

 **Kraków**

Convention Bureau



**Kraków The Host City**

# Kraków in the middle of Europe



# Kraków Airport

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**No. 1** regional airport in Poland

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**12 km / 15 min.**  
from historical centre

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**9,400,000** passengers in 2023

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**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!**

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**23** airlines

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**156** direct flights

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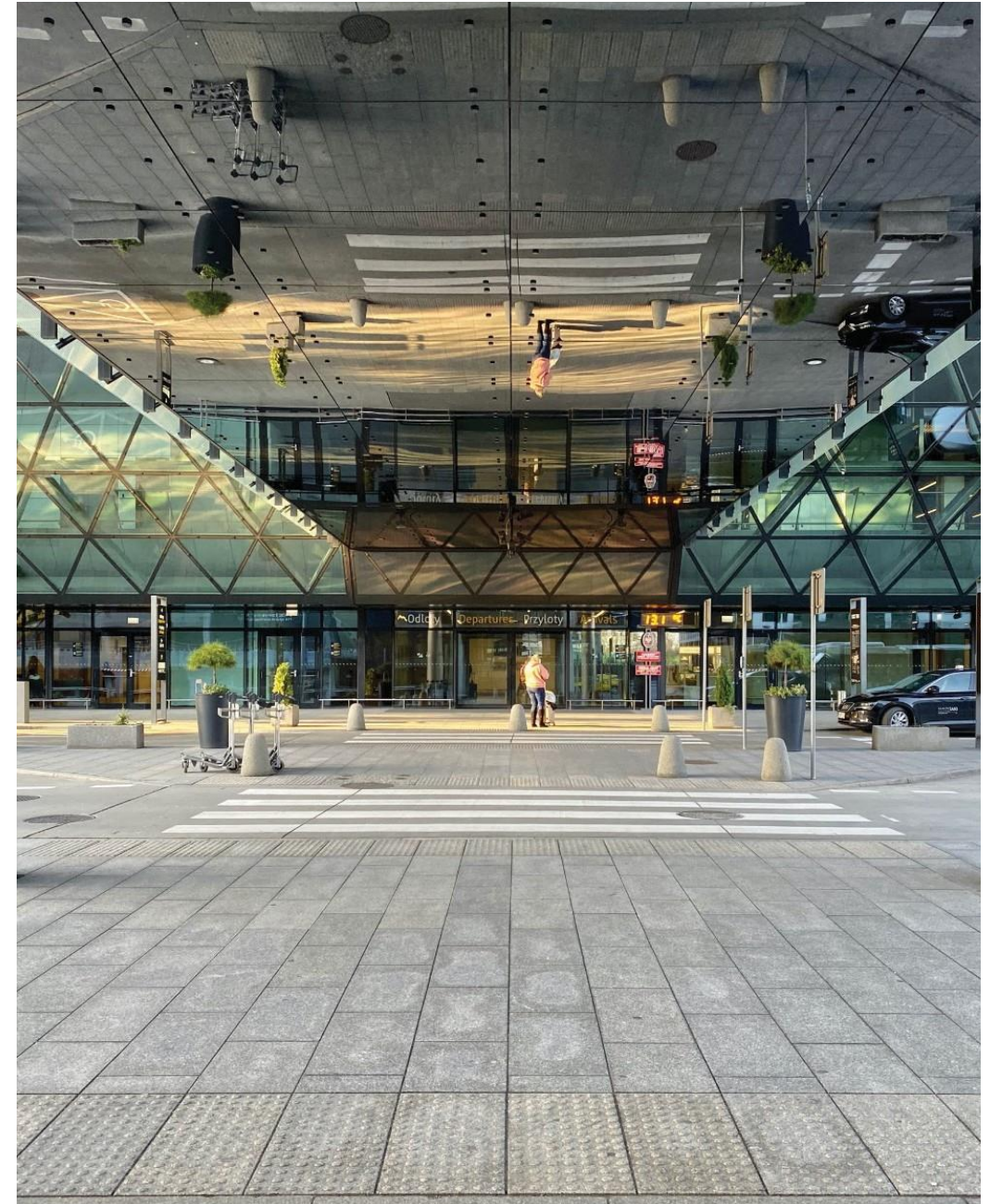
**4** continents

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**34** countries

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**113** cities



# Kraków Airport

No. 1  
regional airport in  
Poland



# UNESCO

## World Heritage Site

1978

One of the first two  
Cities in The World



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the city of  
**UNESCO HERITAGE**  
Old Town



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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 80 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

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**23**

universities (10 public)

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**100**

science/research units

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**59**

Congress ambassadors

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**130 360**

students



# International Business Hub

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**Over 270 international companies**  
IT/Business Services

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**Almost 100,000 employees**

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**Over 1,6 million sqm of modern office spaces**



