



2024 in the Krakow MICE industry

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We can safely call the past year a year of anniversaries - the Krakow Convention Bureau celebrated its 20th birthday, and three large conference facilities - TAURON Arena Krakow, the ICE Krakow Congress Center and the International Exhibition and Convention Center Expo Krakow - celebrated their 10th anniversary. What is worth remembering in the context of business tourism in 2024? What activities did the Krakow Convention Bureau carry out to build the city's image #TheHostCity?

Publication of the report: "The Meetings Industry in Krakow 2023"

Thanks to the data collected in 2024, we know that in 2023, 4,368 business meetings were held in Krakow, which is 66.15% more than the previous year and more than twice as many as in 2021. A significant increase occurred primarily in the category of domestic meetings. The number of international events increased by 13% compared to 2022.

In terms of the structure of meetings, stationary events dominated, only 1.1% of meetings were held in a hybrid form. The dominance of conferences and congresses typical of Krakow has continued, last year they accounted for as much as **71.2%** of events. For comparison: motivational and corporate events were organized 24.43%, and fairs and exhibitions 4.37%. Domestic meetings dominated in each of the meeting categories. Over **614.9 thousand people** took part in congresses and conferences. people, compared to 2022, the number of participants in these events increased almost threefold.

The authors of the report emphasize that the meetings industry generates income for companies, remuneration for employees and taxes for cities. Based on our own data, the economic impact of the meetings industry on the economy of Kraków in the years 2012-2023 can be estimated at **PLN 17.5 billion**. It is worth adding that according to the report "Poland Events Impact 2023 - Economic impact of the meetings industry on the Polish economy", the gross value added generated by the meetings industry exceeded PLN 22.9 billion. The estimated contribution of the meetings industry to GDP is about 1%, and the total contribution of meetings and events to the Polish economy in 2023 exceeded PLN 54.6 billion, which emphasizes the scale of the impact of this industry on the overall development of the country.

2024 in Krakow's conference facilities

The 10th year of ICE Kraków's operations turned out to be a record-breaking one, both in terms of the number of events and the number of visitors. The congress centre hosted between a dozen and several dozen events each month, and the facility hosted international congresses, conferences, symposia, business meetings, corporate events, concerts, cultural events (opera, theatre and ballet



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performances), as well as social meetings. Last year, ICE Kraków hosted a total of over 240 events, including 47 conferences and congresses. The most important include: Euro ELSO Congress – on extracorporeal life support, Distributed Energy Congress, ICNPR 2024 Congress – international congress of research on natural products, European Society for Vascular Surgery Annual Meeting, OT-Europe Congress – occupational therapy, 10th edition of Invest Cuffs, Digital Dragons – conference of the largest B2B events for the gaming industry in Europe, Devovx – conference of the Java programmers and users community or ABSL Summit – one of the largest business events in Central Europe. In 2024, the ICE Kraków Congress Centre was visited by over 266,000 people, which is a record in the facility's operation to date.

EXPO Kraków had an equally successful year, with over 100 events held in the last 12 months. 2024 brought important anniversaries - the KRAKDENT® International Dental Fair celebrated its 30th anniversary. Over three decades, it has grown to become the largest, and currently the only, event of its kind in Poland. Another important event organized by the Fair in Kraków was the Jubilee Congress of Medical Polonia, which gathered nearly 1,000 doctors of Polish origin from all over the world. The premiere of the Gdańsk edition of the KIAF Architecture and Interior Design Fair was also a success.

Flagship events that have been part of the EXPO Kraków calendar for years, such as the International Book Fair in Kraków®, the International Hotel and Catering Equipment Fair HORECA®, the International Wine Fair ENOEXPO®, as well as events aimed at the industrial sector, such as the International Trade Fair of Bulk and Bulk Materials SYMAS®, the International Trade Fair of Maintenance, Planning and Optimization of Production MAINTENANCE, the International Trade Fair of Fasteners and Fastening Techniques FASTENER POLAND®, the International Trade Fair of Composite Materials, Technologies and Products KOMPOZYT-EXPO®, the International Cooperative Trade Fair of the Tool and Processing Industry INNOFORM®, Packaging Innovations, continue to attract a wide range of participants, both from Poland and abroad. Fan events are becoming increasingly popular and win the hearts of thousands of visitors. The BookGame Board Game Festival and Fair or TUNING SHOW EXPO are great examples of events that bring completely new energy to the EXPO space.

TAURON Arena Kraków also celebrated its 10th birthday together with the residents by organizing a series of anniversary events under the slogan "Let's meet!". The largest of them were: TAURON Arena Kraków's anniversary concert "To Kraków creates metamorphoses" and AreNa Lato - Łap Oddech Festival.

In 2024, the Main Arena stage hosted world-famous international stars such as: Nick Cave, Tool, Judas Priest, Travis Scott, Justin Timberlake, Lenny Kravitz, Kings of Leon, Hauser, Jonas Brothers, Powerwolf, Thirty Seconds to Mars, The Rose, Aurora, André Rieu, Lindsey Stirling, Andrea Bocelli, Matteo Bocelli and Polish artists including Daria Zawiałow, sanah, Agnieszka Chylińska, Krzysztof



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Zalewski, Mrozu, Oki, Taco Hemingway, Bajm.

The list of sports events includes events such as: CAVALIADA Kraków, TAURON Polish Cup in men's volleyball, XXI Hubert Jerzy Wagner Memorial, 10th Cracovia Royal Half Marathon, Freestyle Heroes and Harlem Globetrotters. And in the Small Hall, among others, the International Małopolska Children and Youth Judo Championships, European Team Championships 2024 - The Ninth Age, 33rd International Wrestling Tournament - Władysław Bajorek Memorial in wrestling, III Fitness Marathon Forma na lata SHOW.

Festivals and fairs were extremely popular, including the RYUCON Festival of Far Eastern Culture, the Wedding Fair, the Japanese Weekend, the JOBICON Job Fair, the Plant Festival and the Real Estate Fair. A total of over 400 events were held on the entire TAURON Arena Kraków facility (Main Arena, Small Hall, conference rooms and outdoor events) in 2024. The facility hosted over 800,000 people.

fot. archiwum Tauron Areny Kraków

Two years of activity have been summed up by the Fabryczna 13 Conference Center. Since December 2022, the facility has hosted 610 meetings: from small training sessions, through corporate events, corporate events, conferences and congresses, in which over 67,000 participants took part. Of the aforementioned meetings, over 100 gathered over 500 people, and 481 events were international conferences, such as the FIAT-IFTA World Funeral Industry Congress, which took place for the first time in Poland, or the international New Frontiers in Interventional Cardiology workshops - gathering guests from Europe, Japan and the USA. Fabryczna 13 has also hosted very logistically complex projects, such as the 4th Congress of Urban and Regional Policy, the 11th Polish Congress of Entrepreneurship, or the 53rd Congress of the Polish Urological Society.

GDS Index 2024 Report

Krakow, the first Polish city to join the GDS Index, was ranked