



open

for
business

Kraków in the middle of Europe



Kraków Airport

No. 1 regional airport in Poland

12 km / 15 min.
from historical centre

7,400,000 passengers in 2022

Best European hubs:
Amsterdam 3× daily, Frankfurt 5× daily,
Munich 3× daily, London 8× daily,
Paris 3× daily, Warsaw 6x daily

With only one transfer you can reach worldwide destinations!

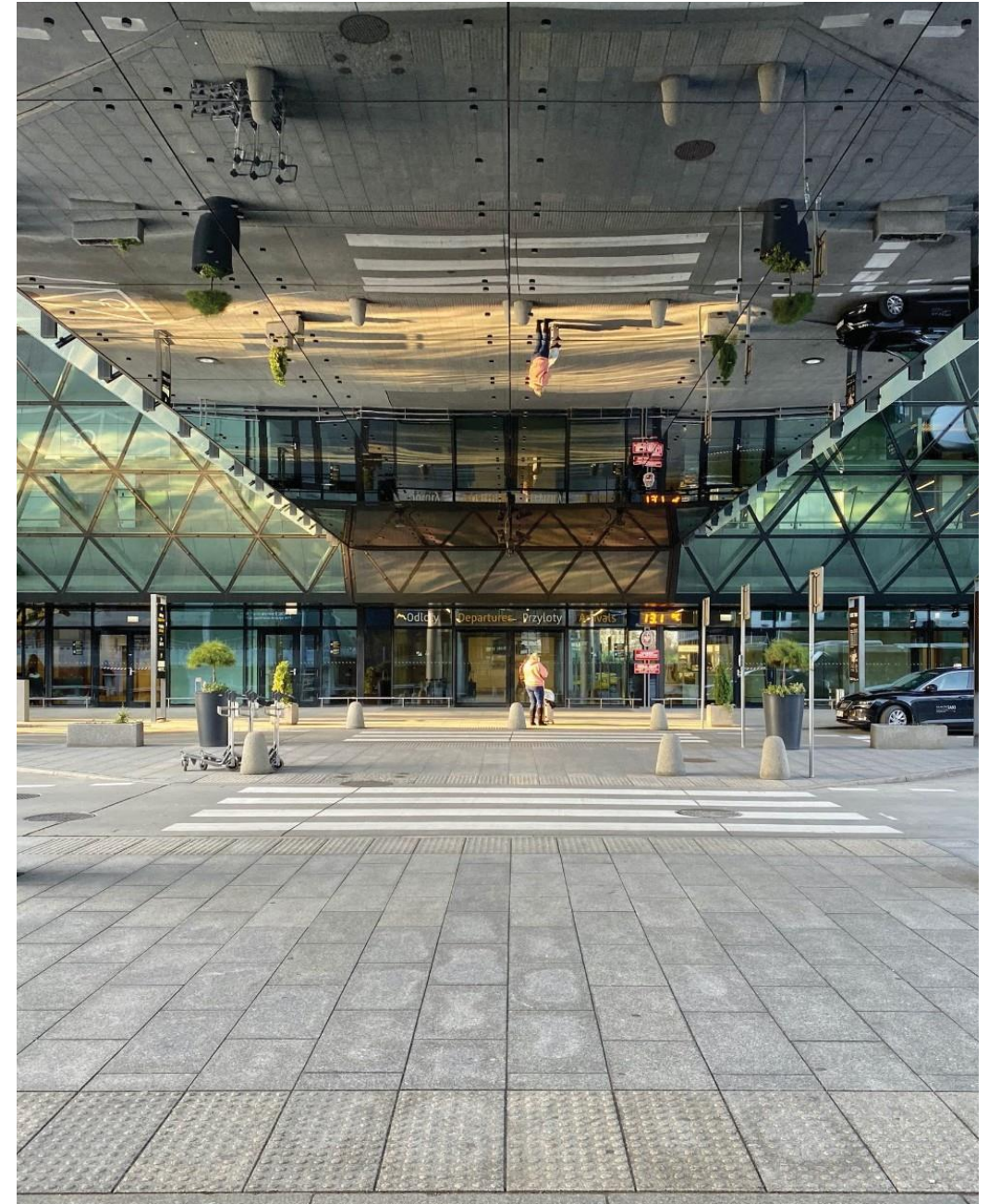
23 airlines

156 direct flights

4 continents

34 countries

113 cities



No. 1 regional airport in Poland



UNESCO

World Heritage Site

1978

One of the first two
Cities in The World



 **Kraków**

Convention Bureau

the city of
UNESCO HERITAGE
Old Town



Convention Bureau



the city of
UNESCO HERITAGE
Wawel Royal Castle



the city of
UNESCO HERITAGE

Kazimierz – old Jewish district



the city of
UNESCO HERITAGE
Wieliczka Salt Mine

City of Festivals

Over 50 International Festivals;
representing all spheres of art



TOP 10 Festivals

- Misteria Paschalia
- Opera Rara Festival
- OFF CAMERA (Independent Cinema)
- Krakow Film & Film Music Festival
- Jewish Culture Festival
- Sacrum-Profanum Music Festival
- Conrad Festival (Literature)
- Unsound Festival (Contemporary music)
- Grand Parade of Dragons
- Christmas Fair



Universities

23

universities (10 public)

