Summary

The meetings and events industry is more and more competitive both locally and worldwide. Convention Bureaux in Poland first time ever combined forces and collected details about meetings and events which were held in Polish regions or cities in 2009.

The research is based on the questionnaire which was filled by 7 Polish destination marketing organizations. It shows that 1,3 mln attendees took apart in meetings and events and more than 0,5 mln joined association meetings like congresses or conferences.

This article presents also the summary of theirs activities and ranking of the most popular meetings and events cities. Apart from that, categories and character of meetings and events, duration and localization are described in the research.

As a one of the first steps to prepare country report about the importance of meetings and events reports details collected and elaborated by the Convention Bureau of Poland Polish Tourist Organisation still need to be improved. More cities and regions should be involved which will be a chance to see how big and important Polish meetings and events market is.

Translated by Krzysztof Celuch