

# Why is it worth being a member of the Warsaw Tourist Organization



Networking



Business support



Promotion



Knowledge

## About the Warsaw Tourist Organization:

The Warsaw Tourist Organization is a public-private association responsible for the development of the local tourism industry. One of the statutory activities of the Organization is to create a cooperation platform and integrate the industry environment.

## Being a member of Warsaw Tourism Organization (WTO) means:

- belonging to a strong and stable tourism organization that has a large impact on the industry and the City Hall;
- possibility of cooperation and networking with key representatives of the industry and working contact with the authorities of Warsaw;
- being a part of nation-wide tourism marketing activities conducted by Polish Tourism Organization
- opportunity for business development through synergy with offers (product and services) of other WTO members;
- possibility of cooperation with partners from the same sector in working teams (e.g. cooperation between hotels and PCO in the MICE working team, cooperation cultural institutions and hotel concierges, etc.)



## There are several sales-related benefits, including:

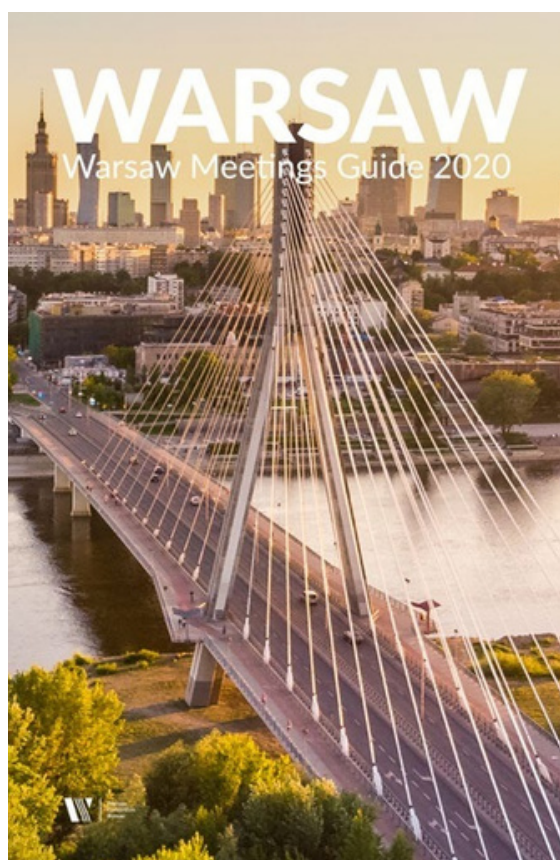
- Receiving RFPs from international meeting planners through Warsaw Convention Bureau (a WTO department)
- Warsaw Convention Bureau actively bids for international and local MICE events:
  - via the ICCA database (WTO is one of the ICCA members)
  - through cooperation with the local scientific community and industry associations
- A chance to reach clients (meeting planners, tour operators, travel agents) thanks to WTO's intense annual marketing plan (international trade shows, road shows, sales calls, etc.)

## Acquisition of tour operator contracts

- By organizing visits for foreign tour operators, and as part of them, net meetings working groups or workshops with WTO members
- Through promotional activities and direct marketing on foreign markets (eg as part of promotion of new air connections, participation in fairs, workshops, etc.)

## Promotional activities

1. Promotion on websites run by WTO (warsawcitybreak.com, wot.waw.pl, discoverwarszawe.pl)
2. Mailing campaigns
  - Regular mailings to WTO members
  - "News from WTO" - information about the organization's plans and activities
  - Mailing to foreign meeting planners as well as Polish and foreign industry media
3. Promotion of members and their activities in WTO social media
  - Promotion on the fan page of the Warsaw Tourist Organization
  - Promotion on the Discover Warsaw fan page
4. Promotion of Warsaw through members' offer at the most important international fairs MICE
5. Promotion of Warsaw through the offer of members on selected Polish and international leisure tourism
6. Promotion of Warsaw through members' offer at selected industry events in Poland and abroad



## Promotional materials

1. The "Warsaw Meetings Guide" catalog (including information on members from the MICE area) distributed in printed and electronic versions in Poland and abroad as part of trade fair events and direct shipment to key partners
2. The "Warsaw City Tours Guide" catalog (including members' offer) distributed in printed version and electronic in Poland and abroad as part of trade fair events and direct shipment to key partners
3. The "Warsaw - find your hotel" folder distributed during selected fairs attended by the Warsaw Tourist Organization or Stołeczne Tourism Office
4. "Best of Warsaw City Tours", i.e. the offer of member tourist attractions and restaurants distributed in printed form in WTO member hotels.
5. Sending the content of the prepared articles to be included in selected newsletters prepared by foreign POT centres

6. Sending materials to local, regional, national or foreign media
7. A database of over 150 photos of Warsaw available for promotional purposes for WTO members
8. Base of promotional presentations of Warsaw to be used by WTO members
9. Promotional videos
  - Access to promotional films prepared by the City Marketing Office
  - Opportunity to influence the way Warsaw is presented in promotional films prepared validated by the Warsaw Tourist Office
  - Access to promotional materials published by the Warsaw Tourist Office (on events they organize)



### Study trips

1. Fam trips financial support program for WTO members
2. Organization of study visits with a preference for presenting the offer of WTO members
  - Site inspections for procured events
  - Tour operator visits
  - Visits of journalists from the MICE industry

### PR activities

- Assistance in the promotion of MICE events acquired by members for Warsaw in the channels of WTO communication
- Helping members acquiring events in obtaining patronage of public institutions (City of Warsaw, ministries, industry organizations and scientific associations)

### Each member receives access to:

- Vast knowledge database (market reports, statistics, industry reviews)
- Promotional pictures database
- Fam trip financial support programme
- Networking events organized twice a year for all WTO members

And, of course, each WTO member is allowed to use European Best Destination 2023 logo until the end of this year to boost the impact of his own marketing activities.

### Join us!

More information:  
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