100

science/research units

59

Congress ambassadors

130 360

students



International Business Hub

Over 270 international companies
IT/Business Services

Almost 100,000 employees

Over 1,6 million sqm of modern office spaces



Sustainability

50% of the city is green areas

311 ha

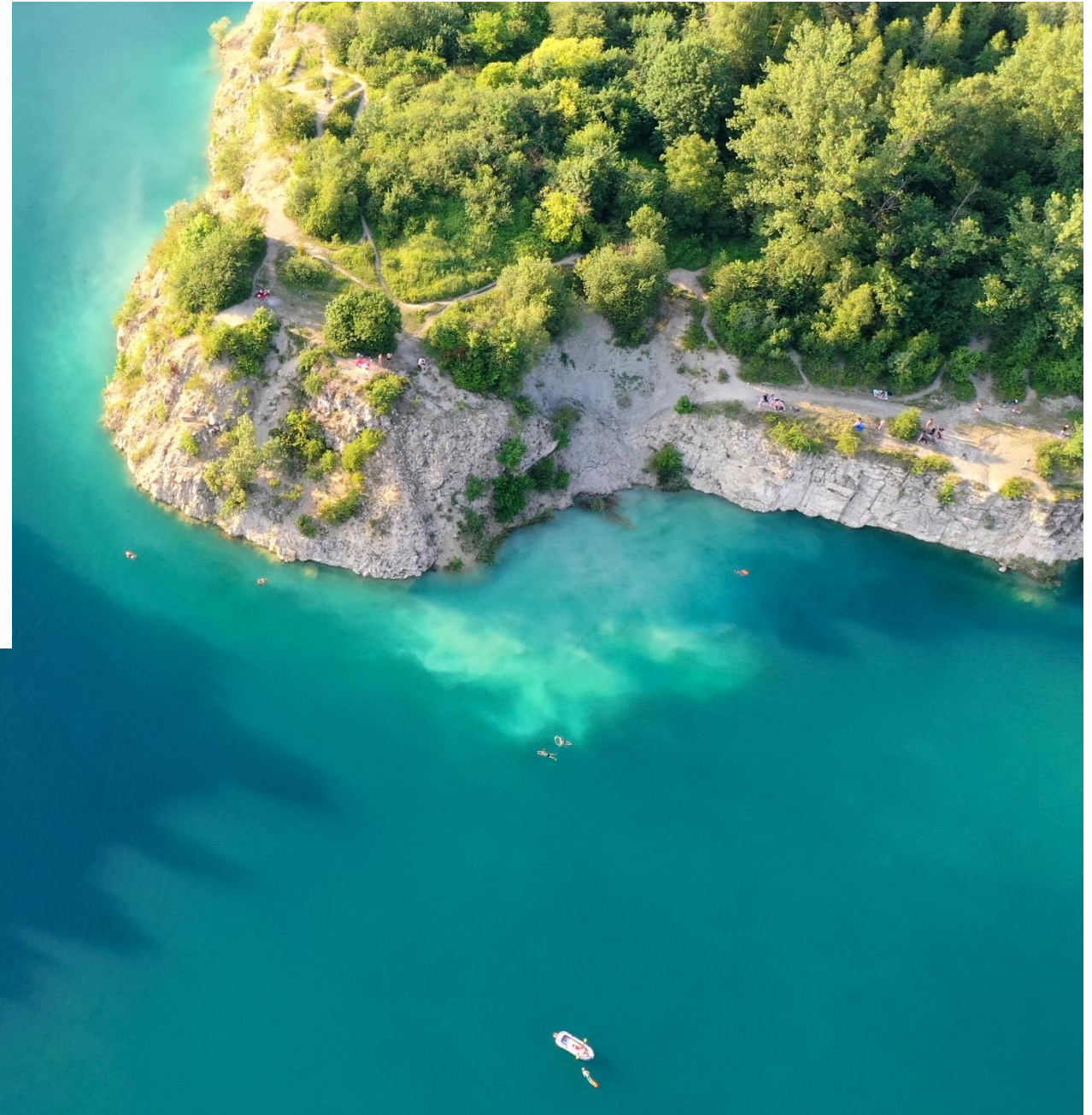
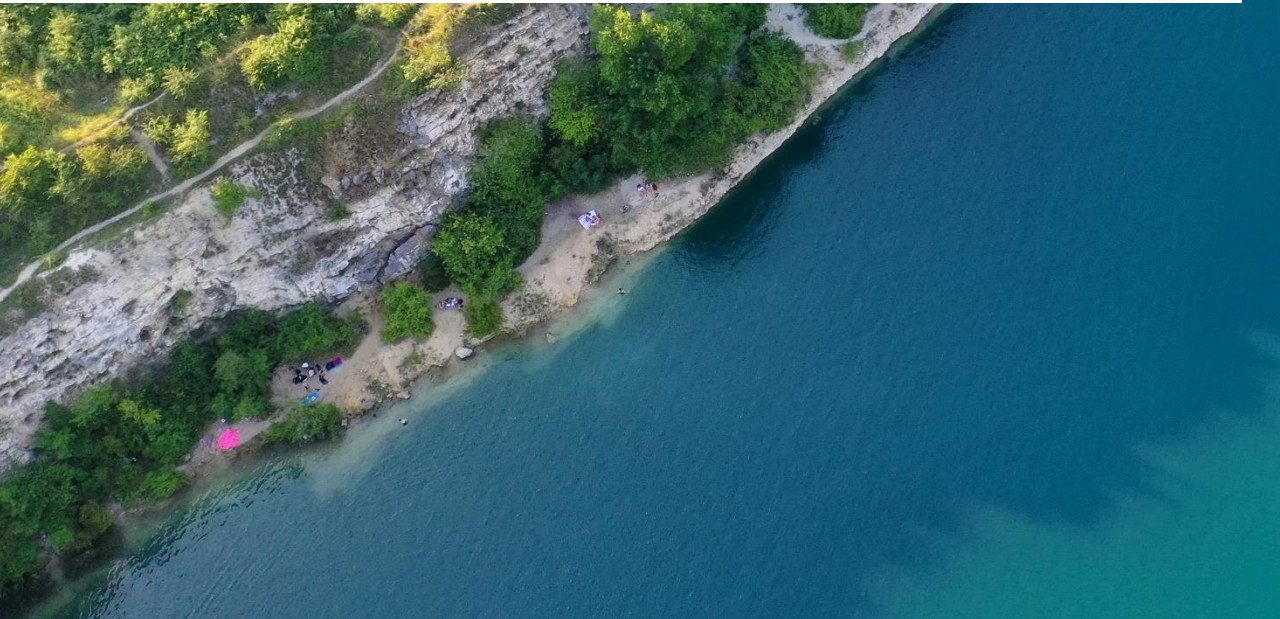
Scenic Parks

10 ha

Green
Meadows

2022

Kraków joined
GDS index



World cuisines

European Capital of
Gastronomic Culture 2019

500+

cafes and restaurants
in the city centre

18

Restaurants in Michelin Guide

13

local products
protected under
EU law





Conference Venues

 **Kraków**

Convention Bureau

ICE Kraków
Congress Centre



ICE Kraków

Congress Centre

Total capacity: 3,400 pax

Auditorium Hall S1
up to 1915 pax

Theatre Hall S2
594 pax

Chamber Hall S3
2 × 200 pax

Conference Hall Complex S4
Total capacity 500 pax or 11 halls × 24 pax



 **Kraków**

Convention Bureau



KRAKÓW
CONGRESS
CENTRE

ICE Kraków
Congress Centre

 **Kraków**

Convention Bureau



ICE Kraków
Congress Centre

An aerial photograph of the Tauron Arena in Kraków, Poland. The arena is a large, oval-shaped stadium with a distinctive, translucent, ribbed glass and steel roof. It is situated in a lush green park area with many trees. In the background, the city of Kraków is visible, including the Vistula River and various urban buildings. A large crowd of people is gathered in the plaza in front of the arena, and several white tents are set up to the right. The sky is clear and bright.

