

**WARSAW
TOURISM
ORGANIZATION**

Annual report

2016



TABLE OF CONTENTS

4	ABOUT THE WARSAW TOURISM ORGANIZATION
5	WORD OF INTRODUCTION
6	ORGANIZATION ORIGINS AND GOALS
8	OUR 2016 SUCCESSES
10	WARSAW – A CONFERENCE AND TOURIST DESTINATION
16	THE EFFECTS OF OUR ACTIONS 2014–2016
17	HOW MUCH BUSINESS DO WE ACQUIRE FOR WARSAW
21	ANALYSIS OF THE ASSOCIATION MARKET SUPPORTED BY THE WARSAW CONVENTION BUREAU IN THE YEARS 2014-2016
23	SELECTED EVENTS ACQUIRED IN 2016
25	ANALYSIS OF CORPORATE MARKET SUPPORTED BY THE WARSAW CONVENTION BUREAU IN THE YEARS 2014-2016
27	HOW DO WE ACQUIRE MEETINGS AND TOUROPERATOR CONTRACTS?
32	BUILDING BRAND RECOGNITION FOR WARSAW AND THE WARSAW TOURISM ORGANIZATION-WARSAW CVB
34	HOW WE ACTIVELY ACQUIRE INDIVIDUAL TOURISTS
35	HOW DO WE ENCOURAGE TOURISTS TO VISIT WARSAW?
38	WHAT TOOLS WE USE TO PROMOTE WARSAW
39	OUR PROMOTIONAL TOOLS
42	HOW WE CHANGE WARSAW TOGETHER
43	WE ARE THE LEADER OF CHANGES
44	SYNERGY AND COOPERATION WITH THE LOCAL INDUSTRY
45	WE LISTEN CAREFULLY AND COOPERATE
46	CONTACT US

ABOUT THE WARSAW TOURISM ORGANIZATION



Centre of Warsaw

WORD OF INTRODUCTION

IT IS WITH GREAT PLEASURE THAT WE PRESENT TO YOU THE REPORT WHICH SUMMARISES KEY ACTIVITIES OF THE WARSAW TOURISM ORGANIZATION IN 2016.

Ladies and Gentlemen,

Those were twelve months of intense work during which we continued the most important activities of the previous years, at the same time taking up a lot of new challenges and projects. We would like this summary of our actions of the past year, often being presented in the perspective of the years 2014-2016, to constitute an inspiration to join the Warsaw Tourism Organization for all beneficiaries of leisure tourism and business meetings in Warsaw. Established by the City of Warsaw as a local tourism organization and operating within the framework of a public-private association, we are able to offer a unique package of benefits for a wide range of companies and entities from the following sectors: hotels and congress centres, museums, cultural institutions, PCOs & DMCs, tour operators, travel providers and tourist attractions.

The aim of WOT is an intensive development of Warsaw's economy, in which tourism plays a unique role because of its inseparable and mutually beneficial relationship with a number of other sectors. That is why all actions we take and projects we start are inspired by the local sector, especially by our members, and the way we implement our ideas is a result of a mindful dialogue between us and the industry. If you would like, therefore, to shape the direction in which the fast-growing Warsaw tourist sector is heading, and at the same time become a part of the official promotional campaign for the city to grow your business - welcome to the Warsaw Tourism Organization.



MONIKA BIAŁKOWSKA

Managing Director
Warsaw Tourism Organization



MATEUSZ CZERWIŃSKI

Department Director
Warsaw Convention Bureau
Warsaw Tourism Organization

ORGANIZATION ORIGINS AND GOALS

IN MAY 2010, AFTER A LONG PREPARATORY PHASE, KEY STAKEHOLDERS OF LOCAL TOURISM AND CONGRESS INDUSTRY CAME TOGETHER FOR A FOUNDING MEETING TO ESTABLISH THE WARSAW TOURISM ORGANIZATION.

Among the founding members were, among others: the Capital City of Warsaw, the Management Board of Palace of Culture and Science, the Royal Castle, POLIN Museum of the History of Polish Jews, the Warsaw Uprising Museum, the Fryderyk Chopin Institute, MT Targi Polska, Warsaw Destination Alliance and the Warsaw School of Tourism and Hospitality Management. The legal form selected for the organization was a public private association. Acting under the name of the Local Tourist Organization and operating on the basis of the Polish Tourist Organization Act, the association followed a popular model of cooperation of tourist institutions operating on the state, urban and regional level that turned out to work perfectly for Warsaw.