# Sustainability



50% of the city is green areas



3

landscape parks within city area



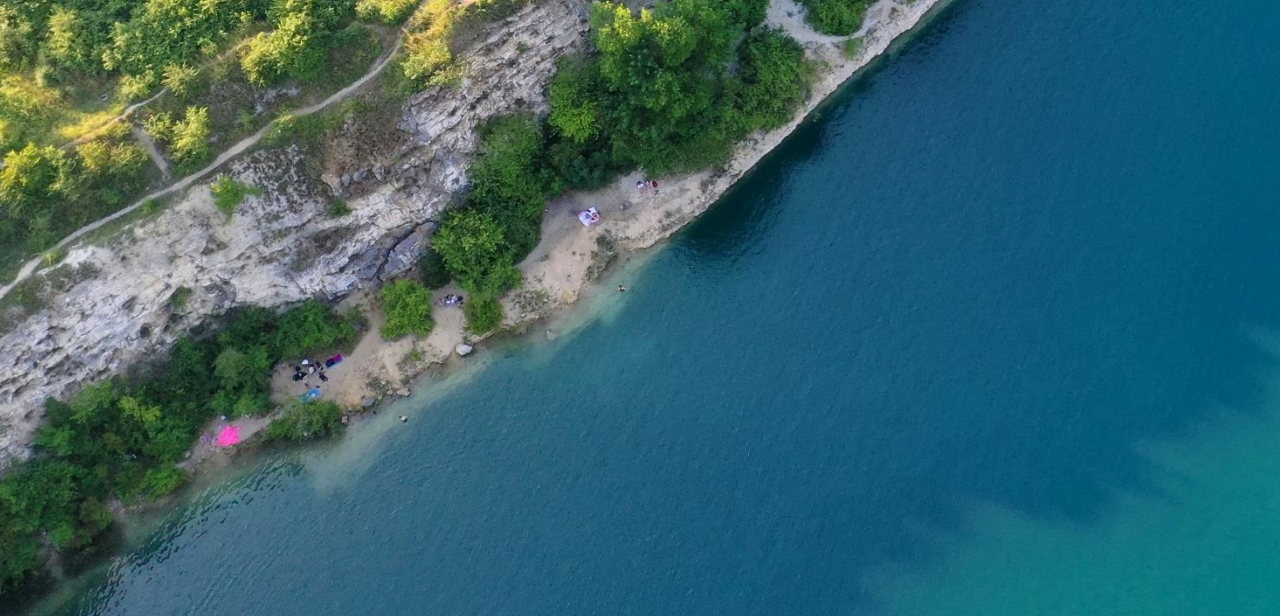
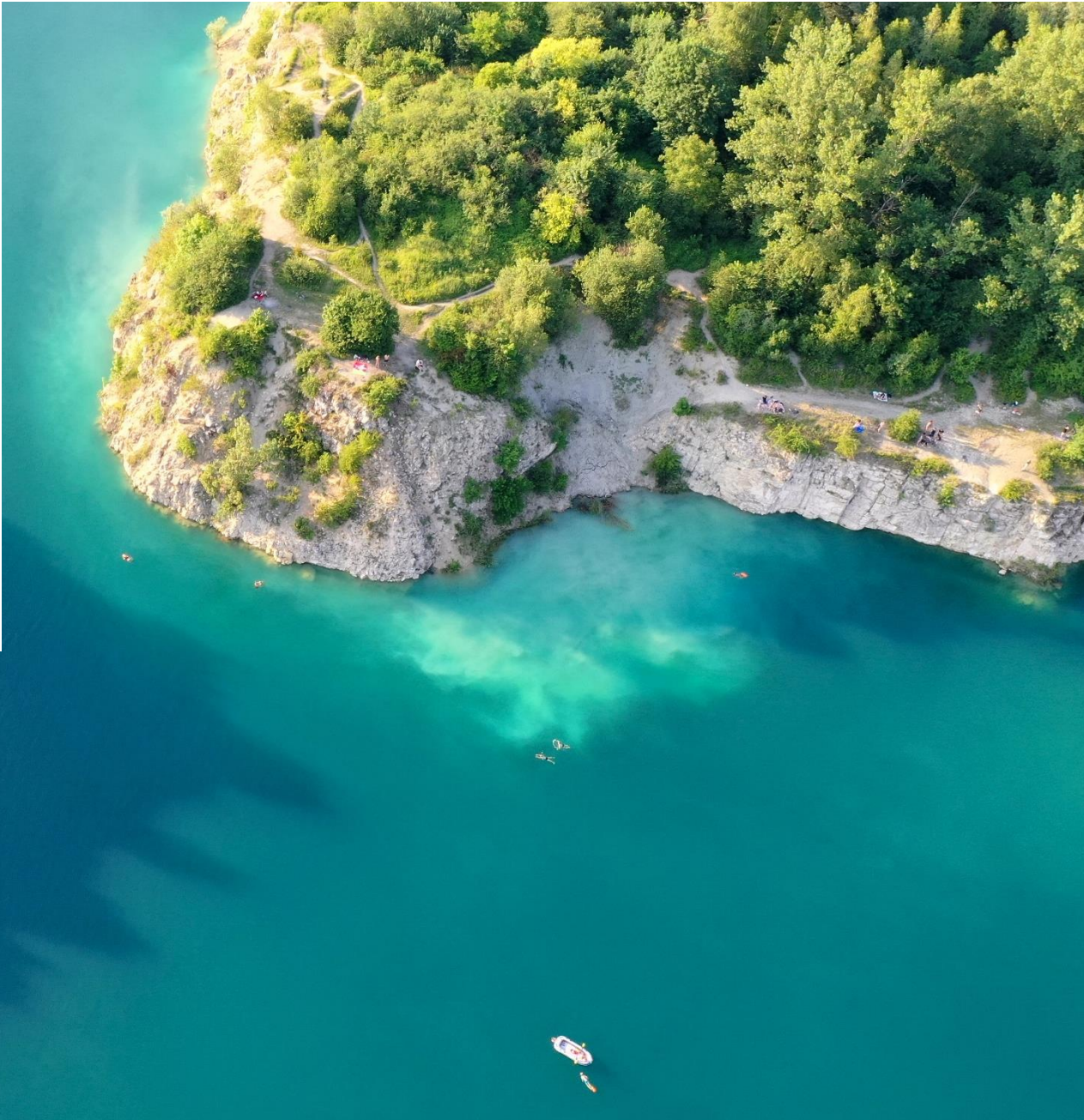
50