TAURON Arena Kraków

TAURON

Arena Kraków

Main Hall

Max. area of the arena court – 4 500 sq.m

Places on grandstands – 15 030

Seats on the arena court – 3 500

Average capacity – concert/sport – 22 000/20 400

Small Hall

Court area – 1 750 sq.m

Seats – 300



 **Kraków**

Convention Bureau

TAURON
ARENA KRAKÓW

TAURON
Arena Kraków

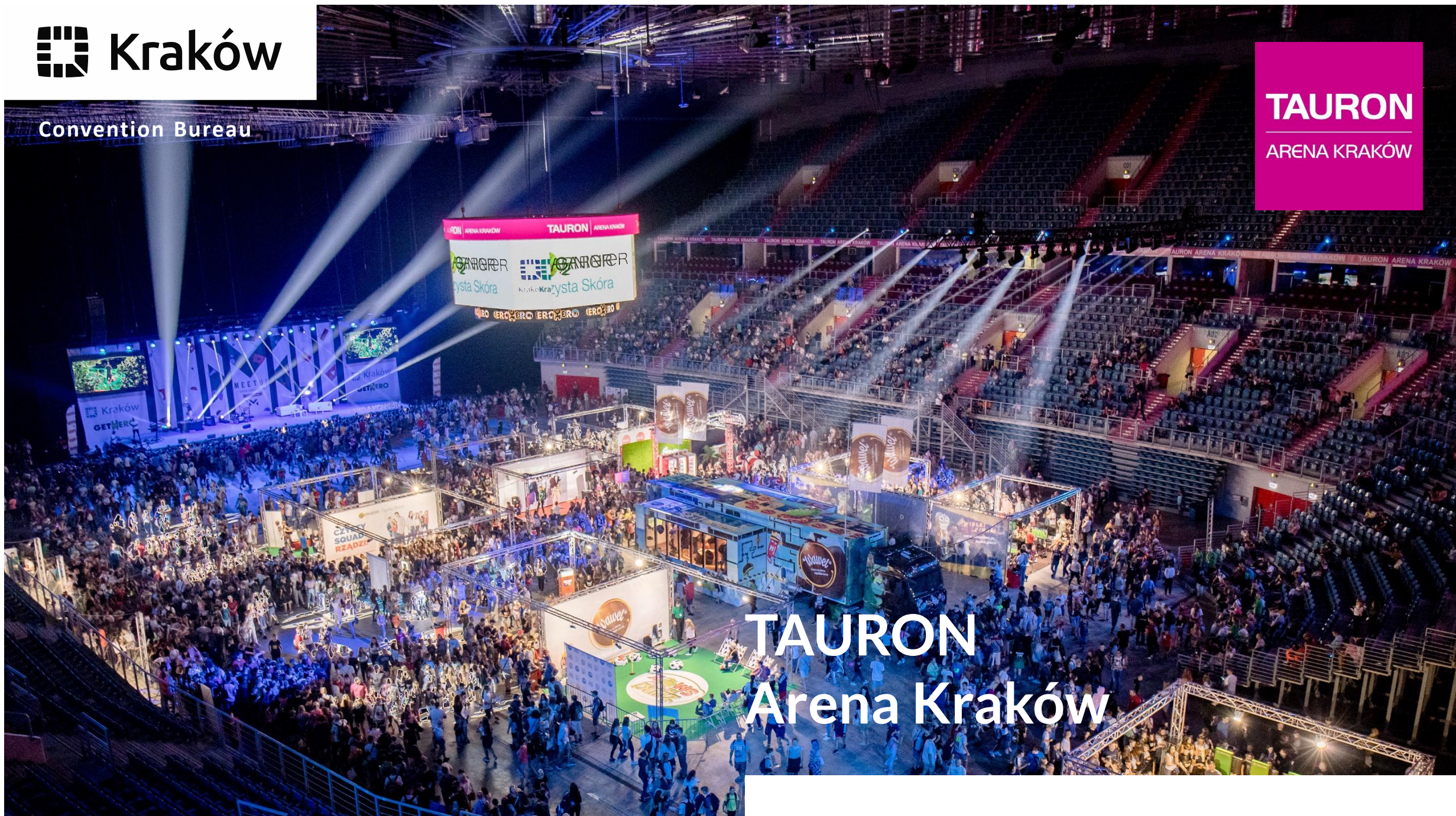


 **Kraków**

Convention Bureau

TAURON
ARENA KRAKÓW

TAURON
Arena Kraków



 **Kraków**

Convention Bureau


KRAKOW

EXPO
Fairs & Exhibition



Kraków

Convention Bureau



EXPO
Fairs & Exhibition

EXPO Kraków

WISŁA hall

5000 sq.m | 3600 theatre | 2200 banquet

DUNAJ hall

4000 sq.m | 2700 theatre | 1720 banquet

BRATYSŁAWA conference room

648 sq.m | 600 theatre | banquet 300

WIEN conference room

282 sq.m | 267 theatre | banquet 120

LWÓW conference room

234 sq.m | 210 theatre | 105 banquet

BUDAPESZT conference room

207 sq.m | 182 theatre | 96 banquet

PRAGA conference room

138 sq.m | 120 theatre | 64 banquet

MEETING ROOMS 1

33 sq.m | 30 theatre

MEETINGS ROOMS 2

3,4 sq.m | 20 theatre

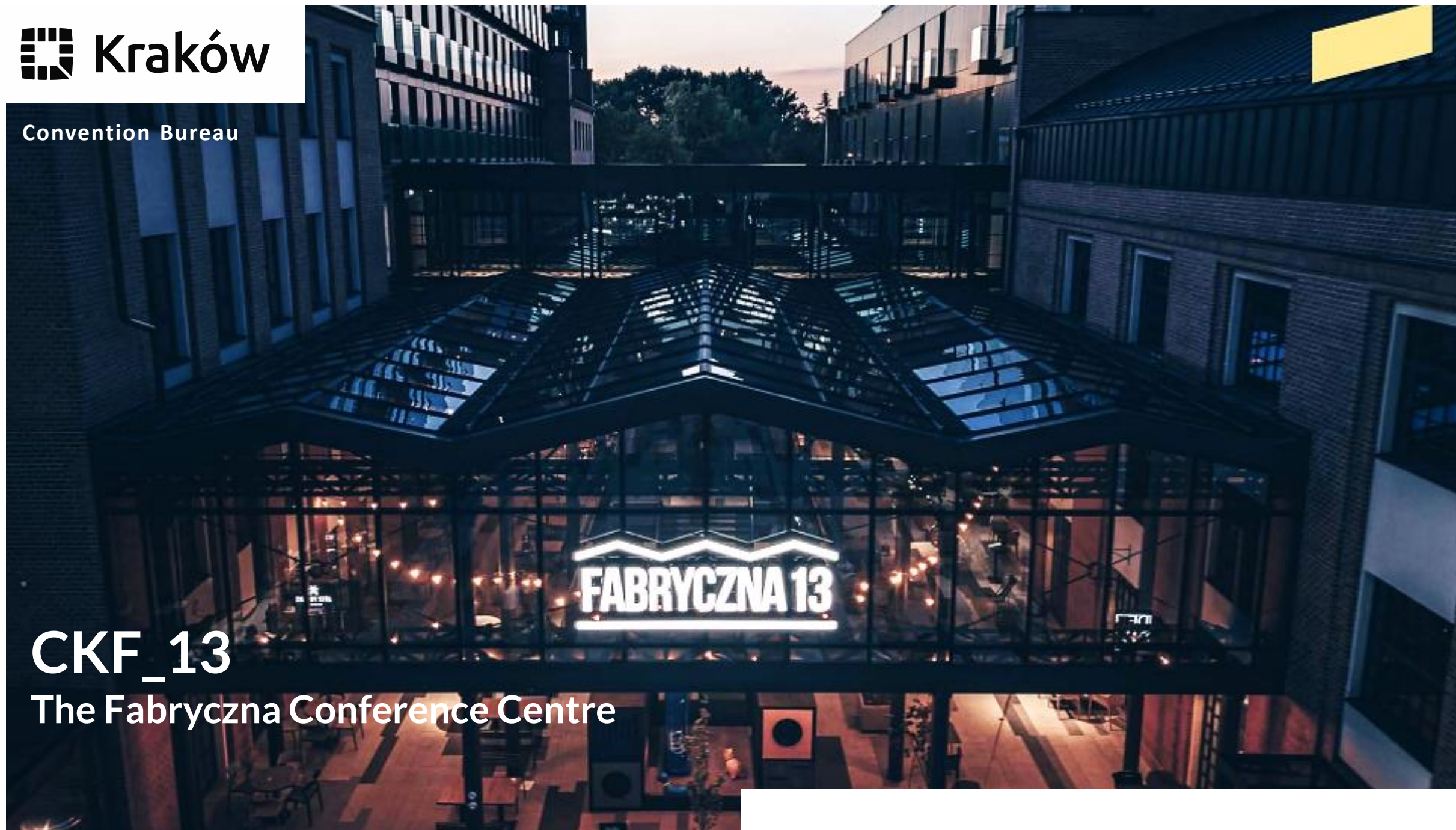


 **Kraków**

Convention Bureau

CKF_13

The Fabryczna Conference Centre



CKF_13

The Fabryczna Conference Centre

Total capacity: 2,200 m², including foyer for 960 pax

Idea Hall

up to 700 pax

Harmony Hall

up to 170 pax

Synergy Hall

up to 135pax

Dialogue Hall

up to 40 pax



 **Kraków**

Convention Bureau

CKF_13



Conference hotels

Metropolo Kraków By Golden Tulip

- 220 rooms
- 16 conference rooms with a total area of 2,500 m²
- Total capacity: up to 2000 in the biggest hall.



DoubleTree by Hilton Kraków Hotel & Convention Center

- 232 rooms plus 161 in the neighbouring Hampton by Hilton Kraków
- grand pillar-free ballroom (920 sq. m, 4,96 m height, capacity for over 1000 pax)
- 16 conference rooms; 2.970 sqm. of conference and banquet space





