

# 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!

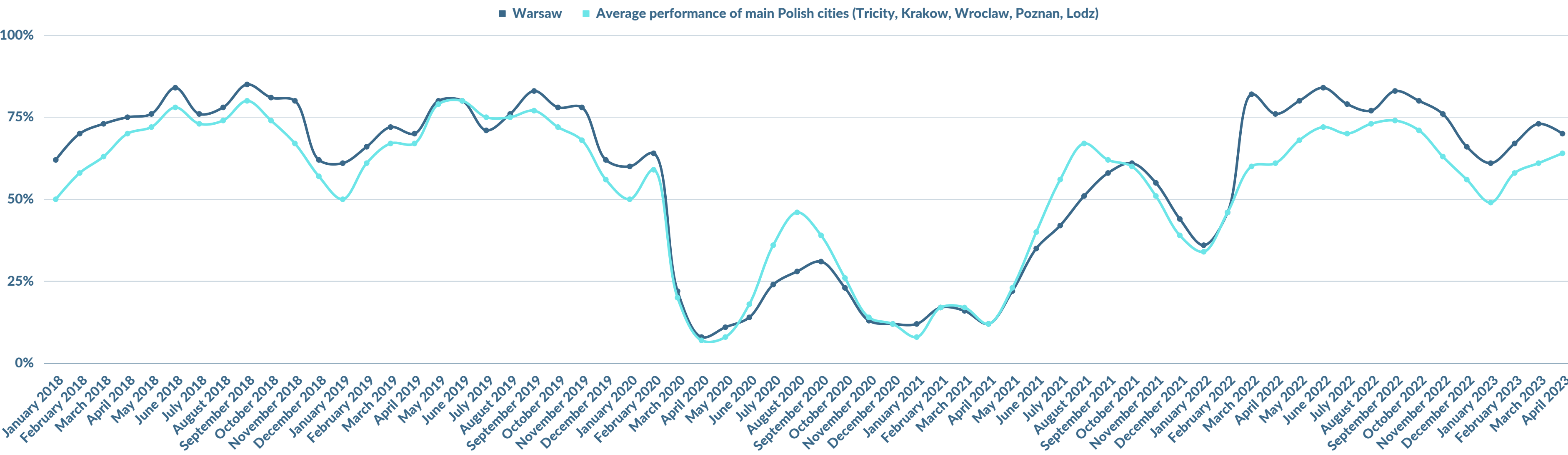
[office@wot.waw.pl](mailto:office@wot.waw.pl)

# HOTEL OCCUPANCY

## Warsaw vs average performance of main Polish cities

(Tricity, Krakow, Wroclaw, Poznan, Lodz)

01.2018 - 04.2023

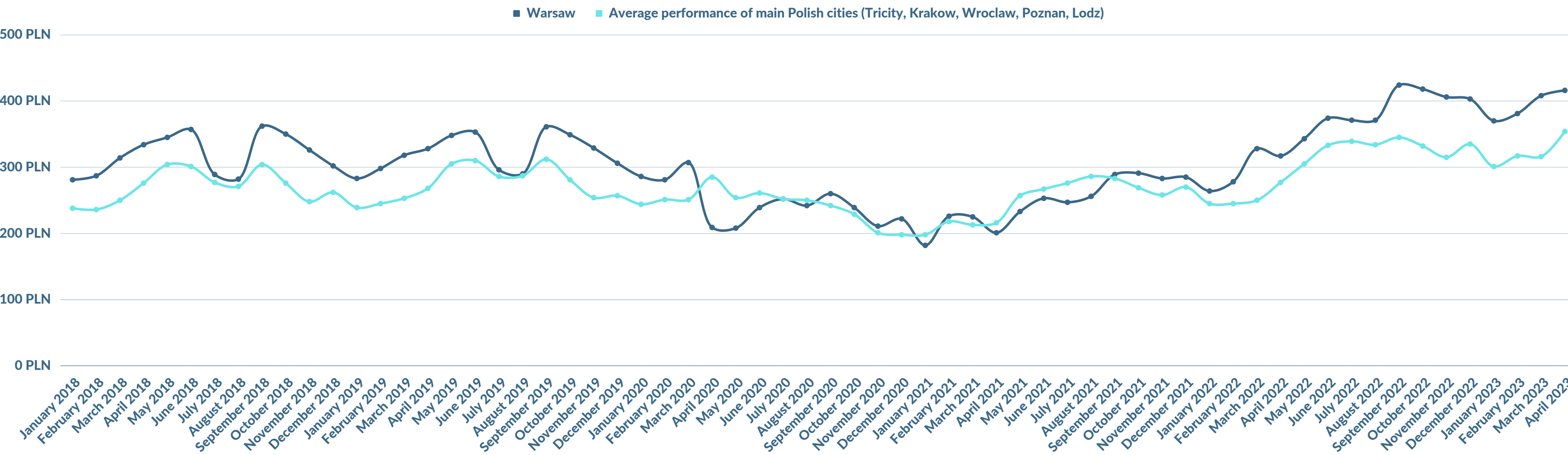


# HOTEL AVERAGE DAILY RATE (ADR)

## Warsaw vs average performance of main Polish cities

(Tricity, Krakow, Wroclaw, Poznan, Lodz)

