



“The Meetings Industry in Krakow 2023” - check out the latest data!

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The Meetings Industry in Krakow 2023 report is now available - it was a year of intense recovery for Krakow's meetings industry.

The latest data provided directly by venues and businesses in Krakow shows that 4,368 business meetings were held in 2023, an increase by 66.15% compared to the previous year, and more than double the number from 2021. This significant increase occurred primarily in the category of domestic meetings, with the number of international events increasing by 13% compared to 2022.

In terms of the structure of meetings, most were held on-site, with only 1.1% of meetings in hybrid form, and, typically for Krakow, these were mainly conferences and congresses., which last year accounted for as much as 71.2% of events. By comparison, incentive and corporate events accounted for 24.43%, while fairs and exhibitions accounted for 4.37%. Domestic meetings dominated in every category. Congresses and conferences recorded more than 614,900 participants, which, compared to 2022, shows a nearly threefold increase.

The average length of group business meetings was 1.5 days, which is shorter than in 2022 (2.16 days). Trade fairs and exhibitions were the longest events, lasting more than three days, while corporate events were the shortest - 1.5 days. An interesting fact is that international events were longer than domestic ones.

Last year, the total number of participants in both domestic and international events rose yet again, with a 20% increase symbolizing the recovery of the meetings industry.

The largest number of meetings (36.1%) in the city was organised in the trade and services industry, with a total of 1,576, followed by: humanities - 830 events; medical 635, economic and political 370, technical 463, and information and communication 494.

The 15th *Meetings Industry in Krakow* report compiles information not only on the falling number of virtual events, but also on the recovery of the city's tourist traffic and record figures achieved by Krakow Airport. Its purpose is to present the most important information about the meetings industry in Krakow, with the reported data strongly showing that Krakow is an ideal location for national and international events.

The authors emphasise that the meetings industry generates revenue for businesses, salaries for employees and taxes for cities. Our own data shows that the economic impact of the meetings industry on the economy of Krakow in 2012-2023 can be estimated at PLN 17.5 billion.

“The Meetings Industry in Krakow 2023” full report is available [here >>>](#)