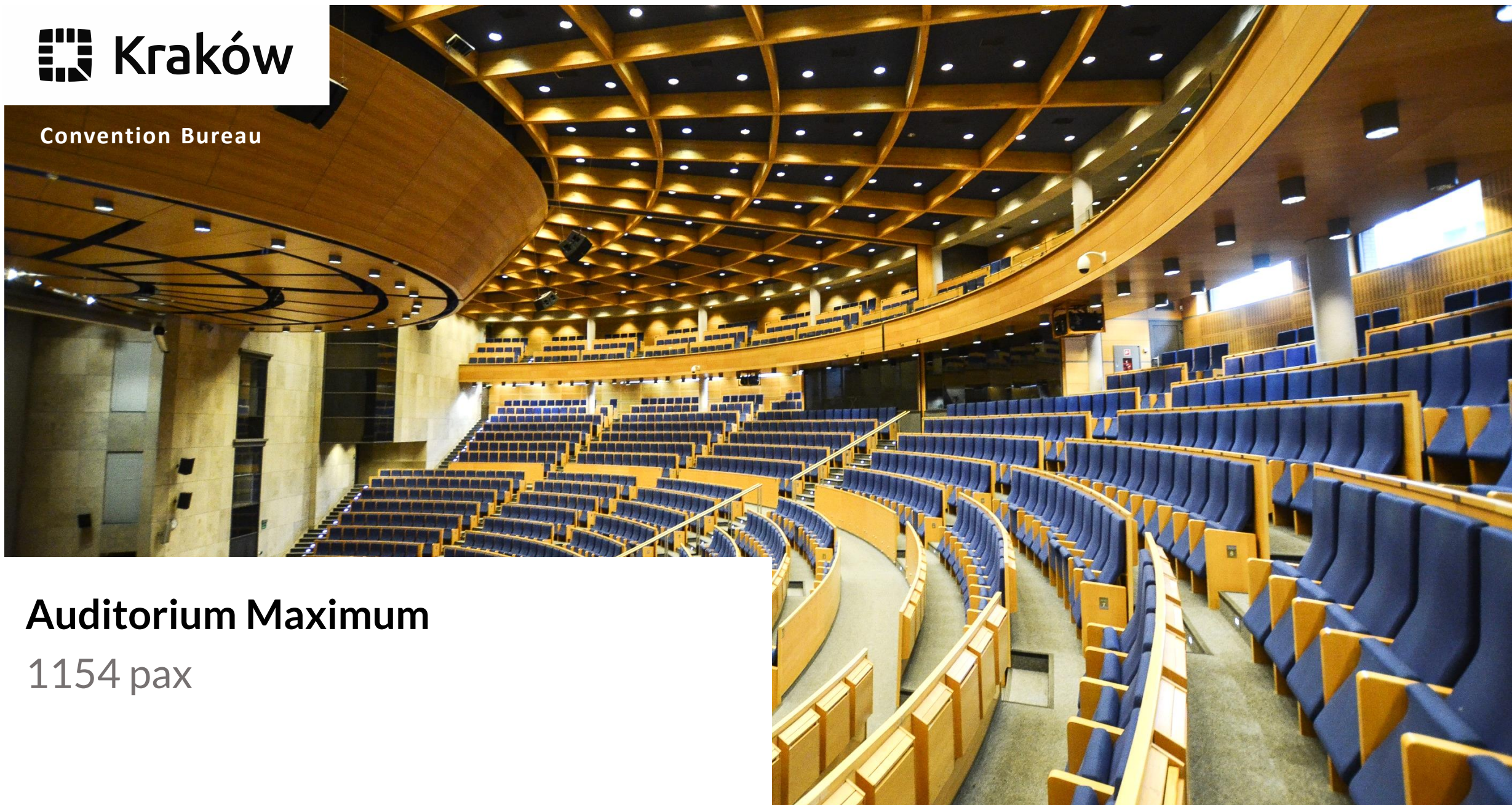
University venues

 **Kraków**

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Auditorium Maximum

1154 pax







Convention Bureau



Unique Venues



Convention Bureau

19th-century Art Gallery

240

visitors (gala dinner)

400

visitors (cocktail event)

 **Kraków**

Convention Bureau



Museum of Japanese Art
Manggha



 **Kraków**

Convention Bureau



Museum of Polish Aviation

600 Pax



Museum of Polish Aviation
600 Pax

 **Kraków**

Convention Bureau



Juliusz Słowacki Theatre

570

Audience

150

Foyer



Convention Bureau



Old Depot DeSilva

700

visitors on gala dinner

1,000

visitors in cocktail event



 **Kraków**

Convention Bureau



Wierzynek Restaurant





Wieliczka Royal Saltmine

ACCOMMODATION



190 HOTELS **13 012** ROOMS **23 888** BEDS

CAT.	QTY	ROOMS	BEDS
5*	20	1 730	3 268
4*	62	5 750	10 681
3*	89	4 361	7 696