01.2018 - 04.2023

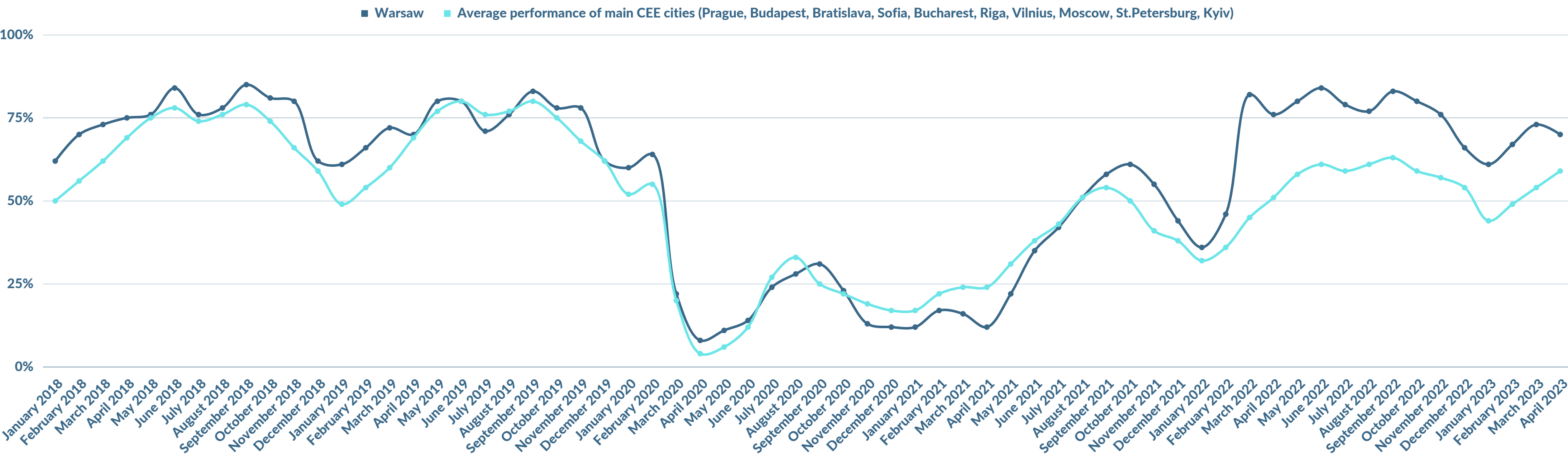


# HOTEL OCCUPANCY

## Warsaw vs agerage 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

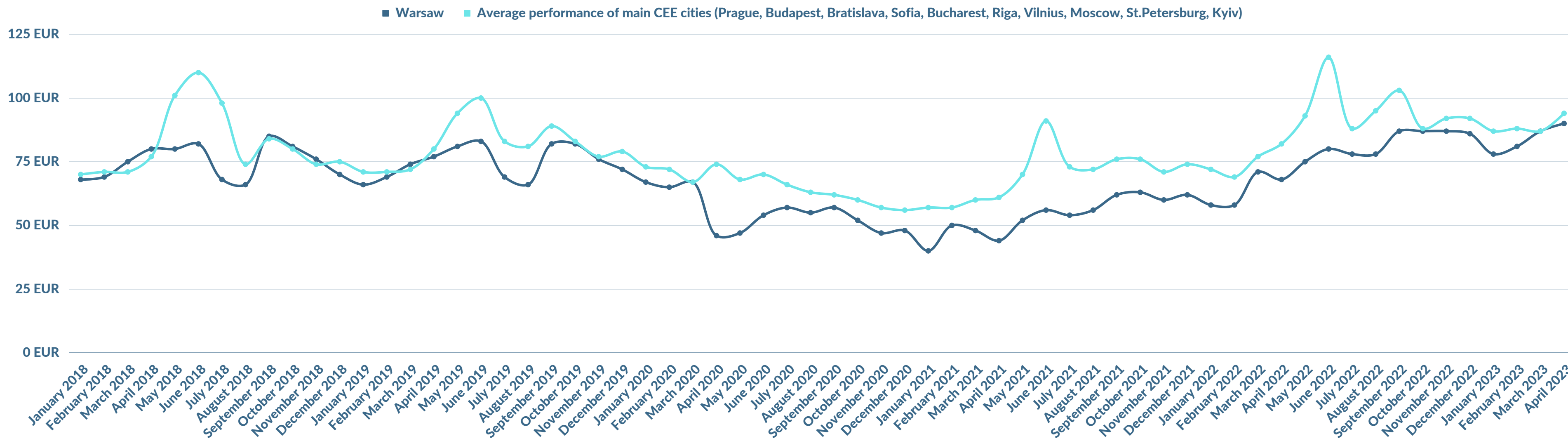


Chart: Warsaw Convention Bureau WOT; data source: STR

## 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

64 455

