

# WARSAW CONFERENCE & HOTEL MARKET DATA

April 2023

Below we present basic information describing the size and characteristics of the hotel and conference market in Warsaw. Data in the hotel part come from STR and describe a representative group of hotels in the capital (they come from a survey of 76% of rooms available in the city). In the conference part, the data comes from the Demand Outlook tool by Z-Factor, which monitors 35 major conference hotels in Warsaw.



Access to full conference market data is one of the benefits of membership in the Warsaw Tourist Organization. If you are interested, please don't hesitate to contact us!

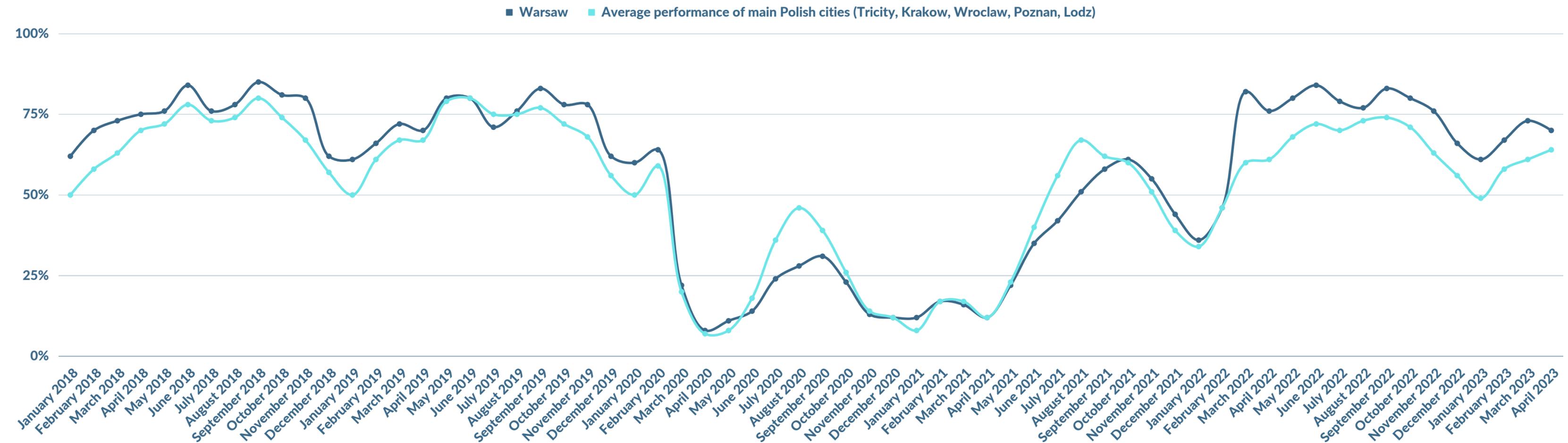
[office@wot.waw.pl](mailto:office@wot.waw.pl)

# HOTEL OCCUPANCY

## Warsaw vs average performance of main Polish cities

(Tricity, Krakow, Wroclaw, Poznan, Lodz)

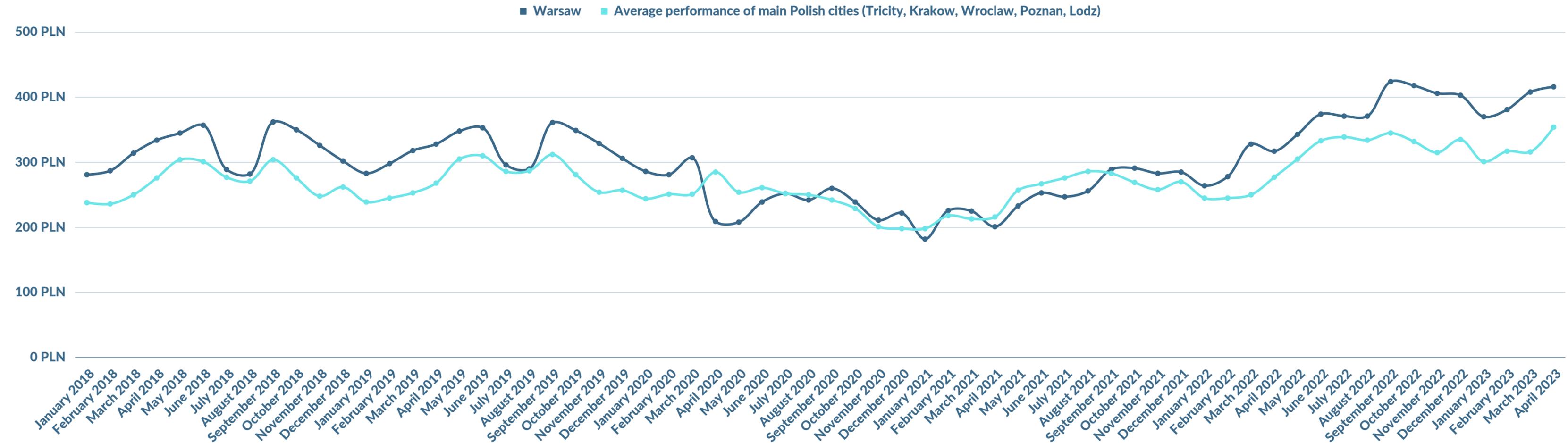
01.2018 - 04.2023



# HOTEL AVERAGE DAILY RATE (ADR)

## Warsaw vs average performance of main Polish cities (Tricity, Krakow, Wroclaw, Poznan, Lodz)

01.2018 - 04.2023

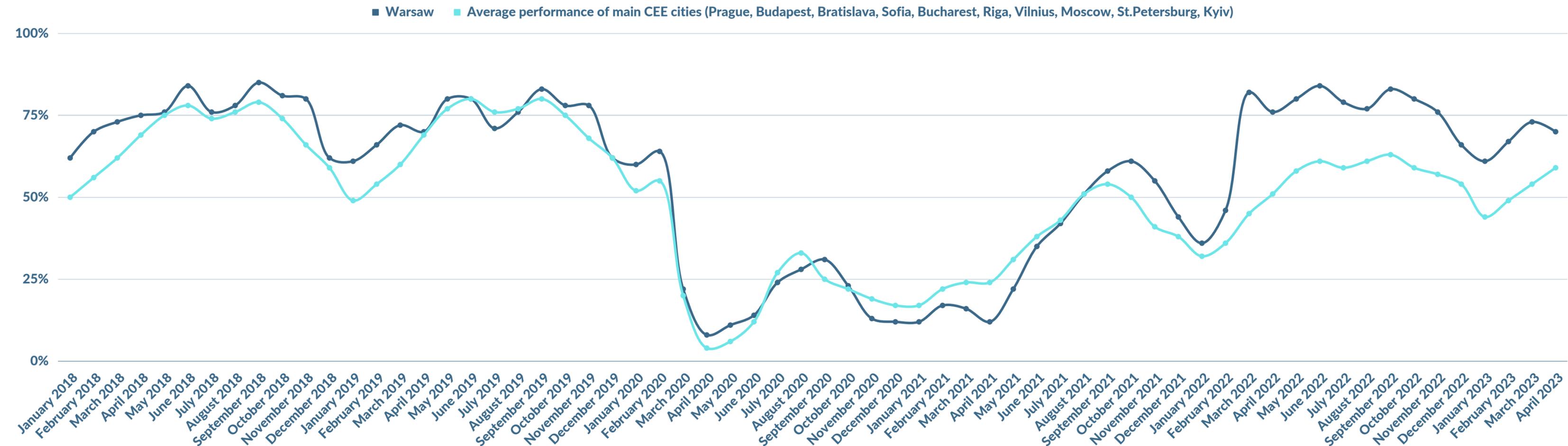


# HOTEL OCCUPANCY

## Warsaw vs average performance of main CEE cities CEE

(Prague, Budapest, Bratislava, Sofia, Bucharest, Riga, Vilnius, Moscow, St.Petersburg, Kyiv)