Chain Hotels



5*

HOLIDAY INN KRAKOW CITY CENTRE	236	rooms
SHERATON GRAND KRAKOW HOTEL	232	
RADISSON BLU	196	
CROWN PIAST HOTEL	175	
SASKI KRAKÓW CURIO COLLECTION BY HILTON	117	

4*

NOVOTEL KRAKOW CITY WEST	305	
AC HOTEL BY MARRIOTT KRAKÓW	300	
DOUBLETREE BY HILTON KRAKÓW	232	
PURO KRAKÓW KAZIMIERZ	228	
METROPOLO KRAKOW BY GOLDEN TULIP	220	
GALAXY HOTEL	200	
NOVOTEL KRAKOW CENTRUM	198	
MERCURE KRAKÓW STARE MIASTO	198	
QUBUS HOTEL	194	
BEST WESTERN EFEKT EXPRESS KRAKÓW HOTEL	179	
BEST WESTERN PREMIER KRAKÓW	169	
HAMPTON BY HILTON KRAKÓW	161	
ANDEL'S HOTEL KRAKÓW	159	
HILTON GARDEN INN KRAKOW	154	
PLUS Q HOTEL	154	
Park Inn by Radisson	152	

Boutique Hotels

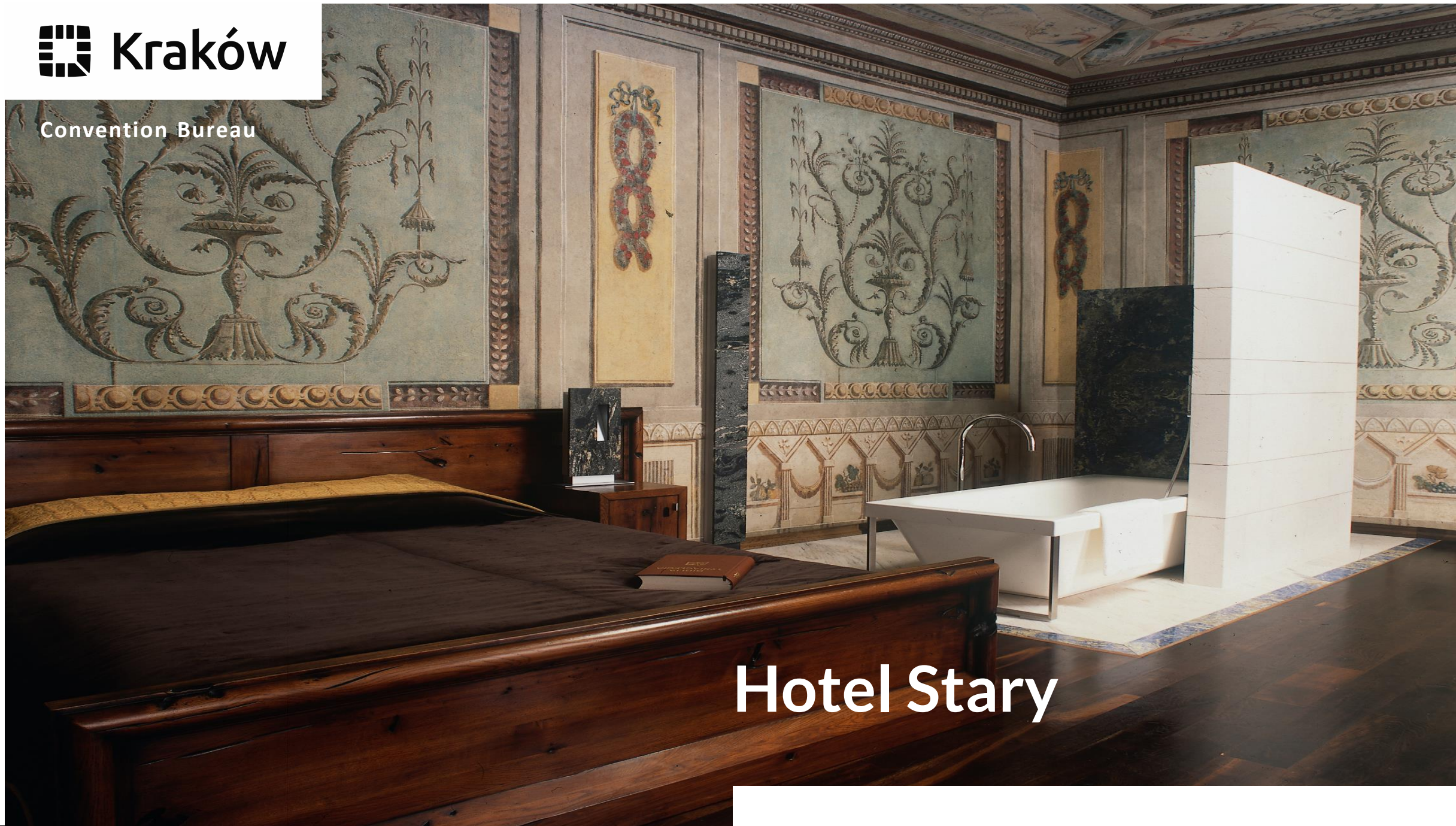


5* BOUTIQUE HOTELS

BACHLEDA LUXURY HOTEL KRAKÓW	64	ROOMS
BALTHAZAR DESIGN HOTEL	22	
GRAND	64	
STARY	53	
COPERNICUS	29	
GRÓDEK	23	
DWÓR KOŚCIUSZKO	21	
UNICUSPALACE	60	
THE BONEROWSKI PALACE	15	

