



**Magiczny
Kraków**

A New Dynamic in the Meetings Industry: Kraków's Congress-Filled July 2026

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July 2026 demonstrated that the summer holiday period does not necessarily have to mean a slowdown for the meetings industry. A busy calendar of events at Kraków's congress venues and universities, a growing number of enquiries, and an increase in site inspection visits confirm that organisers are increasingly considering dates outside the traditional spring and autumn seasons. As a result, Kraków is gradually strengthening its position as a year-round congress destination.

Summer is no longer a “low season” for the meetings industry

For many years, July and August were periods of a noticeable slowdown in the MICE industry. Congress and conference organisers generally preferred the spring and autumn months, leaving the summer season primarily to cultural events and leisure tourism. This July, however, shows that in 2026 this established pattern has begun to change.

From the perspective of the Kraków Convention Bureau, we are seeing significantly higher market activity than is usually the case at this time of year – both in terms of the number of events taking place and the level of interest in future congresses.

What is particularly noteworthy is not only the busy events calendar, but also the increased number of enquiries from organisers and site inspection visits by representatives of international associations and congress organisers. Until recently, this level of activity in the middle of the holiday season was relatively uncommon.

fot. Targi w Krakowie

A busy July at Kraków's congress venues

This change is also reflected in the calendars of the city's largest congress venues. In July, ICE Kraków Congress Centre hosted, among others, EuroPython 2026 – one of Europe's leading conferences dedicated to programming – as well as the World Congress of Translators of Polish Literature, bringing together translators, publishers and literary experts from numerous countries.

This year, the summer period has been particularly intensive for ICE Kraków. In July, we hosted three international events – the World Congress of Translators of Polish Literature, the International Conference on Agricultural Statistics (ICAS), and EuroPython 2026. Another prestigious event will take place in mid-August: URSI GASS 2026, the XXXVI General Assembly and Scientific Symposium of the International Union of Radio Science (URSI).

However, based on this alone, it would be difficult to speak of a permanent change or a shift of the congress season towards the summer months. The meetings industry still reaches its peak in spring and autumn. What we are observing, however, is greater