Public parks



2022

Kraków joined GDS index



# TOP CITY runs - Royal Running Triad

## Cracovia Marathon

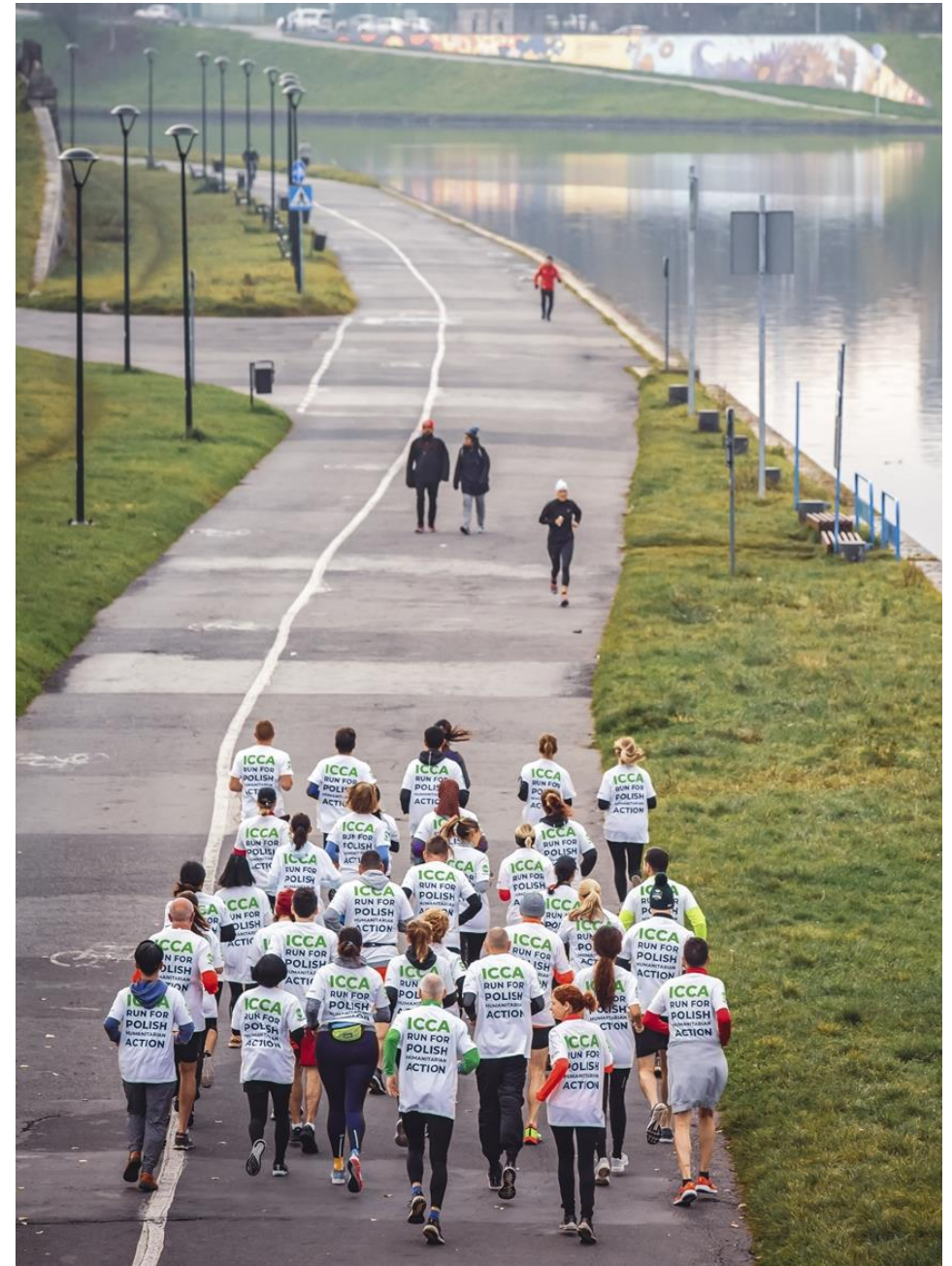
The most important running event in Kraków, the biggest spring run in Poland. Included in the Crown of Polish Marathons. The start and finish of the run located on Kraków's Main Market Square.

## Three Mounds' Run

The only such mountain run in Poland, 13-kilometer route between the three mounds – Krakus, Kościuszko and Piłsudski.

## CRACOVIA royal half marathon - October

The end of the running season in Kraków. The finish line at TAURON Arena Kraków. The event is included in the Crown of Polish Half Marathons



# World cuisines

European Capital of  
Gastronomic Culture 2019

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**500+**

cafes and restaurants  
in the city centre

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**18**

Restaurants in Michelin Guide

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**13**

local products  
protected under  
EU law







# Conference Venues

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**ICE Kraków**  
Congress Centre



# ICE Kraków Congress Centre

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Total capacity: 3,400 pax

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**Auditorium Hall S1**  
up to 1915 pax

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**Theatre Hall S2**  
594 pax

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**Chamber Hall S3**  
2 × 200 pax

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



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 **ICE  
KRAKÓW  
CONGRESS  
CENTRE**

**ICE Kraków**  
Congress Centre



 **Kraków**

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**ICE Kraków**  
**Congress Centre**

#ICCACongress22 #TogetherWeCan #KrakowTheHostCity

TOGETHER WE CAN  
SUSTAINABILITY - LEADER - DIVERSITY - GROWTH - INCLUSION



22<sup>ND</sup> ICCA CONGRESS  
KRAKÓW POLAND

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**TAURON**  
ARENA KRAKÓW

**TAURON**  
**Arena Kraków**



# TAURON

## Arena Kraków

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### 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

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### Small Hall

Court area – 1 750 sq.m

Seats – 300



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**TAURON**  
ARENA KRAKÓW

**TAURON**  
Arena Kraków





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**TAURON**  
ARENA KRAKÓW

**TAURON**  
Arena Kraków

An aerial view of a large indoor arena event. The arena is filled with a large crowd of people. In the center, there are several exhibition booths, including one for 'CZASO SQUAD RZĄDZI' and another for 'Wawel'. A large banner hangs from the ceiling with the text 'Kraków GETHER' and 'MEETING'. The arena is lit with blue and white spotlights. The seating area is visible on the right side, and the ceiling is high with many lights and rigging.

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**International Exhibition and Convention  
Centre EXPO Krakow**



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International Exhibition and Convention Centre  
EXPO Krakow



» WaysConf

LIX WRITING ROB

But wait, it's outside my team's scope...  
I can't solve everything

» WaysConf

LIX WRITING ROB

But wait, it's outside my team's scope...  
I can't solve everything

# EXPO Kraków

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## WISŁA hall

5000 sq.m | 3600 theatre | 2200 banquet

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## DUNAJ hall

4000 sq.m | 2700 theatre | 1720 banquet

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## BRATYSŁAWA conference room

648 sq.m | 600 theatre | banquet 240

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## WIEDEN conference room

282 sq.m | 298 theatre | banquet 120

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## LWÓW conference room

234 sq.m | 238 theatre | 105 banquet

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## BUDAPESZT conference room

207 sq.m | 210 theatre | 96 banquet

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## PRAGA conference room

138 sq.m | 140 theatre | 64 banquet

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## MEETING ROOMS 1

33 sq.m | 30 theatre

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## MEETINGS ROOMS 2

3,4 sq.m | 20 theatre



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**CKF\_13**

The Fabryczna Conference Centre



# CKF\_13

## The Fabryczna Conference Centre

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**Total capacity:** 2,200 m<sup>2</sup>, including foyer for 960 pax

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### Idea Hall

up to 700 pax

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### Harmony Hall

up to 170 pax

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### Synergy Hall

up to 135pax

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### Dialogue Hall

up to 40 pax



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CKF\_13





# Conference hotels

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## Metropolo Kraków By Golden Tulip

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



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## 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



