

## **5553 business meetings in Krakow and the Małopolska Region - the “Poland Meetings and Events Industry Report 2016” has now been published!**

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**5553 meetings were reported in the Małopolska Region, of which as many as 5196 were held in Krakow. The “Poland Meetings and Events Industry Report 2016” was issued on March 14th during the Meetings Week in Poland.**

### **Types of business meetings in Krakow**

It is extremely important to analyse the meetings in the city – as much as 68% (3529) of them were congresses and conferences; corporate events constituted 3% of all meetings organised in Krakow, the same as trade fairs. It is worth noting a large amount of incentive meetings, which constituted 26% of all analysed meetings. Total business meetings organised in Krakow constitute 15% of all domestic meetings. The capital city, where 39% of 33 980 domestic meetings were held, is the leader.

### **Analysing meetings over the years**

In comparison, 4202 meetings were reported in 2014 in the Małopolska Region, out of which 3976 were held in Krakow. 61% of the meetings organised in Krakow constituted congresses and conferences (2439). Corporate meetings, which represented 19% (748), were ranked second in terms of quantity. Next in the ranking were incentive – 17% (673) and trade fairs – 3% (116).

In 2013 the number of meetings in the Małopolska Region was 3885, whilst in Krakow there were 3413 (18.86% of all meetings in Poland). Congresses and conferences accounted for 75% of all events (2559), corporate events 14% (496), incentive 8% (262), trade fairs 3% (96).

In 2012, when Krakow joined the national data collection initiative, the number of meetings in the Małopolska Region was 2062, out of which 1849 meetings were organised in Krakow. The structure of meetings was as follows: congresses and conferences 47% (859), corporate meetings 45% (836), incentive 6% (119), fairs/exhibitions 2% (35).

### **Congresses and conferences - one of Krakow's strong points**

Analysing the reports from the years 2013-2016 it can be stated that congresses and conferences are the most numerous among the business meetings organised in Krakow. A constant increase in the number of reported meetings is also noticeable.

This is also highlighted by the Poland Convention Bureau, which is responsible for the publication of the “Poland Meetings and Events Industry Report 2016”: In this year's report, Krakow was repeatedly highlighted as being a conference city”. The authors note that the constant activities promoting the city and its facilities strengthened the image of Krakow as a meeting place.

Over the years, the number of corporate events has considerably dropped (from 45% of the

total business meetings in 2012 to 3% in 2015) in favour of incentive meetings, congresses and conferences. The total number of trade fairs is constant.

This year's result equates to second place in Poland in respect of the number of organised business meetings, such as conferences, trade fairs, corporate meetings and others. The highest number of meetings was reported in Warsaw – 13 322. The Małopolska Region was followed by the Pomorskie Region (3335 meetings), the Wielkopolskie Region (2979 meetings), the Dolnośląskie Region (2729), and the Silesian Region (1995), the Kujawsko-Pomorskie Region (1088 meetings).

Such a good result would have been practically impossible without the cooperation and enthusiasm of the local administrators of facilities, who filled in the survey questionnaires themselves. The Krakow Convention Bureau Team compliments and warmly thanks them. Thank you!

The report is available at the Poland Convention Bureau's [website](#).

### **The Poland Meetings and Events Industry Report 2016 - most important facts**

The primary objective of the “Poland Meetings and Events Industry Report 2016” is to present the results specifying the number and size of meetings and events organised in Poland in 2015 and to show their economic value. In addition, the report presents the profiles of their participants, the characteristics of the meetings organised by recommended organisers and material relating to importance of the meetings industry. The report provides data regarding the structure and characteristics of events in Poland. The report provides basic information regarding the venues – in 2015 as much as 71,2% of all meetings in Poland were held in hotels, 15,4% in the venues for special events, 9,8% in the exhibition and congress centres and 3,6% in higher education institutions.

The best month, from the point of view of the number of meetings and events, was again October, during which 4342 meetings and events were held, which corresponded to 13% annually. The subsequent positions were taken by November (3995-12%), June (3664-11%) and September (3575 – 11%). Traditionally, the months with the lowest number of meetings and events held was August (1433-4%) and July (1766-5%).

Taking into account the duration of events, 71% lasted less than 1 day, 19% of meetings lasted for 2 days and 10% of meetings went on for more than 2 days. 6 969 303 persons participated in all meetings in 2015; to a large extent the participants were Poles (16% of meetings were classified as international). As much as 44% of meetings (15043) organised in 2015 were congresses and conferences, incentive meeting constituted 20%, corporate events 33%, trade fairs – 2%.

Meetings and events were separated according to subject matter. The majority of meetings were classified as commercial and service meetings (7917, i.e. 23%), economic and political meetings (7435, i.e. 22%), humanistic meetings (5996, 18%), technical meetings (5789, 17%).