The opportunity for dialogue with the representatives of the Warsaw City Office is an immense value that results from a membership, especially for private entities. Carrying out both current actions as well as big international projects, we are in constant working contact with the head of the Office of European Funds and Development Policy who is the President of WOT, with the head of the City Marketing Department who is the Vice President of WOT and with the head of the Warsaw Tourist Office. We receive a great direct support also from the Deputy Mayor of Warsaw.

We have been partnering with the Ministry of Sport and Tourism, the Polish Tourist Organization and its foreign centres, the Mazovian Regional Tourist Organization, the Mazovian Warsaw Film Commission, the Film Commission Poland and other institutions responsible for shaping and promoting the image of Poland and Warsaw on the international arena. The highest authority in the association is the General Assembly of WOT members, and control over current work of the office is exercised by the Management Board and the Audit Committee.

In 2016, the Management Board consisted of:

- President - Maciej Fijałkowski (Warsaw City Office - European Funds and Economic Development Office),
- Vice President - Robert Zydel (Warsaw, City Office - Head of Marketing Department),
- Vice President - Wojciech Marchwica (The Fryderyk Chopin Institute) then Ziemowit Koźmiński (The Royal Castle in Warsaw),
- Treasurer - Bartosz Sosnowski (MT Polska Sp. z o.o.),
- Secretary - Ziemowit Koźmiński (The Royal Castle in Warsaw), then Aneta Stępkowska (Courtyard by Marriott Warsaw Airport),

- Board Member - Aneta Stępkowska (Courtyard by Marriott Warsaw Airport) then Adelina Kumor (The Fryderyk Chopin Institute)
- Board Member - Wojciech Marchwica, then Adelina Kumor (Fryderyk Chopin Institute).

The Audit Committee in 2016 consisted of:

- Małgorzata Chechlińska – TRIP Group
- Małgorzata Witon – POLIN Museum of the History of Polish Jews
- Leszek Drogosz – Warsaw City Office - Office for Infrastructure

WHAT WE DO

Our primary aim is to stimulate local economy by increasing revenue and employment within the tourist and congress sector.

We are fulfilling it on the basis of our statutory objectives that include, among others:

- developing, popularising and promoting tourism in Warsaw and its surrounding areas on the national and international arena
- creating and developing brand tourist products
- developing urban tourism
- growing importance of tourism in the development of Warsaw
- integration of regional, economic and professional authorities as well as people, institutions and organizations interested in the development of tourism in Warsaw and the surrounding area
- creation of a platform for cooperation of tourist business entities with local, regional and national authorities

A leading competence of the Warsaw Tourism Organization is the international promotion and development of the capital city as an attractive and professional destination for conferences, congresses, incentives and events.

These activities are conducted by the Warsaw Convention Bureau, a division of WOT, which acquires national and international events for Warsaw, builds Warsaw's brand as a congress city through participation in trade fairs and industry specific B2B events, organises study visits and site inspections as well as develops marketing tools such as the directory of key conference objects in Warsaw.

BENEFIT FOR WOT MEMBERS

Belonging to a strong and stable organization gives advantage in the industry and the Office of the city.



OUR ORGANIZATION MEMBERS

THE CAPITAL CITY OF WARSAW



MAIN CULTURAL INSTITUTIONS



KEY CONFERENCE CENTRES IN WARSAW



MAJOR HOTELS AND HOTEL CHAINS IN WARSAW



PCOS, DMCS, TOUR OPERATORS



OTHERS



OUR 2016 SUCCESSES

2016 WAS A YEAR OF HARD WORK, BOTH IN TERMS OF CURRENT ACTIVITIES AND IMPLEMENTING NEW SOLUTIONS. HERE ARE A FEW EXAMPLES OF OUR KEY SUCCESSES.