01.2018 - 04.2023

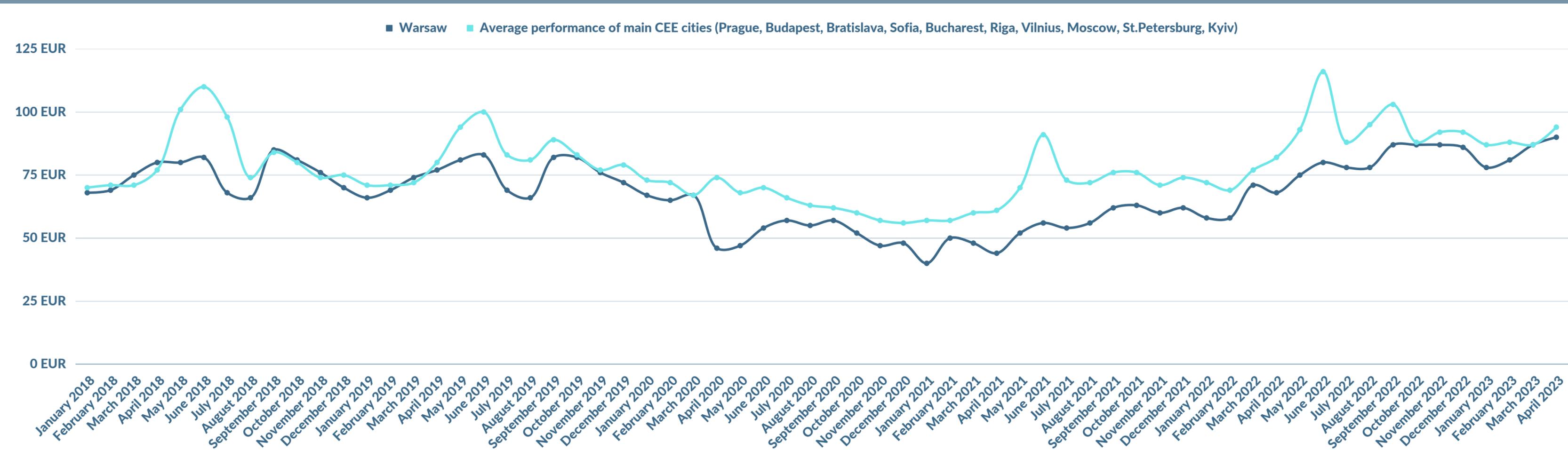


# HOTEL AVERAGE DAILY RATE (ADR)

## Warsaw vs average performance of main CEE cities CEE

(Prague, Budapest, Bratislava, Sofia, Bucharest, Riga, Vilnius, Moscow, St.Petersburg, Kyiv)

