



**Magiczny  
Kraków**

## **Krakow is a leader of the Meetings Industry**

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Over 7,000 events of an economic, social, business and political character were held in Krakow in 2010 - this makes us first among Polish cities, according to the Poland Meetings & Events Industry Report 2011, published by the Poland Convention Bureau. This figure is likely to grow as the ICE Krakow Congress Centre (with the Krakow Festival Office as its future operator), is developed in Krakow. The first guests will visit the ICE Krakow Congress Centre at the beginning of 2015.

2010 in Krakow saw 7,112 meetings, or 40% of all events of this type organised in Poland. Second place goes to Warsaw, which hosted 3,556 meetings, ahead of the Trójmiasto (3,258), Katowice (1,077), Poznań (1,110), Wrocław (725), Szczecin (512), and Toruń (325). Additionally, Krakow ranks first in the number of corporate (4,949) and incentive events (309), as well as second in the number of congresses and conferences (1,445).

The Poland Meetings & Events Industry Report 2011 was prepared by the Poland Convention Bureau of the Polish Tourism Organisation in collaboration with the Tourism Faculty at the Warsaw School of Economics, as well as city and regional Convention Bureaus from around Poland and venues hosting meetings and events. The report's primary aim is to identify the number of meetings and events organised in 2010 in Poland (including social, economic and business events), covering an analysis of 18,000 meetings and events in the domains of economics, culture and politics.