WARSAW'S APPLICATION FOR THE ROTARY INTERNATIONAL CONVENTION 2023, 2024, 2025

It required all-year-round permanent intensive work to prepare the application of Warsaw to a competition for hosting one of the largest international conventions - the Rotary International Convention. Together with Rotary Poland, we submitted the city's candidature, the acceptance of which in 2017 means that for this **five-day event** in 2023, 2024 or 2025 the Polish capital will host up to **30 000 Rotarians from around the world**.



Warsaw's application ready for the Rotary Convention.

EVENTS ACQUIRED FOR WARSAW

In 2016, we were able to confirm for Warsaw 32 corporate and association events (about 28% more than last year), where only the accommodation of the event participants generates to our local economy almost 8 500 000 PLN. We are particularly proud of two congresses confirmed at the end of 2016 and 2017, since we acquired them in full synergy with the members of WOT (primarily with EXPO XXI, the congress centre for both): the Congress of European Psychiatric Association (EPA 2019, 3000 participants and a four-day event) and the Congress of the World Small Animal Veterinary Association (WSAVA 2020, 3400 participants and a four-day event).

BUILDING A DESTINATION OFFER WITH WOT MEMBERS

Recognising the importance of joint action within the sector to acquire events, we have created a working group of MICE members of the WOT. **We meet regularly every month since April 2016 with sales directors of hotels, facilities and agencies** to build together a range of benefits for international event organisers and **collectively acquire events and congresses that Warsaw CvB strives for**.



A meeting of WOT members with the MICE group sales directors.

FAM TRIP SUPPORT PROGRAMME

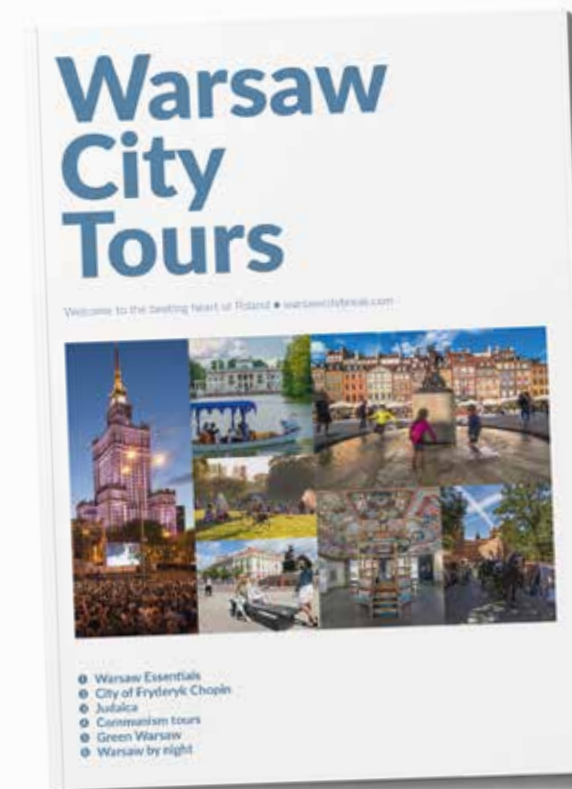
With the aim of supporting the work of our members and promoting Warsaw as a MICE destination in the most efficient way, **in 2016 we launched a funding programme for fam trips** organised by member hotels, facilities and agencies. We plan this programme to be further developed.

WARSAW CONFERENCE MARKET DATA

In 2016 we provided access for WOT members and key institutional stakeholders to **detailed statistics on the Warsaw conference market**: including but not limited to the number of meetings and their participants, the sectors in which the organisers operate and square meters surface necessary for conference organization. Data is provided using the Outlook Demand tool from the Z-Factor company.