01.2018 - 04.2023



## GENERAL DATA ON WARSAW CONFERENCE MARKET

**28**

Average number of  
conferences daily

**1,5 days**

Average  
conference  
duration

**77**

Average number of  
participants per  
conference

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**64 455**

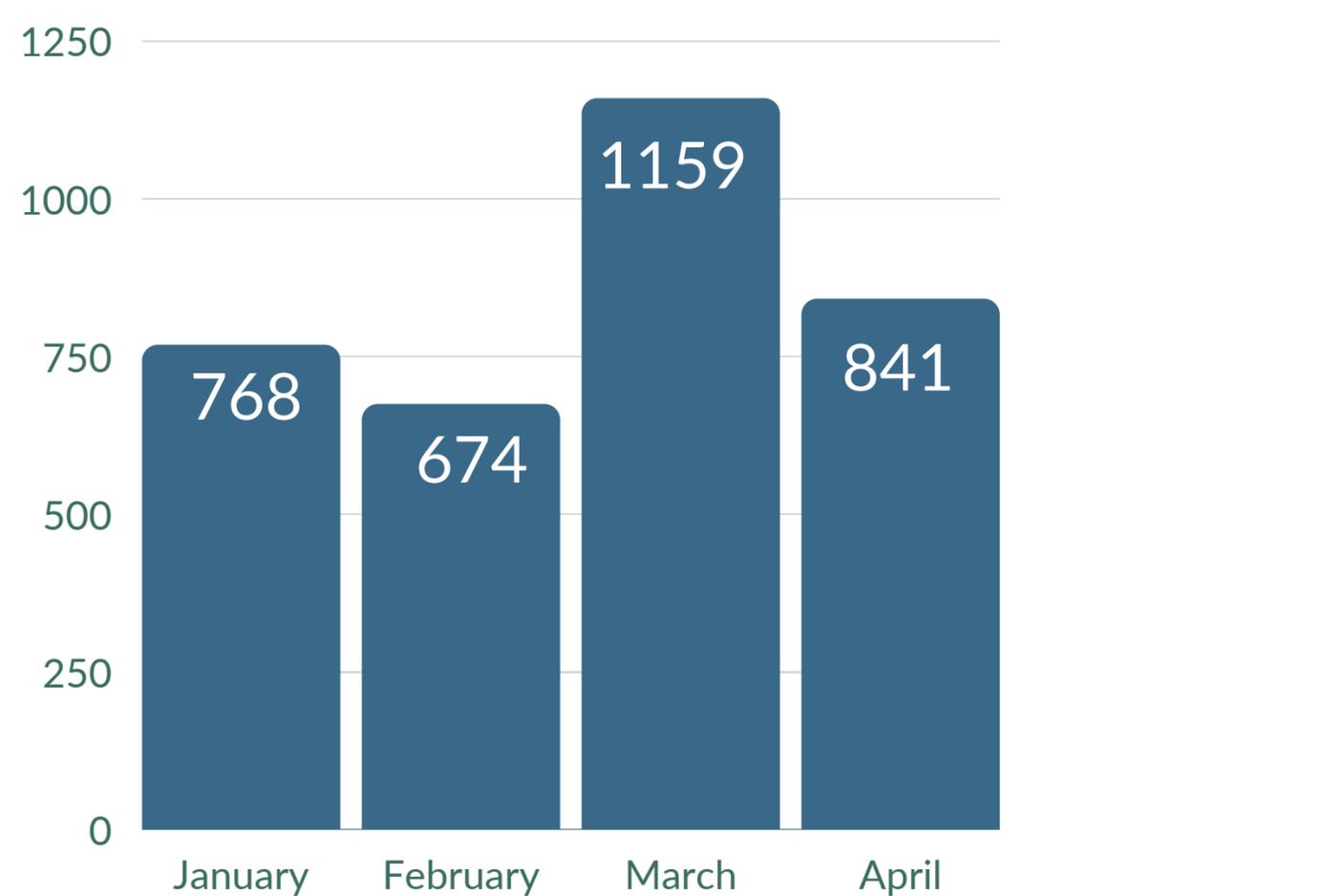
Total number of  
participants

**841**

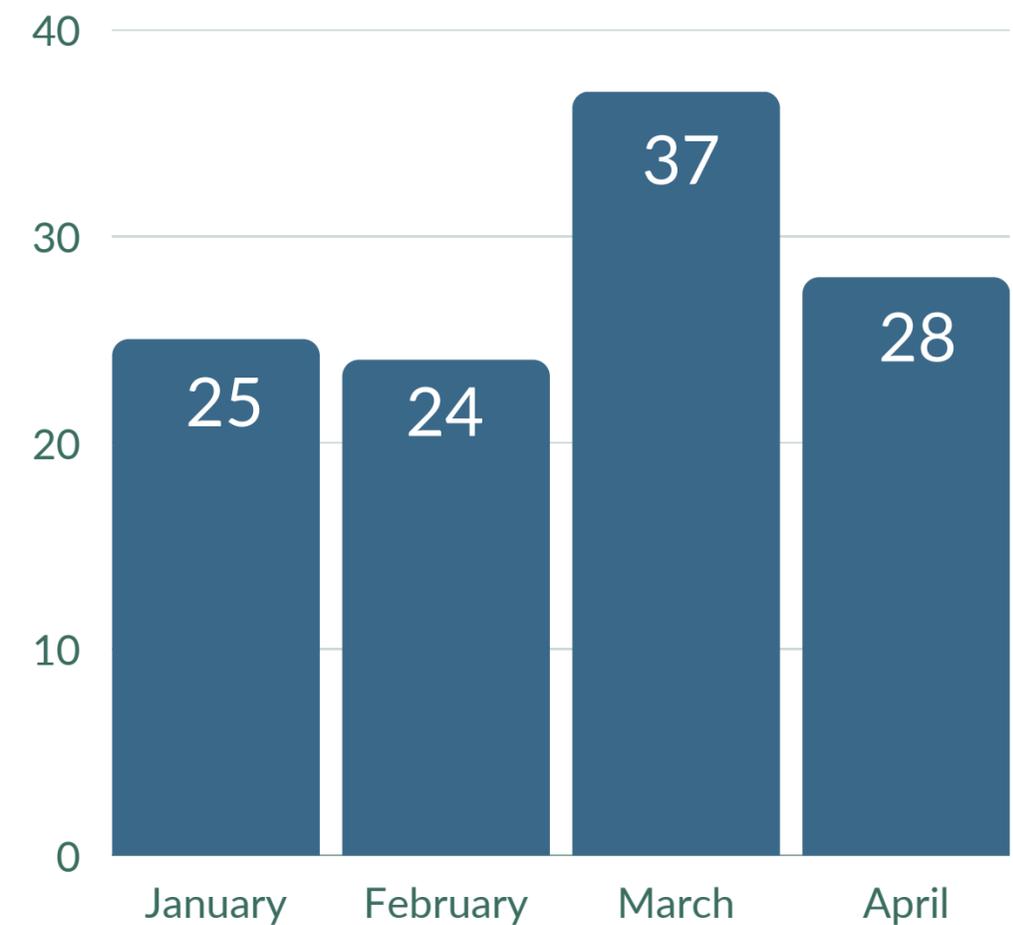
Total number of  
conferences

