



## **Welcome to the MICE summary of the year 2022!**

2022-12-30

**Counteracting the effects of the pandemic and rebuilding tourism, also in the context of the ongoing war in Ukraine, are the challenges we face in 2022. What key initiatives and events are worth taking stock of? What will we recall when talking about the year that is already ending? We invite you to the first part of the author's summary of 2022.**

Part I:

1. the 61st ICCA Congress - the world capital of the meetings industry.
2. the "Wide Open" campaign in the "Małopolska - Travel Destination" project
3. trade fairs, table meetings, industry panels.

### **61st ICCA Congress - Kraków the world capital of the meetings industry**

Kraków hosted one of the world's most important events in the meetings industry, which gathered 900 delegates from 80 countries, over 100 speakers and 70 members of international associations.

The ICCA Congress was undoubtedly one of the essential tasks we undertook to consolidate our City's leadership in organising business events in this part of Europe. Winning the Congress was possible due to the City's consistent policy of developing business tourism. The success of a venture of this scale resulted from the cooperation and involvement of companies operating in the MICE sector and organisations at government and local government levels. Undoubtedly, we can state that working together is our strength and added value to the events held in Kraków.

The initial team, consisting of a few people and entities preparing the offer in 2020, has grown to [over 40 companies and institutions implementing the event!](#) Each of them shaped the success, and organising the 61st ICCA Congress enhanced our cooperation, deepened our relations and integrated us even more strongly.

It is worth noting that most of the Congress participants stayed in Kraków for the first time. The delegates had the opportunity to explore the City and see the highest-level Congress infrastructure and technical facilities and the professional organisation of the event. The above was the best recommendation and reason to return to Kraków. The first live meeting in 3 years was accompanied by an extraordinary, enthusiastic atmosphere. The positive feedback and memories of delegates who keep coming back to us strengthen the image of Kraków.

### **"Wide Open" campaign in the "Małopolska - Travel Destination" project**

In recent years, the MICE industry has been grappling with the realities of the pandemic and, thus, new models of hybrid and online meetings. After a period of relative stability, the Russian invasion of Ukraine has once again put the tourism sector in a difficult position. Kraków received a massive wave of migrants in the first months of the war. Residents engaged with



**Magiczny  
Kraków**

incredible openness to help those arriving in Kraków, and the tourism industry has actively participated in the process.

This experience has shown that we are the open, active City that can cope with challenges and crises. This has been the message to foreign business meeting organisers, delegates and tourists, but concerns about security in Kraków and the vision of crowds of refugees in the City appear as a barrier to many potential visitors, especially tourist groups.

Hospitality, diversity and constant openness to tourists are the qualities of Małopolska and Kraków, which are highlighted by the "Wide Open..."/"Unglaubliche Vielfalt..." campaign promoting the tourism offer of the region and its capital abroad.

The campaign is a joint undertaking of the Małopolska Tourist Organisation, the Małopolska Voivodeship and the City of Kraków. Promotional activities are being carried out multi-channel, with an emphasis on the Internet, using the latest products and online marketing tools.

The campaign includes spots and banners highlighting the richness of the tourist offer of Małopolska and Kraków. The Kraków Convention Bureau focuses on promoting business tourism, which is strategic for the City's tourism economy due to its considerable organisational potential and a database of venues for business meetings for organisers from all over the world. Within the framework of the project, the Kraków Convention Bureau produced **three films** using profiles of the Ambassadors of Kraków and Małopolska to promote Małopolska's science, economy and arts internationally, **10 virtual walks** around Kraków's and Małopolska's conference venues, and provided ongoing social media support:

- [Facebook](#)

- [Instagram](#)

- [YouTube](#)

- [LinkedIn](#)

A major press and online campaign dedicated entirely to business tourism is planned for next year.

The "Małopolska - Travel Destination" project is financed by European Funds within the Regional Operational Programme for the Małopolska Region for 2014-2020.

### **Trade fairs, table meetings, industry panels**

Furthermore, the funds from the "Małopolska - Travel Destination" project allowed the City's conference facilities offering to be promoted at fairs and business meetings such as IMEX Frankfurt, IMEX Las Vegas, IBTM Barcelona, The Meetings Space, M&I Forum and Conventa. The KCB team attended an average of 25 meetings at each event, gaining a base of more than 200



**Magiczny  
Kraków**

potential new clients. Direct conversations and presentations consistently build the City's brand as an organiser of international events and, in the long-term tourism development policy, broaden the promotion area beyond the strictly-tourist aspects.

A component of the project was also our participation in 3 economic missions oriented towards the German and British markets in the period just after the outbreak of war. Therefore, we had the opportunity to confront the planners' gloomy moods and perceptions of the situation in Poland, particularly in Kraków.

In addition, the KCB team members attended meetings with the sector representatives as part of Kraków NETWORK and in the following sector panels:

- "Professional competences in the MICE industry" organised by the Higher School of Tourism and Ecology in Sucha Beskidzka
- "2023 - the year we are all waiting for" - the conference organised by Booking.com
- "The importance of stakeholders in co-managing a tourism destination" - the seminar co-organised by Kraków University of Economics