

**CONVENTION BUREAU SZCZECIN JAKO NOWE BIURO TURYSTYKI BIZNESOWEJ NA  
POLSKIM RYNKU**

**CONVENTION BUREAU SZCZECIN AS A NEW BUSINESS TOURISM OFFICE  
IN THE POLISH MARKET**

**Summary**

Meeting industry is one of the most dynamically developing sectors in Poland. Revenue made from business tourists is incomparably greater than from ordinary tourists. Therefore, in Poland more Convention Bureaux are found, which are responsible and deal with promoting the city and region as an attractive destination for business tourism. They also become the first contact for potential associations and corporate buyers. The first part of the article presents the importance of business tourism for the development of cities and regions.

In the next part, the role of Convention Bureau in business tourism sector is presented. The remainder of this paper focuses on Szczecin and its potential to place business meetings also examines the contribution of activities for the increase in the number of meetings in the city and region.

The article attempts to answer the question whether the creation of the Convention Bureau Szczecin may have an impact on increasing number of organised meetings. Szczecin can be found as an attractive destination for business meetings. Has a well-diversified list of conference facilities and is also attractive as a city. Convention Bureau Szczecin appeared on the Polish business tourism market in 2009 to take advantage of existing potential in the local market. One of the first of more visible actions undertaken was organizing I International business tourism conference in Szczecin Instruments, strategies and challenges for bringing congresses and events to second-tier cities, which was held on 29-30 March 2010, attracting 110 participants and excellent speakers.

Activities undertaken by Convention Bureau Szczecin have a chance to succeed. The effectivity of such activities can be greater with proper funds from local authorities and a matter of acquiring funds from EU projects.

*Translated by Alicja Jankowska*