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***Krakow
- Inspired
Meetings***

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- ✓ Population of about **800,000** inhabitants within the city;
- ✓ Second largest city in Poland in terms of population size;
- ✓ Population of about **8 million** inhabitants within a **radius of 100 km**;
- ✓ Over **212,000** students;
- ✓ Over **8 million** visitors per year;
- ✓ Nearly **9,000*** **business** meetings each year;

* Estimate data

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- ✓ Once royal, today cultural capital of Poland;
- ✓ Home town of John Paul II;
- ✓ Krakow is a centre of cultural, business and religious tourism;
- ✓ In **1978** Krakow was entered on the first historic UNESCO World Cultural and Natural Heritage List;
- ✓ Attractive location;
- ✓ Easy access.

Krakow's environs:

Wieliczka Salt Mine (in 1978 the Salt Mine was entered on the first UNESCO World Cultural and Natural Heritage) – 15 km;

- ✓ Royal Castle in Niepołomice – 15 km;
- ✓ Ojców National Park – 20 km;
- ✓ KL Auschwitz – Birkenau – 60 km;
- ✓ Pieniny and the Dunajec River Gorge – 100 km;
- ✓ Tatra Mountains – 100 km.

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The Krakow Airport

- ✓ The largest regional - and Poland's second largest - airport;
- ✓ Located west of Krakow just **11 km** from the city centre;
- ✓ High-speed rail link with the city centre – **15 min**;
- ✓ **20** carriers offer direct flights to **51** cities around the world (**5** cities in Poland).



Cultural opportunities:

Krakow hosts over **3,000** events each year

Some of our Festivals:

- ✓ Misteria Paschalia;
- ✓ Sacrum Profanum;
- ✓ Coke Live Music Festival;
- ✓ Krakow International Film Festival;
- ✓ Jewish Culture Festival;
- ✓ International Festival of Street Theatre.



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Cultural opportunities:

Large outdoor events:

- ✓ Wianki.
- ✓ Juwenalia
- ✓ Great Dragon Parade;
- ✓ New Year's Eve on the Market Square.



Concerts:

- ✓ New Year's concert in the Juliusz Słowacki Theatre;
- ✓ Bach Days.



Małopolska, including Krakow, includes approximately **300** venues with conference facilities.

Some of the largest halls now include:

- ✓ Gromada Conference Center 2,200*2 (4,500 people in the halls)
- ✓ Auditorium Maximum, Jagiellonian University 1,150 (3,690 people in the halls)
- ✓ University of Economics 1,500

Hotels, such as:

- ✓ Best Western Premier Hotel 600 (650 people in the halls)
- ✓ Park INN Krakow 460 (1,080 people in the halls)
- ✓ Qubus Hotel 450 (640 people in the halls)

Historic halls, including:

- ✓ Juliusz Słowacki Theatre 530 (750 people in the halls)
- ✓ Collegium Maius 100 (280 people in the halls)

Museum halls, e.g. :

- ✓ Polish Aviation Museum 500 (950 people in the halls)
- ✓ Museum of Urban Engineering 300

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Krakow Convention Centre (ICE)



REGIONAL PROGRAMME
NATIONAL COHESION STRATEGY

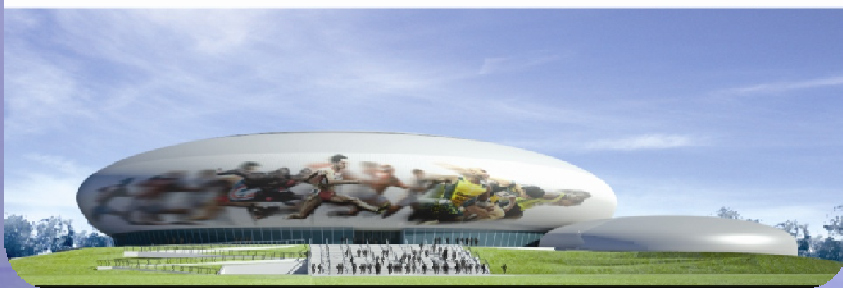
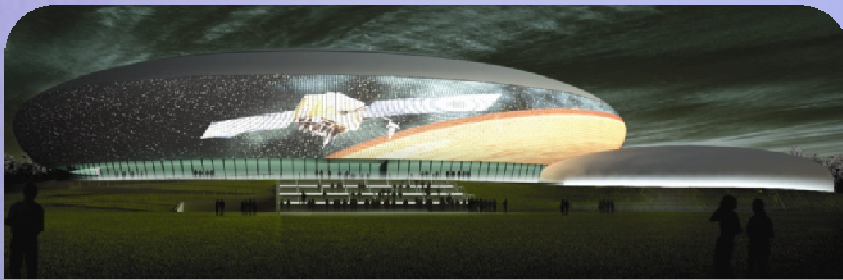