## GENERAL DATA ON WARSAW CONFERENCE MARKET - YEAR TO DATE

### Number of conferences per month

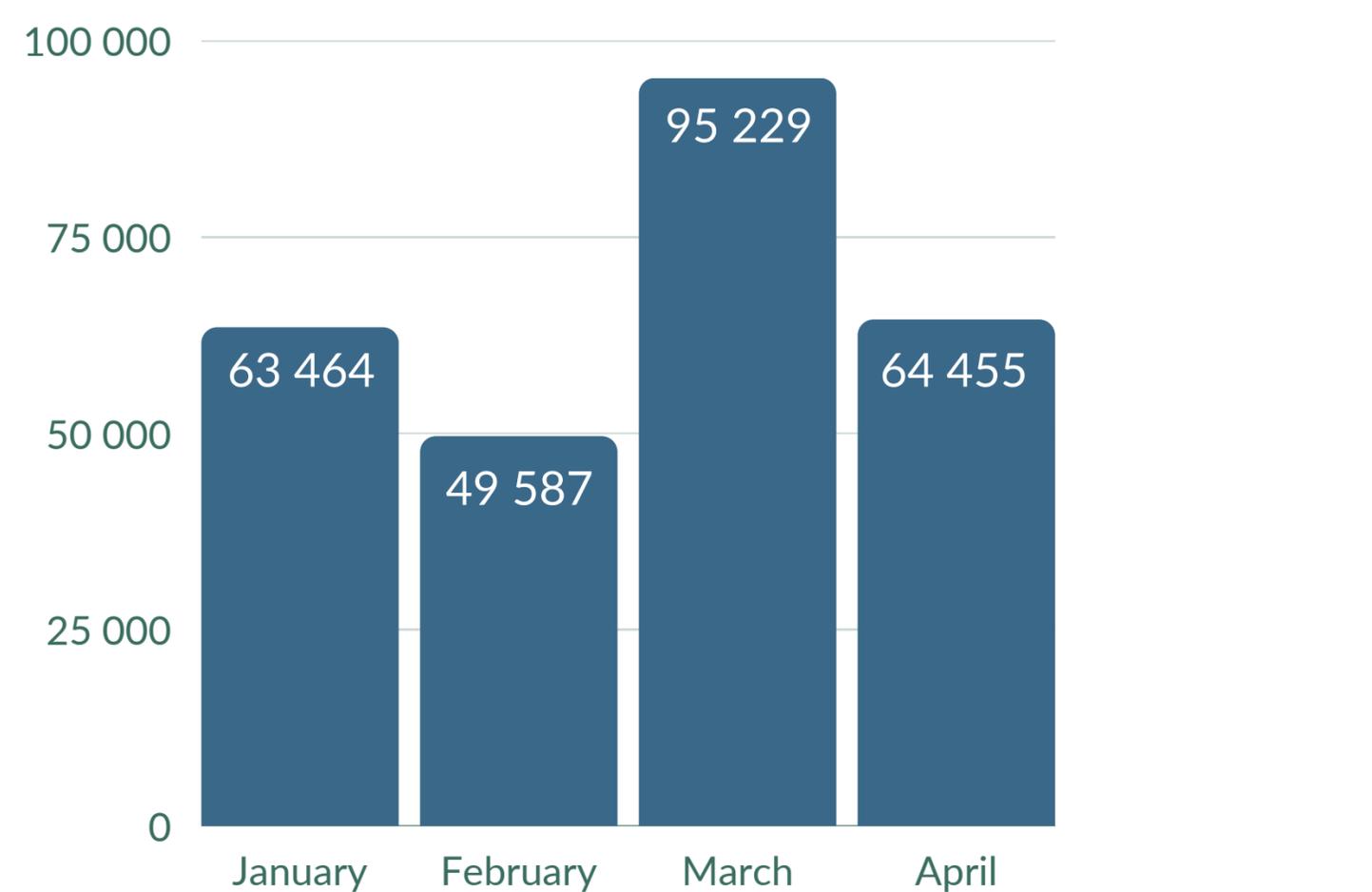


### Average number of conferences daily

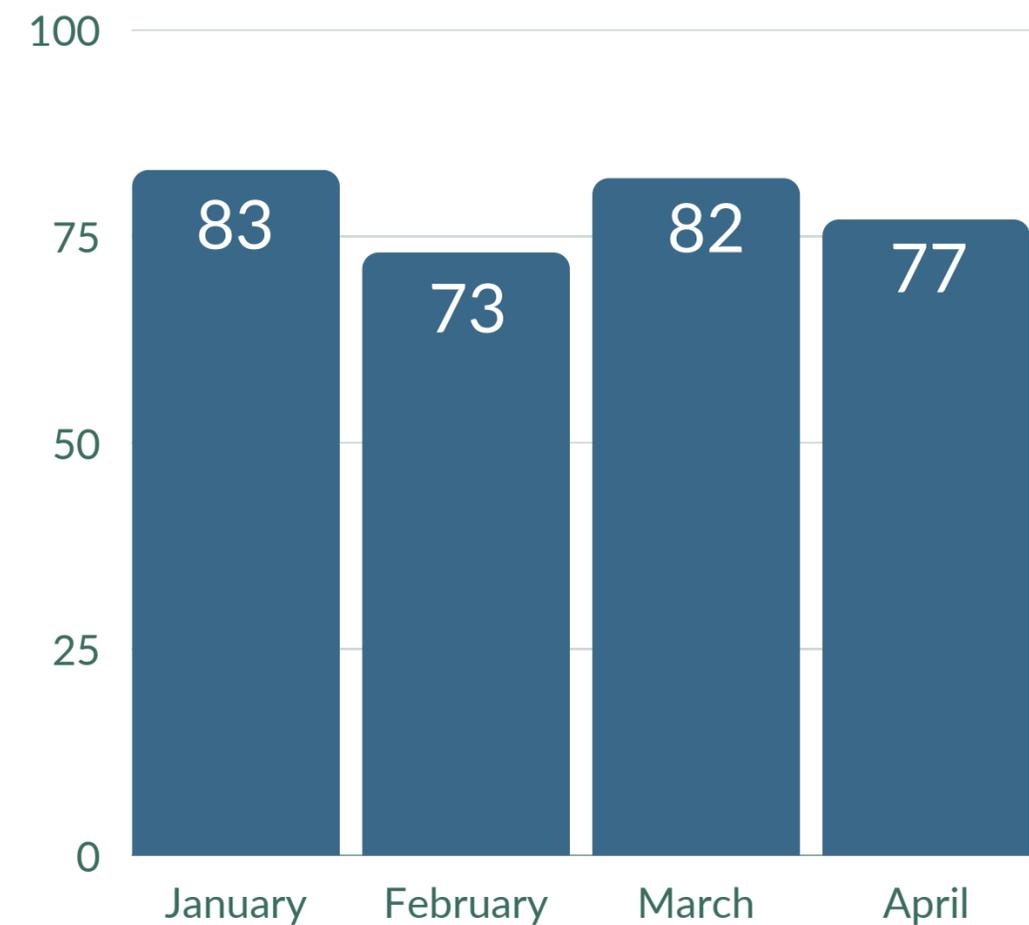


## GENERAL DATA ON WARSAW CONFERENCE MARKET - YEAR TO DATE

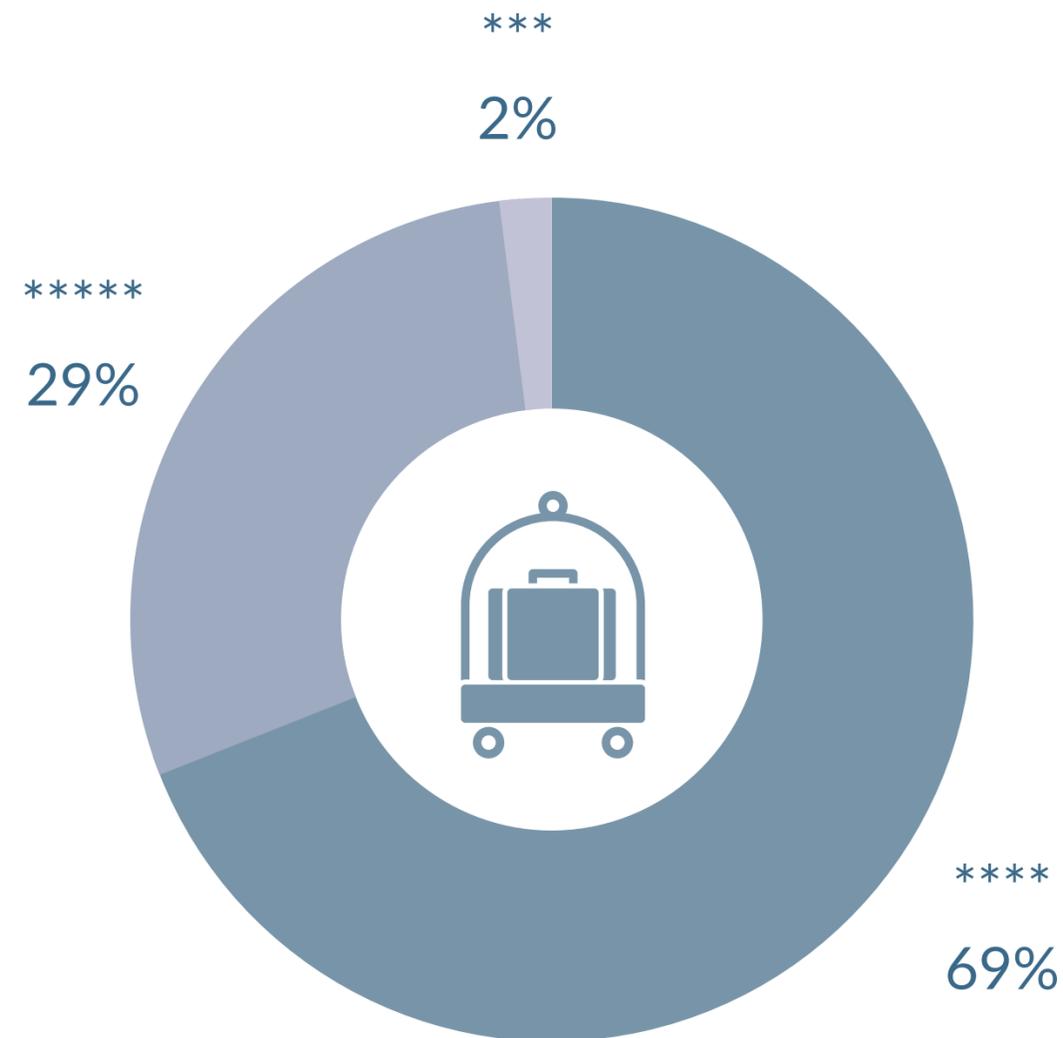
Number of conference participants per month



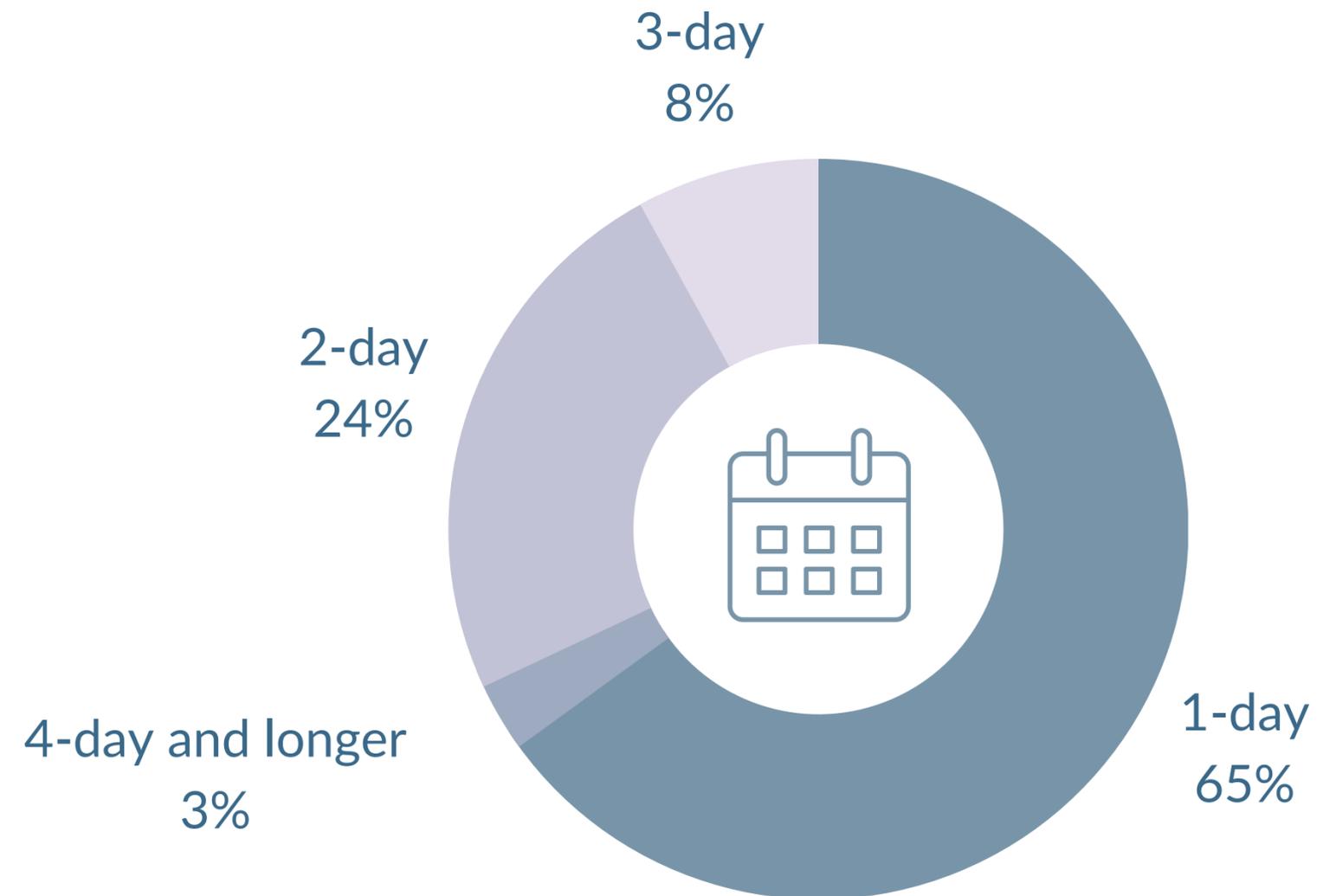
Number of participants of an average conference



