

Meetings, Incentives, Conventions, Exhibitions in Warsaw

Warsaw is a capital of Poland - new EU member that has 40 mln inhabitants. This is the business centre of the country with many foreign investments, headquarters of foreign companies and the best business facilities. Warsaw creates great opportunities to win new business partners from CEE or find new members for the associations.

Warsaw is the **most vivid example of a turbulent history** (85 % of the city was destroyed during the II world war), dynamic development (increase of the GDP in 2005: by 3,5 %) and profound changes in Eastern Europe (complete change of political system: from communism to capitalism, change of mentality, new wave of optimism, freshness, entrepreneurship, involvement).

There is a vast collection of **cultural events** taking place in Warsaw. This is the city of Chopin, city of music: let's mention Chopin Festival in August every year, International Chopin Competition, the Beethoven Festival held in April, Mozart Festival in July, many jazz events like Jazz Jamboree, Jazz at the Old Town, Warsaw Summer Jazz Days, contemporary music – Warsaw Autumn,

You'll find here the Opera House with excellent performances played in original languages.

There are also: International Warsaw Film Festival (October), OFF/ ON European Film Festival (August) and theatre festival (September). From sport events you can participate in two marathons in March and September, take part in the J&S Cup – Women Tennis Tournament held in May each year.

For more information about the summer cultural events please check the website of MultiFest Warszawa www.multifest.pl (new initiative of Warsaw Destination Alliance and Warsaw City Hall) where you'll find the calendar of different events held in Warsaw.

Warsaw is great for the weekend breaks when you can experience the energy of the city in transformation, look and play with all these young, beautiful, cheerful people. The city invites you also for the excellent shopping. Did you know that second biggest shopping centre is located in Warsaw? Imagine great collection of different brands for very competitive rates that are just one hour away by plane from you. Moreover in Warsaw you'll find great number of excellent restaurants with Polish and international cuisine.

In Warsaw you'll find **excellent, brand new hotels for the meetings**, especially the small and medium one. Warsaw Destination Alliance gathers 16 hotels that offer more than 4000 rooms. For the special features of the hotels please check the enclosed table or our website with the meeting rooms search engine http://destinationwarsaw.com/meeting_rooms.php Warsaw still offers very competitive rates for the meeting space and accommodation in comparison to other European destinations.

1. Special highlights about the hotels in Warsaw:

- **Hilton Warsaw Hotel & Convention Centre ******* (will be open in spring 2007) will have the biggest hotel meeting room in the city: 1500 sqm.
- **Hyatt Regency Warsaw, ******* – opened in 2003, luxurious business hotel located in the city's elegant diplomatic district.
- **InterContinental Warszawa *******- opened in 2003, located in front of Palace of Culture and Science, on 43 floor there is a RiverView Wellness Centre with the swimming pool overlooking the centre of Warsaw.
- **Le Royal Meridien Bristol ******* – Art Nouveau masterpiece opened first in 1901, the only member of the Leading Hotels of the World in Poland situated at the King's walk, Warsaw's most fashionable street.
- **Marriott Warsaw******* – the conference hotel with 16 meeting rooms and 522 rooms, central localization
- **The Westin Warsaw******* – opened in 2003, Modern hotel situated in the business district in Warsaw.
- **Sheraton Warsaw Hotel & Tower *******- excellent localization in the diplomatic district next to beautiful Lazienki Park.
- **Sofitel Victoria Warsaw ******* - located in the nearest vicinity of the Old Town and Royal Castle, in front of beautiful Saski Garden. 12 meeting rooms, the biggest of 791 sqm
- **Radisson SAS Centrum Hotel ******* - opened in 2002, modern business hotel
- **Rialto******* - 44 individually designed rooms in art deco style.
- **Le Regina******* – excellent example of the Small luxury hotel. Beautifully designed 61 rooms. Located at the old town
- **Best Western Hotel Mazurkas ******* - located close to the city centre, business hotel with 12 meeting rooms.
- **Holiday Inn ******* - modern, centrally located business hotel
- **Novotel Centrum******* – renovated recently 740 rooms, second biggest hotel in Europe. central localization.
- **Polonia Palace Hotel ******* - build in 1913, reopened in 2005, stylish, historical hotel, located in the city centre.

