

Declaration of willingness to cooperate - a strong meetings industry in Krakow

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Three Krakow-based facilities active in the meetings industry: International Exhibition and Convention Centre EXPO Krakow, ICE Krakow Congress Centre and TAURON Arena Krakow signed a declaration of willingness to cooperate on 19 June. Thanks to this document, the organizers of major business, cultural and sports events will be able to take advantage of the complementary offer of the city in the field of professional event organization.

Krakow continues to be mentioned in the rankings of the most frequent and most often visited cities in Europe. In 2017, the city was visited by over 12,900,000 tourists (data provided by the Małopolska Tourist Organisation for the Krakow City Hall). This means an increase by 750 thousand when compared with the preceding year. The visitors to the capital city of Małopolska spend approx. 5,480 billion Polish zlotys in that period. The highest percentage was contributed by traditional tourists, who come to tour around the city of Krakow; however, thanks to the developing offer of pilgrimage tourism, medical and business tourism, Krakow has also become a destination for tourists geared towards specific activities during their stay, such as attending a congress and taking advantage of the tourist offer of the city.

The year 2014 was the breakthrough year for Krakow. It was the year in which strategic investments for the development of tourism and culture were completed as part of strengthening the metropolitan functions of the city. New infrastructural facilities - ICE Krakow Congress Centre and TAURON Arena Krakow, and the only private investment among them - the International Exhibition and Convention Centre EXPO Krakow, enriched the offer of the city addressed to organizers of large business, cultural and sports events.

For the meetings industry, Poland - and that includes Krakow - continue to be a very attractive market, which has only recently been discovered by international associations and companies specializing in organising congresses and conferences. It is also visible in the statistics of events that take place at the Wawel Hill.

The facilities that signed the declaration in the presence of the representatives of the meetings industry in Krakow, active within the Krakow Network, declared cooperation in creating a comprehensive offer for the organizers of business, cultural and sports events. The comprehensive nature of the services rendered by the facilities and their different functions confirm the potential and the attractiveness of the offer of the city for the meetings industry. In the course of the cooperation activities will be undertaken in order to keep events in Krakow so that facilities in other cities do not take them over, in particular if a specific venue does not have a free date or does not have the necessary technical or technological base or the number of seats required. In such cases, the so-called recommendation policy will be implemented, thanks to which the organizers will be able to learn the comprehensive offer of all three facilities.

The declaration was signed in the presence of Andrzej Kulig, Deputy Mayor of Kraków responsible for social policy, culture and city promotion, by Izabela Helbin - Director of the Krakow Festival Office, the operator of the ICE Kongress Centre Krakow, Małgorzata Marcińska - President of the Management Board of Agencja Rozwoju Miasta SA, the operator of the TAURON



**Magiczny
Kraków**

Arena Krakow, Jacek Gryzłó – Deputy President of the Management Board of Agencja Rozwoju Miasta SA, the operator of the TAURON Arena Krakow, and Grażyna Grabowska – President of the Management Board of Targi w Krakowie sp. z o.o., the owner of the International Exhibition and Convention Centre EXPO Krakow.

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