The aim of the article is to present and analyze location opportunities connected with organization of business events in Zachodniopomorskie Province and current state of hotels’ facilities in the area with regard to creation of business tourism products. The article is divided into two parts, introduction and summary. In the first part focus is placed on analysis of typical and untypical locations for business events in Zachodniopomorskie Province. In the second part of the article analysis of research conducted for Ph.D. purposes is carried out. The research discussed comprises 70% of accommodations classified as hotels with conference facilities. It was conducted by Department of Tourism Management at the College of Management and Service Economy at University of Szczecin.

Location of a business event is one of the first key decision organizers of a meeting have to make. The choice of place is a prerequisite to a successful event as premises contribute directly to participants’ feelings and emotions. Bad location has bearings on consumers’ perception of a product of business tourism.

One can find accommodations and locations abound on the market. Offers vary from commonly associated with business meeting places to more sophisticated or unusual locations like ferries or museums. Each of the locations has its pros and cons that have to be taken into consideration while making the final decision about the place for a given business event.

Zachodniopomorskie Province is not one of those regions immediately associated with the meeting industry. However, there exists infrastructure required by this particular branch of service economy. Zachodniopomorskie Province has a number of typical and untypical locations for business events, some of which deserved to be mentioned here. Szczecin has the oldest functioning cinema in the world as well as a World War II bunker located under Dworzec Główny – Main Railway Station and Szczecin’s Shipyard, which vast halls can serve a perfect meeting’s location. As one can observed, only interesting, unusual and surprising places are able to attract business events to so-called second-tier cities.