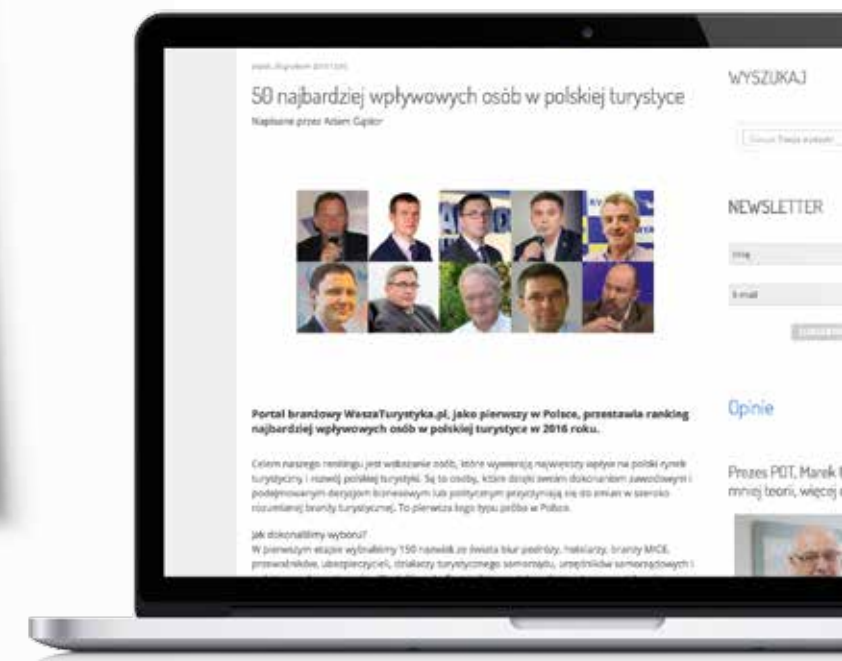
WARSAW CITY TOURS

We have prepared a comprehensive range of Warsaw sightseeing attractions consisting of the WOT members business offers. It serves to encourage individual trips as **part of the Warsaw Citybreak campaign**, promote events that accompany MICE meetings and develop activities related to the commercialisation of the conference tourism.



WOT AND MOST INFLUENTIAL PEOPLE OF THE POLISH TOURISM INDUSTRY

In 2016 together with our members, we were given recognition by the industry for our contribution to its development and promotion. **WOT Managing Director, Monika Białkowska, was listed among the 50 most influential people of Polish tourism**, and together with her the other members of our organization: Małgorzata Chechlińska (Trip Group) - former member of the Management Board, currently a member of the WOT Audit Committee, Urszula Potęga (MT Targi Polska) - former member of the WOT Management Board, Andrzej Hulewicz (MazurkasTravel) - former member of the WOT Audit Committee, Ireneusz Węglowski (Orbis), Janusz Mitulski (Marriott International). The ranking was prepared by the Wasza Turystyka portal. In addition, Aneta Stępkowska (Courtyard by Marriott) - member of the WOT Management Board was awarded the title of CEO of the Year 2016 in the 'Hotelier of the Year 2016' competition organised by 'Hotelarz' and Horwath HTL.



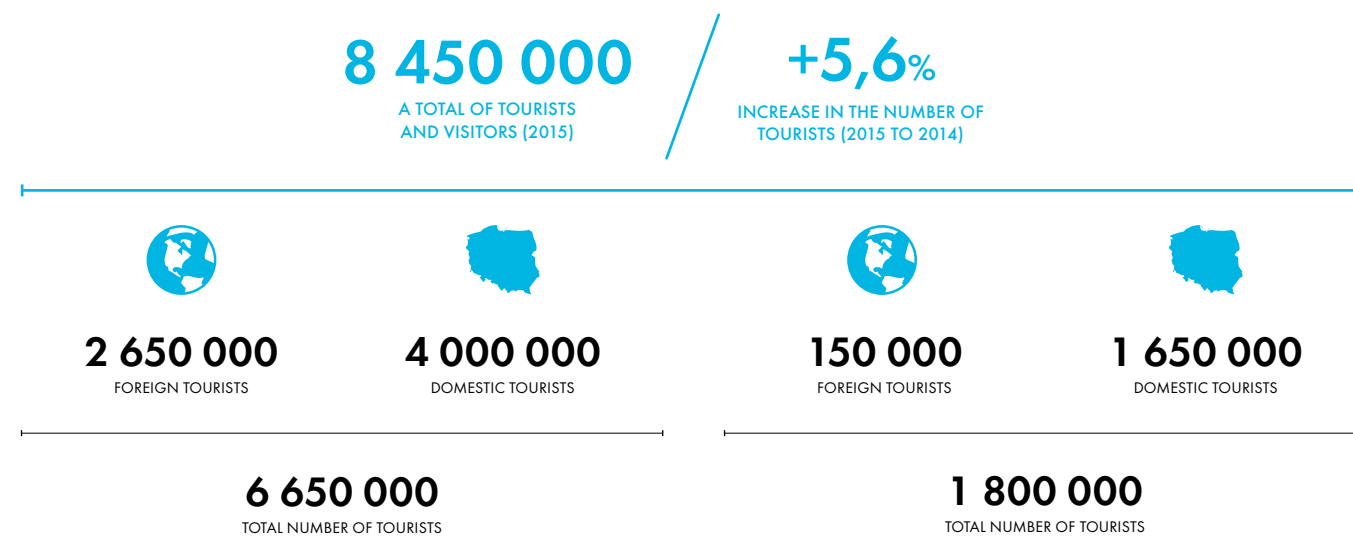
WARSAW - A CONFERENCE AND TOURIST DESTINATION