Małopolska
REGION



EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND

- ✓ Investment launch date **2014**
- ✓ Number of seats – **3,200 / lecture theatre - 2,100**
- ✓ Convenient location in the city center with a view of Wawel Castle



The presentation includes materials from architectural offices:

- Ingarden & Ewy, Krakow, and Arata Isizaki & Associates, Tokyo,
- PERBO DRAFT – Modern Construction Systems sp. z.o.o./ Agencja Rozwoju Miasta S.A., Krakow.

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Sports and Entertainment Arena

- ✓ Scheduled investment completion date **2014**
- ✓ Number of seats – **15,000 - the main hall / 4 halls and 2 smaller halls - more than 3,850 seats**
- ✓ Ca. **4 km** from the center of Krakow

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134* hotel venues – **ca. 15,000** beds / **7871** rooms

******* 10** hotels
1,752 beds

****** 21** hotels
3,870 beds

***** 73** hotels
6,552 beds

**** 23** hotels
2,088 beds

*** 5** hotels
576 beds



* data for February 2012

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Museums – meetings:

Krakow includes over 40 museums. In the years 2009 – 2011 4 other museums were commissioned:

- ✓ Oskar Schindler's Enamel Factory;
- ✓ The Rynek Underground tourist route;
- ✓ The Nineteenth Century Polish Art Gallery at the Sukiennice;
- ✓ Museum of Contemporary Art.



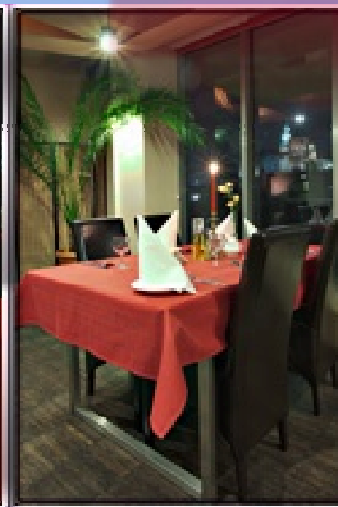
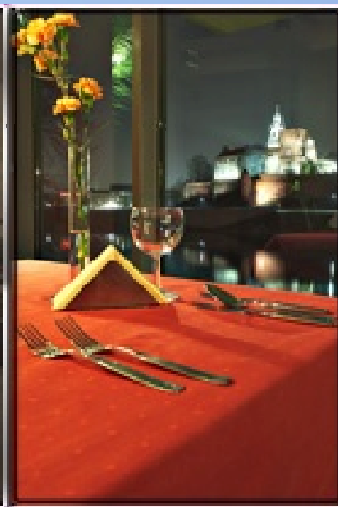
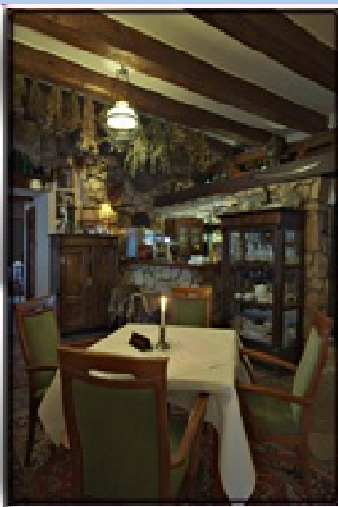
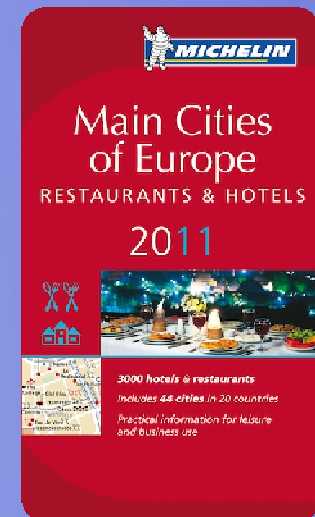
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Krakow includes over **350** restaurants, including:

