Magiczny Kraków

The MICE industry in Krakow is going from strength to strength!

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The year 2024 was another successful stage for Krakow in the reconstruction and development of the meetings industry. The published 16th edition of the “Meetings Industry in Kraków” report, prepared by the Kraków University of Economics Foundation, presents not only the scale and structure of events organized in the city, but also the growing role of Kraków on the international stage.

It is clear from the report that the city is consistently strengthening its position not only as a national, but also an international event center. Throughout the year, Krakow hosted 4,647 group business meetings (over 50 people) - 6.4% more than the year before and as much as 1.5 times more than in 2022. This is not just a dry statistic, but also proof that Krakow remains an attractive and competitive destination for organizers of various types of events.

Particularly noteworthy is the growing number of international meetings, the share of which increased from 18% in 2023 to 20% in 2024. Events of this type are increasingly likely to last three days or longer, indicating their greater momentum and prestige. Thus, the importance of Krakow as a trusted partner for foreign conference and business event planners is growing.

The increase in the number of events has also translated into a significant increase in the number of participants - in 2024 it totaled 35.3% more than in the previous year. The number of participants in domestic events increased by 8%, while the number of foreign events increased nearly threefold. This is a sign that Kraków is not only attracting more and more events, but also successfully encouraging participation from a wide audience, including those from abroad.

A characteristic feature of the Krakow MICE market in 2024 was the overwhelming dominance of stationary events. They accounted for almost 99% of all registered meetings, both domestic and international. Virtual and hybrid forms of meetings, popular in pandemic years, were marginal last year.

The report includes not only figures on the structure and nature of events, but also useful information for organizers and investors. Among other things, it includes an overview of available conference infrastructure, hotel facilities (including 68 4-star hotels and 23 5-star hotels), air transportation, as well as cultural offerings that often complement event programs.

The figures for overall tourist traffic are also not insignificant. A total of 14.72 million people visited Krakow in 2024 - 7.1% more than in 2023. Particularly notable was the increase in the number of domestic tourists, who came as much as 9.8% more. The number of tourists using top-class hotels also increased: the number of guests in 4-star hotels increased by almost 16%, and in 5-star hotels - by almost 25%.

From the point of view of the city's economy, visitor spending is equally important. Although the overall amount has dropped (to PLN 9.05 billion), the data clearly shows that meeting attendees - especially foreign ones - leave significant amounts of money in the city. The average foreign visitor

spends an average of more than PLN 2,200 per person in Krakow (before and during their stay).

The report, prepared in cooperation with the Kraków Convention Bureau, also includes a list of recommended PCO/DMC companies and incentive travel organizers, making it not only an analytical tool, but also a practical one. It is a valuable source of information for companies and institutions considering organizing an event in Krakow.

All these data and trends indicate unequivocally: Krakow has not only rebuilt its position after the pandemic, but is successfully establishing itself as a key player on the map of the European meetings industry. The combination of a magical atmosphere, professional infrastructure and experienced service providers ensures that Krakow remains a unique place - not only for sightseeing, but also for cooperation, education and international exchange.

Report Meetings Industry in Kraków 2024