



“The Meetings Industry in Krakow 2022” - the latest report is now available!

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A report summarising the meetings industry in Krakow in 2022 is now available to read.

It describes the meetings and events industry in Krakow last year, encompassing an analysis of congresses, conferences, seminars, symposiums, trainings, workshops, and two other key market segments - commercial fairs and exhibitions, as well as corporate events (including incentive travel).

The main goal of the report is to provide all stakeholders with key information on the meeting industry in Krakow, especially in terms of the number, type and seasonality of events, number of participants, ordering parties, industries and venues hosting such events.

There were 2,629 events in Krakow in 2022, which shows a 25% increase compared to the previous year, although this number is still three times lower than before the pandemic. However, it is also worth noting that the number of international events had soared by as much as 107.8%, and over 92% of the meetings were on-site. Krakow remains a city of congresses, which is demonstrated by the fact that conferences and congresses constitute over 51% of all meetings. From the city's perspective, 450 fairs and exhibits organised in 2022 is a good sign, showing a rise of 233% compared to the previous year, and more than three times more than before the pandemic. Most business and scientific conferences in Krakow in 2022 lasted over two days (on average 2.16), yet another year of growth with regards to their duration.

Krakow maintained its high position in the international market, receiving numerous awards, such as:

- third place in the Forbes Best Place for Business ranking in the category of cities with over 300k residents;
- the Honorary European Medal for implementing European ideas and strengthening the regional economy, granted by the Business Centre Club and the European Economic and Social Committee in Brussels;
- Krakow's A- rating, with a stable outlook, in Standard & Poor's Global Ratings, and a tourist rating - 24th place in the TripAdvisor Travellers' Choice 2022 ranking;
- 9th place on the list of the Best Cities in the World worth visiting according to readers of Travel+Leisure, and a gold quality certificate in the Convention Centres category for the ICE Krakow Congress Centre in the international Meetings Star Award competition;
- The Krakow Christmas Market was mentioned among the most interesting European Christmas Markets recommended by the British newspaper The Times.

There were 187 facilities with conference space capable of organising meetings and events for a total of 101,794 people in Kraków last year. It is worth mentioning that the infrastructural offer of the city was significantly extended in 2022, with the opening of six new hotels with



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conference facilities and Conference Centre Fabryczna CKF_13. Overall, in 2022 there were many positive changes in the market of business and scientific conferences. In terms of demand – the number of meetings and participants grew, mostly due to the return to on-site meetings. Hosting the 61st International Congress and Convention Association ICCA was a remarkable success for the city, and the selection of Krakow as the host stands as a testament to the remarkable involvement and professionalism of the team preparing the offer. The organisation of the event (against all odds) was highly appreciated by the participants and constitutes an important signal for the global meetings industry showcasing Krakow as a safe destination, and the readiness and competences of local entities to organise major events in the city.

The full report “The Meetings Industry in Krakow 2022”, together with a summary infographic, is available [here](#)