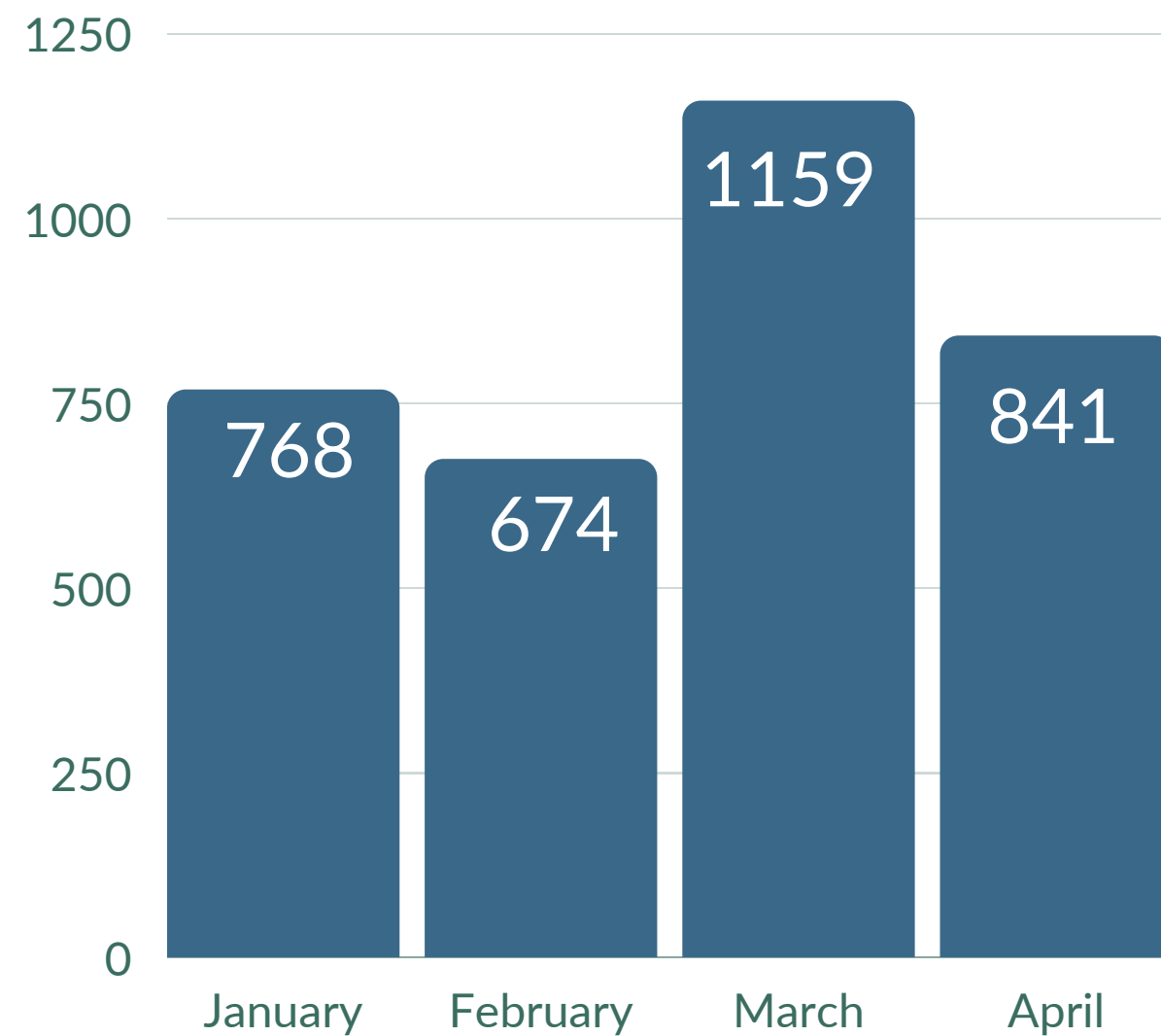
Total number of  
participants

841

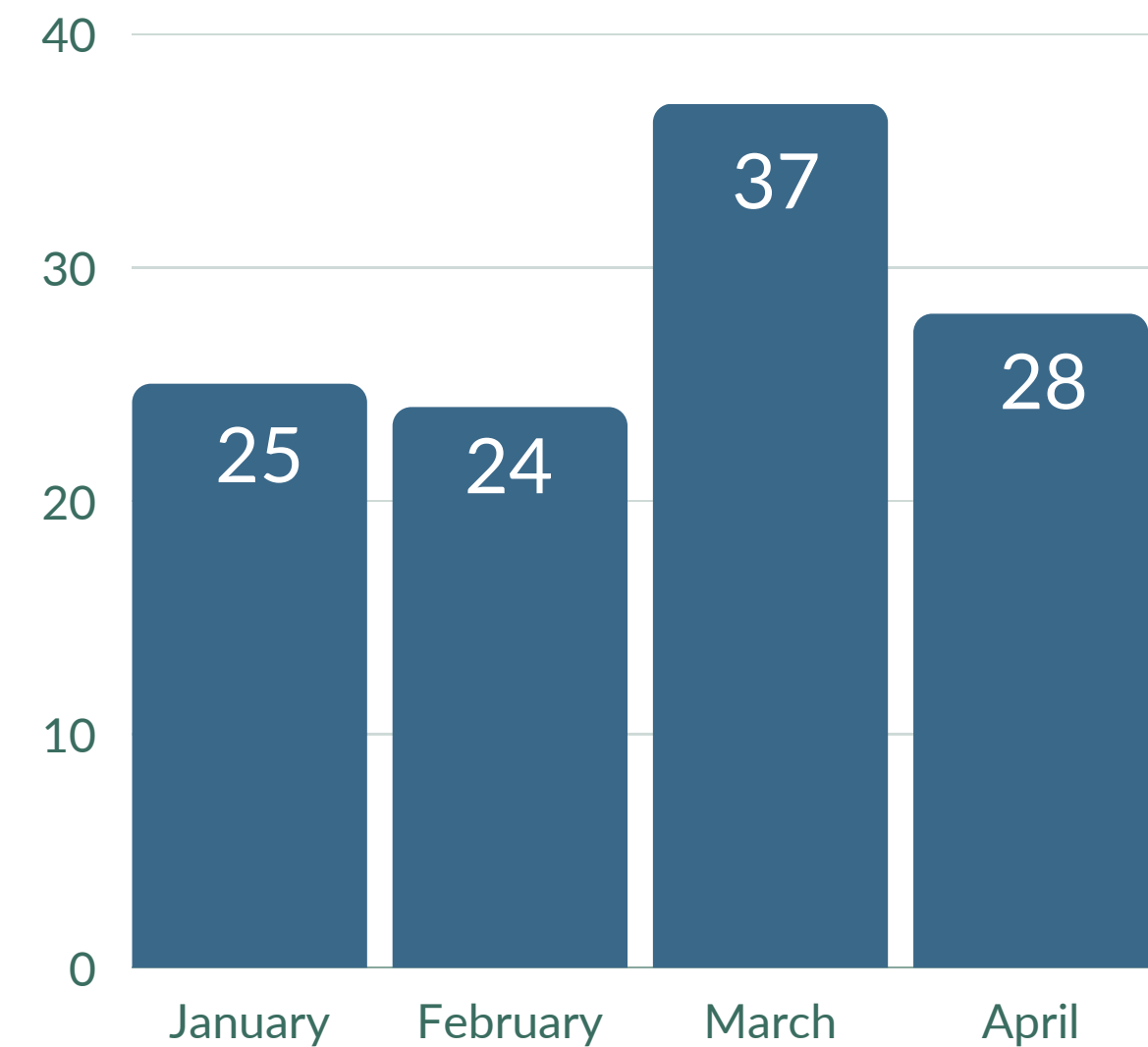
Total number of  
conferences

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

Number of conferences per month

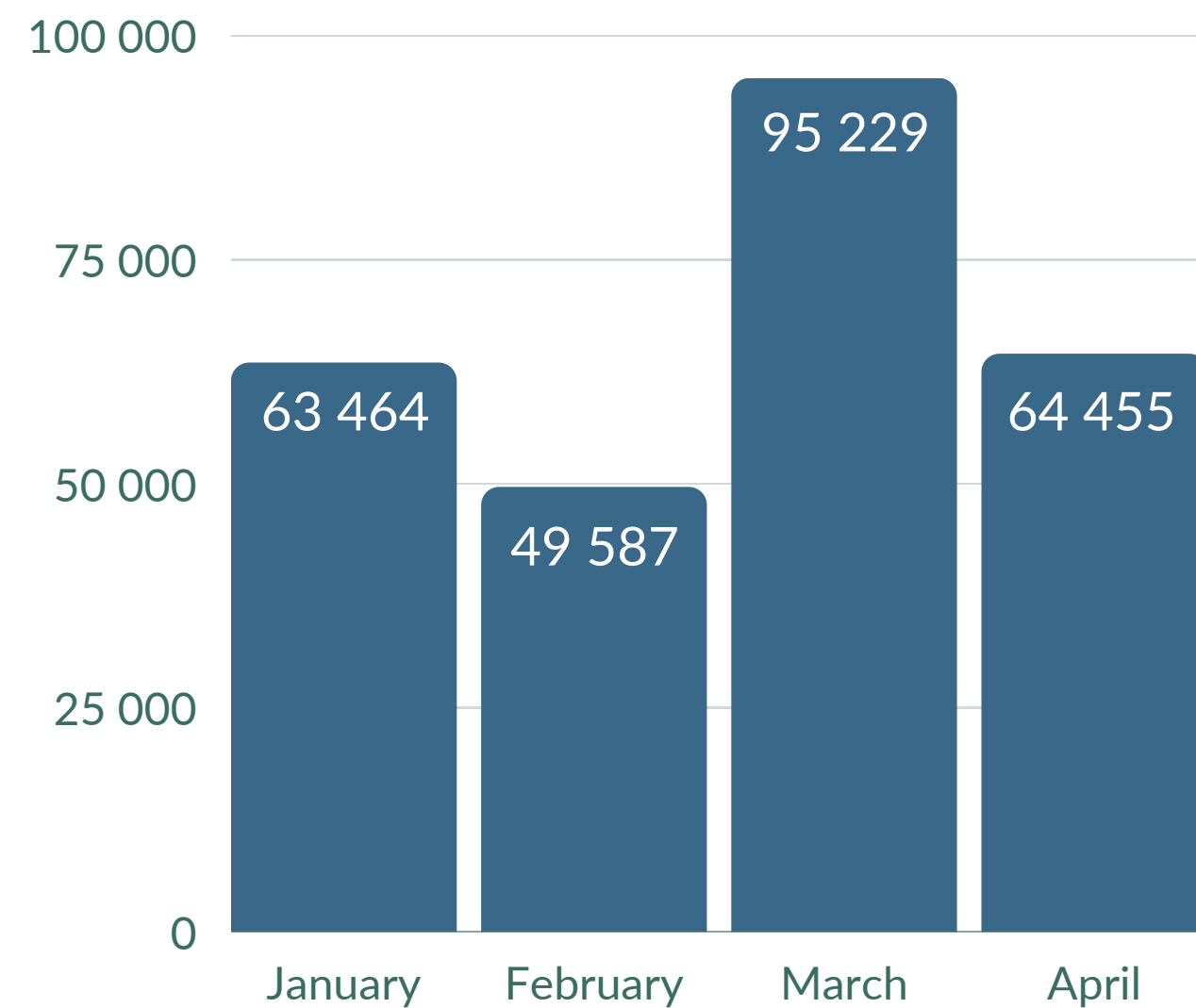