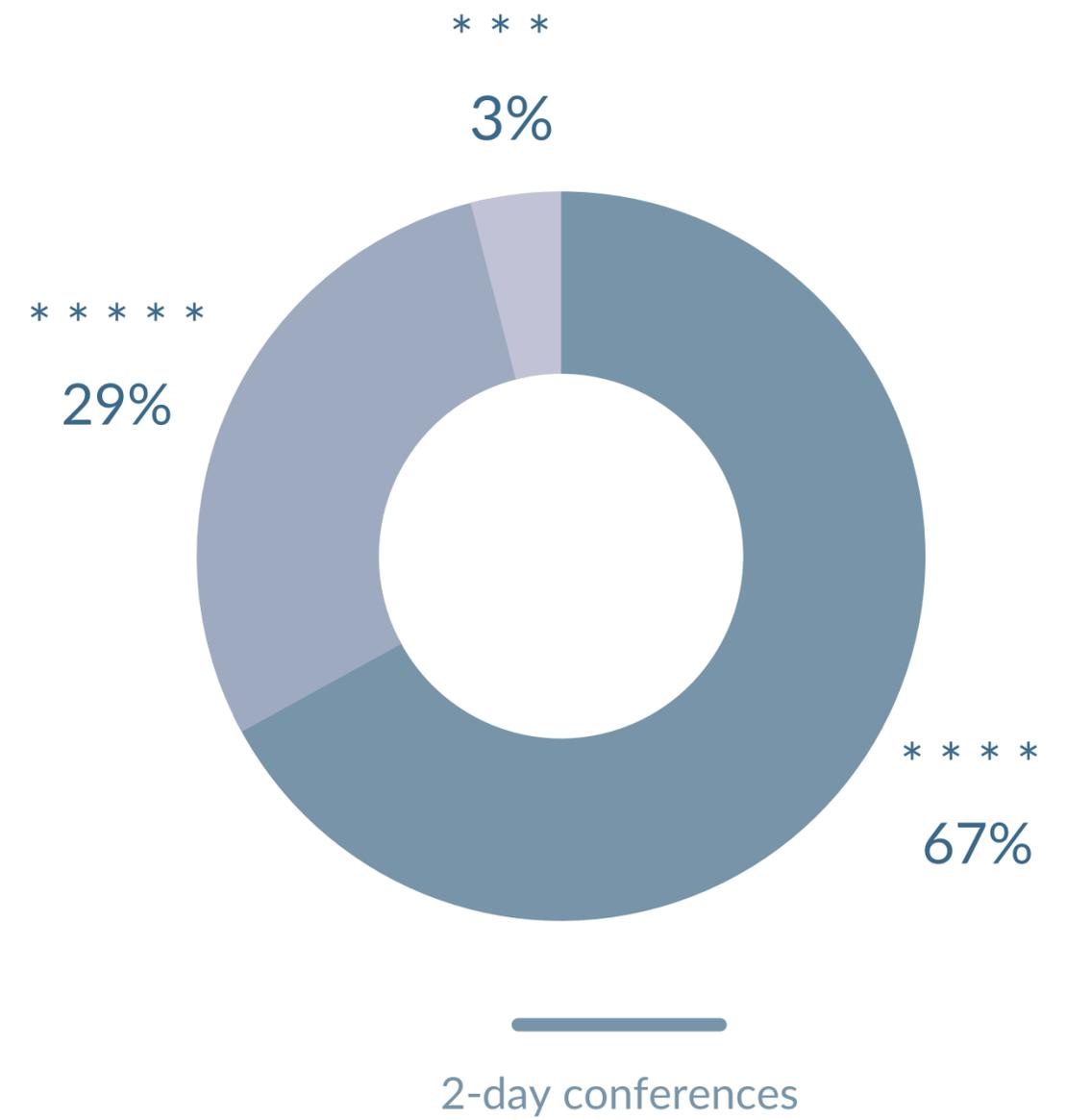
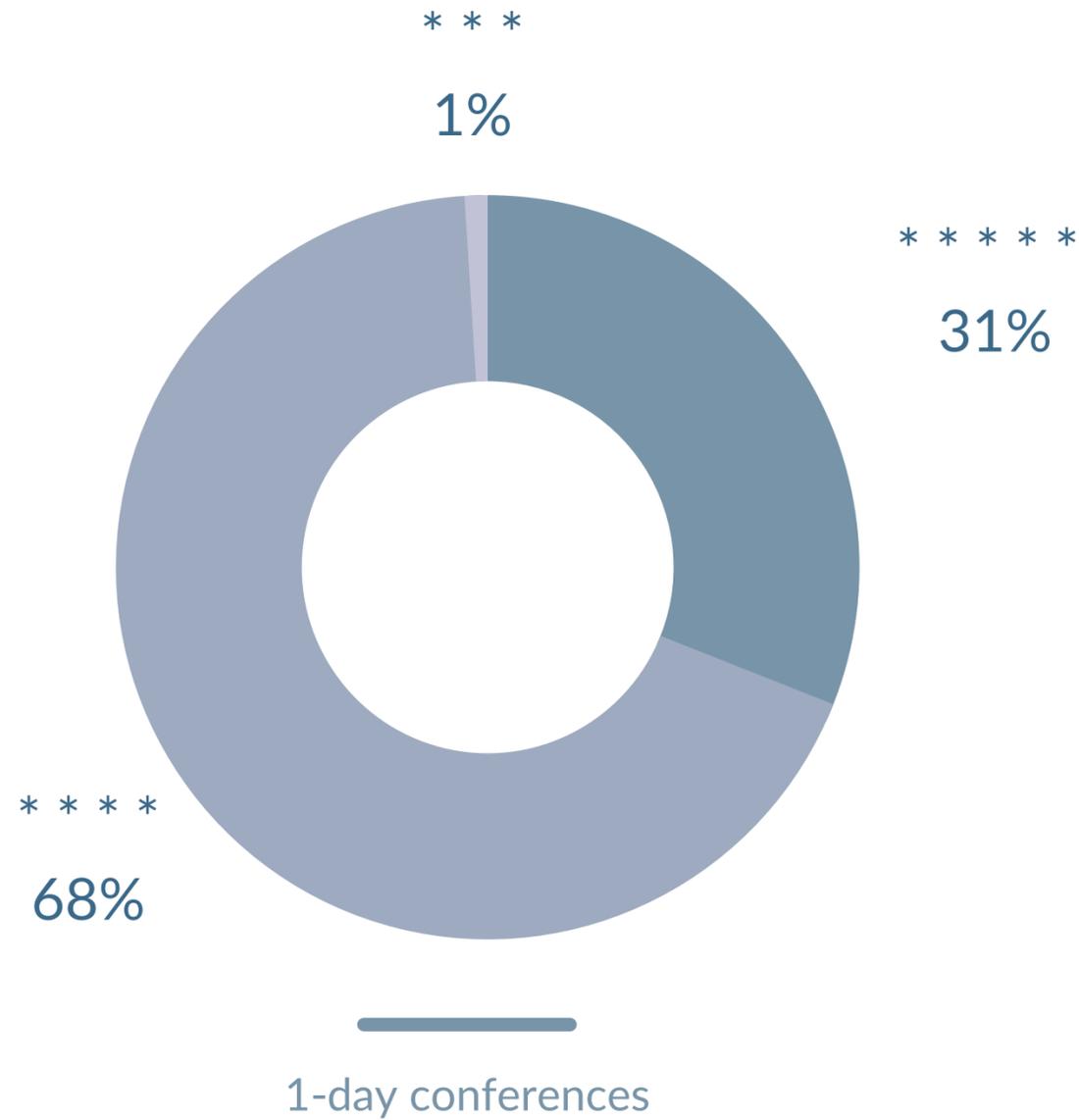
### Number of conferences per hotel category



