



## **Destination Poland at the 61st ICCA Congress**

2022-10-28

**The 61st ICCA Congress in Kraków is coming up fast. The PTO will promote Poland as a leader in Central and Eastern Europe based not only on initiatives taken before the event, but also at the event itself and after the congress by organising inspection visits for selected congress participants (planners, associations) together with local congress bureaus. Presenting an attractive congress offer that is comprehensive and in line with current trends will allow lasting business relationships to be built.**

2022 is a jubilee year for the Polish meetings industry. Apart from the possibility of exchanging experiences and passing on good practices, the Congress will be an extraordinary opportunity to present Poland's cultural heritage, Polish hospitality, and the latest developments in the field of business tourism to ICCA international delegates. This spectacular event will also be a great opportunity to showcase Poland at its best by, among other things, showcasing the country's congress centres, accommodation facilities and tourist attractions.

As part of its cooperation with the ICCA and the host city, the Polish Tourist Organisation, on behalf of the Ministry of Sport and Tourism, is responsible for the preparation of the Opening Ceremony of the 61st ICCA Congress, which will be held on 6 November this year at Juliusz Słowacki Theatre in Kraków or, in the case of a larger number of participants (over 800), at the ICE Krakow Congress Centre.

Scientific congresses and educational events are often accompanied by occasional exhibitions. This will also be the case for the 61st ICCA congress, during which space will be generated for promotion of regional tourism. The exhibition, titled Destination Poland, presented by the Polish Tourist Organisation's Poland Convention Bureau on displays located in the main foyer of ICE Krakow, will present congress cities as well as flagship cultural events and picturesque corners of their respective regions in 30 photographs. The exhibition was created in cooperation with Regional and Local Tourism Organisations and the Municipal and Regional Convention Bureaux. The exhibition will be accompanied by additional social media activities with the tags #destinationpoland #PolandCVB

Of course, we are aware that not everything can be shown to the delegates at once. We hope that the resulting feeling of being eager for more will be one of their many reasons to return to Poland and discover the tourist, business and innovative potential of Polish cities and regions.