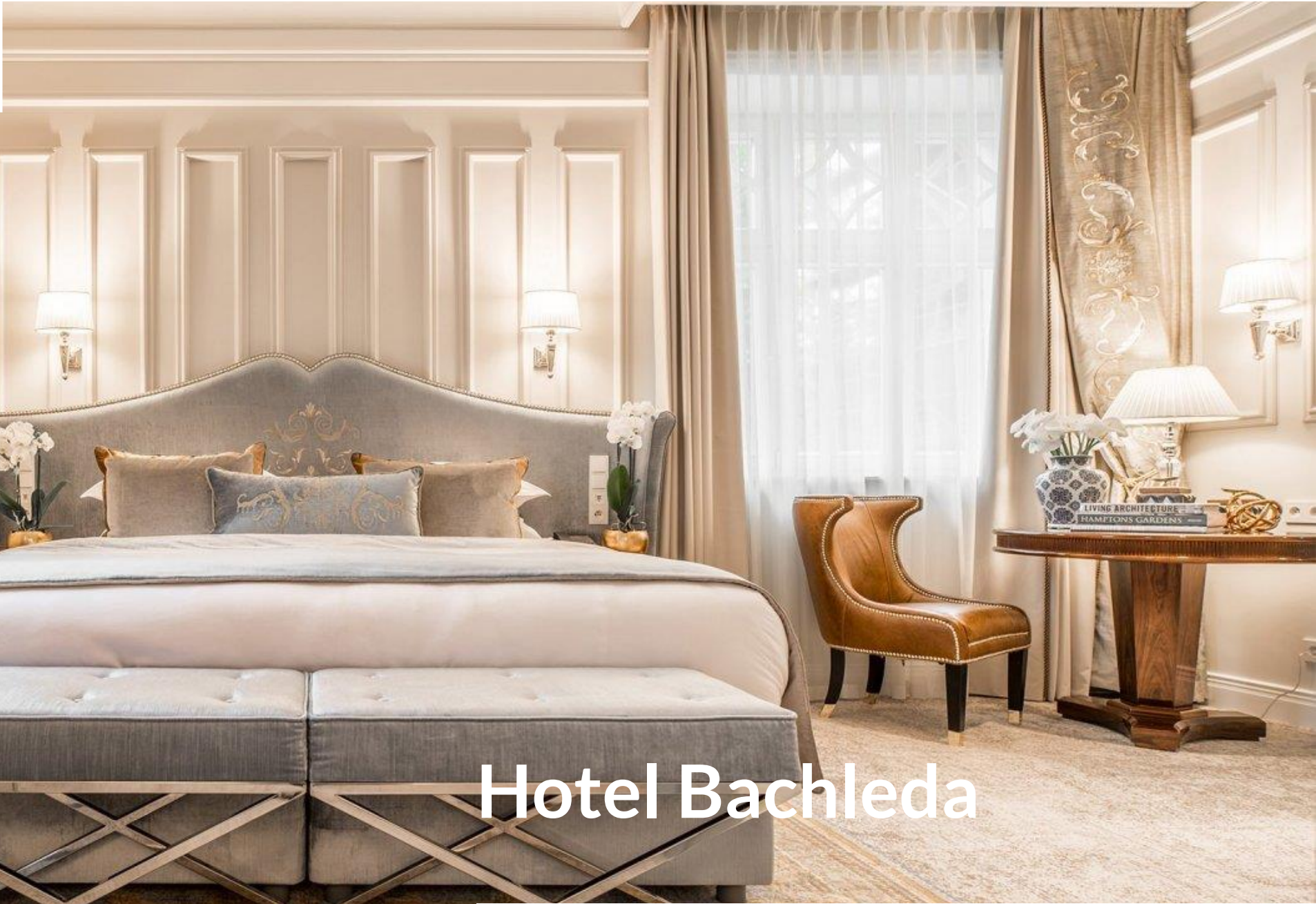
4* BOUTIQUE HOTELS

AMBER	18	
UNICUS	34	
ESTER	31	
WENTZL	18	
POD RÓŻĄ	57	
AMADEUS	22	
QUEEN BOUTIQUE	31	
SENACKI	20	
OSTOYA PALACE HOTEL	24	





Balthazar Design Hotel



A photograph of a luxurious hotel bedroom. The room features a large bed with a grey upholstered headboard and a matching tufted bench at the foot. The bed is dressed in white linens and has several pillows, including a blue patterned one. The headboard is set against a wall with vertical paneling and two bedside lamps. To the right, there is a wooden side table with a lamp, a vase of white flowers, and a leather armchair. Large windows with sheer curtains and heavy gold-colored drapes are visible in the background. The floor is covered with a patterned rug.

Hotel Bachleda

INCENTIVES IDEAS

KRAKÓW & MALOPOLSKA REGION



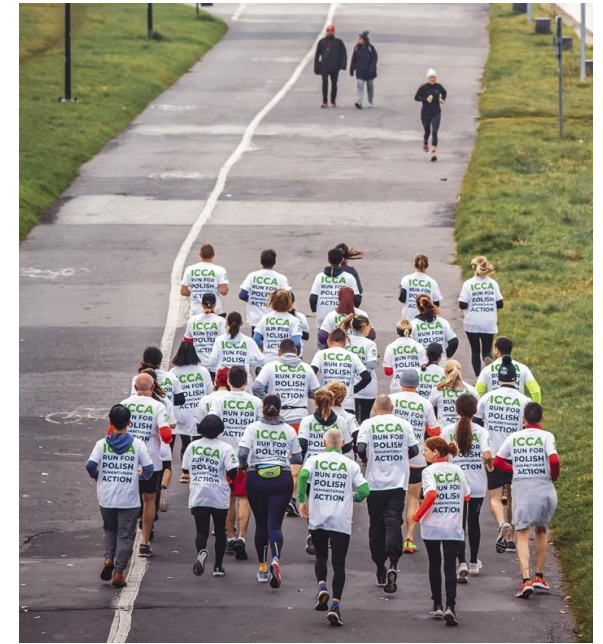
Activities

Underground escapade

Team buildings

Sport games and competitions

Sport Outdoor activities and competitions



Małopolska:

A Truly Mesmerising Region

9 spa resorts, incl. Krynica Zdrój,
Szczawnica, Muszyna, Wysowa Zdrój

Thermal water e.g. Bania, Bukovina,
Termy Chochołowskie.