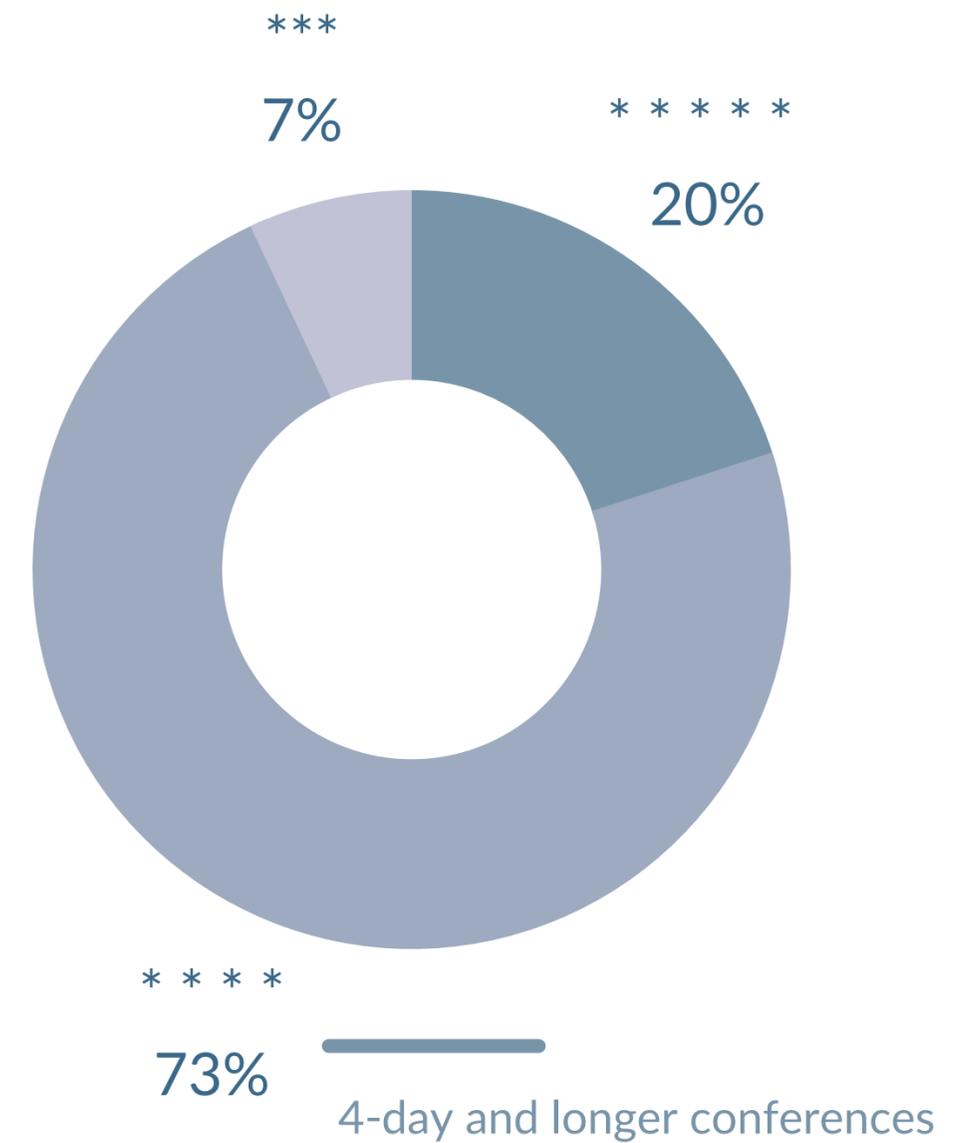
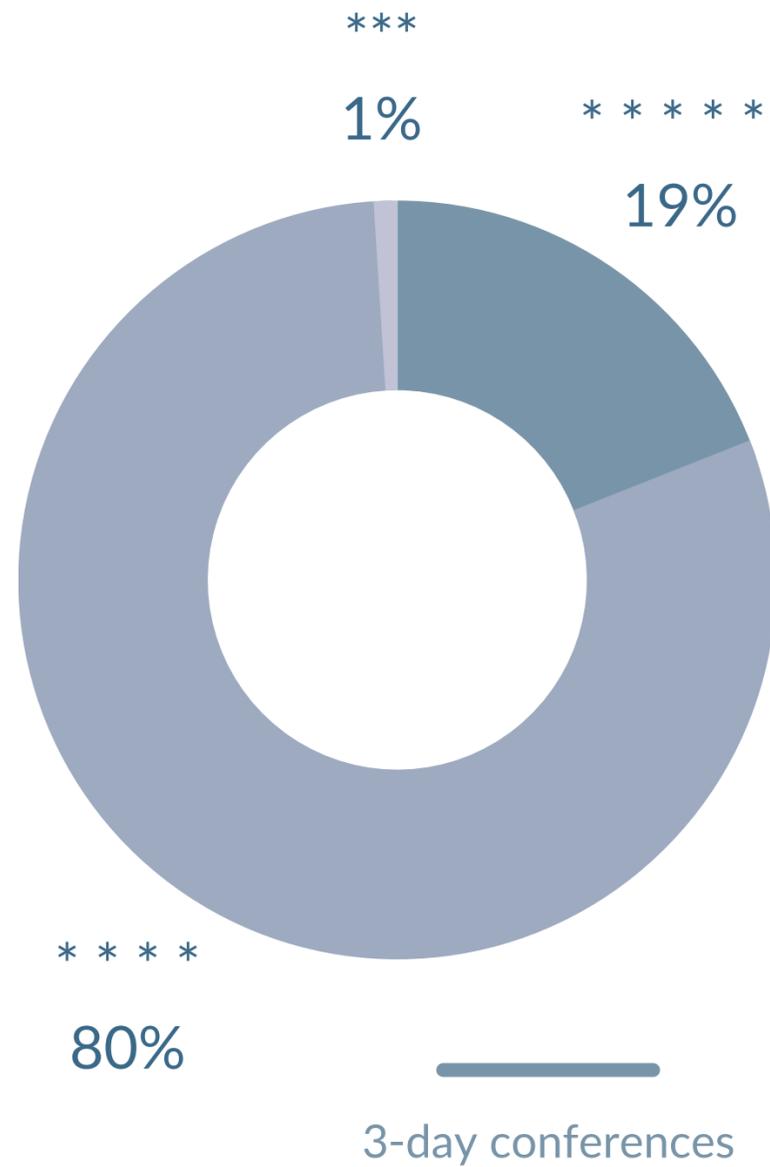
### Number of conferences according to their duration



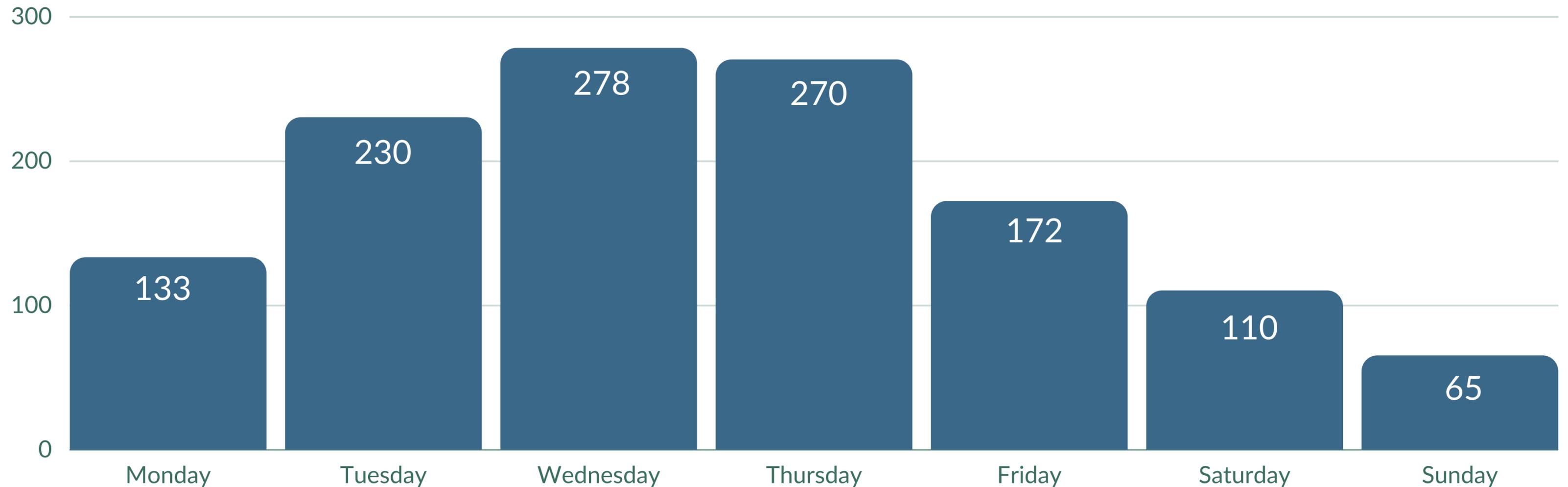
# Number of conferences according to their duration and hotel category (1 of 2)



# Number of conferences according to their duration and hotel category (2 of 2)

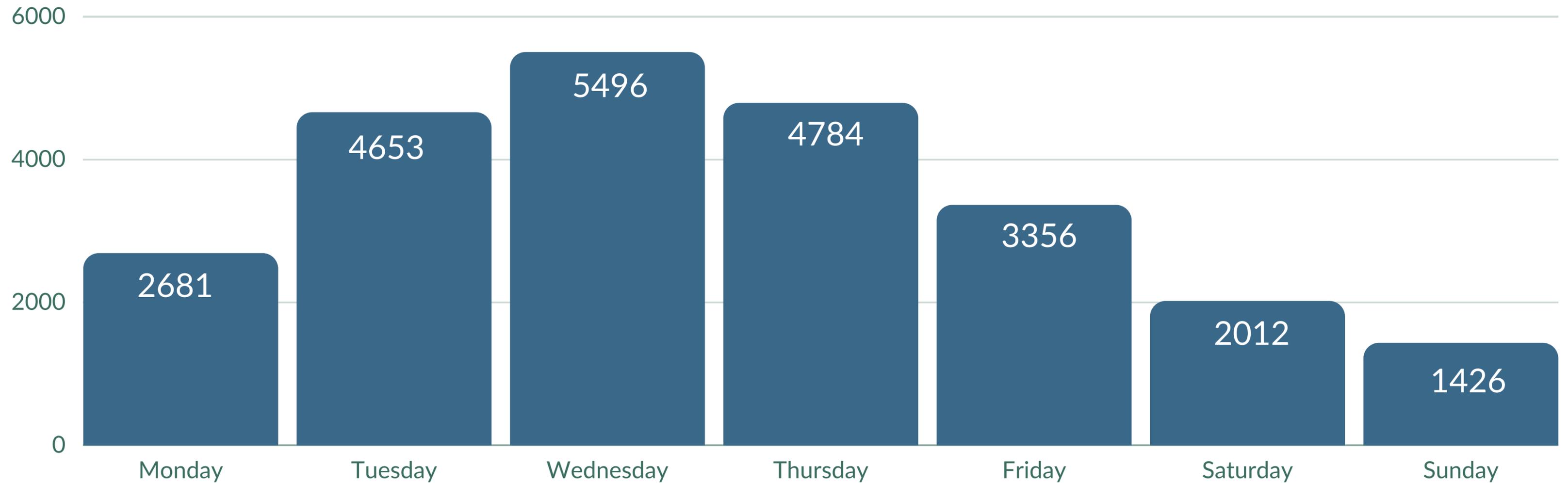


## Number of conferences per week day



The number of events from all days of the week adds up to more than 100%, because some events last longer than 1 day