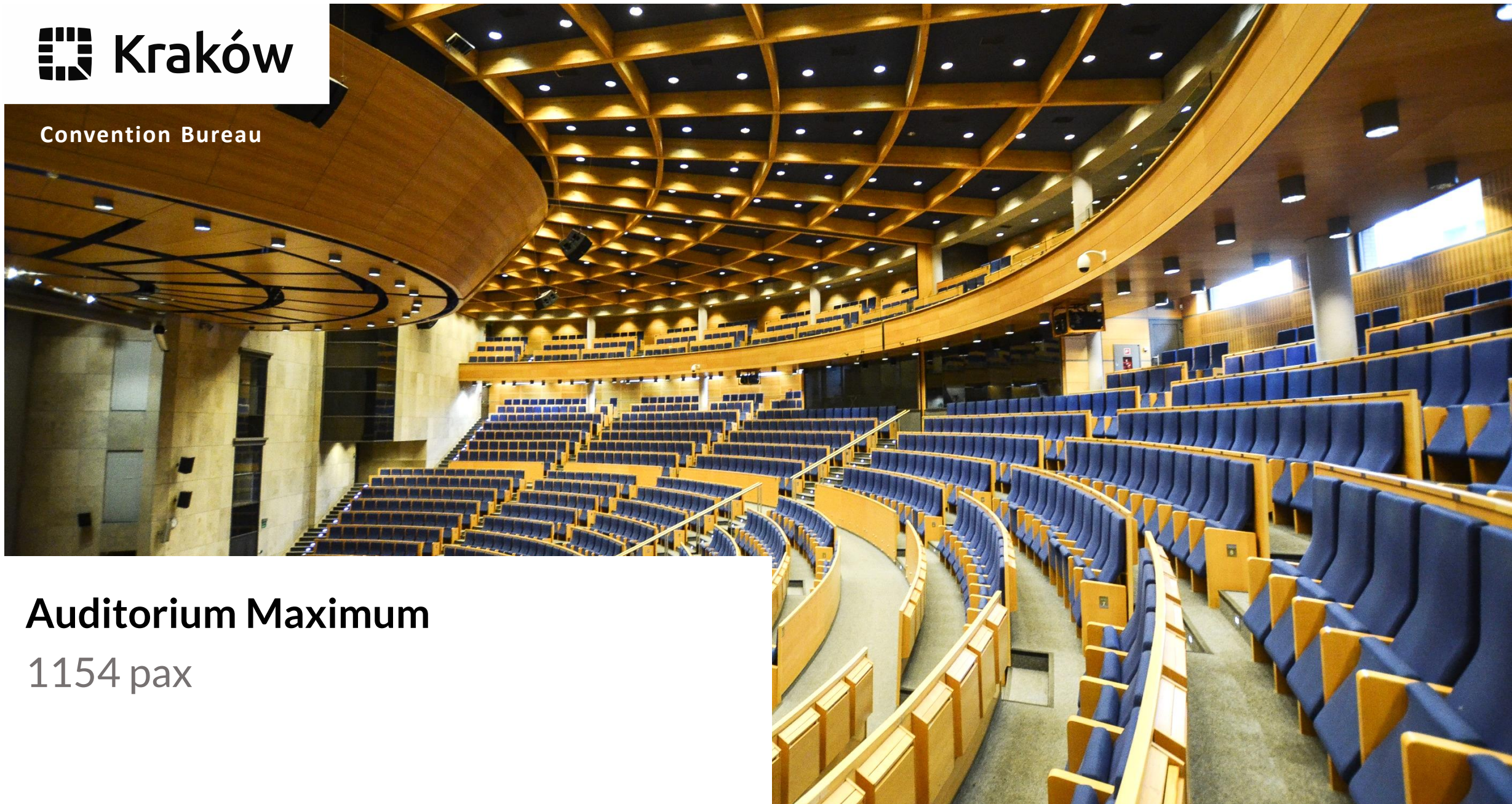
 **Kraków**



# University venues

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**Auditorium Maximum**

1154 pax

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# Unique Venues

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## 19th-century Art Gallery

**240**

visitors (gala dinner)

**400**

visitors (cocktail event)

 **Kraków**

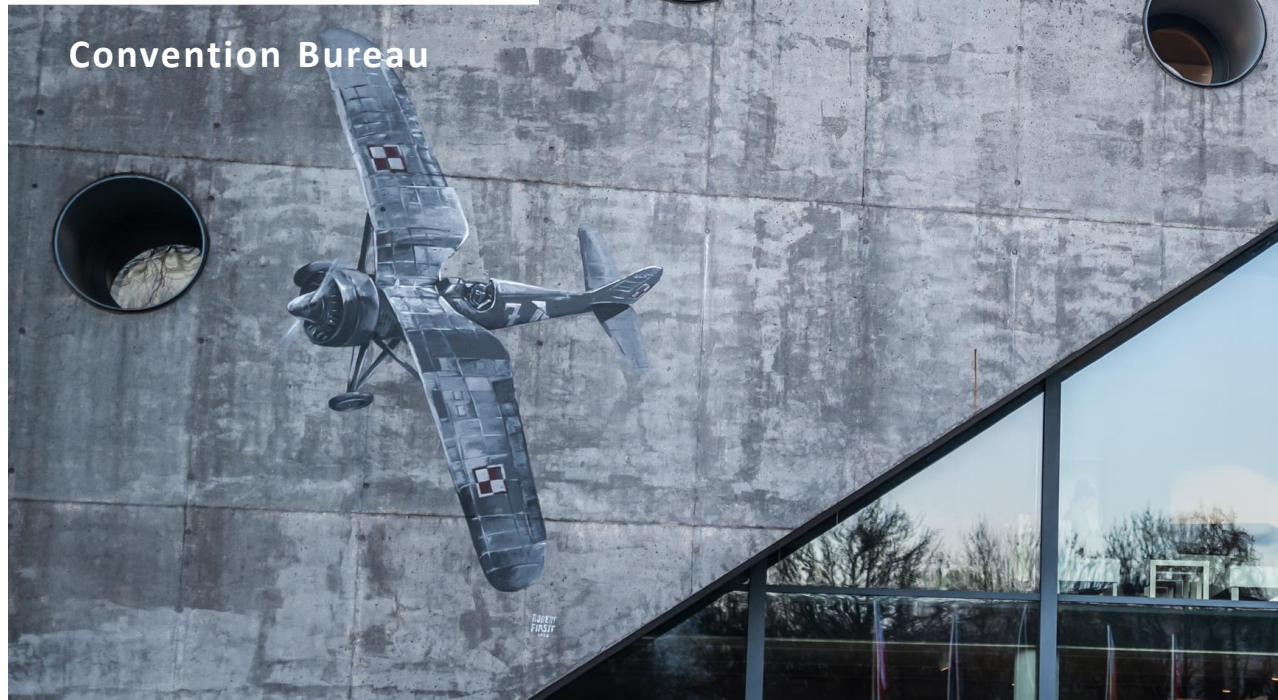
Convention Bureau



**Museum of Japanese Art**  
Manggha



Convention Bureau



## Museum of Polish Aviation

600 Pax







**Museum of Polish Aviation**  
600 Pax

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**Juliusz Słowacki Theatre**