Average number of conferences daily

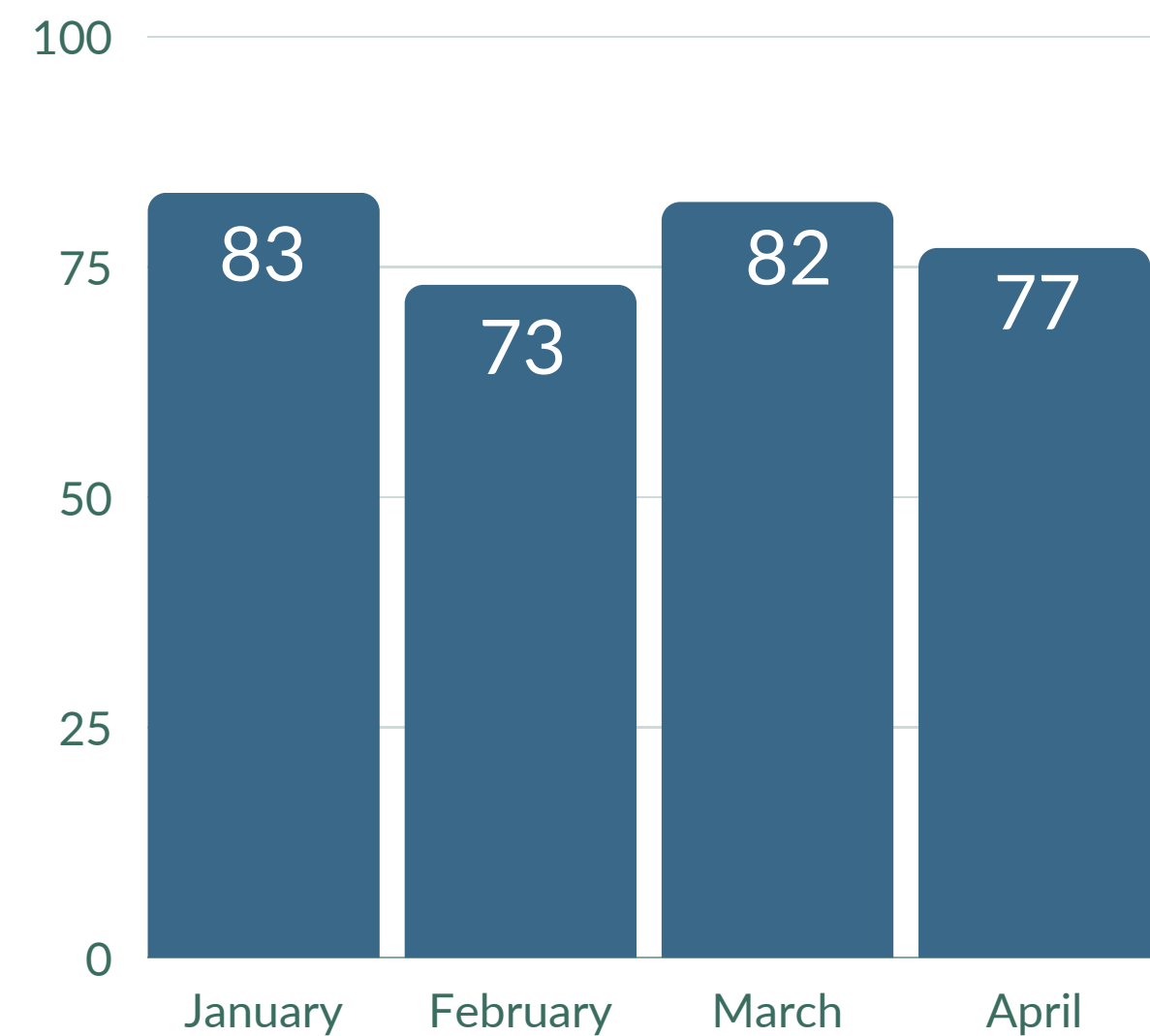


## GENERAL DATA ON WARSAW CONFERENCE MARKET - YEAR TO DATE

Number of conference participants per month

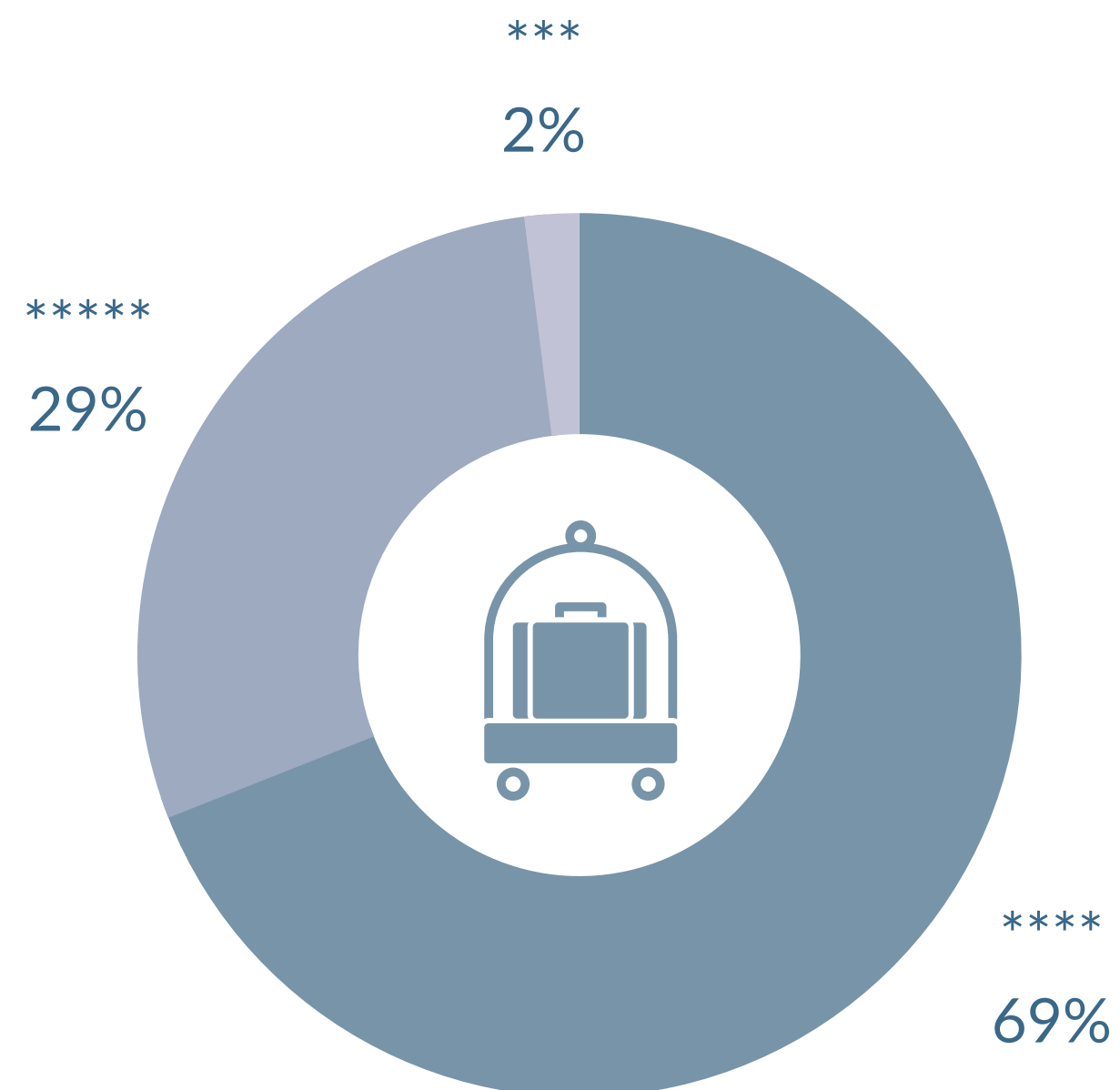


Number of participants of an average conference