- ✓ **148** restaurants recommended by the city;
- ✓ **17** restaurants were listed in the guide "Michelin - Main Cities of Europe 2011".



Krakow offers a special range of Incentives in Krakow and the Malopolska Region.

6 categories:

- ✓ History, culture, entertainment, etc.;
- ✓ Environmentally-friendly events;
- ✓ Landscape, nature, games;
- ✓ National traditions, customs and cuisine;
- ✓ The unique sightseeing of Krakow and the Malopolska Region;
- ✓ Winter offer.



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Krakow also offers a range of venues for special events.

This includes **27** venues.



Krakow's Business Tourism Organisers:

- ✓ **6** PCO companies recommended by the city;
- ✓ **11** companies organising incentive events recommended by the city;
- ✓ Over **30** DCM companies.

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Festival events:



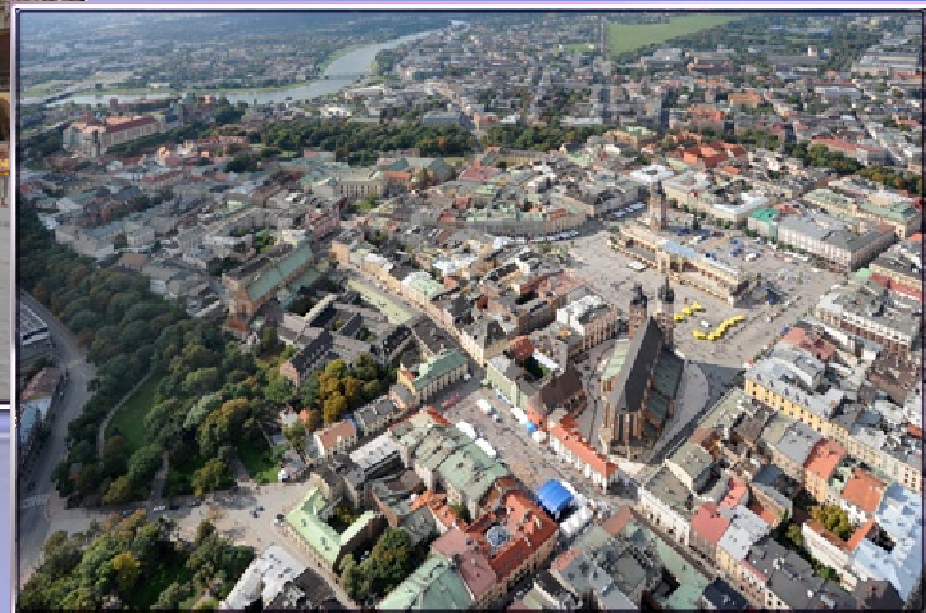
The presentation includes pictures from the archives of the Krakow Festival Office

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Market Square – 200m x 200m



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Wawel Royal Castle



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Districts:



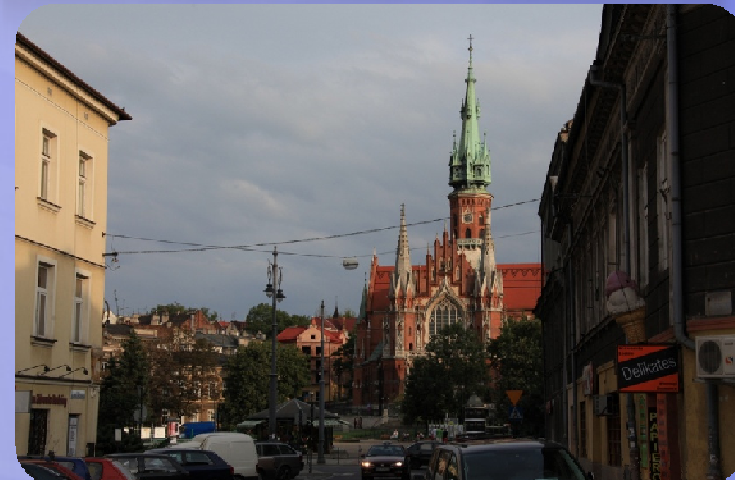
Stare Miasto (Old Town)