Modern SPA & Wellness resorts



6,500
hiking routes

60
skiing facilities

3,360km
of mountain trails

2,600km
of cycling routes



KRAKÓW & MALOPOLSKA REGION



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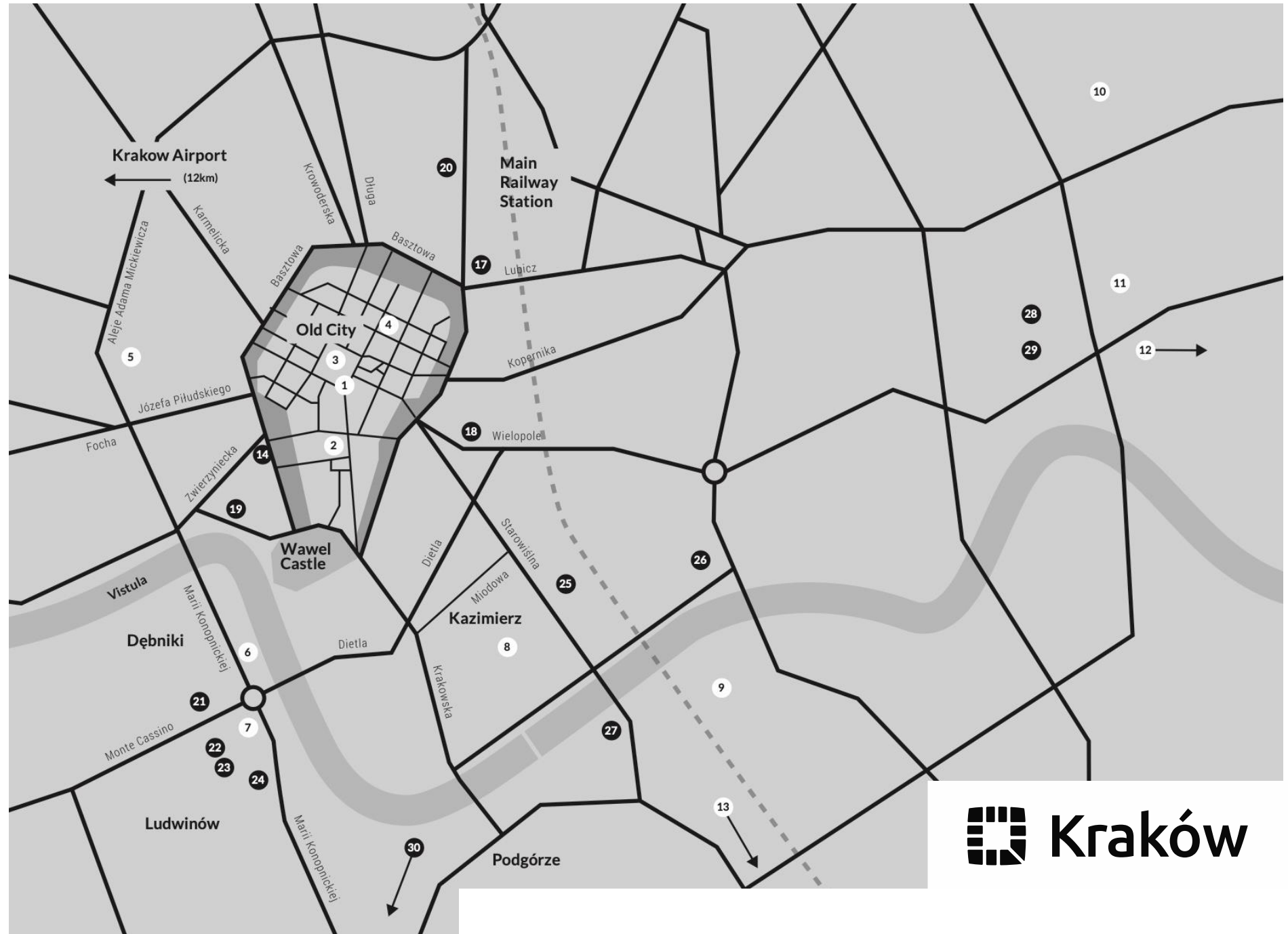
KRAKÓW & MALOPOLSKA REGION

Venues:

1. Main Market Square
2. Town Hall Wielopolski Palace
3. Sukiennice Gallery of 19th-Century Polish Art in the Cloth Hall
4. Juliusz Słowacki Theatre in Kraków
Archeological Museum Gardens
5. Auditorium Maximum
6. Museum of Japanese Art (Manggha)
7. ICE Kraków Congress Centre
8. Old Tram Depot by DeSilva
9. MOCAR Museum of Contemporary Art in Krakow
10. Museum of Polish Aviation
11. TAURON Arena Kraków (5 km)
12. EXPO Kraków (6,5km)
13. Wieliczka Salt Mine (15km)

Hotels:

14. Radisson Blu Kraków
17. Vienna House Andel's Cracow
18. Holiday Inn Krakow City Centre
19. Sheraton Grand Krakow
20. Hotel Mercure Kraków Stare Miasto
21. B&B Hotel Kraków Centrum
22. Park Inn by Radisson
23. Q Plus Hotel
24. Hilton Garden Inn
25. PURO Hotel Kraków Kazimierz
26. Galaxy Hotel
27. Qubus Hotel
28. DoubleTree by Hilton Kraków Hotel & Convention Center
29. Hampton by Hilton Krakow
30. Metropolo Kraków By Golden Tulip (7km)