**570**

Audience

**150**

Foyer

Convention Bureau



## Old Depot DeSilva

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**700**

visitors on gala dinner

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**1,000**

visitors in cocktail event

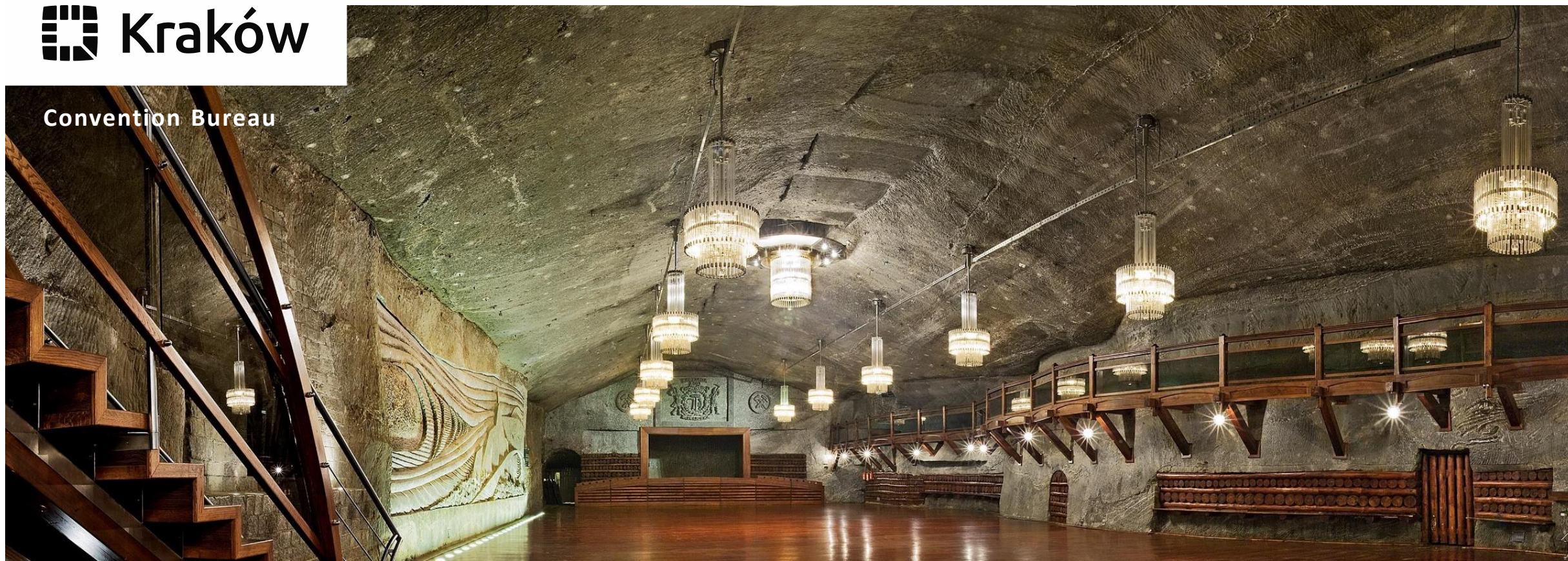


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**Wierzynek Restaurant**



## Wieliczka Royal Saltmine



# ACCOMMODATION



**189** HOTELS **13 033** ROOMS **23 926** BEDS

CAT.	QTY	ROOMS	BEDS
5*	21	1 765	3 334
4*	62	5 774	10 713
3*	87	4 321	7 618

# 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	
HYATT PLACE KRAKOW	216	
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	

# Boutique Hotels



## 5\* BOUTIQUE HOTELS

STRADOM HOUSE AUTOGRAPH COLLECTION BY MARRIOTT	125
BALTHAZAR DESIGN HOTEL	22
BACHLEDA LUXURY HOTEL KRAKÓW	64
GRAND	64
STARY	53
COPERNICUS	29
GRÓDEK	23
DWÓR KOŚCIUSZKO	21
UNICUSPALACE	60
THE BONEROWSKI PALACE	15
FERRUS	71
H15 LUXURY PALACE	71
POD RÓŻĄ	60
WYNDHAM GRAND KRAKOW OLD TOWN	57