Kazimierz

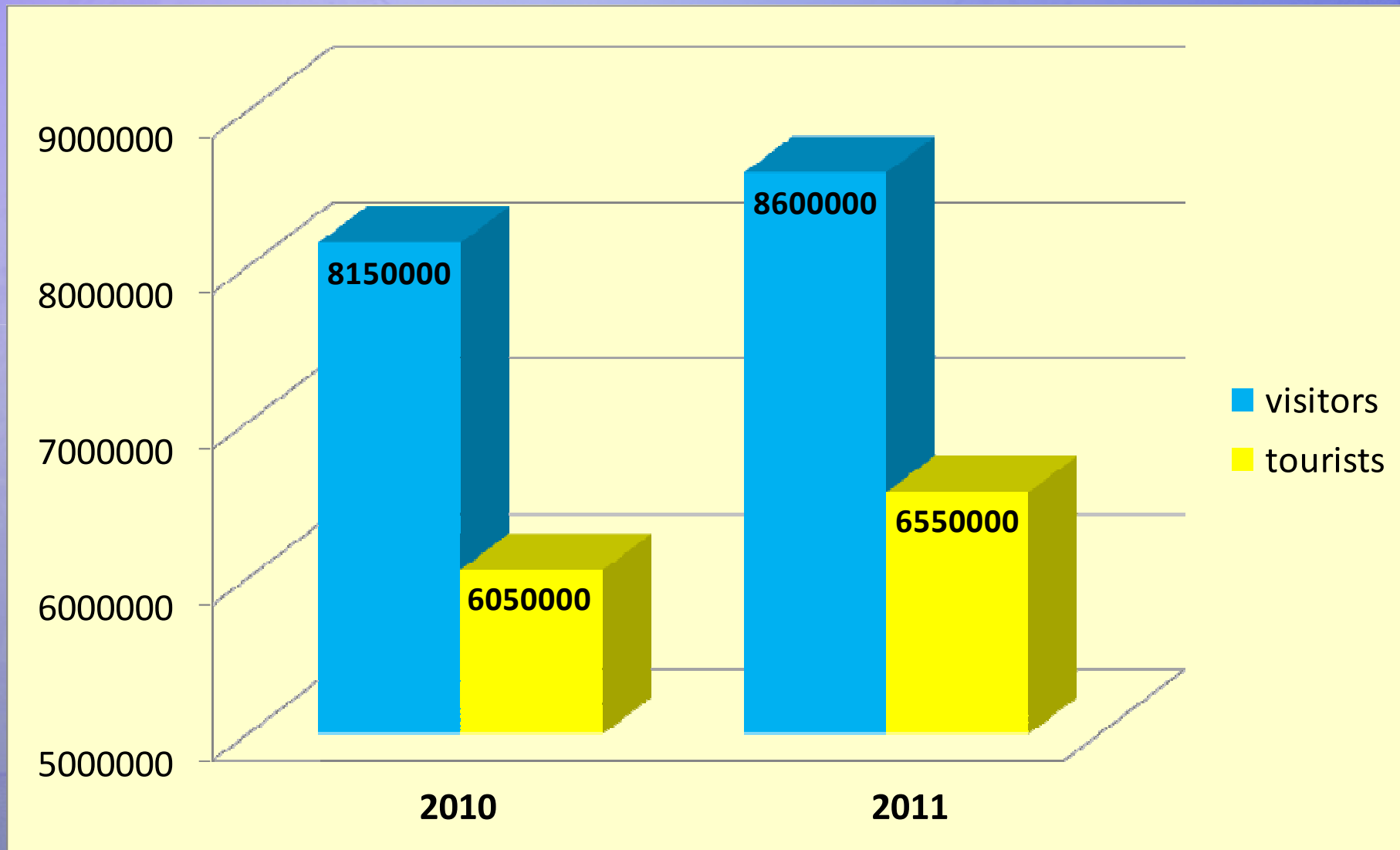


Nowa Huta