 **Kraków**

About Kraków

Key Facts & Figures

Easy to reach

156+ direct flights in 2023

State-of-the-art event venues

ICE Kraków, EXPO Kraków, Tauron Arena
Kraków, over 170 in total

City of culture

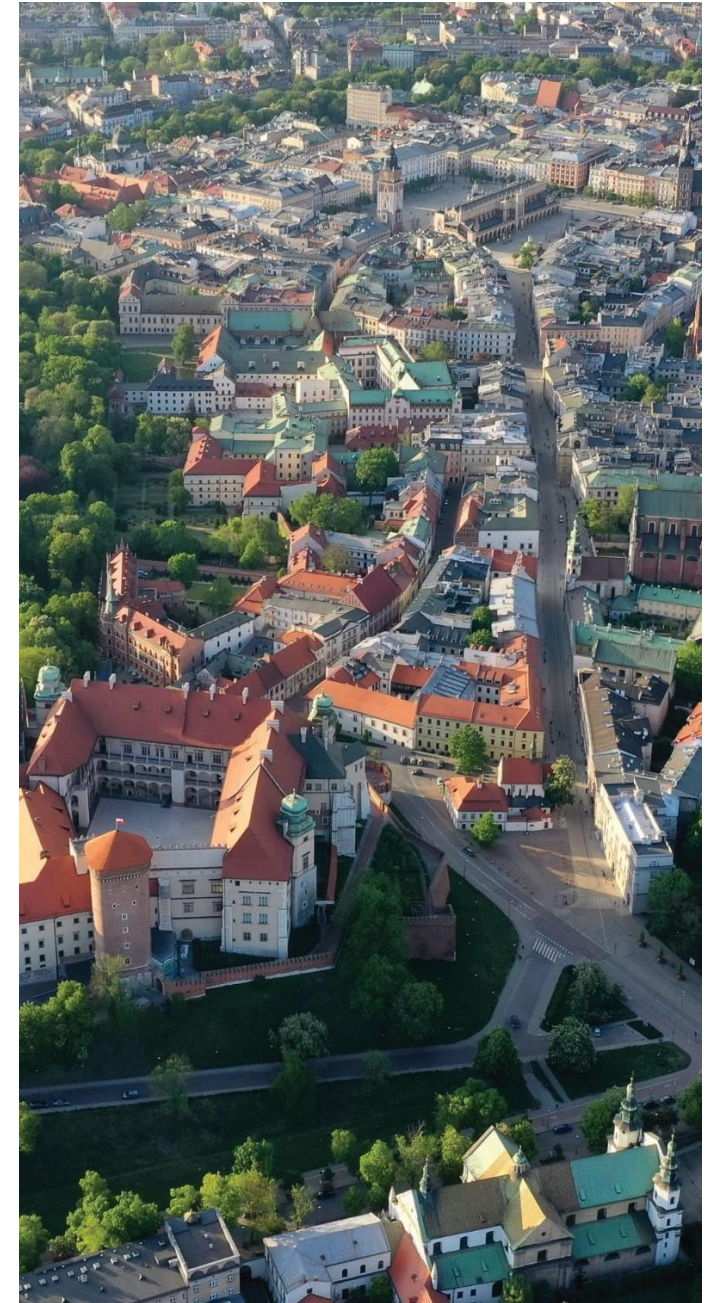
international festivals, global industry
fairs & congresses

Unique event ambience

great diversity of venue options, from
iconic Medieval & Renaissance
architecture to ultra-modern event
centres with industry-leading
technologies & production teams

Universities

23 universities, ca. 130,000 students
from all over the world



About Kraków

Key Facts & Figures

Accommodation

190 hotels (ca. 13 012 rooms
& 23 888 beds)

Restaurants & World Cuisines

500 + restaurants and cafés in city
centre

The Małopolska Region

great incentive opportunities

Strong cooperation/support

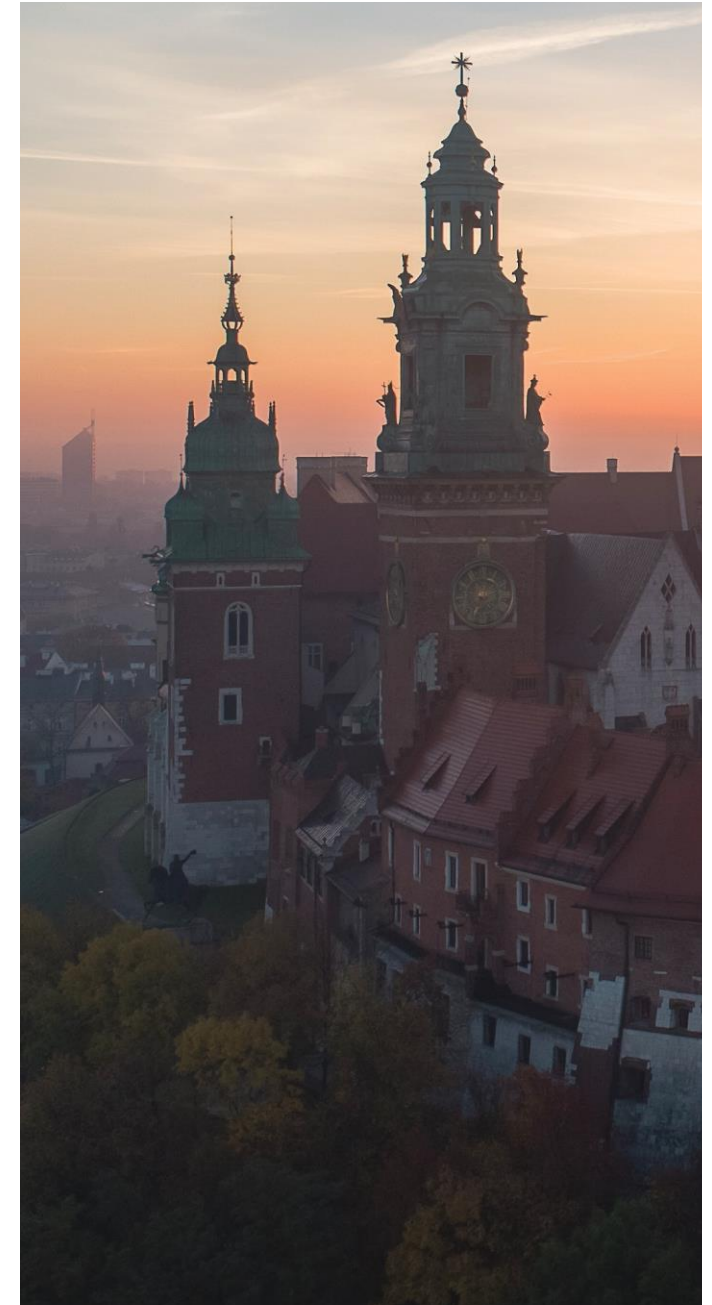
Krakow Convention Bureau

Membership

ICCA
ECM
GDS Index

Partnership

Kraków Network
PTO PCB recommendation



wide

open

for
meetings

Experience
Kraków.
Visit Małopolska.

