





# KRAKOW

MEETINGS STAR AWARD  
FINALIST - BEST MEETING  
DESTINATION 2014



## PROUD CITY

The main element of experiential diversity of the Malopolska region, of which Krakow is at the centre, are the many historic sites, architecture and social attractiveness united in 6 national parks and 84 nature reserves. The southern part of the region has numerous spas and there are 8 more sites on the UNESCO list in the region in addition to Krakow. The nearby High Tatras with Zakopani in the South are the recreational area for Krakow, the real epicentre of Polish tourism.

Similar to other major Polish cities Krakow **has a perfectly organised Convention Bureau**, and behind the successful congress offices in Poland you can usually find a team

of women. Over the last few years, Poland has been in the spotlight of the international community because of its relatively successful struggle with the economic crisis and its rapid economic growth. Not surprisingly, therefore, Krakow will see the growth of one of the most modern convention centres in Europe: ICE.

### DID YOU KNOW

That in 1978 Kraków's Old Town and Kazimierz districts were placed on the first UNESCO World Heritage List and in the same year Kraków's archbishop Karol Wojtyła became the first non-Italian pope in 455 years.

### COOL MEETINGS

Oscypek is a characteristic smoked sheep's milk cheese, which is produced in the High Tatras. It is smoked at the open fire and is on the list of protected products. With its characteristic cylindrical shape it is highly typical of Zakopane.





**ICCA** ICCA 2014 COUNTRY AND CITY RANKING  
Worldwide: 60<sup>th</sup> place Europe: 31<sup>th</sup> place

**DESTINATION GRADE:**  
**QUALITY MEETINGS DESTINATION**

4.19

**INDIVIDUAL GRADES:**

**A NATURAL AND CULTURAL FACTORS 4.40**

The cultural capital of Poland is a city where the glorious past is omnipresent. A number of cultural and historic sites attract a large number of tourists and conference organisers. Its very high score is only lowered by a bad attitude towards the environment and the much-ignored grey suburbs that stir memories of socialism. A typical example of the socialist experiment is in the workers' settlement Nowa Huta, with heavy industry and endless blocks of flats.

**B GENERAL AND TRANSPORT INFRASTRUCTURE 3.63**

Currently the most problematic part, as Poland has probably the worst roads in Europe. We recommend that you come to the city with one of the many air companies and save yourself from the road 'adventure'. Otherwise, the city is a pleasant place to stay with an extensive network of bicycle paths and increasingly orderly public transport. Also impressive is the high level of shared space tidiness.

**C TOURIST INFRASTRUCTURE 4.35**

Krakow is a mature and well developed tourist destination with a variety of hotel services and an exceptional number of tourist attractions. This and the extraordinary offer of restaurants, cafes and entertainment make it one of the leading central European tourist destinations. Krakow was rightly chosen to be the cultural capital, since as much as 11 cultural centres, 8 theatres, four orchestras, and 9 museums with 37 permanent and 152 temporary exhibitions operate in it.

**D MEETINGS INFRASTRUCTURE 4.18**

For congress tourism of the city, ICE will be extremely important. The city has taken a risk with the new convention centre, but they managed to create a modern concept with a lot of novelties, a traditional destination for the Facebook generation.

**E SUBJECTIVE GRADE 4.25**

Krakow convinces with its quality, positive affection for congress tourism and competitiveness, all seasoned with the hospitality of the locals. A good image is a big help. We are awaiting with curiosity the world premiere of the Convention Centre ICE 2014, which will certainly shuffle the wider stack of cards.

**F MARKETING BUZZ 4.70**

Krakow is steadily building its image through its Convention Bureau. This year's hosting of the MPI conference made a great contribution to the city, which presented itself in an extremely positive way. The new, ultra-modern centre, ICE Krakow, plays a huge part in how the city can position itself. An intensive media campaign has helped the city takes its place on the meetings destinations map.

**COMPARISON WITH THE REGION:**

Of all the Polish cities Krakow is the one with the greatest soul and is the most fraught with history. Being the main tourist city it has excellent conditions in place for the devel-

**WHAT'S HOT**

**1. MPI EMEC 2015 IN POLAND** – The MPI European Meetings and Events Conference will take place in Krakow in 2015, the event prepared in cooperation between PCB POT, Kraków CB, ICE Kraków and the MPI Poland Club.

**2. New conference facilities at the Holiday Inn Krakow** – Since last year the Holiday Inn Kraków City Center have been building a new wing attached to the existing Hotel, where you can now find an additional 85 newly designed rooms, a big and modern fitness room and multipurpose large conference facilities.

**3. The construction of EXPO Krakow is underway** – EXPO Krakow will be one of Europe's most advanced fair and congress centres and it will host its first event in the spring of 2014.

**4. Hilton Worldwide Announces First Dual Branded Property in Krakow** – Upscale DoubleTree by Hilton Kraków Hotel & Convention Centre and Value Hampton by Hilton Kraków expected to open in 2014.

**5. Ryanair launches a new domestic connection between Krakow and Gdansk** – The flights from Kraków to the seaside will run three times a week, on Tuesdays, Thursdays and Saturdays.



**BEST INCENTIVE IDEA**

Exploring the hidden treasures of Krakow in an interesting, unique and active way with elements of competition.

**WHO TO CONTACT**

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opment of congress tourism. With the construction of the new convention centre it has also received a real affirmation. In Poland Krakow will be the destination of the new generation, which will soon be recognised as a high quality, compact and most versatile meetings destination in Poland due to the cultural heritage, new meetings capacities and because of its huge scientific potential. The activities of the Convention Bureau are a good indicator of what the destination is capable of and what expectations it can meet. Krakow's recipe is successful and a case of good practice for other more traditional central European destinations. I expect a fierce fight among the leading Polish destinations, which is moving into its next phase.