Average number of conference participants per week day



Best performing industry

Number of  
conferences

138



Pharmaceuticals/Medical/  
Health and beauty

Amount of space  
rented (in m2)

39 389



Pharmaceuticals/Medical/  
Health and beauty

Total number of  
conference  
participants

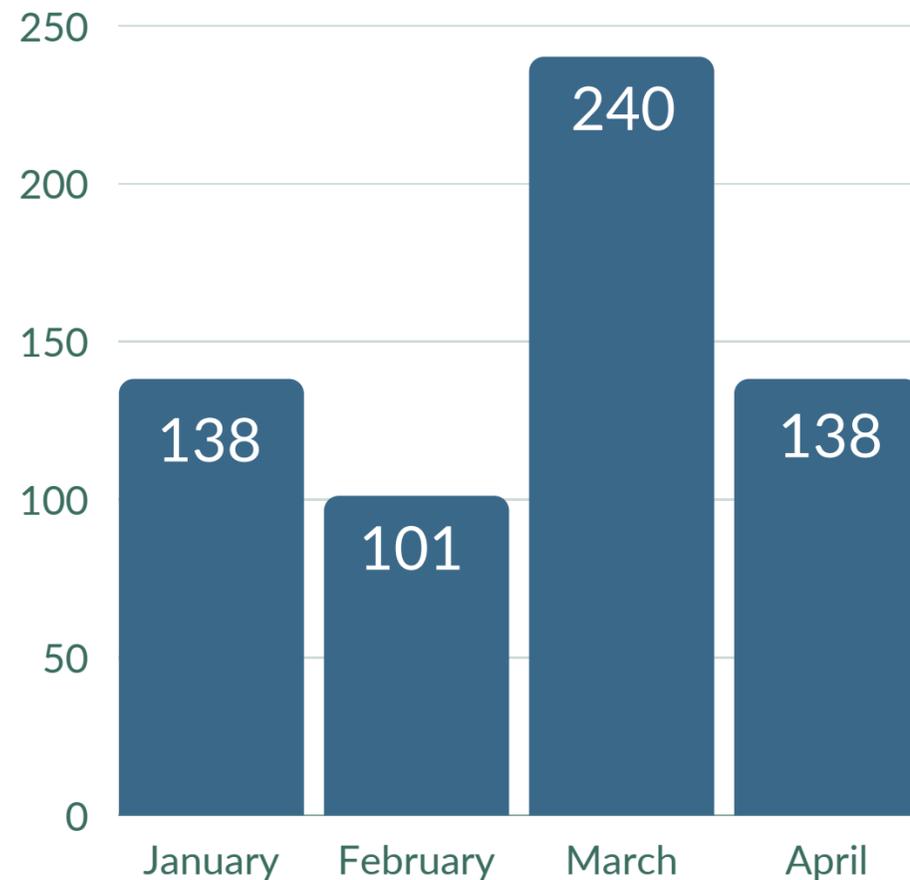
12 555



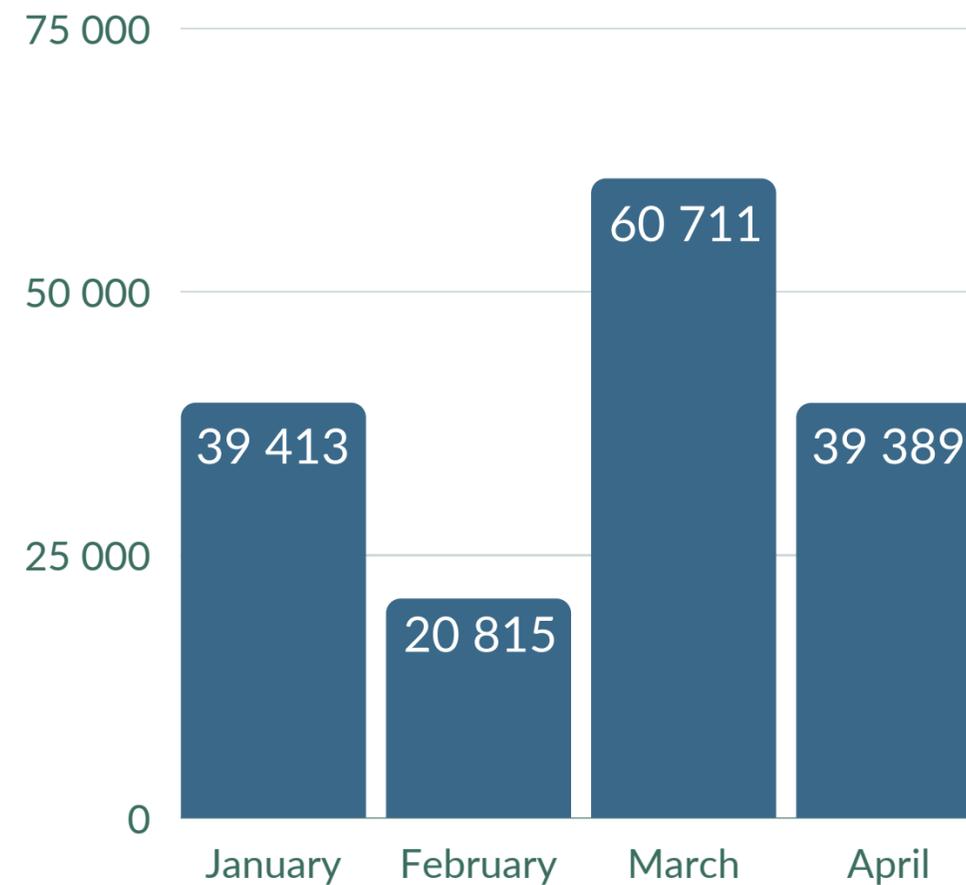
Pharmaceuticals/Medical/  
Health and beauty