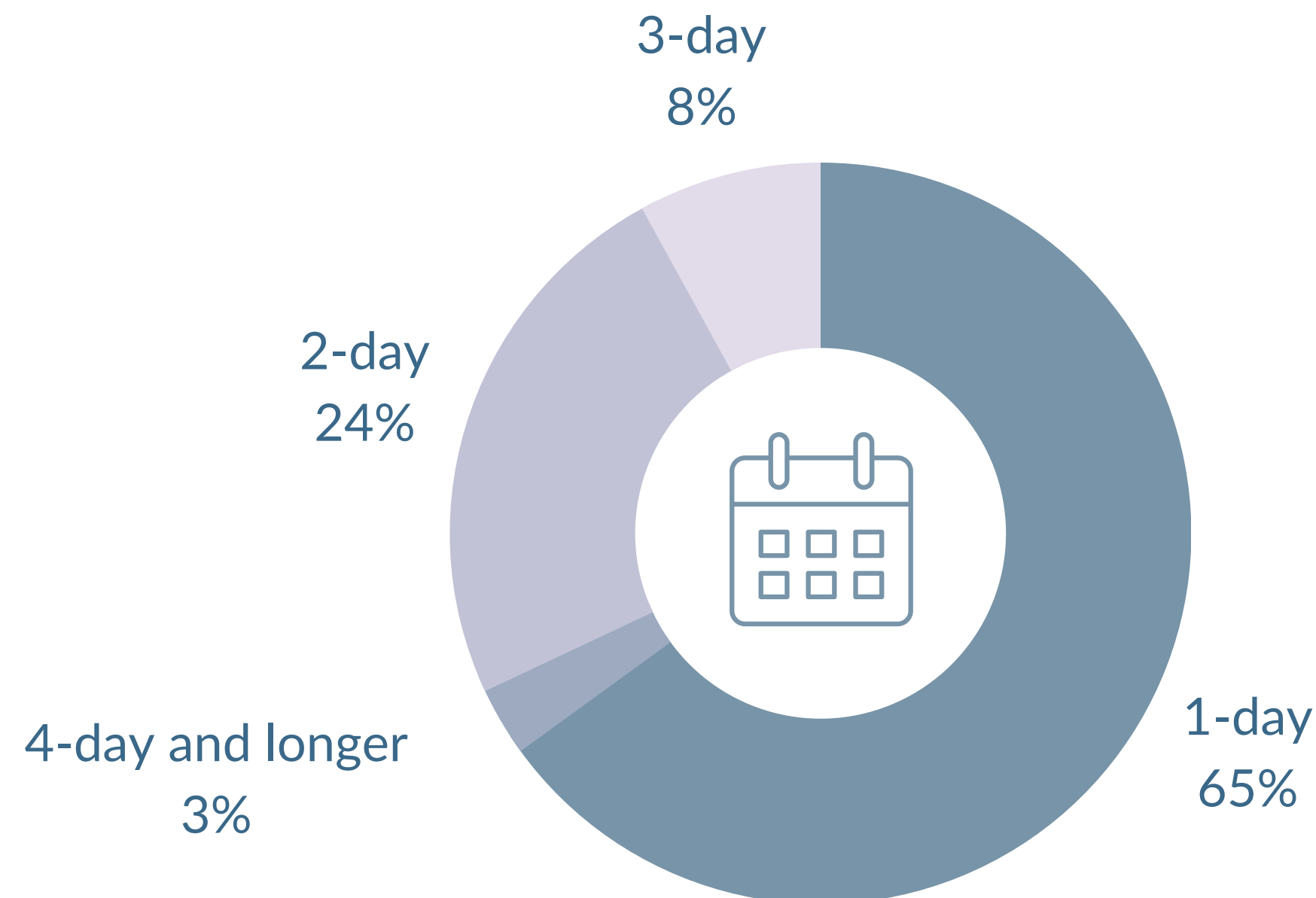




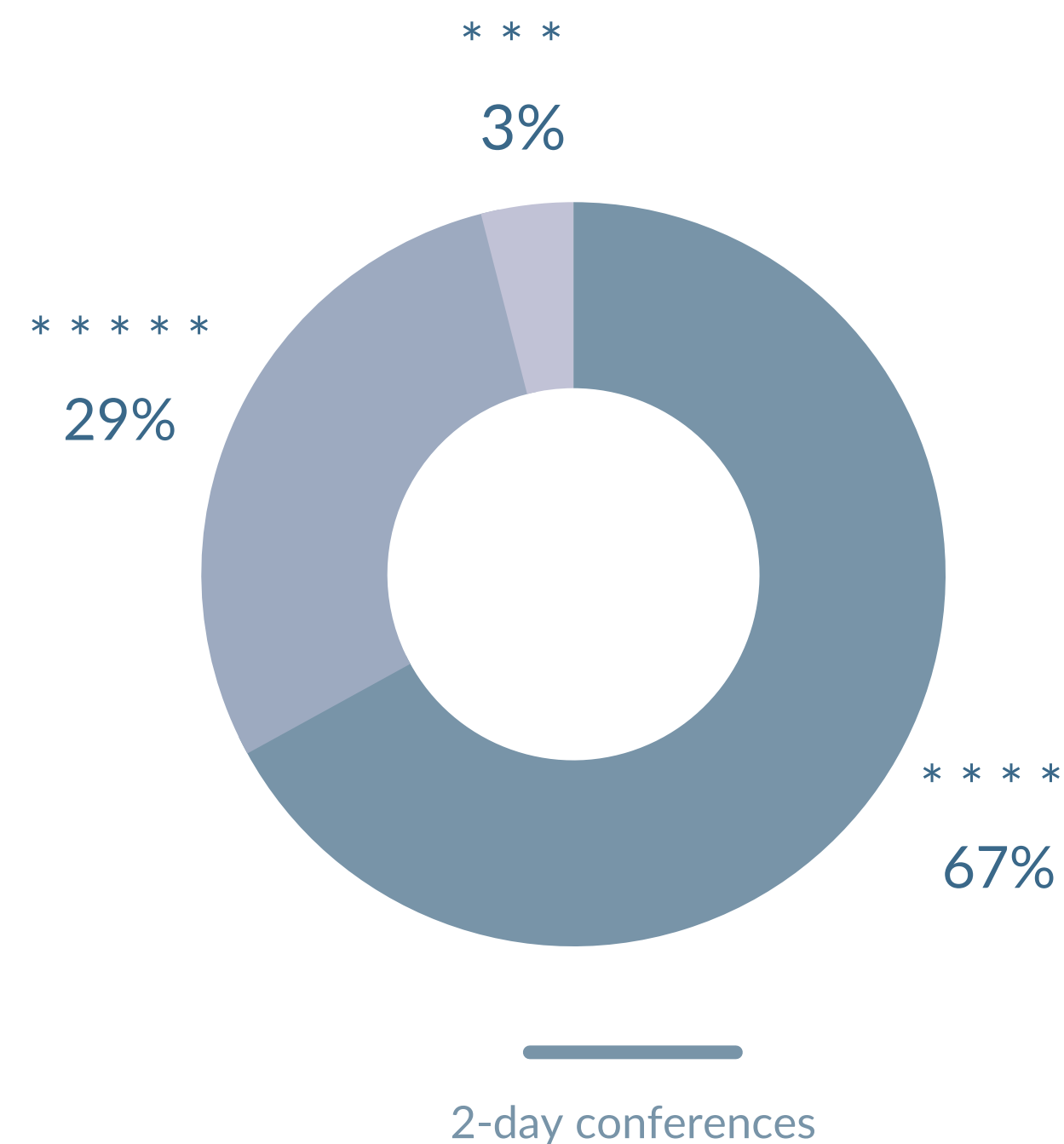
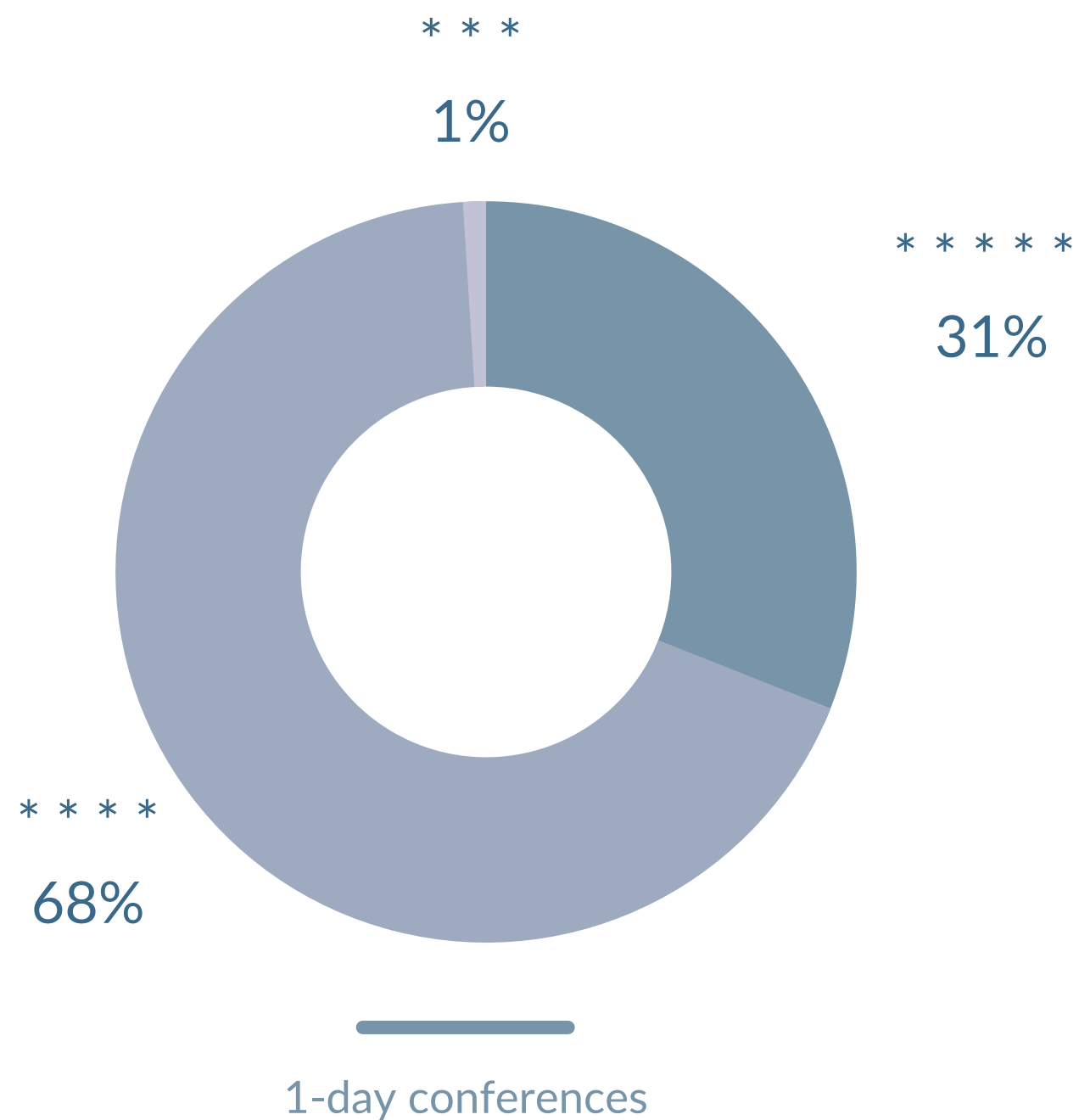
## Number of conferences per hotel category



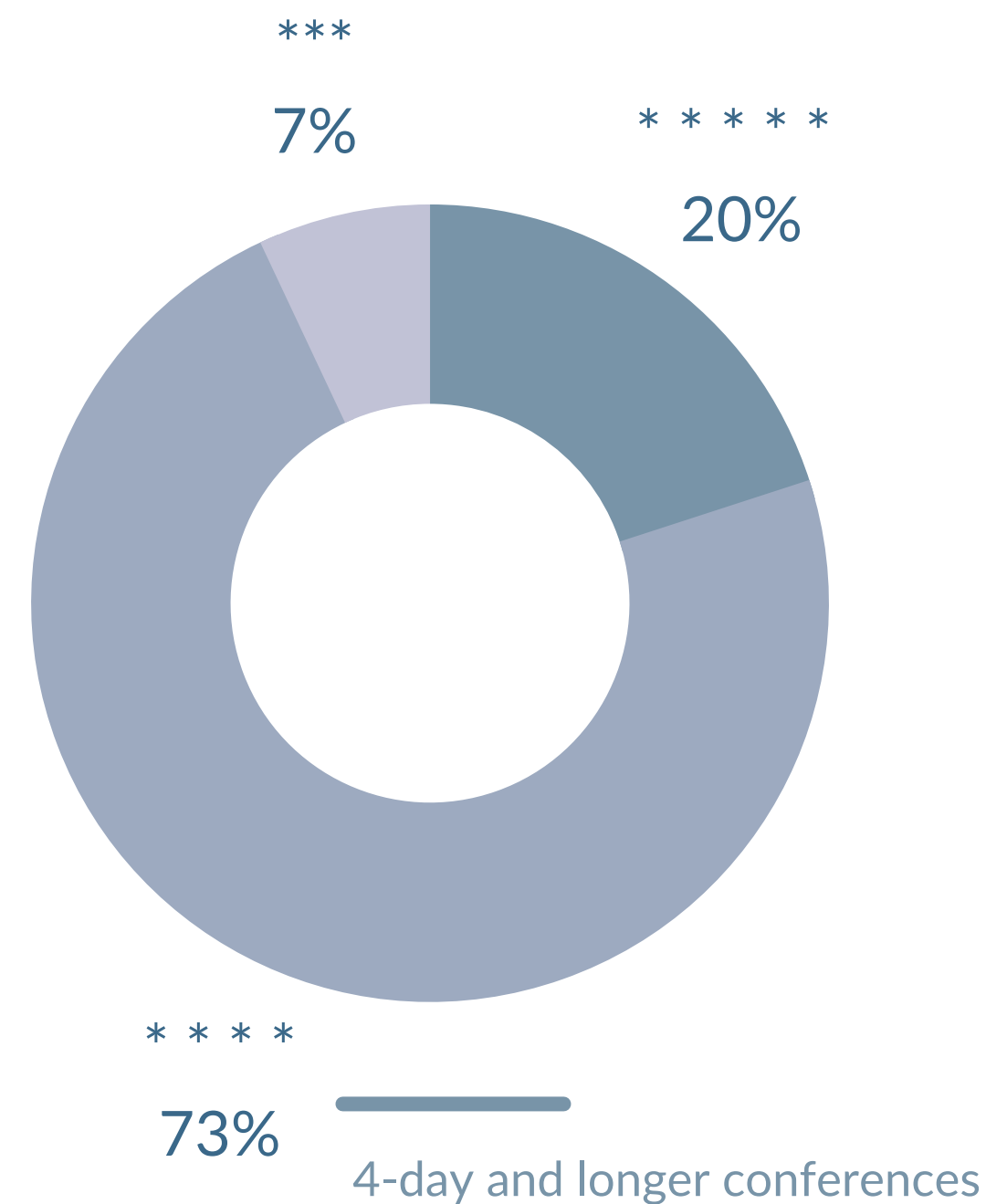
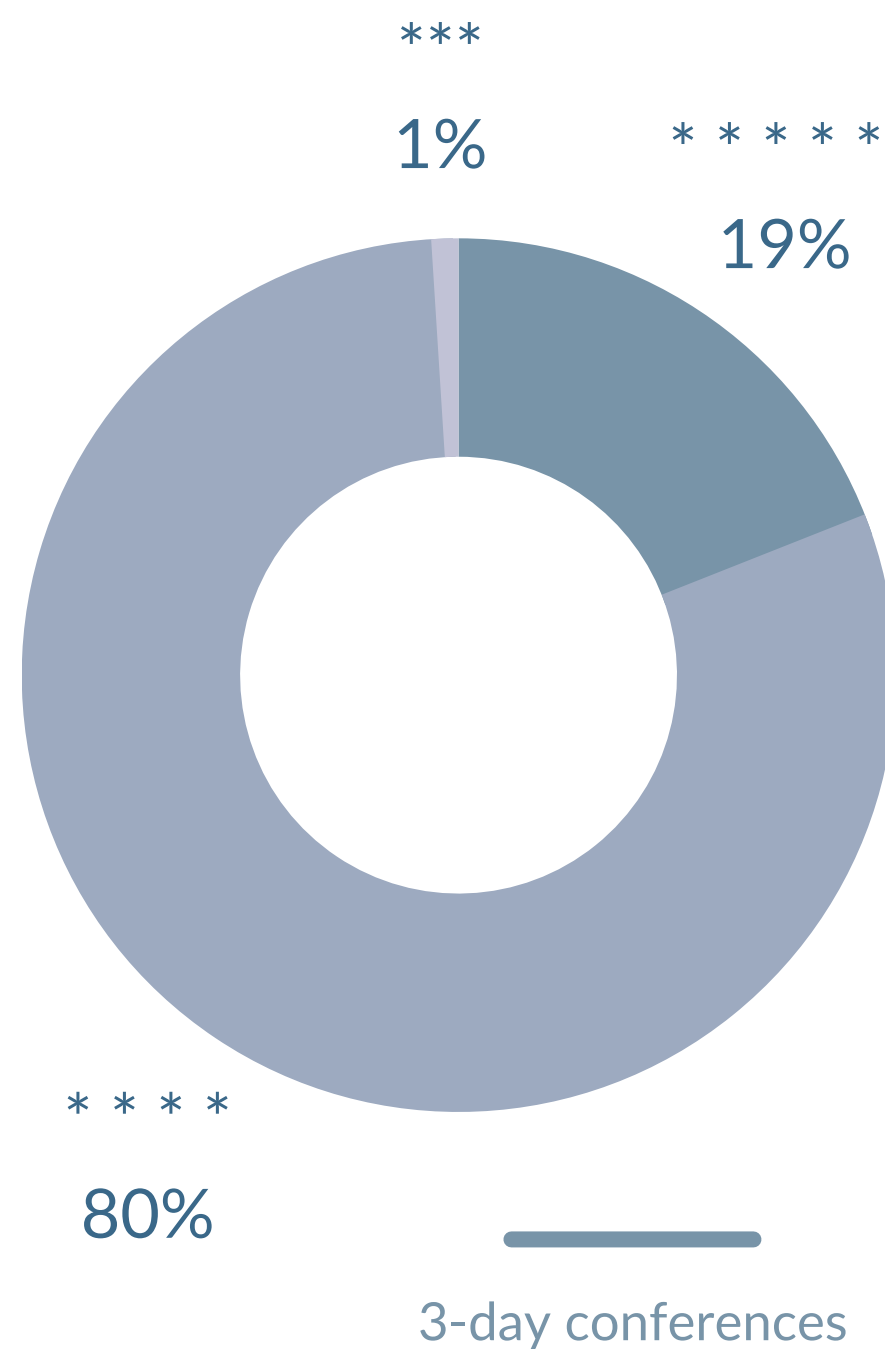
## Number of conferences according to their duration



