.pl
- Kraków Film Festival www.kff.com.pl

JUNE

- Selector Festival www.selectorfestival.pl
- City Festival www.krakow.pl
- Parade of Dragons
- Lajkonik – traditional procession through the streets of Kraków www.mhk.pl
- Kraków Theatre Nights www.krakowskienoce.pl
- Wianki www.wianki.krakow.pl
- Jewish Culture Festival in Kraków www.jewishfestival.pl
- Art Boom Festival www.artboomfestival.pl
- Summer Festival of the Opera House in Kraków www.opera.krakow.pl
- Małopolska Aviation Picnic www.pikniklotniczy.krakow.pl
- International Festival of Military Orchestras
- Bread Festival on Wolnica Square, www.produktyregionalne.edu.pl

JULY

- Music Festival from Benedictine Monasteries of Europe www.benedyktyni.eu
- Jazz Festival in Piwnica pod Baranami www.cracjazz.com
- International Festival of Street Theatre www.teatrko.pl
- Traditional Music Festival „Rozstaje” www.rozstaje.pl
- Summer Cinema at the Przy Pomie Stage www.slowacki.krakow.pl
- International Summer Organ Concert Festival www.manor.krakow.pl
- Court Dances Festival "Cracovia Danza" www.cracoviadanza.pl

AUGUST

- Music in Old Kraków
- Jan Klepura Festival in Krynica-Zdrój
- Organ Recitals in Tyniec, www.benedyktyni.eu
- Pierogi Festival www.krakow.pl
- Folk Art Fairs "Cepelia" on the Rynek Główny www.cepelia.krakow.pl
- International Festival of Mountain Folklore in Zakopane
- Coke Live Music Festival, www.livefestival.pl
- Małopolska Festival of Flavours on Wolnica Square www.malopolska.pl
- Cracovia Sacra Night www.krakowskienoce.pl
- International Argentinean Tango Festival "Puente del Tango"

SEPTEMBER

- Kraków Jazz Autumn, www.alchemia.com.pl
- Sacrum Profanum www.sacrumprofanum.com
- Kraków Honey Harvest Festival
- International Contest of Contemporary Chamber Music
- Dachshund Parade www.radiokrakow.pl
- Małopolska Scientists Night www.nocnaukowcow.malopolska.pl
- Babia Góra Autumn

OCTOBER

- Student Song Festival, www.instytutstluki.pl
- "7 x Gospel" Gospel Music Festival www.7xgospel.com.pl
- Kraków All Souls Jazz Festival, www.krakowskiezaduszkijazzowe.xt.pl
- Theatre Festival "Genius Loci", www.laznianowa.pl
- Unsound Festival www.unsound.pl
- International Bobbin Lace-making Festival in Bobowa

NOVEMBER

- Joseph Conrad International Literature Festival www.conradfestival.pl
- Book Fair in Kraków, www.targi.krakow.pl
- Polish Music Festival www.fmp.org.pl
- International Film Festival "Etiuda & Anima" www.etiudaandanima.com

DECEMBER

- Nativity Scene Competition, www.mhk.pl
- Silent Film Festival, www.kinopodbaranami.pl
- International Theatre Festival "Divine Comedy" www.boskakomedia.pl
- New Year's Eve on the Rynek Główny www.sylwester.krakow.pl



Photo: M. Plewiński



Photo: Daunpol Sp. z o.o.



Photo: Daunpol Sp. z o.o.

RECOMMENDATIONS

ROB DAVIDSON

Senior Lecturer – Events Management
University of Greenwich, London



As a frequent visitor to Kraków, I have no hesitation in recommending this famous city as a perfect destination for anyone who is looking for an attractive, historic and motivational location for their next conference or incentive trip. Kraków has the precise combination of all the elements that meetings and incentive planners look for: a delightful appearance; a festive atmosphere; direct international access from many key European cities; a distinctive heritage and culture; and friendly, professional people who speak English well and have a highly developed sense of service. Only in Kraków will you find a meeting venue as uniquely beautiful as the Jagiellonian University; and only in Kraków will you find such a wide choice of fine hotels with outstanding meetings facilities, including my two personal favourites – the Radisson SAS Hotel and the enchanting Hotel Copernicus. This city just keeps improving as a meeting destination, and I am very excited about the 2014 opening of the futuristically-designed ICE Kraków Congress Centre, which will satisfy the high level of demand for a world-class convention centre in the Małopolska Region.

And, as a territory extremely rich in heritage and natural attractions, the Małopolska Region within which Kraków is located is also well worth considering as somewhere to hold meetings or to explore as part of an unforgettable incentive trip. Perhaps the best-known attraction is the world-famous Wieliczka Salt Mine, a UNESCO site which is often used as a conference venue in its own right or as the venue for a gala dinner with a difference. But my personal recommendations would certainly include the many castles, palaces and aristocratic residences from the Renaissance and Baroque eras that can be found at every turn in Małopolska. Built on high hills and visible from afar, they constitute one of the most characteristic features of the region's landscape, and many of them can be hired as locations for a motivational conferences or incentive trips that are guaranteed to stay in the memory of all participants for a very long time.

