



**Magiczny
Kraków**

2020 edition of Poland Meetings and Events Industry Report

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2020 marks the eleventh time that Poland Convention Bureau of Polish Tourism Organisation has compiled the latest edition of Poland Meetings and Events Industry Report, which this time sums up the meetings sector's 2019 accomplishments.

The publication was made possible thanks to cooperation with municipal and regional convention bureaux, recommended congress and incentive travel organisers, as well as international organisations and associations, of which PCB POT is a member.

“As a response to the 2020 state of things, the fundamental part of this year's report is complemented by a presentation of three possible scenarios of meetings industry's recovery from the crisis caused by the COVID-19 pandemic. PCB POT is a founding member of the Strategic Alliance of the National Convention Bureaux of Europe. As a result of their cooperation, the impact of COVID-19 on the European meetings market was analysed upon the basis of data annually collected for the purposes of the discussed report and aggregated by Tourism Economics' Global Travel Service database”, explains Robert Andrzejczyk, President of Polish Tourism Organisation.

The data submitted for the new Poland Meetings and Events Industry Report paint a picture of close to 24,500 meetings and events staged for at least 50 participants, over 2,000 more than in the case of data presented a year earlier. Conferences and congresses constituted half of the discussed meetings, followed by corporate and incentive events (45%). On the other hand, trade shows and exhibitions had the smallest share in the sample but simultaneously attracted the largest number of participants (more than 4 millions). Commerce and services turned out to be the key industry, with humanities, medicine, economics and politics, and technology all turning in a solid performance. Companies dominated the ranking of clients (74%), while March and May (11.5% each) and June and September (11% each) were the most popular months for staging events. The analysed 24,500 meetings and events involved more than 7.5 million participants.

The full report is available at www.pot.gov.pl in Polish and [English](#). An official launch of the publication took place during Meetings Week Poland 2020.