IN RECENT YEARS, THE ECONOMIC, GEOPOLITICAL AND CULTURAL CONTEXT IN WHICH POLAND AND WARSAW ARE FUNCTIONING IS VERY SUPPORTIVE FOR THE DEVELOPMENT OF INBOUND TOURISM.

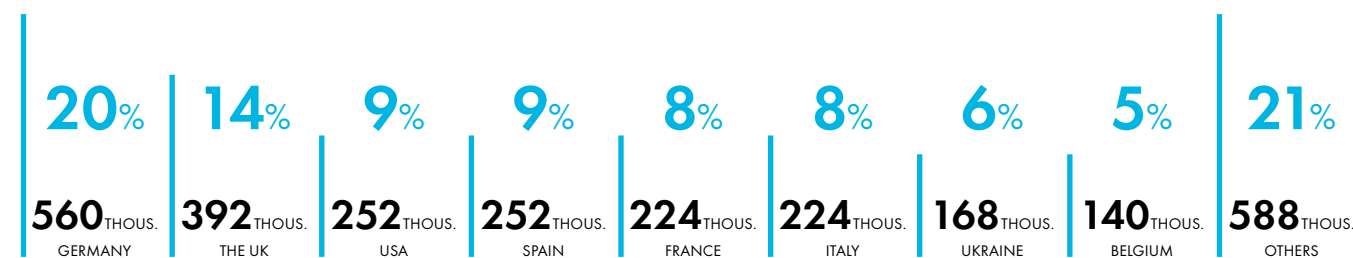
Thanks to significant investments in conference, museum and hotel infrastructure, as well as flight and road network, Warsaw greatly expanded its opportunities and offers for individual, corporate and group tourists, including organisers and participants of international meetings. When analysing the data listed and the main trends and reasons for market development presented, it is worth noting that

joining WOT ensures a real impact on the shape of our industry's tomorrow as well as gives an opportunity to benefit from being a member today. These and many other valuable data on tourism in Warsaw are located in the "Tourism in Warsaw 2015" report issued by the Warsaw Tourist Office, www.raport2015.warsawtour.pl