## 4\* BOUTIQUE HOTELS

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



 **Kraków**

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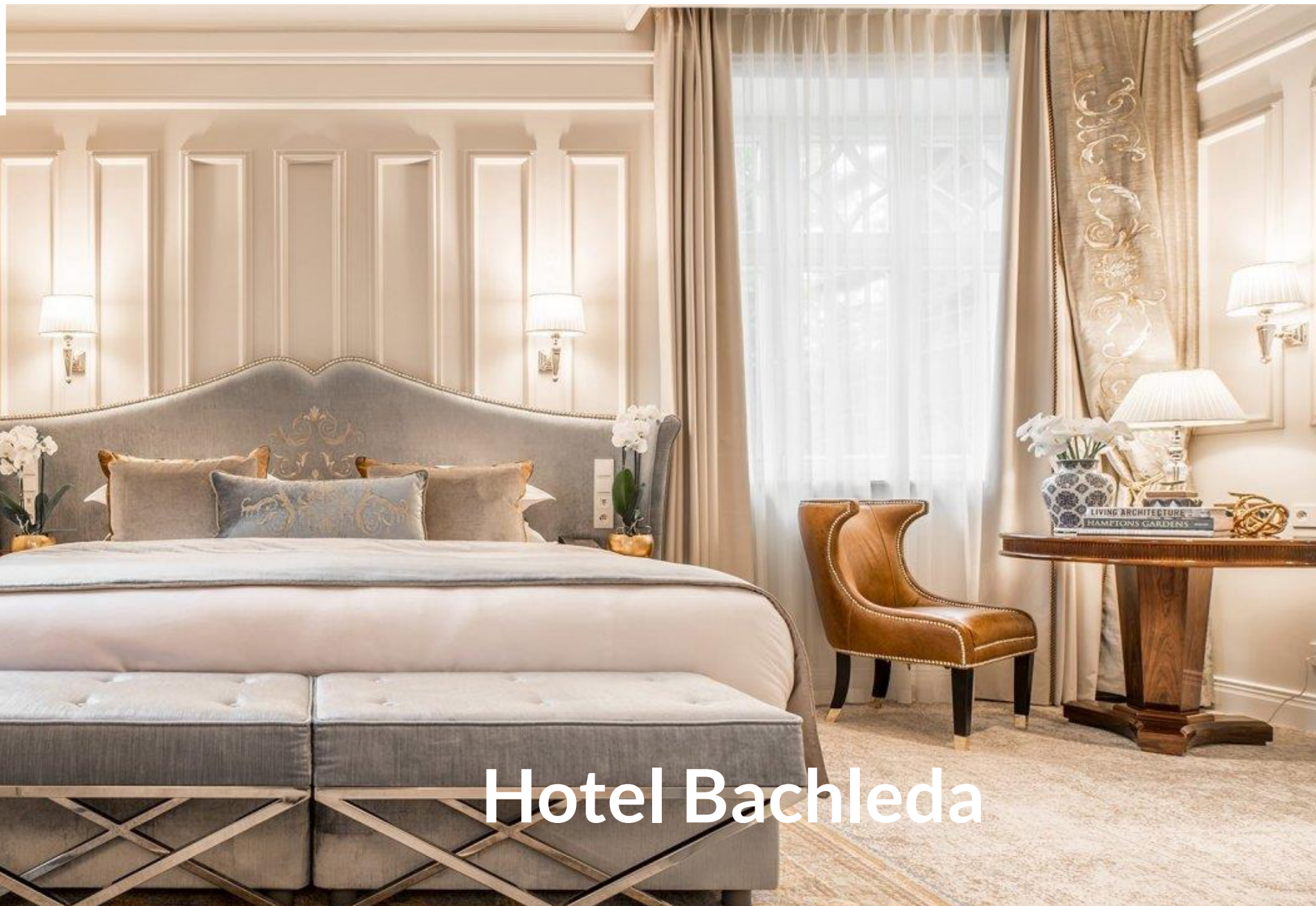
**Hotel Stary**

 **Kraków**

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**Balthazar Design Hotel**



**Hotel Bachleda**

# INCENTIVES IDEAS KRAKÓW & MALOPOLSKA REGION



# Activities

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Cooking classes

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DIY workshop

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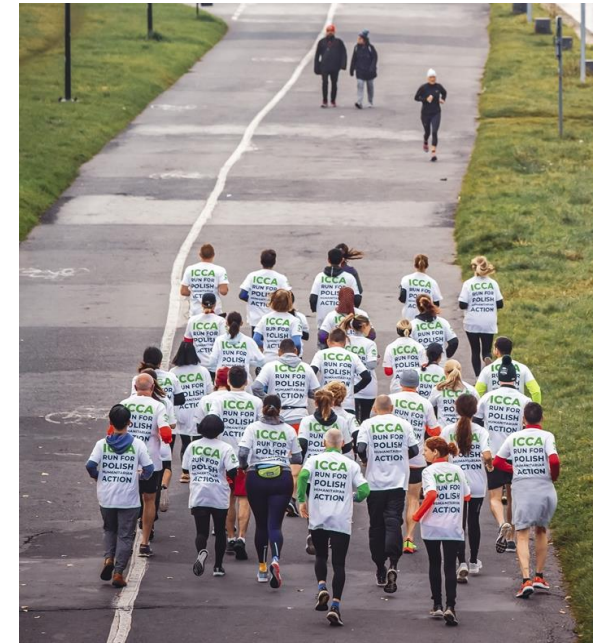
Underground escapade

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Team buildings

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Sport games and competitions



# Małopolska:

A Truly Mesmerising Region

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

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

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Modern SPA & Wellness resorts



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**6,500**  
hiking routes

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**60**  
skiing facilities

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**3,360** km  
of mountain trails

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**2,600** km  
of cycling routes



**KRAKÓW & MALOPOLSKA REGION**



**KRAKÓW & MAŁOPOLSKA REGION**





**KRAKÓW & MALOPOLSKA REGION**



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**KRAKÓW & MALOPOLSKA REGION**



