

### Annual Warsaw Destination Alliance Gala

**On October 27th the annual Warsaw Destination Alliance Gala took place at the Hilton Warsaw Hotel. About 300 people – WDA members, friends and partners met to celebrate WDA upcoming fifth anniversary and it's achievements.**

The Warsaw Destination Alliance gala at the Hilton Warsaw Hotel & Convention Centre was an opportunity to celebrate it's upcoming 5<sup>th</sup> anniversary and to highlight the foundation's activity over this time. In February 2008 there will be 5 years since the Warsaw Destination Alliance foundation has been officially registered and began its efforts to create positive image of Warsaw abroad.

*The idea of forming an organization that would support promoting Warsaw came up in May 2001. A group of Warsaw hotels got together with the desire to promote the city – recalls Alex Kloszewski, President of the Warsaw Destination Alliance. These hotels were Le Royal Meridien Bristol, Hayatt Regency Warsaw, Intercontinental Warsaw, Sofitel Victoria Warsaw, Marriott Warsaw and Sheraton Warsaw Hotel. Today, after almost five years WDA has 90 member companies representing different sectors of economy and has clear results from its work.*

Most important Warsaw Destination Alliance achievements over this time were implementing six advertising campaigns in international media (sixth Warsaw's campaign goes on in BBC World till November 11th), raising four million PLN invested then into marketing actions and bringing many significant conventions and congresses to Warsaw. The result of these activities is 40 000 roomnights sold between 2004 - 2009 and encouraging more companies based in the capital to working for the promotion and the development city.

During the ceremony Warsaw Destination Alliance foundation awarded its partners in nine categories:

1. WDA Strategic Partners:
  - PLL LOT
  - redNet Property Group/Organizer of CEPIF
2. Best International Media Partner
  - BBC World
3. Best Local Media Supporter
  - The Warsaw Voice
4. Best Levy Producer of the Year
  - Warsaw Marriott Hotel

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5. Best Levy Producer Per Available Room
  - Le Regina Hotel
  - Hilton Warsaw Hotel & Convention Centre
6. Best MICE Partner
  - Polish Organization of Tourism
7. Walking Art Tour Supporter
  - Department of Promotion City of Warsaw
8. Most Supportive Associate Member
  - Martin Kitson In Your Pocket

Among Warsaw Destination Alliance guests there were: Katarzyna Ratajczyk – Head of Department of Promotion City of Warsaw, Katarzyna Sobierajska – Head of Promotion of Polish Organization of Tourism, Jean Philippe Savoye - Orbis SA Chairman, Barbara Tekieli – Head of Warsaw Convention Bureau, Michal Nykowski - Head of Department of Marketing and Promotion of Polish Organization of Tourism (panel of experts for UEFA Euro 2012), The Ministry of Sport, Kaliopi Avraam - Ambassador of Cyprus, Fébé Cherlene Potgieter-Gqubule – Ambassador of South Africa and Marek Mikos – Deputy Manager of Architecture and Spatial Planning City of Warsaw.

The ceremony was hosted by Hubert Urbański. WDA guests were entertained by one of the WDA members - The Sabat Theatre of Małgorzata Potocka.

**Additional information:**

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