THE ESTIMATED NUMBER OF TOURISTS AND VISITORS ¹

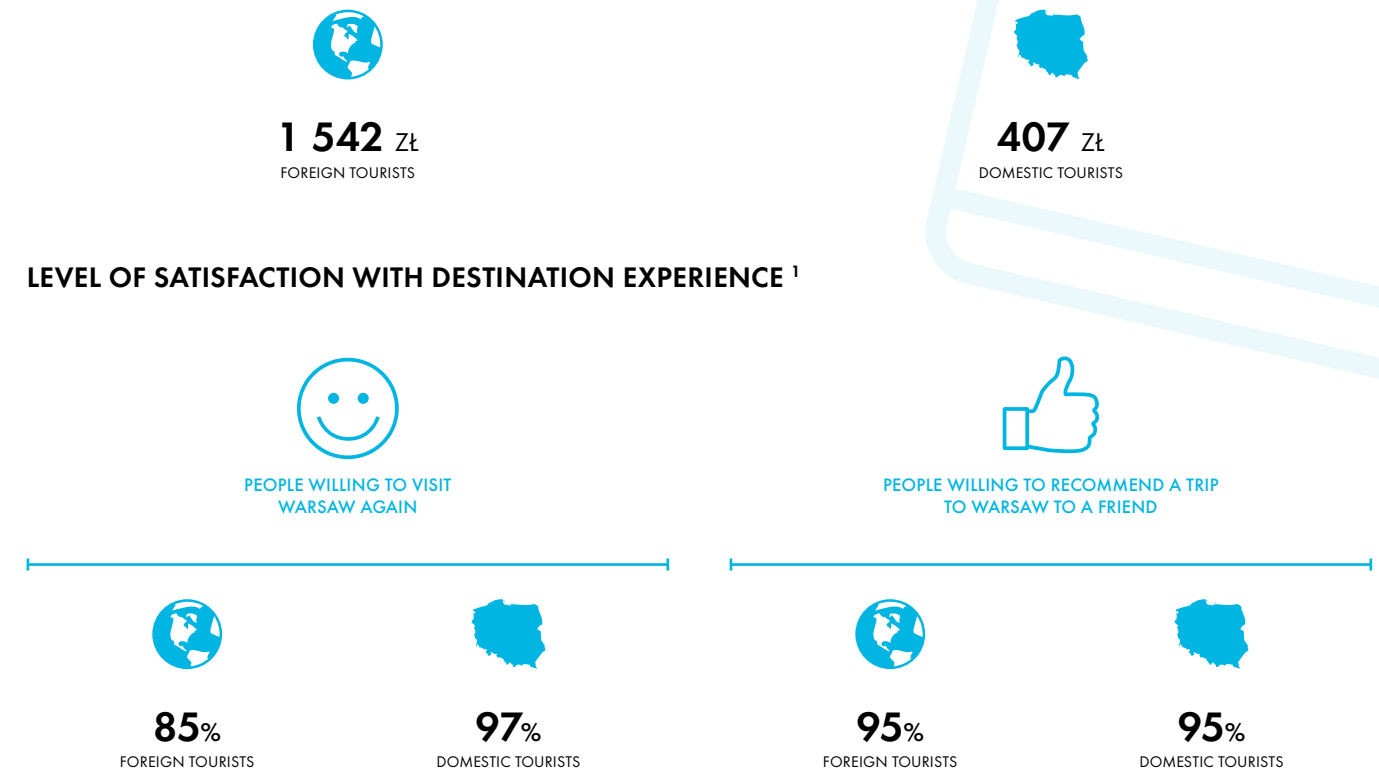


TOURISTS AND FOREIGN VISITORS BY COUNTRY ¹



¹ source: Tourism in Warsaw 2015, SBT

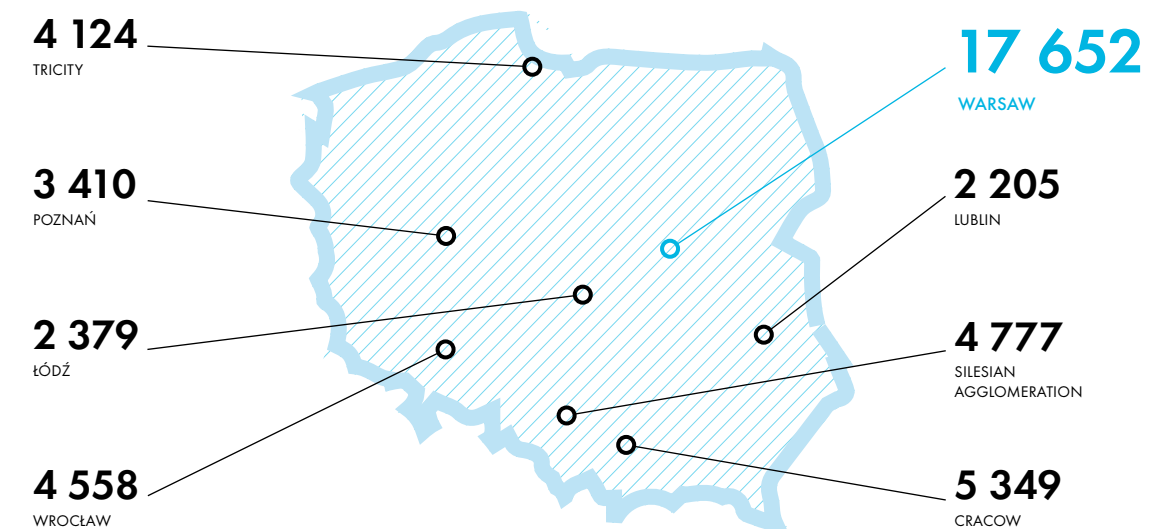
THE AVERAGE DECLARED AMOUNT SPENT EACH DAY DURING THE STAY IN WARSAW ¹



To read about Warsaw as an attractive and professional place for organization of congresses, trade fairs and events, please check the "Meeting Industry in Warsaw" report by the Warsaw Convention Bureau - WOT, www.wot.waw.pl