TOM HULTON

Director of International Relations for IMEX
Worldwide Exhibition in Frankfurt



I attended a conference in Kraków last April and having done many site inspections in different cities around the world over many years with ICCA (the International Congress and Convention Association) as their CEO. I was enormously impressed with Kraków as a possible venue for conferences. It was the appeal of the city and its wonderful historical attractions that struck me, including one of the most memorable evenings that I have ever spent when we visited and had a dinner at the Salt Mines. But almost more importantly was the enthusiasm, commitment and professionalism of the people involved.

All were totally aware of the importance of the conference and did everything possible to make it a huge success – which it certainly was. I would be totally confident that any international meeting held in Kraków would be a success and be a memorable experience for the participants. I wish Kraków every success in the future.

LIST OF PCOs (Professional Congress Organizers)

DMC POLAND

30-535 Kraków
ul. Krakusa 9/17
phone no. + 48 12 397 76 52
fax/phone no. + 48 12 292 24 68
office@dmcpoland.com
www.dmcpoland.com

GRUPA A05 SP. Z O.O.

31-101 Kraków
pl. Na Groblach 14/2
phone no. + 48 12 429 62 23
fax +48 12 429 62 87
a05@a05.pl
www.a05.pl

HAXEL EVENTS & INCENTIVE SP. Z O.O.

30-017 Kraków
ul. Racławicka 58
phone no. + 48 12 626 11 03
fax +48 12 421 07 77
dorota.goetzen@haxel.pl
www.haxel.pl

BIURO KONGRESÓW JORDAN (JORDAN CONGRESS OFFICE)

31-535 Kraków,
ul. Sobieskiego 22/2
phone no. + 48 12 341 61 62, +48 12 341 61 64
fax + 48 12 341 61 63
kongres@jordan.pl
www.kongres.jordan.pl

SYMPOSIUM CRACOVIENSE SP. Z O.O.

31-123 Kraków
ul. Krupnicza 3
phone no. + 48 12 422 76 00
fax + 48 12 421 38 57
info@symposium.pl
www.symposium.pl

TARGI W KRAKOWIE SP. Z O.O.

31-586 Kraków
ul. Centralna 41a
phone no. + 48 12 644 59 32, + 48 12 644 81 65
fax + 48 12 644 61 41
biuro@targi.krakow.pl
www.targi.krakow.pl



Photo: Grupa A05



Photo: Grupa A05



Photo: Daunpol Sp. z o.o.

Source: www.conventionkrakow.pl

EDITOR



Photo: Daunpol Sp. z o.o.

MAŁOPOLSKA REGION THE MARSHAL OFFICE OF THE MAŁOPOLSKA REGION

31-156 Kraków
ul. Basztowa 22
phone no. + 48 12 379 60 00
fax + 48 12 379 60 01
turystyka@malopolska.mw.gov.pl
www.visitmalopolska.pl



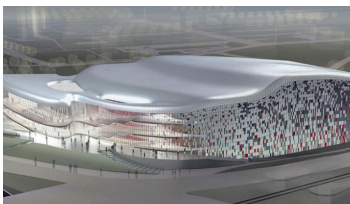
PARTNERS



Photo: W. Majka

KRAKOW CONVENTION BUREAU MUNICIPALITY OF KRAKOW DEPARTMENT OF INFORMATION, TOURISM AND CITY PROMOTION

31-004 Kraków
pl. Wszystkich Świętych 3-4
phone no. + 48 12 616 60 69/53/77/51
fax + 48 12 616 11 22
convention@um.krakow.pl
www.conventionkrakow.pl



Project: Ingarden & Ewý - Architekci, Kraków,
collaboration Arata Isozaki & Associates, Tokyo;
visualization: Monokolor

KRAKOW FESTIVAL OFFICE (KRAKOWSKIE BIURO FESTIWALOWE)

31-513 Kraków
ul. Olszańska 7
phone no. + 48 12 424 96 50
fax + 48 12 424 96 52
poczta@biurofestiwalowe.pl
www.biurofestiwalowe.pl
www.icekrakow.pl



Text: Joanna Buchwald
Content consultation:
Piotr Wilczek, Elżbieta Kantor, Beata Paliś
Project coordinators:
Bogna Stonawska, Dorota Klos, Anna Nawrot
Graphic design: Ewa Natkaniec

Publishing:
Daunpol Sp. z o.o.
ul. Konarskiego 3, 03-310 Warsaw
phone no. 22 664 37 20
biuro@daunpol-pilot.com.pl
www.daunpol-pilot.com.pl

The authors and publishers made every effort to ensure that the content is reliable; however, they are not responsible for any changes arising after the material has been finalized by the publishing house.



The Project is co-financed by the European Union under the Małopolska Regional Operational Programme for the years 2007–2013.

978-83-63091-71-2