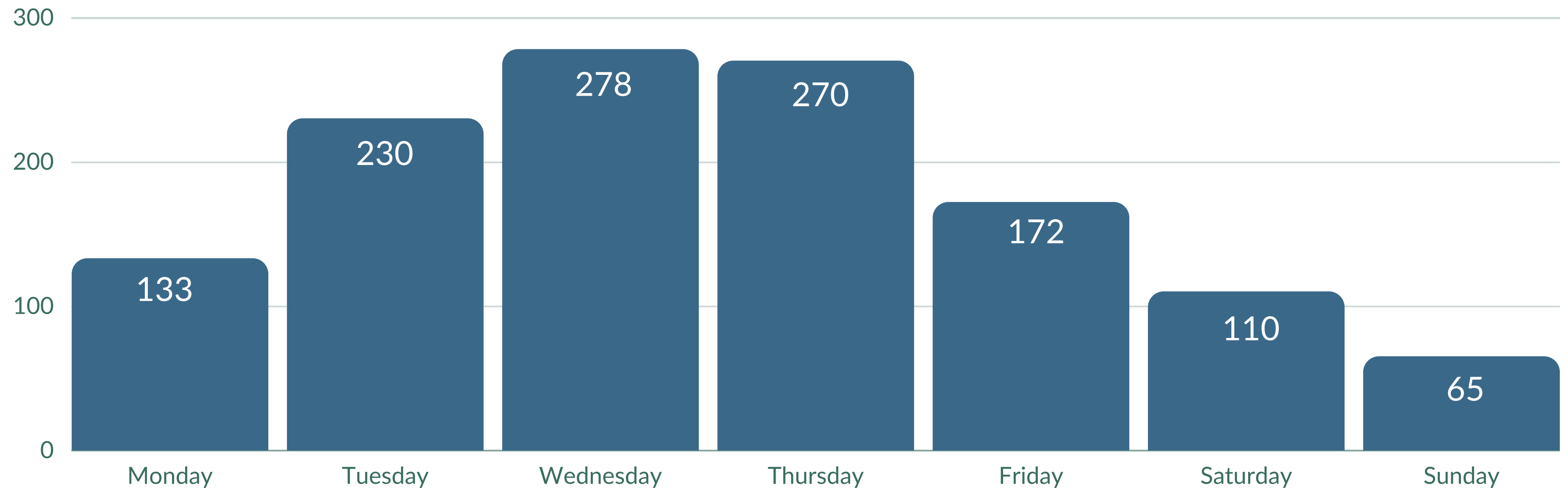
## Number of conferences according to their duration and hotel category (1 of 2)



