



Business Meetings—good
or bad solution for
destination?

A nighttime photograph of a historic building with a statue and a fountain. The building features a series of arches on the ground floor and a clock tower on the right. The scene is illuminated by streetlights, and the ground is wet, reflecting the lights. A large, ornate fountain is visible in the foreground on the left, and a statue stands on a pedestal to its right. The overall atmosphere is dark and atmospheric.

Tourism or Business Tourism?

A grayscale photograph of a modern building's entrance. The building features a grid of large glass panels and dark structural elements. The entrance is visible through the glass, showing a person standing near a desk. The overall atmosphere is professional and contemporary.

What is needed to become
successful meetings destination?

Is this a good destination profit generator?

1 meeting

- 100 PAX? 1000 PAX? 10000 PAX?
- YTD Average length in Poland : 1,47 days*
- Min. 1 overnight
- Room Rental
- F&D Profit
- Transfers
- Shopping
- Sightseeing

*Source: Z—Factor's Demand Outlook.com

Krakow Economy Impact Study

- Av 730 PLN—meeting participation fee
- Av 390 PLN—accommodation
- Av 220 PLN—shopping
- Av 160 PLN—food

2013 result:

**2,37% GDP of the city of Krakow
produced by meetings industry
(1,068,900,000 PLN)**

**Taxes & levies paid: 2,4% of all Krakow
City Revenues (89,606,314 PLN)**

Source: krakowimact.pl

Poland in 2014

18820 REPORTED meetings.

How many in real?

Warsaw: 3586 [19,05%]

Z—Factor's research 2015:

YTD Warsaw only:

6700

Meetings

*Based on 25 key venues in the city



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BUT...

A black and white photograph of a busy office. Numerous people are seated at desks, working. The desks are cluttered with papers, files, and office equipment. The office has a high ceiling and large windows, suggesting a professional environment. The overall scene is one of active business operations.

Is your destination securing significant budget for meetings industry promotion?

Conclusion:

- Make researches
- Collect data to prove that it is a good investment area
- Business tourism can exist anywhere!
- Focus on it! It brings more profit vs traditional tourism



Warszawa
ul. Mickiewicza 64, lok. 219
01-625 Warszawa
info@zfactor.pl
+48 693-726-848