



The meetings industry as an engine for urban development

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The meetings industry, also known as the MICE (Meetings, Incentives, Conferences, Exhibitions) industry, is gaining increasing importance as a strategic sector of urban development. Modern metropolises recognize its potential not only in purely economic terms, but also in social, scientific and image aspects. Krakow has been conducting periodic research on the meetings industry since 2009.

A comprehensive study of the economic impact of the meetings industry on the local economy was conducted in 2013¹ and 2017² in Krakow. The results indicate a dynamic growth in the importance of this sector. In 2013, the industry's contribution to the city's gross domestic product (GDP) was 2.37%, while in 2017 it rose to 2.9%. At the same time, there was an increase in employment in the sector - from 12,214 to 13,479 people - as well as an increase in tax revenues generated by business and congress events: from PLN 89.6 million in 2013 to PLN 103.4 million in 2017. The average expenditure of congress attendees in 2017 was PLN 1,520, the largest part of which was the cost of accommodation, registration fees and catering. Trade fair exhibitors invested even more - both in organizational services, accommodation and accompanying events. This year, the Malopolska Tourist Organization plans to publish the latest data on the economic impact of the meetings industry, which will allow the further development of this sector and its importance to the region's economy to be assessed. As of 2025, data on the number of business meeting attendees in Krakow and tourist traffic is available on the Open Data portal.

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