



## **Poland Events Impact 2023**

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**The meetings and events industry plays a crucial role in the Polish economy, as confirmed by the latest results of the "Poland Events Impact 2023 - Economic Impact of the Meetings Industry on the Polish Economy" report. The report, summarizing comprehensive research on the economic significance of meetings and events organized in Poland, reveals the significant contribution of this industry to job creation, generating gross value added, and increasing the country's GDP.**

The results obtained place the meetings industry in the spotlight, emphasizing its important role in revitalizing the economy and building Poland's strong position on the international stage.

### **Key Research Findings**

Meetings industry's employment contribution: 215,000 jobs

Number of domestic and international participants of Poland's 2023 meetings and events: 18,372,000

Average duration of events – 1.7 days

Meetings and events' 2023 contribution to the Polish economy: 54,626,328,000 PLN (current base prices)

and 22,973,680,700 PLN (gross value added)

Meetings industry's estimated GDP contribution: approx. 1%

Meetings industry's contribution to gross value added – more than 22.9 billion PLN

Meetings and events' total contribution to the Polish economy in 2023 – more than 54.6 billion PLN

The conducted research represents a third attempt at estimating the meetings and events industry's impact on the Polish economy. As a result, it continues to be distinguished by a pioneering approach and solutions adopted in terms of methodology and data collection and analysis. The many challenges faced in the past – endless unwilling to pass on data, unavailability of secondary data covering earlier periods, data aggregation errors – continue to be relevant and make it necessary to apply estimates or older data that remains the latest available.

[Full report to download - PDF file in both Polish and English language "Poland Events Impact 2023"](#)

The research results are impressive. The contribution of the meetings industry to job creation reached 215 thousand, which is a significant part of the overall number of jobs in the Polish economy. The number of participants in meetings and events exceeded 18 million people, indicating considerable interest in such events among both Polish residents and international guests. The average duration of an event was 1.7 days, indicating the dynamic and diverse

nature of the organized events, as summarized by Prof. Krzysztof Celuch, the initiator of the study and owner of Celuch Consulting.

### **Economic Impact**

The gross value added by the meetings industry exceeded 22.9 billion Polish zlotys, making a significant contribution to the country's economic development.

The estimated contribution of the meetings industry to GDP is approximately 1%, and the total contribution of meetings and events to the Polish economy in 2023 exceeded 54.6 billion Polish zlotys, underscoring the scale of this industry's impact on the country's overall development.

The development of the region largely depends on the effective utilization of its potential, and the meetings and events industry plays a crucial role in this process, significantly influencing economic development and the promotion of our province. The Mazovian Regional Tourist Organization, within which operates the Mazovia Convention Bureau, continually strives to support and promote this industry to attract more events and initiatives contributing to the development of Mazovia, emphasized Izabela Stelmańska, President of the Mazovian Regional Tourist Organization.

Analysis conducted for the "Poland Events Impact 2023" report also indicated growth and development of the meetings industry compared to previous years, despite various challenges and limitations. This demonstrates the resilience and potential of this sector, which can be a significant driver of the country's economic development.

The value of the obtained results highlights not only the significant role played by the meetings and events industry but also encourages appreciation of its importance and facilitation of further development.

Therefore, the "Poland Events Impact 2023" report serves as an important source of information and guidance for economic and political decision-makers who are making key decisions regarding the country's development.

### **Project authors**

The "Poland Events Impact 2023 - Economic Impact of the Meetings Industry on the Polish Economy" report, prepared by a scientific-industry team led by Celuch Consulting under the auspices of the Events Industry Council, in collaboration with representatives from Polish regions, venues hosting meetings and events, and meeting organizers, is the third document of its kind prepared for Poland.

The project organizers in 2023 are Celuch Consulting (project leader), the Institute of Tourism and the Warsaw School of Tourism and Hospitality Management "Vistula," the Experience Design Center in the Meetings and Tourism Industry of the Faculty of Economic Sciences and Management of the Nicolaus Copernicus University in Toruń, and Meeting Professionals International Poland Chapter.



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Kraków**

The project was conducted under the auspices of the Events Industry Council and MPI Foundation, as well as the Ministry of Sport and Tourism. The creation of the report was also supported by industry associations, and convention bureaus operating in Poland, led by the Poland Convention Bureau of the Polish Tourism Organization. The analysis would not have been possible without the partnership of Z-Factor, which specially prepared research tools for the study. The report's partner is the Mazovia Convention Bureau (Mazovian Regional Tourist Organization).

[Source](#)