## Best performing industry (year to date): Pharmaceuticals / Medical / Health and beauty

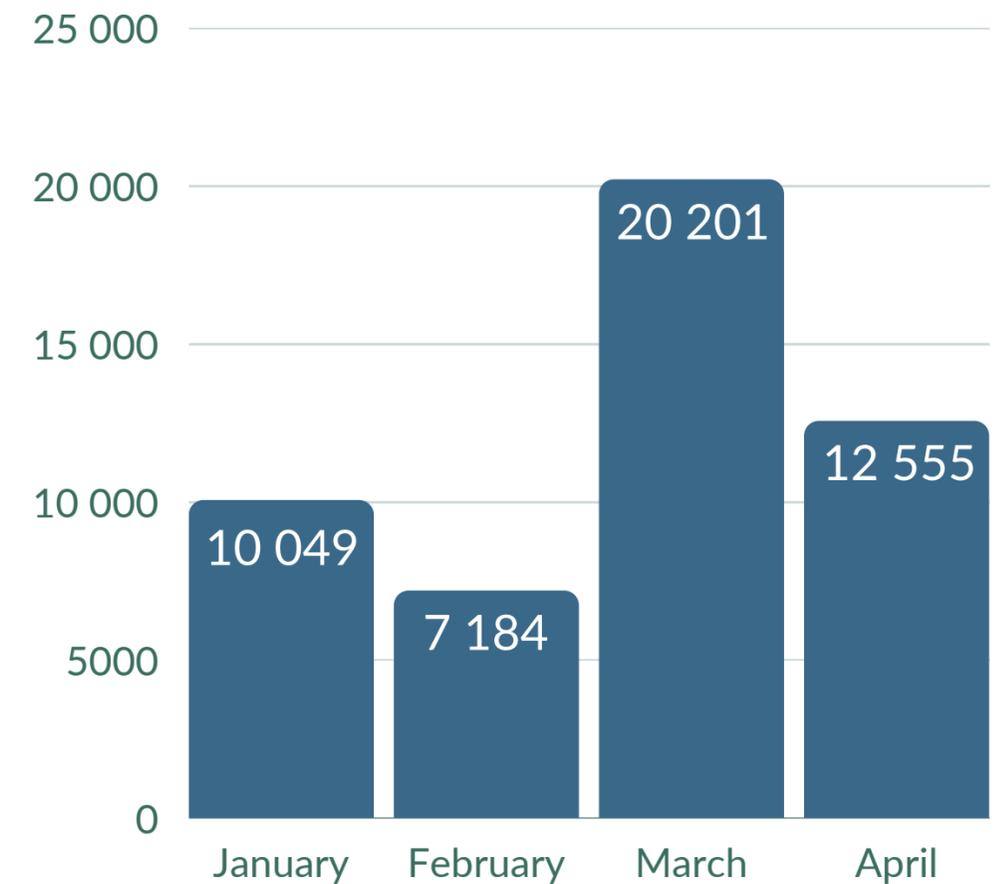
### Number of conferences



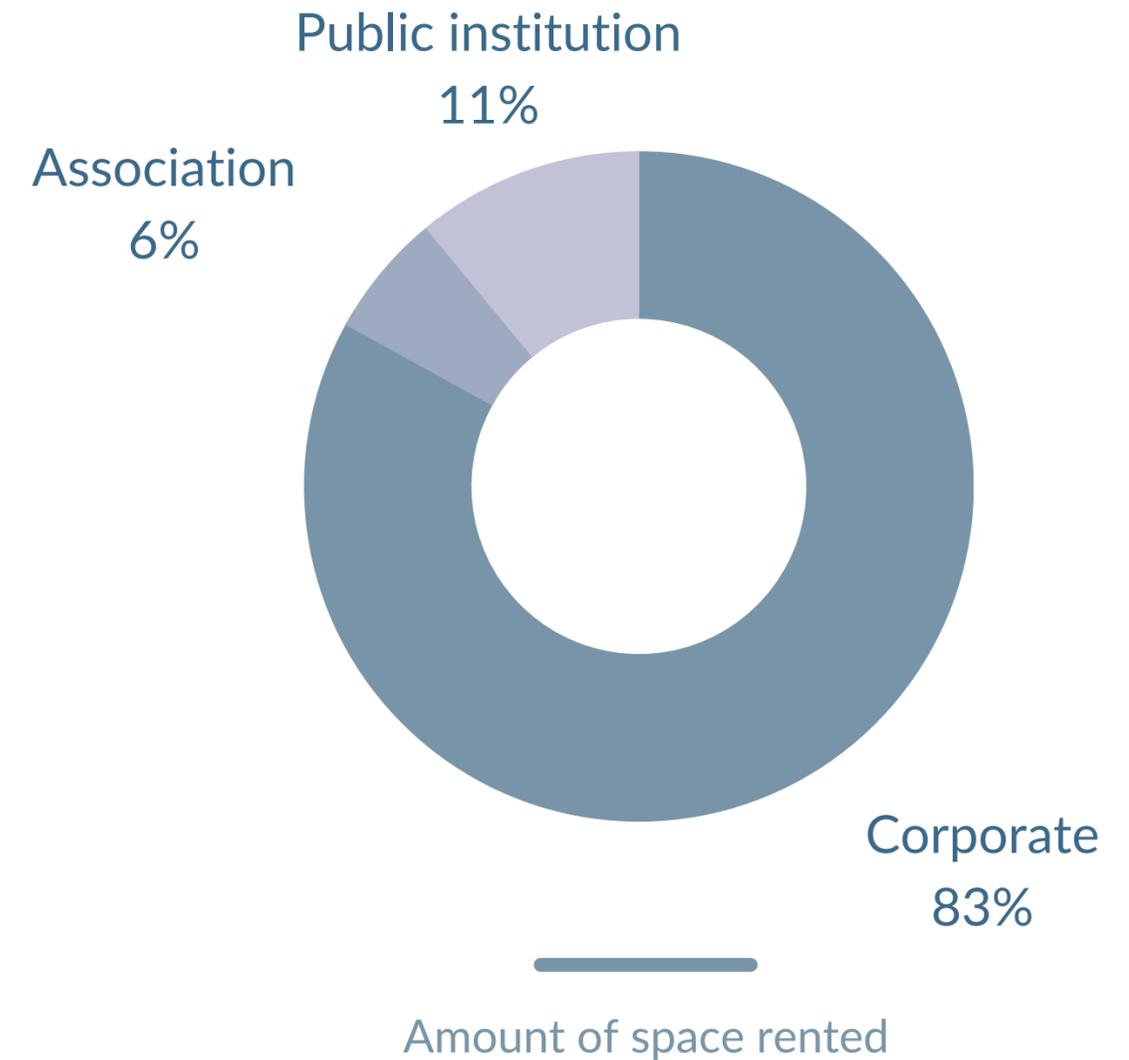
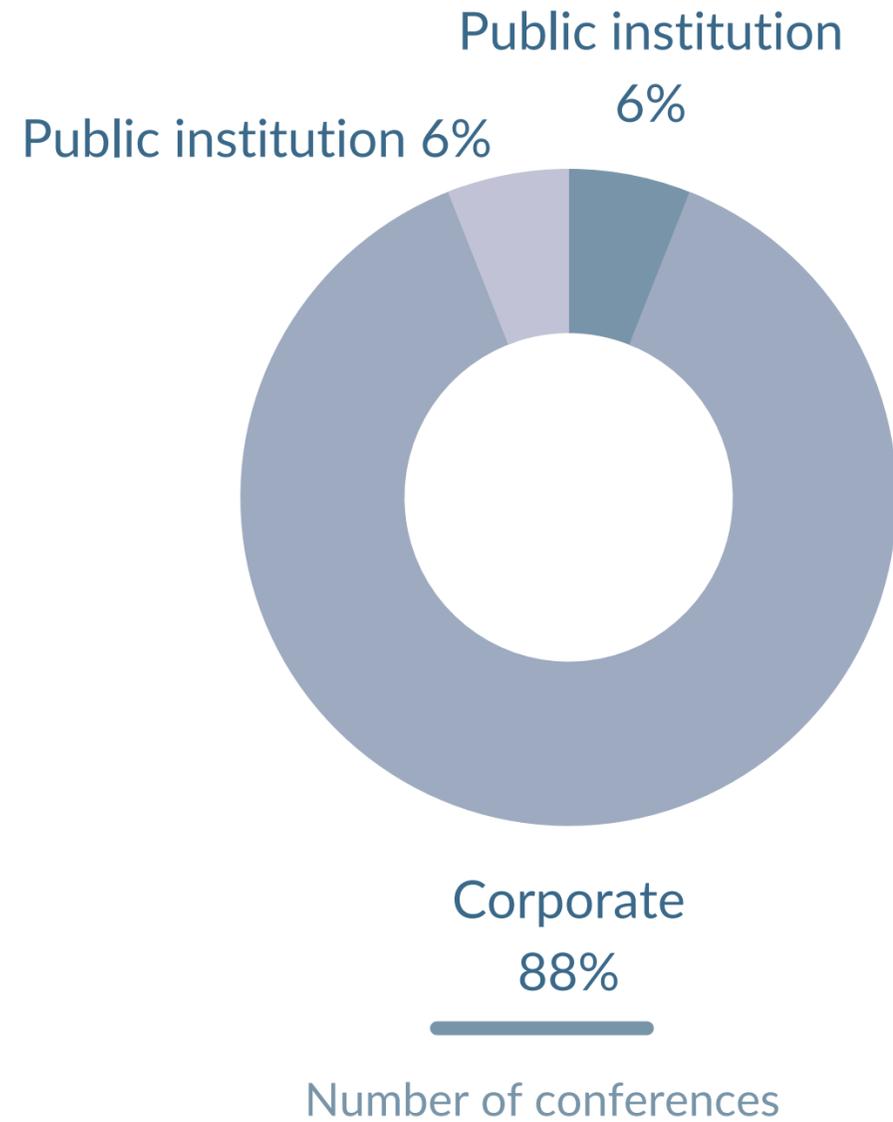
### Space rental (m2)



### Number of participants



# Key types of meeting owners: corporate, association, public institution





# THANK YOU!

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[wot.waw.pl](http://wot.waw.pl)

[odkrywajwarszawe.pl](http://odkrywajwarszawe.pl)

[warsawcitybreak.com](http://warsawcitybreak.com)

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