In Warsaw there are also two conference venues:

- **Palace of Culture and Science** with 40 rooms of different size, 10000 sqm of exhibition space. The biggest Kongresowa Hall can take 2800 pax. The highest building in Poland, third in Europe. The venue became the landmark of Warsaw, is an example of monumental architecture its marble floors, crystal chandeliers, mosaics are very unique and appealing for the foreign meeting planners.
- **EXPO XXI** – the exhibition centre with 10.000 sqm of pillarless space. Can take the fair as well as the congress (up to 4000 pax).

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WDA works now with the city Hall officials on building in Warsaw state of the art multifunctional congress centre.

There is a **modern Chopin airport** with direct flights to 60 cities world – wide. The airport is located 20 min by bus from the city centre. The new part of the airport will be opened in May 2007 and it'll be able to handle 11 mln passengers per year.

There are many low cost airlines flying to Warsaw from different European cities.

2. Unique selling points s of Warsaw for congresses and events

Novelty effect – the meeting planers got bored with the most often chosen destinations – Prague, Budapest. Warsaw is fresh, has a lot to offer to the delegates. Is still undiscovered, but close, only one hour away from Berlin, or two from London. Warsaw is the example of the changes that take place in CEE.

Central localization – we say that East meets West in Warsaw. It can be a safe bridgehead to the Eastern markets.

Low rates – Warsaw still offers very competitive rates for high quality, tailor made services.

3. The changes and the development of the meetings and incentive market since Poland is a member of the EU

There are definitely more international meetings in Warsaw since the country entered the EU. We noticed great interest in Warsaw during the international shows, like IMEX or EIBTM. More and more meeting planners invite WDA to give the presentation on Warsaw, ask us for quotation, and come for site inspections. The membership in the EU gives the confirmation of the standards, breaks the mental barriers. Thanks to enlargement, EU citizens get to know more about Poland and in consequence are more interested to discover our country themselves.

4. Figures/statistics about the meetings and incentive market Warsaw

Examples of the biggest events that were held in Warsaw:

- AIDS congress: 2003, 3500 pax, EXPO XXI
- European Economic Forum – 2004, Sofitel Victoria, 1000 pax meeting of the politicians and CEO's from all over Europe that usually is held in Davos.
- World Congress of the World Society for Pediatric Infectious Diseases, 2005, Palace of Culture and Science, 1500 pax, organized by Kenes International
- In September 2006 Warsaw will host the Miss World competition.
- Poland and Ukraine will bid for hosting UEFA 2012.
- European Skating Championship will be held in Warsaw in 2007.

5. How does the Warsaw Destination Alliance support planners of meetings?

Warsaw Destination is non-profit foundation whose one of major aims is to bring more congresses and meetings to Warsaw. We want to provide to the meeting planners the most comprehensive, professional and updated information about Warsaw, its hotels, conference facilities.

- WDA can confirm availability of the hotels/ conference venues for the concrete meeting.
- WDA can prepare the quotation from all available venues for the concrete request.
- WDA can organize the site inspection for the meeting planners.
- WDA works very closely with Warsaw Convention Bureau, Polish National Tourist Office, different airlines, DMCs, PCOs, restaurants, so we may put in touch the meeting planners with them.
- When the meeting planner chose the hotel, he works directly with this venue.

Warsaw Destination Alliance is a non profit foundation established by the international hotels in Warsaw: Hyatt Regency Warsaw, Holiday Inn, InterContinental Warszawa, Le Regina, Le Royal Meridien Bristol, Marriott Warsaw, Radisson SAS, Rialto, Sheraton Warsaw Hotel & Towers, Sofitel Victoria, Residence St. Andrews Palace, The Westin Warsaw, Polonia Palace Hotel, Best Western Hotel Mazurkas, Novotel Warszawa Centrum, Hilton Warsaw Hotel & Convention Centre.

WDA's other members include: airlines, car rental companies, restaurants, galleries, museums, and FMCG— all together 85 companies interested in promotion of Warsaw as an attractive tourist destination.

The group's goal is to develop Warsaw as a preferred destination for business and leisure tourism as well as a perfect location for conferences and meetings. In April, 20 2006 WDA will start the promotion campaign of Warsaw at BBC World. Previously the foundation had two television campaigns (BBC World and CNN), different internet projects that were aiming to change the image of Warsaw.

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