



**Magiczny  
Kraków**

## **1.35 million visitors at the ICE Krakow events!**

2022-10-24

**The ICE Kraków Congress Centre is a business and cultural showpiece of the city. Located in the heart of Kraków, it allows the organisation of various events: from international congresses, conferences, symposia and business meetings, to cultural events and social meetings. The facility is operated by the Kraków5020 company.**

Since its opening in 2014, the ICE Kraków Congress Centre has been visited by 1.35 million visitors attending more than 1,100 events of all kinds. Among them were 600 cultural events and concerts, but it is the congresses and conferences held almost at the foot of the Wawel Castle that bring the greatest benefit to the city. This year, on November 6–9, ICE Kraków will host one of the world's most important events in the meetings industry, the 61st International Congress and Convention Association (ICCA).

The fact that ICE Kraków is a recognised and appreciated facility for the meetings industry in Europe is evidenced by many awards and distinctions, including: Meetings Star Award (2015 and 2016), A'Design Award (2015), The Plan Award (2015), Gold Meetings Star (2019, 2020, 2021) and MP Power Award (2014, 2017, 2020, 2021), ICCA Best Marketing Award (2021).

ICE Kraków saw performances by stars of events such as the Film Music Festival, Grechuta Festival, Opera Rara and the ICE Classic series. We hosted, among others: Diana Ross, Krystyna Prońko, Chriss Botti, Zbigniew Wodecki, Garou, Dawid Podsiadło, Dire Straits, Beata Kozidrak, Grzegorz Turnau, Phillipp Jaroussky, Zbigniew Preisner, Krzysztof Zalewski, Pat Metheny, Matt Dusk, Katarzyna Nosowska, Leszek Możdżer, Artur Rojek, and last but by no means least, Kraftwerk.

Kraków5020, the operator of ICE Kraków and the hybrid studio located there, is a municipal company established by the Mayor of the City of Kraków to build and manage the image of the city and its promotion in cooperation with numerous partners. The main task here is to strengthen Kraków's brand as a modern European metropolis: attractive, open and tolerant; a city of world cultural heritage and a thriving academic centre. 'Business coordinates' and 'the new hospitality' are the slogans for the development of the city of Kraków in the fields of economy, innovation, science and culture.

This municipal company is also responsible for, among others: the PLAY KRAKÓW urban culture VOD platform, PLAY KRAKÓW NEWS, the Kraków Network and Power of 4 projects, the ICE Classic and Dzień Dobry ICE Kraków cycles, the concept store in the Wyspiański Pavilion and the InfoKraków official city information network.

The name Kraków5020 refers to the location of the city, which lies at the intersection of the 50°N parallel with the 20°E meridian.