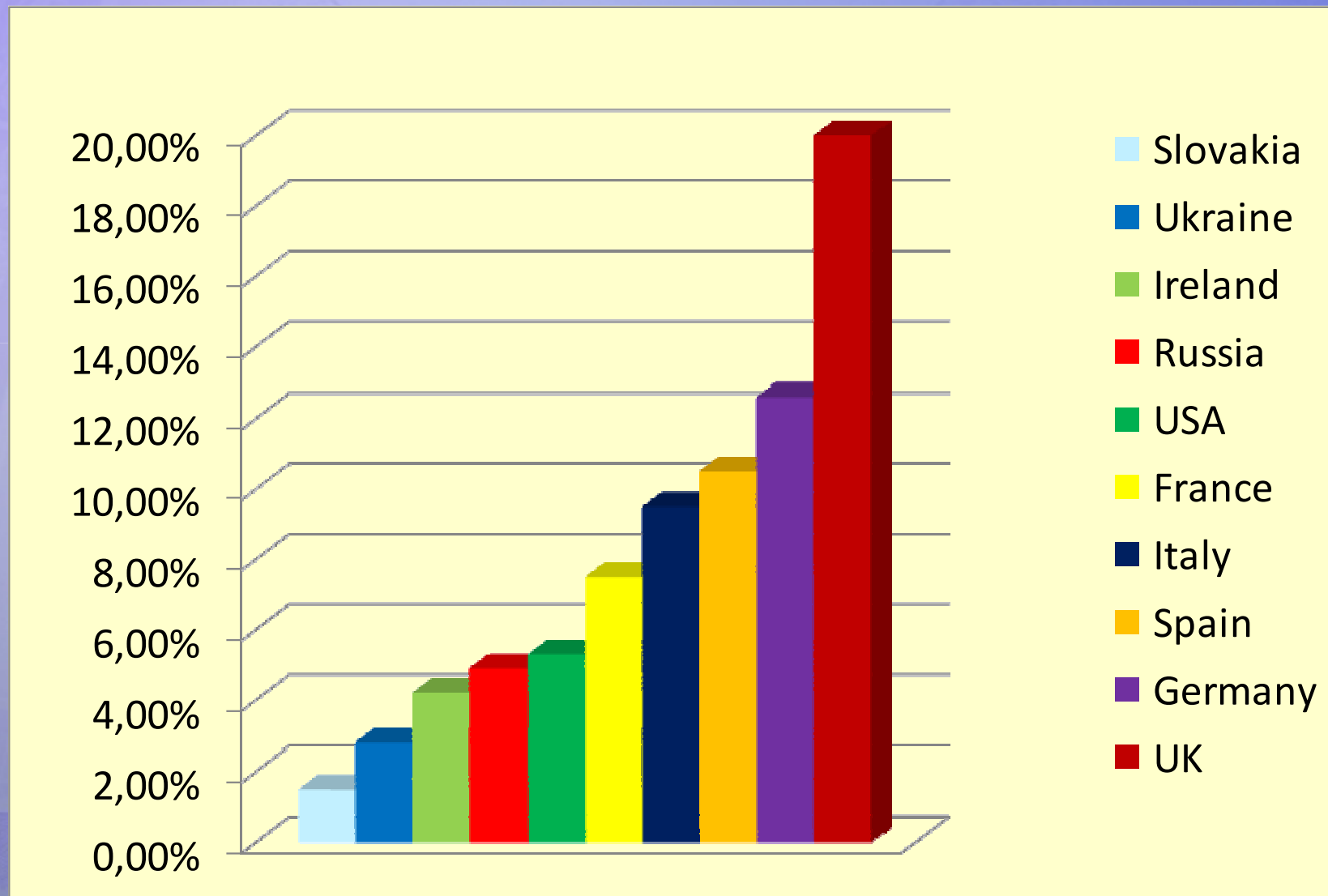


Podgórze

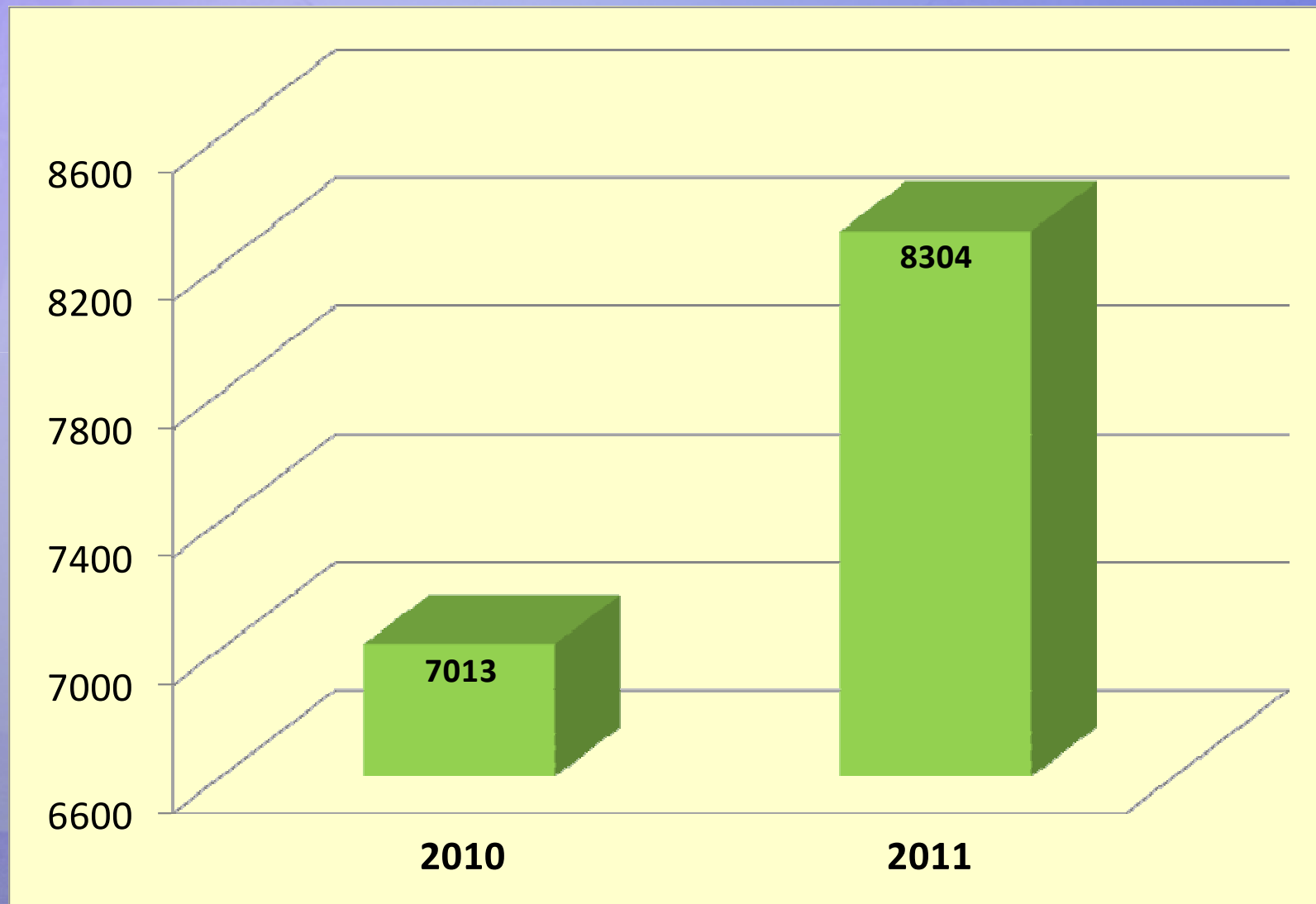
Number of people who visited Krakow between 2010 and 2011