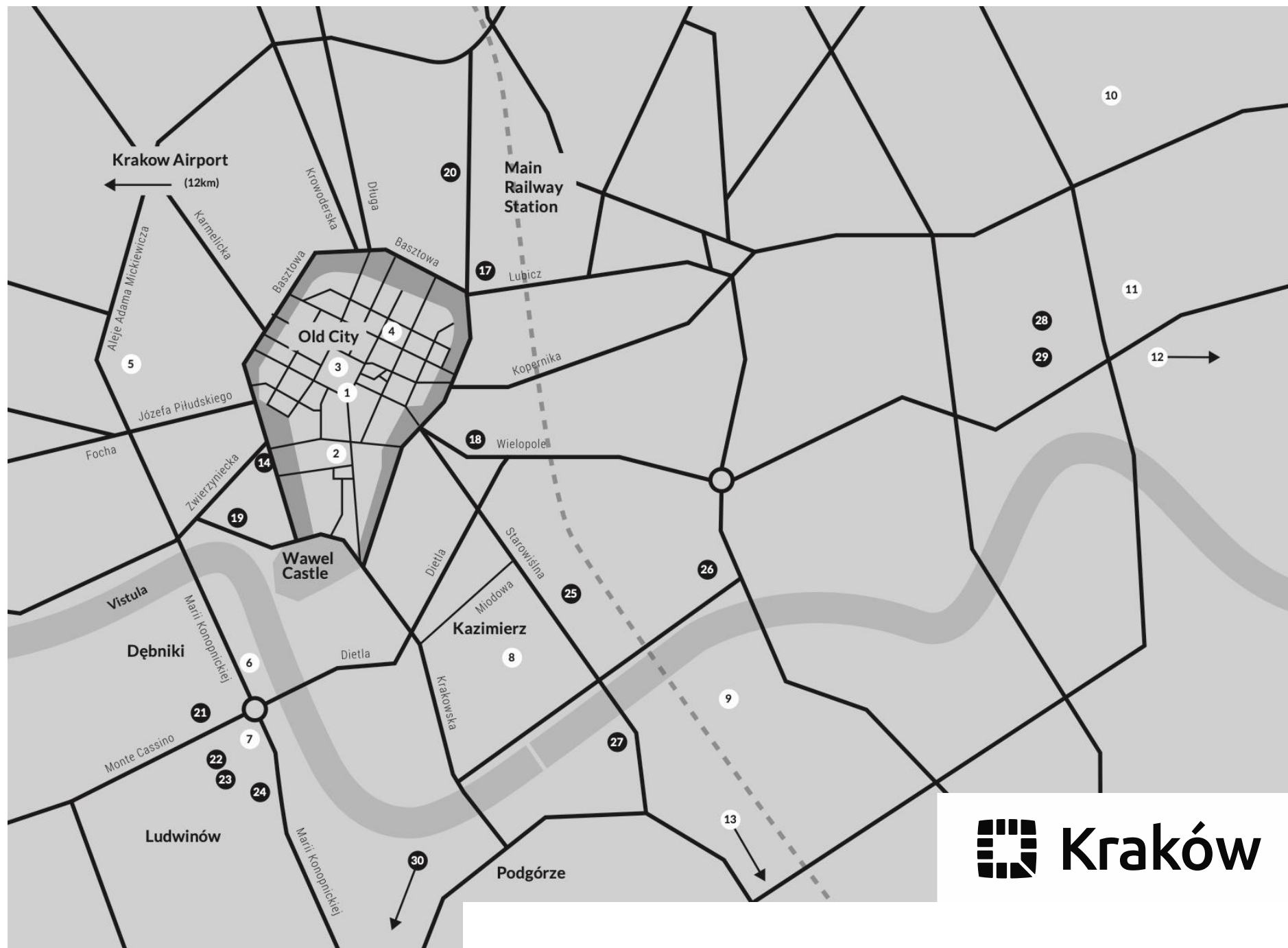
**KRAKÓW & MALOPOLSKA REGION**

## 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. Metropol Kraków By Golden Tulip (7km)



# Kraków Convention Bureau support & sustainable events

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Event promotion

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Providing promotional materials

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Sight inspection organisation

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Sightseeing for the VIP person

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Letter of invitation from the Mayor of the City of Kraków

**Make your event green with us!**

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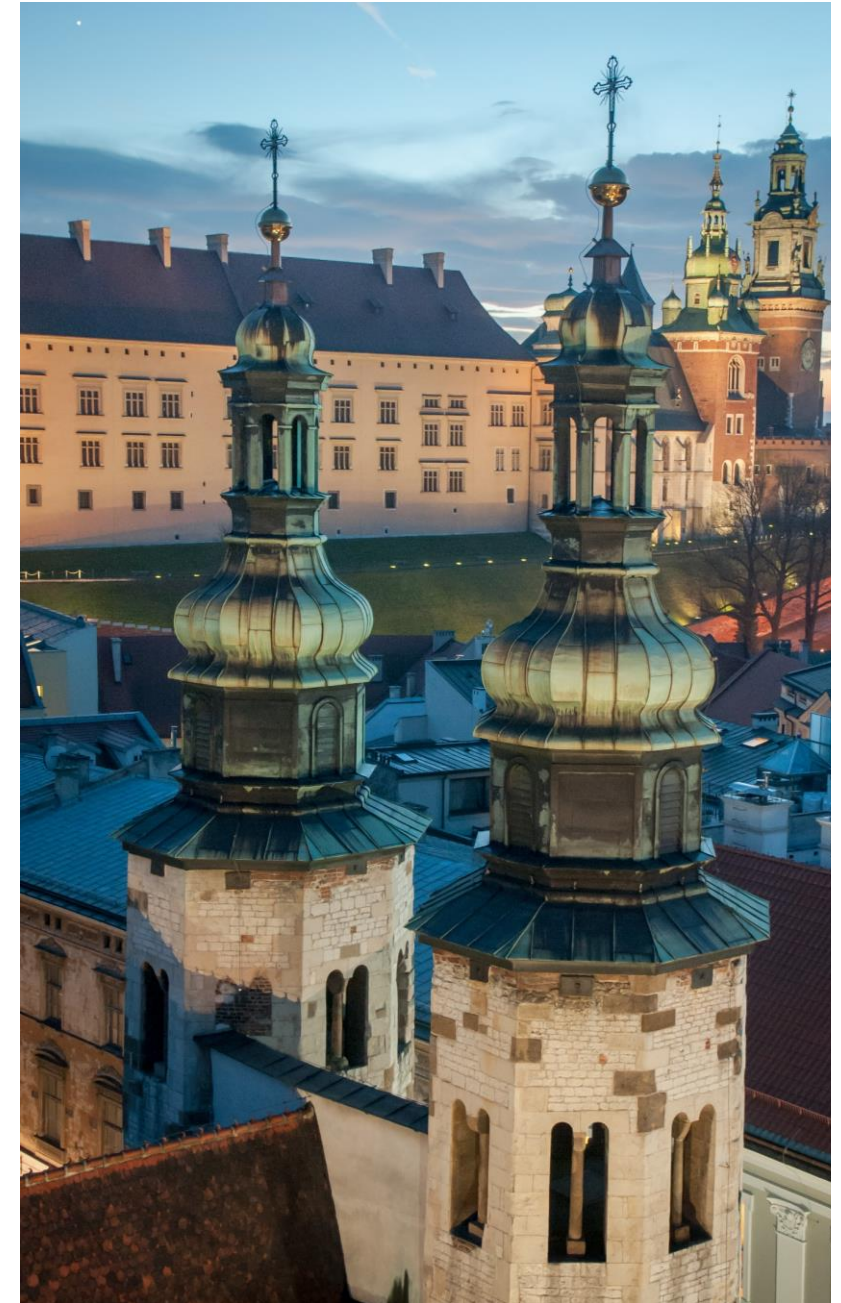
Legacy projects

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Runs organization

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Public transportation special rates



# LOT Polish Airlines International Events

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Tailored made offer for the specific event, including attractive discounts on air fares for all event participants and their accompanying guests

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LOT Polish Airlines is one of the 12 longest-standing airlines in the world. LOT set out on its first flight with passengers in 1929, and successfully fulfilled its mission of a global air carrier to this day

---

## FOR EVENT ORGANIZER:

Event submissions must be made at least 4 months before the start date

Events must have 15 or more participants to be eligible for the program

Data on previous event editions, including the exact number of attendees from each country

POLISH AIRLINES  
**LOT**  
A STAR ALLIANCE MEMBER





# About Kraków

## Key Facts & Figures

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### Easy to reach

156+ direct flights in 2023

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### State-of-the-art event venues

