

CONFERENCE TOURISM IN POLAND ON THE RISE



Hotels in Poland invest huge sums in developing their conference facilities. New conference venues were opened. The coming EURO 2012 also boosts the industry.

The Polish MICE industry is surging again. Several hotel owners are well aware that way out of the crisis requires new strategies and actions and invest in renovations and constructions of conference and training facilities. **This year's investments in conference facilities are estimated at EUR 257 million**, reported Tur-info.pl.

One of the examples of new projects is the surroundings of Zegrze Lake and Warsaw Serock. There are five hotels, and four conference and training centres. The list of hotels will expand by Narvil Conferencje & Spa Hotel, which is currently under construction. Warszawianka Hotel with 40 meeting rooms, casino, bowling alley and a disco has been built there recently.

Among the clients of the Polish conference centres are mostly members of the wealthiest industries, banks and pharmaceutical companies. These are nevertheless very demanding customers - what matters the most is the level of the service, not the price. **Many requests for conference venues also come from the sport industry thanks to the coming European Football Championship (EURO 2012) in June.**

Even 2-star and 3-star hotels are doing well because many companies were forced to save money during the crisis and started to book their meetings in hotels of lower category. Many of the clients were satisfied with provided services and continue booking their meetings in these hotels even now.

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