



Kraków Wins 1st Place in the L Meeting Destination Category

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During the official gala accompanying the Conventa 2026 trade fair, held on 11 February 2026 at the Cankarjev dom Congress Centre in Ljubljana, the results of the Meetings Star Awards 2025/2026 were announced. Kraków won 1st place in the L Meeting Destination category, achieving the highest score of 4.560/5, confirming its position among Europe's leading meeting destinations.

This distinction is the result of many years of consistent strategy to develop Kraków as a congress destination. The city has systematically invested in modern infrastructure, expanded its hotel base and improved international transport accessibility. The award was accepted on behalf of the city by Monika Popiołek from the Kraków Convention Bureau.

The “L” category includes large destinations equipped with top-class congress centres, a wide accommodation offer, extensive international transport links, and long-standing experience in organising global events. This is a market segment in which strong positioning is built over many years, and success depends on proven quality.

Kraków's victory in the L category is a source of pride for the entire meetings industry in the city—hoteliers, venue operators, professional congress organisers, institutional partners, and all entities developing the MICE sector. First place in the Meetings Star ranking confirms that investments in infrastructure, connectivity and professional organisational capabilities bring concrete results and strengthen the city's international competitiveness.

Ljubljana and Porto also placed on the podium in the same category, further emphasising the importance of Kraków's success among recognised European congress destinations.

Another boost to the city's position is the 3rd place awarded to the ICE Kraków Congress Centre in the Large Convention Centres category. This confirms the high infrastructural standards, quality of service, and international recognition of one of Poland's most important congress venues. The strong standing of ICE Kraków is a significant asset in attracting international events.

The Meetings Star Awards, organised by Kongres Magazine as part of the Conventa trade fair, are based on an independent assessment of destinations and venues according to the proprietary Meeting Experience Index. In the 2025/2026 edition, 149 destinations were evaluated based on more than 75 qualitative criteria. The ranking serves not only as a prestigious distinction but also as a strategic tool—allowing comparison with international competition and monitoring long-term development.

In practice, the award provides a clear signal to international organisers that Kraków's offer meets high, transparent and comparable standards. This means greater credibility in B2B relations and a stronger position in negotiations for future events.



**Magiczny
Kraków**

Good news also came from the Małopolska region:

- Zakopane won 2nd place in the S category,
- ICE Kraków received 3rd place in the Large Convention Centre category,
- The Wieliczka Salt Mine received 2nd place in the Outdoor and Natural Event Locations category.

This confirms that Małopolska is a strong and recognisable region on the European meetings market.

Other Polish cities and venues were also awarded:

- LCK Lublin – 2nd place in the Small Convention Centre category,
- Warsaw – 3rd place in the New European Destination category,
- Nobu Hotel Warsaw – 3rd place in the Most Sustainable Venue category.