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

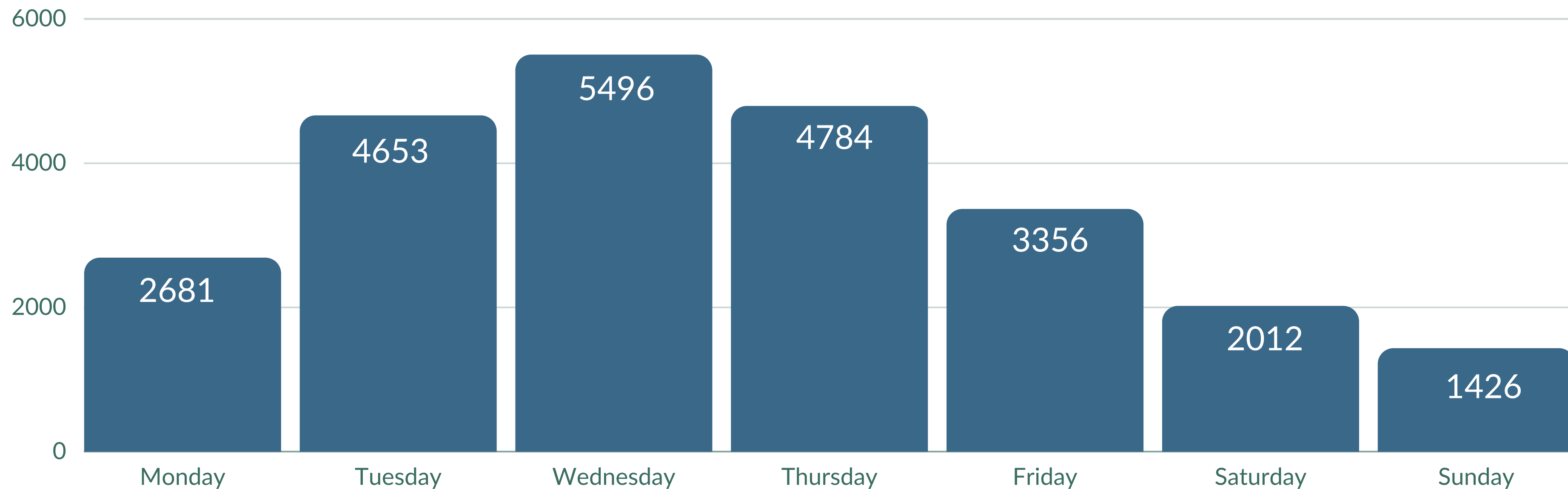


## Number of conferences per week day



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

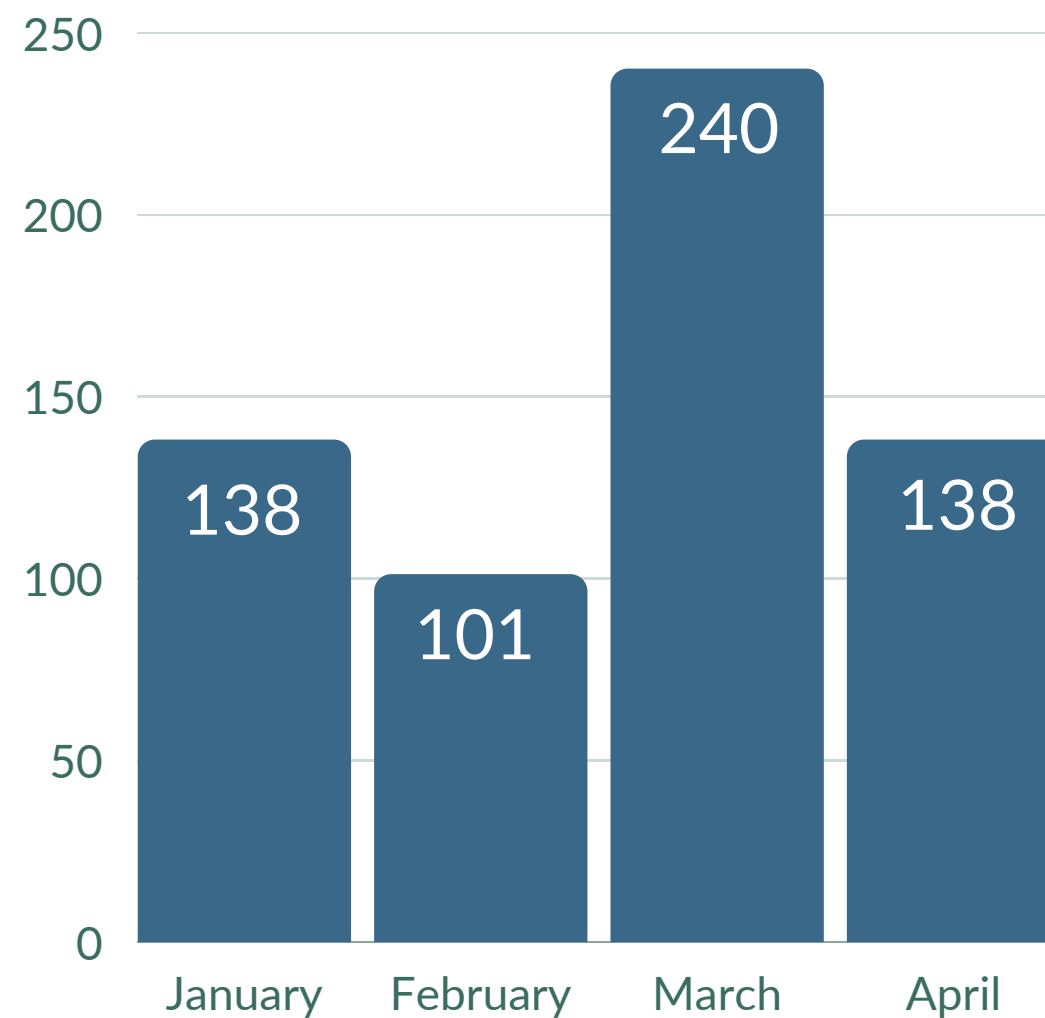


Pharmaceuticals/Medical/  
Health and beauty

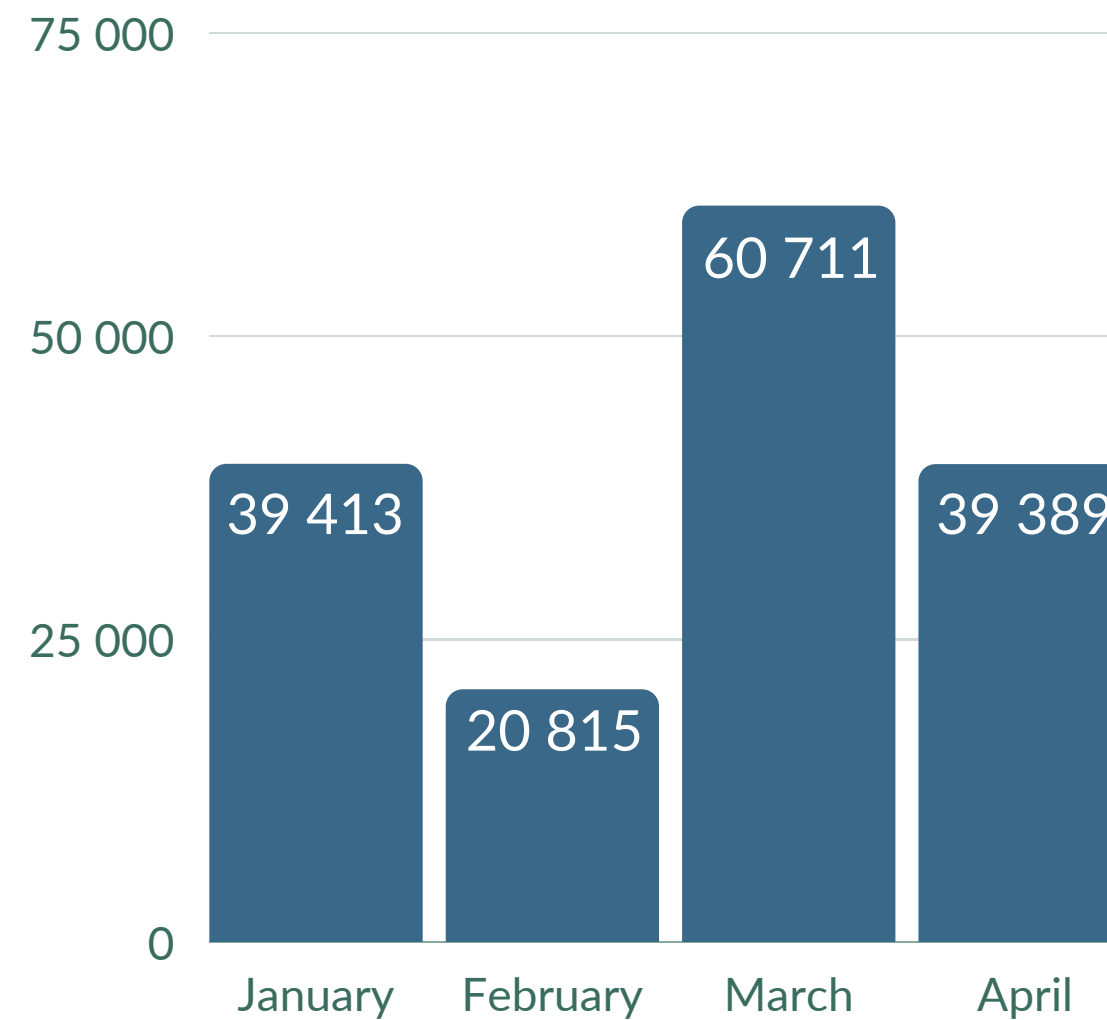


Best performing industry (year to date): Pharmaceuticals / Medical / Health and beauty

