



New developments promise to take Kraków to a new level for events

Good things come in threes

Day 1 Itinerary

Arrival and check-in

Fly into **Kraków Airport** – 11km west of the city centre – from various UK airports with airlines including Easyjet, Ryanair, British Airways and Polish LOT Airlines. A fast rail link to the centre takes just 17 minutes. Check in to the five-star, 58-bedroom **Hotel Stary**, a short walk from the main market square – **Rynek Główny** (*below, right*) – in Kraków's Old Town. Facilities include two restaurants, wellness centre, Sky Bar and two conference rooms. In the historic Jewish quarter Kazimierz, the three-star boutique **Hotel Columbus** offers 24 colonial-style bedrooms.

Large meeting

The four-star **andel's Hotel Kraków** has five flexible meeting spaces and a foyer for up to 320 delegates in its light-filled conference centre. For smaller groups, the **Alrina Boat**, a 19th-century Dutch barge moored in the centre of Kraków, accommodates up to 100.

Networking lunch

Enjoy the flamboyant Art Nouveau interiors at classic café **Noworolski**, once a favoured haunt of artists and intellectuals, inside **Cloth Hall** on Kraków's main market square.

Team building

Test delegates' crisis management and negotiation skills with a surprise ambush by 'highwaymen' in **Zakopane**, at the foot of the Tatra Mountains. That's followed by a hearty roasted pork feast, dances and games, accompanied by a traditional highlander band.

Evening

Head back into Kraków for pre-dinner cocktails at **Rubinstein**, an elegant townhouse hotel set in the heart of the Jewish district, then check out the **Copernicus** restaurant's rooftop terrace bar for the city's best views of the **Wawel Royal Castle**.



A trio of new openings this year promises to take Poland's second largest city to new heights. Emma Allen investigates

Home to three UNESCO world heritage sites: the Old Town, the Wawel Royal Castle and the Jewish quarter Kazimierz, it's easy to see why Kraków has earned a reputation as Poland's cultural capital. Now an emerging status as a meeting and incentive destination is attracting business visitors.

Advantages include a healthy choice of venues from historic palaces and museums to modern university halls and conference centres, plus a good mix of hotels and a safe, attractive Old Town. The city also boasted an impressive 19 Michelin star restaurants in 2013.

Developments in 2014 promise to expand the city's event potential even further: the ICE Kraków Congress Centre will feature a hall capable of accommodating 2,000 people, and the International Exhibition & Convention Centre EXPO Kraków will boast 13,000 sqm of open space and 12 modular conference rooms. The largest of the new venues, the Kraków Arena, is built for concerts and indoor sports for audiences of up to 15,000.

Elsewhere, the Holiday Inn Kraków City Centre has built a new wing to add 85 bedrooms, a fitness centre and additional meeting space.



Why Kraków?

Ola Pietras, DMC Poland

"Kraków is a vibrant city with plenty of fascinating sights to see and a charming atmosphere for visitors to enjoy. Everything is within walking distance, it's safe, and hospitality and good fun are in our blood – guests tell us they always feel welcome when they come here."

Day 2 Itinerary

Breakfast meeting

Take in the view at the centrally-located **Hotel Pod Wawelem**, where the glass-walled main conference room seats up to 80 theatre-style, while coffee breaks on the roof terrace take in panoramic views of the city.

High-end lunch

One of the smartest options in town, **Wierzynek** in Kraków's Old Town offers old-style Polish fine dining in eight ornately decorated rooms directly overlooking the market square.

Afternoon and evening

Experience Polish folk art in **Lanckorona**, a village 30km south of Kraków, where groups can take part in traditional craft workshops, including ceramics, painting and toy making. Then head to the **Wieliczka** Salt Mine, 10km outside Kraków, which provides a memorable backdrop for dinners, receptions and banquets for up to 600.

WHO
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