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

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### City of culture

international festivals, global industry fairs & congresses

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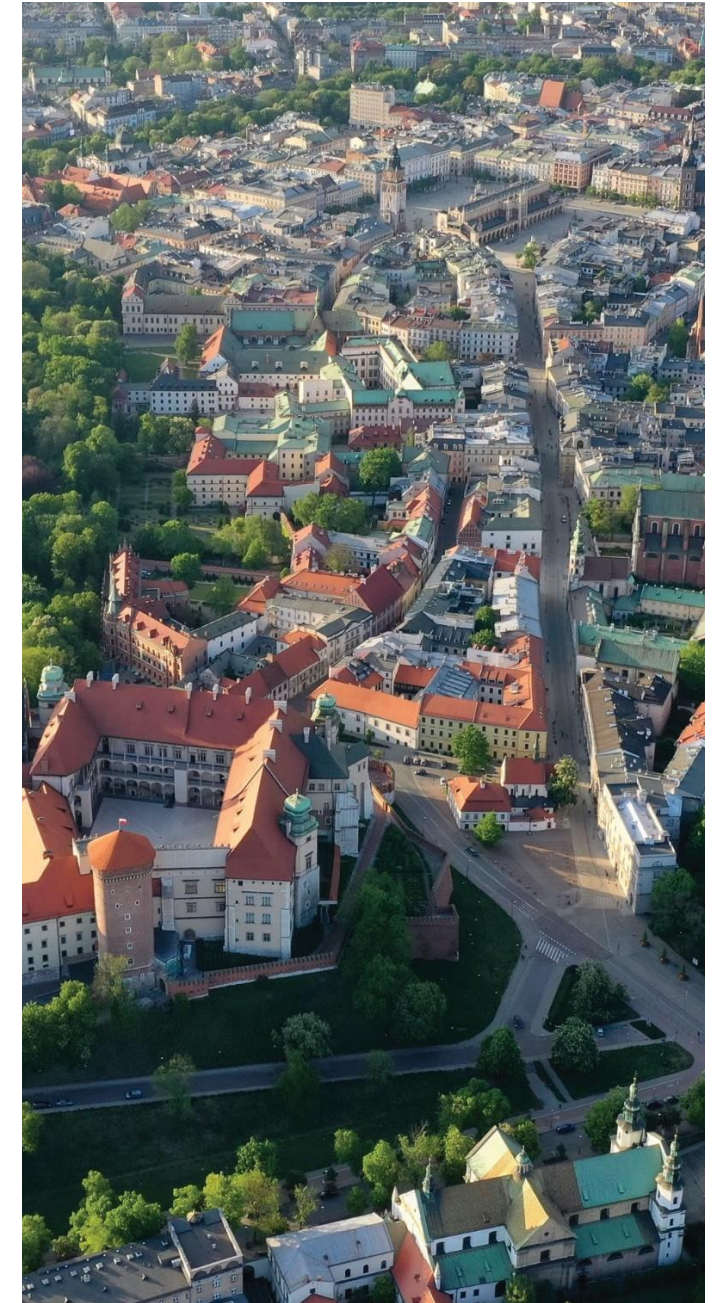
### Unique event ambience

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

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### Universities

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



# About Kraków

## Key Facts & Figures

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### Accommodation

189 hotels, 13 033 rooms

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### Restaurants & World Cuisines

500 + restaurants and cafés in city centre

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### The Małopolska Region

great incentive opportunities

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### Strong cooperation/support

Krakow Convention Bureau

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### Membership

ICCA

ECM

GDS Index

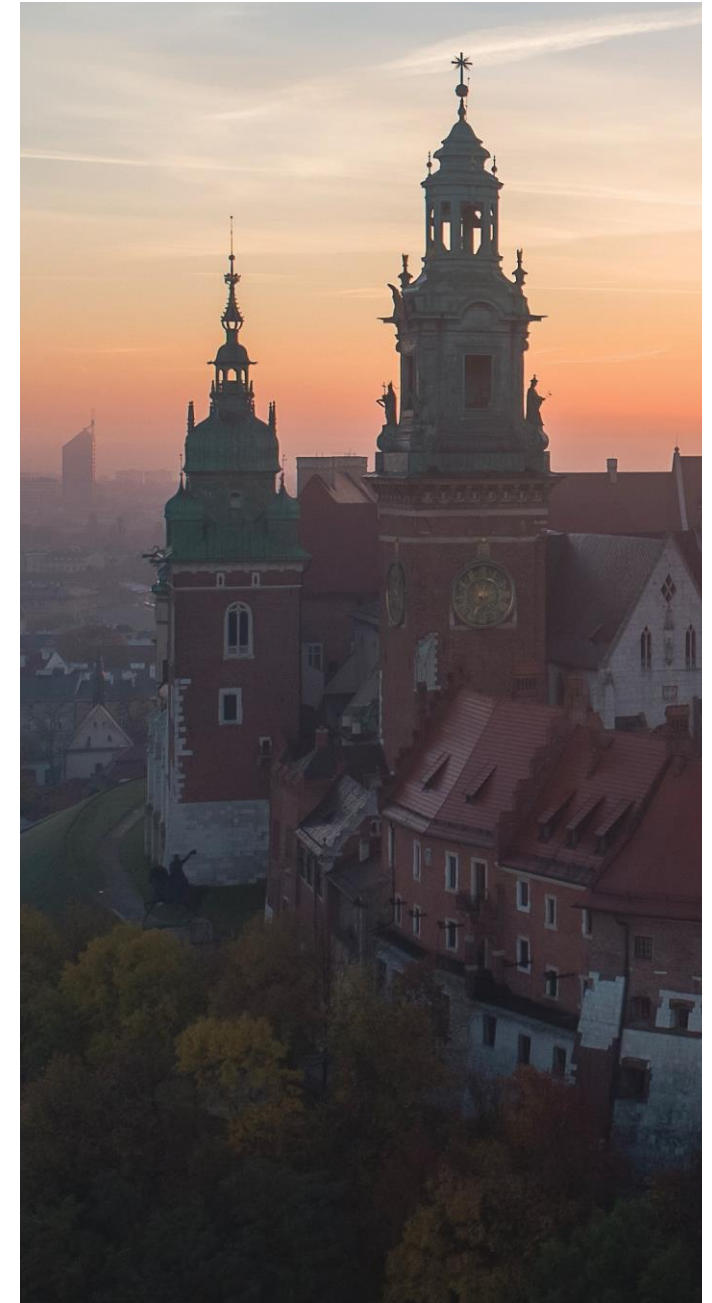
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### Partnership

Kraków Network

PTO PCB recommendation

Lot Polish Airlines Partnership





Kraków The Host City