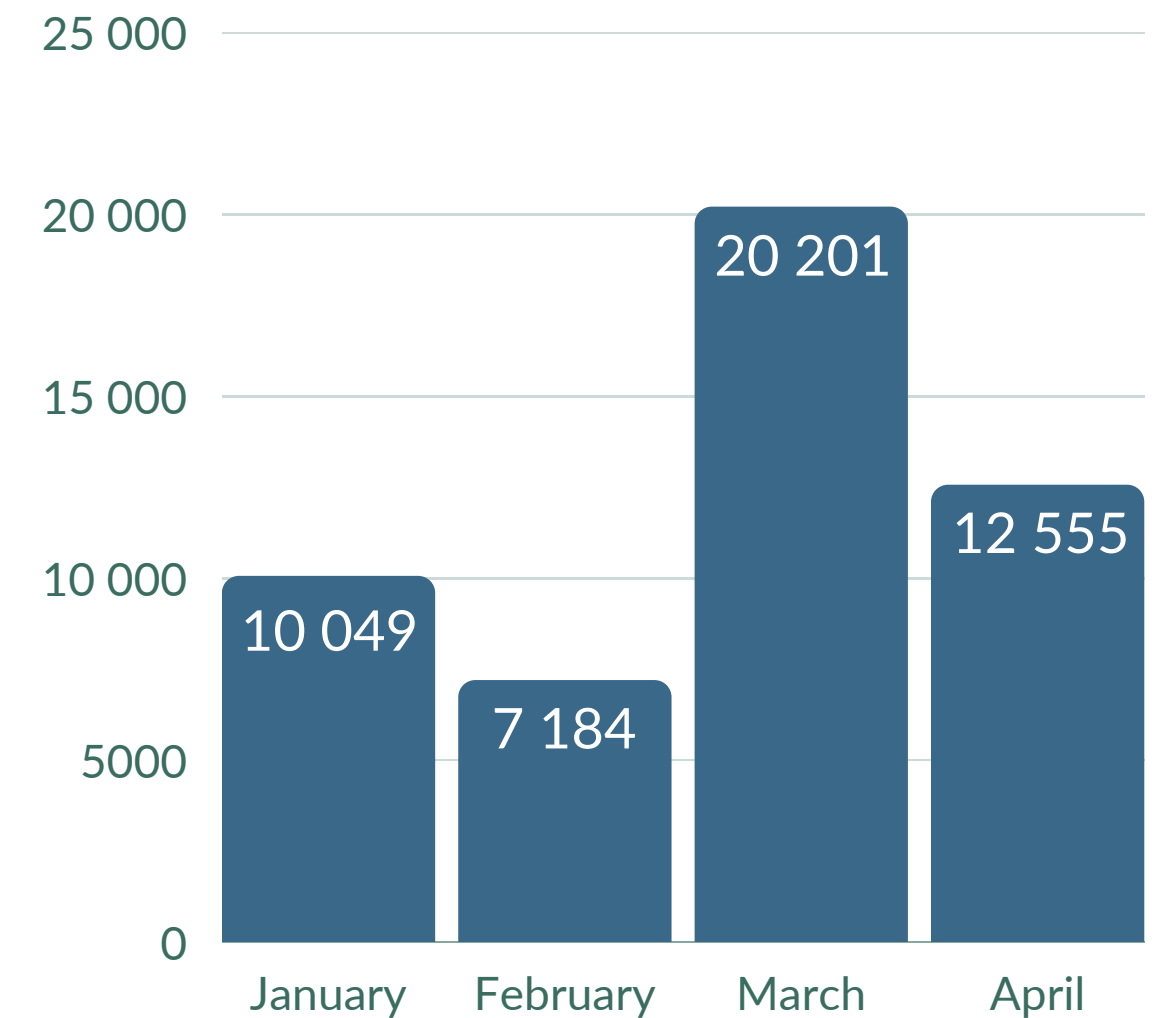
### Number of conferences



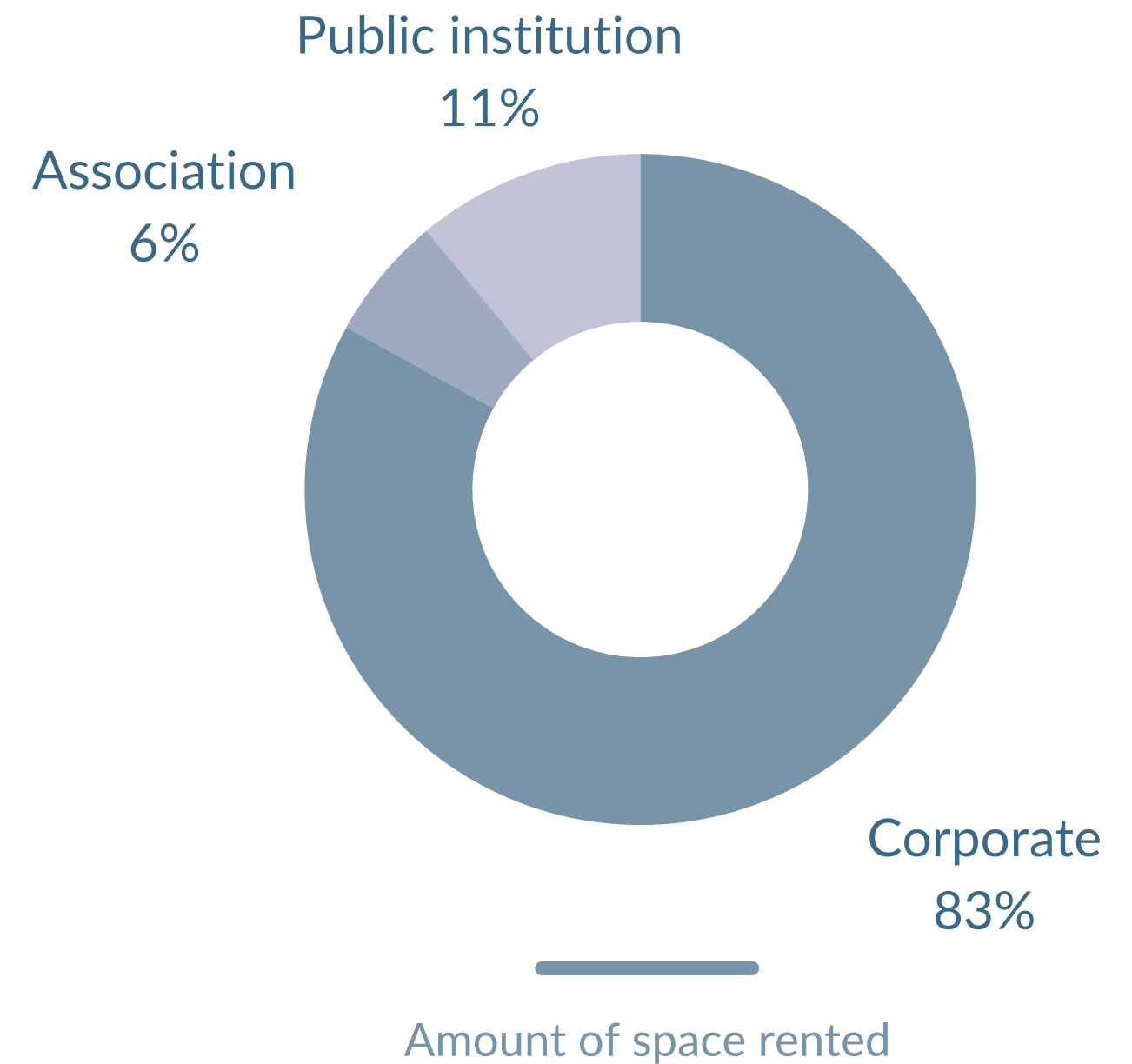
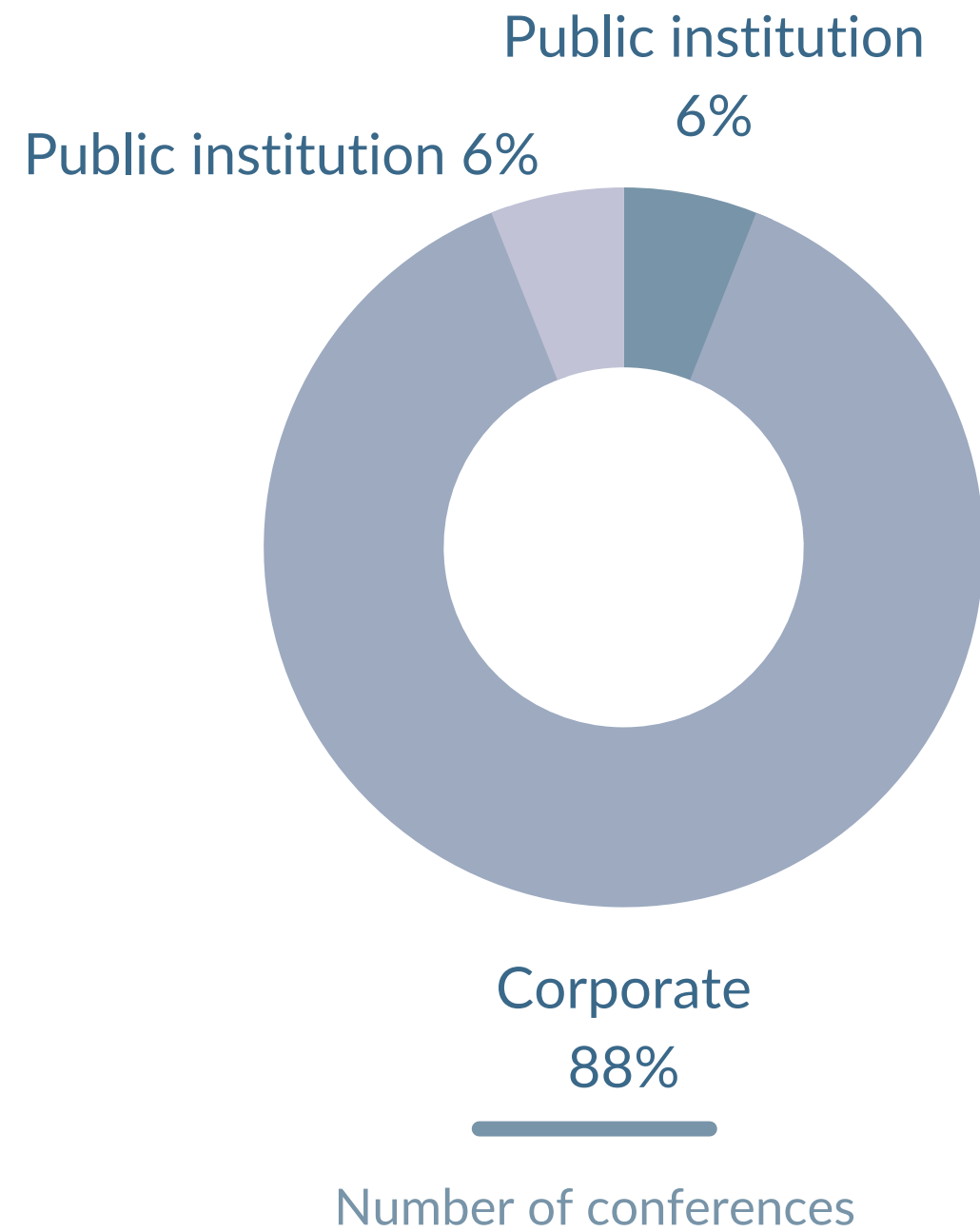
### Space rental (m2)



### Number of participants



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





# THANK YOU!

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wot.waw.pl  
odkrywajwarszawe.pl  
warsawcitybreak.com  
warsawconvention.pl

