



**Magiczny
Kraków**

Kraków to host the IntelTravel 2026 conference

2025-10-28

We are pleased to announce that IntelTravel, one of the leading agency networks in the tourism sector, has chosen Kraków as the venue for its 2026 conference. The event is scheduled for September 25-27, 2026, at the CKF_13 Fabryczna Conference Center.

IntelTravel was founded in the United States 34 years ago and is a pioneer in the field of large travel agencies and the travel agent business model. IntelTravel launched in the UK in 2016 and obtained its official retail agency license in 2019. By 2025, IntelTravel UK will have over 30,000 agents operating in the UK and Ireland, with projected sales for this year reaching £200 million.

Each year, the company organizes the IntelTravel Quest (ITQ) travel conference abroad. The conference focuses on professional development, destination education, training, and networking, while providing an engaging experience that showcases the best of the location where it is held. Approximately 500-700 travel advisors will attend the conference.

IntelTravel's decision was made for several reasons:

- Urban and cultural appeal – Krakow combines a rich history with modern trends in architecture, art, and cuisine. It is a city that attracts both tourists and event industry professionals.
- Travel trends – the company pointed out that city breaks (short trips to cities) are becoming increasingly popular, and Krakow, as a “cool and up-and-coming city,” meets these expectations.
- Strategic location – transport accessibility, conference infrastructure, and hotel facilities make Krakow well-prepared to host large events.

Organizing the IntelTravel conference is an opportunity to:

- Increase the number of foreign visitors – conference participants who will stay in Krakow for several days will use local services, restaurants, and hotels.
- Promoting the city as a MICE (Meetings, Incentives, Conferences, Events) destination – showing that Krakow can host international events at a high level.
- Developing the local conference industry – from organizers, through event service companies and catering, to transport and accompanying services.
- “Krakow was chosen because it is a city that is growing in strength and has potential for development,” said Tricia Handley-Hughes, managing director of IntelTravel for the UK and Ireland.

IntelTravel CEO James Ferrara emphasized that Krakow has a lot to offer: architecture, cuisine, and historical richness, which makes it an ideal meeting place for so many people from the tourism industry.