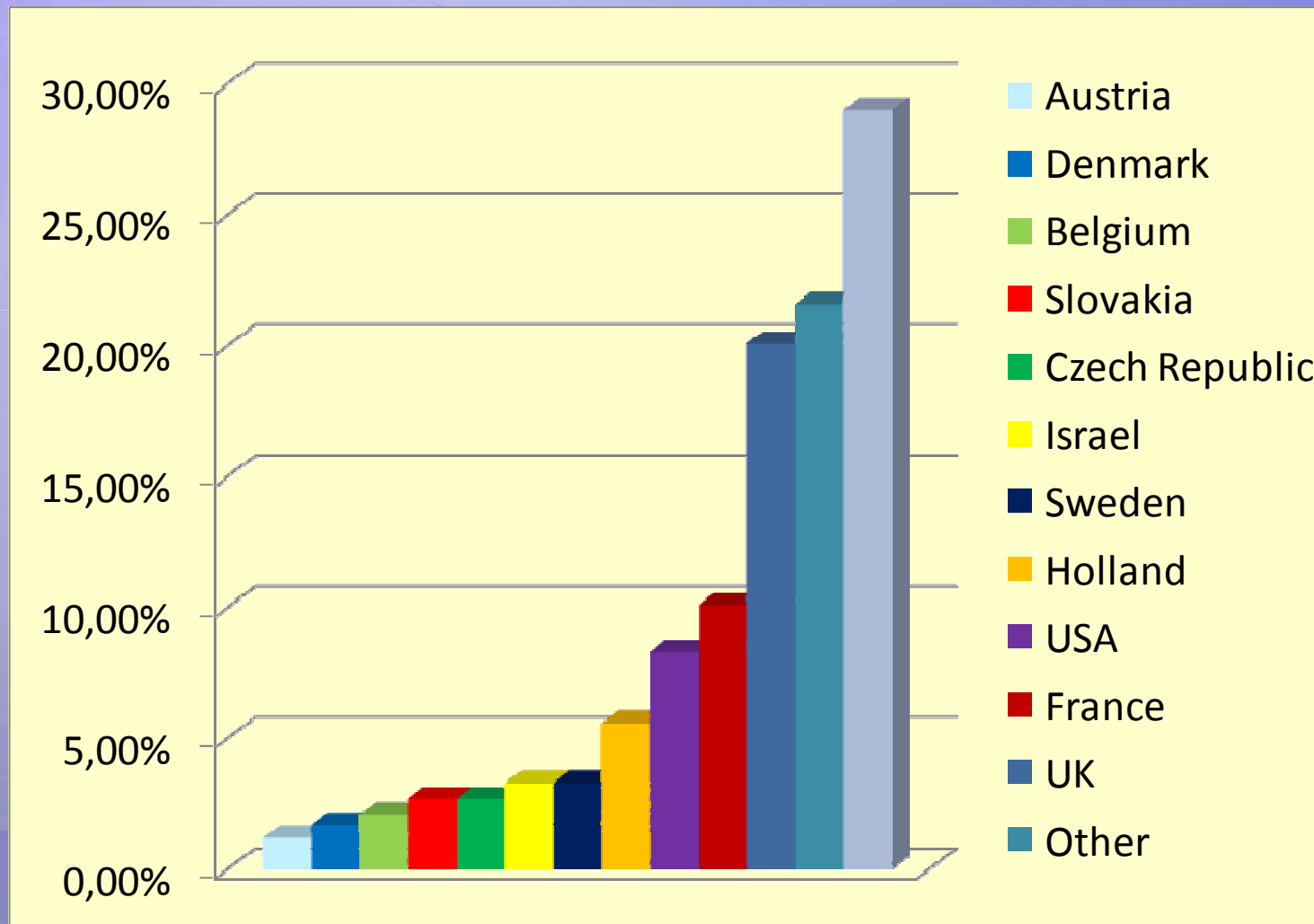
Statistics on visits to Krakow by foreign tourists in 2011



Number of business meetings between 2010 and 2011



Distribution of MICE events in Krakow in 2011 in terms of the country of origin



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Thank you for your attention

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