Magiczny Kraków

International organizations and associations

2024-05-27

Krakow belongs to the following international organizations and associations:

International Congress and Convention Association (ICCA), which is an organisation that has existed since 1963. ICCA members are representatives of business tourism from all over the world, currently bringing together 900 bodies, companies, and organisations working in business tourism in 86 countries. Every year it organises a series of workshops, seminars and conferences aimed at the continuous development of its members. In addition, the ICCA has the largest base of customers organising international meetings and congresses, and a base for cyclical business meetings accessible only to organisation affiliated entities. Every year it also conducts research in business tourism across the world, which Krakow has been involved in for several years. ICCA membership not only brings great prestige, but also significant promotion and advertising benefits. It provides opportunities to win many major congresses, conferences and events for Krakow.

The Krakow Tourism Alliance operates under the Law on Associations, taking into account the special situation described in Article 4(2) of the Act on the Polish Tourism Organization. The Alliance fits in perfectly with the Polish tourism management system, which also includes the Polish Tourism Organization, the Regional Tourism Organizations and Local Tourism Organizations. The Krakow Tourism Alliance operates as a partnership structure, with Krakow as one of its members. Importantly, the Alliance can be joined by local government authorities, cultural institutions, business entities, industry associations such as the Krakow Chamber of Tourism, the Polish Chamber of Tourism Lesser Poland Office, or the Gremium Lesser Poland Hotel Association, and of course individuals.

The GDS Movement unites professionals involved in tourism destination management. Its main mission is to support cities in developing sustainability strategies. The GDS Movement evolved from the Global Destination Sustainability Index, whose roots go back to 2010. It is the world's leading benchmarking program dedicated to a destination's performance in terms of tourism economy and sustainability. Currently, the GDS brings together more than 100 cities from around the world.

From March 31, 2022, **City Destinations Alliance (CityDNA)** is the new name and identity of organisation formerly known as European Cities Marketing (ECM). Alliance of Tourism Boards, Convention Bureaux and City Marketing Organizations in Europe. Organization shares

knowledge for cities and city regions. It works on the DNA of cities and is committed to a sustainable, inclusive and responsible tourism economy that benefits people, the planet and prosperity. It is more than just a network. It wants to publicly advocate for common goals while learning from each other. City DNA's vision is for all cities in Europe to flourish as great places to live, work, meet and visit. As a community of DMO professionals, they promise each other to always think ahead, share inspiration and never stop learning. City Destinations Alliance is created for members and by members. European community has a unique culture with a high degree of trust, commitment and professional curiosity, all of which help catalyze the power of sharing. It's about sharing, learning, coming together - and through that growing both as a community and as individual destinations and destination leaders.The Kraków Convention Bureau participates regularly in the activities of the association by representing the City of Krakow during the conference and the Annual Meeting of the Association, and participating in joint projects on tourism and business tourism campaigns.

The Polish Tourism Organisation is one of more than 200 national tourist organisations operating around the world. Its main purpose is to promote Poland at home and abroad as an attractive place for tourists, especially in terms of culture, and with a strong emphasis on national identity. Moreover, its activity is focused on strengthening the image of a modern country with high standards and exemplary services. The organisation achieves its objectives in specific markets through representation (POIT) in 14 countries – Austria, Belgium, France, Germany, Hungary, Italy, Japan, the Netherlands, Russia, Spain, Sweden, United Kingdom, USA, and Ukraine. Since July 2015 Krakow is the Recommended Convention Bureau by the PTO.

The aim of the **KRAKÓW NETWORK** initiative is to create a strong business group from various sectors of the tourism industry, whose activities will increase the number of business events held in the capital of Małopolska. The organizer of the series is Krakow5020. The Kraków Network project aims to develop a cohesive group of organisations operating as part of the meetings, incentives, conferences and exhibitions (MICE) sector to help the industry increase the number of academic and business events held in Krakow. The group also aims to develop Krakow’s image as a strong brand in the meetings industry. The activities of the Kraków Network include analysis of the development trends in the industry, measuring the effectivity of its activities and monitoring the economic impact of the meetings industry on the city’s prosperity. The initiative also provides a platform for discussion and exchange of experiences, knowledge and good practice.