When surveying the size and characteristics of the local conference market, we use mainly data provided by Z-Factor, a hotel and MICE market consulting company which features the largest database of detailed statistics about events in Poland and the CEE region.

THE NUMBER OF EVENTS IN THE Z-FACTOR DATABASE FOR THE YEAR 2016 ²



² source: Demand Outlook - report for 2016, Z-Factor

BASIC STATISTICS OF THE WARSAW CONFERENCE INDUSTRY IN 2016 ¹**17 652**

NUMBER OF EVENTS ABOUT WHICH DETAILED DATA WAS GATHERED FROM 38 OUT OF 200 MAJOR VENUES IN WARSAW

**1 495 749**

TOTAL NUMBER OF PARTICIPANTS

**48**

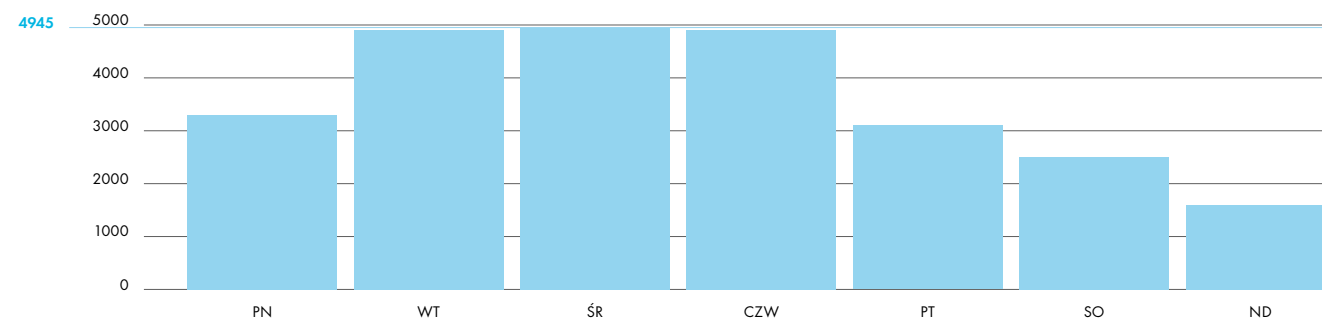
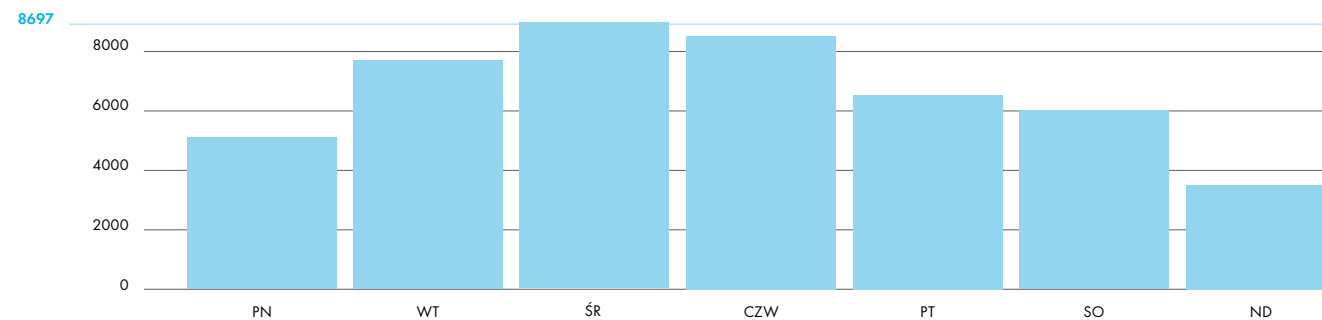
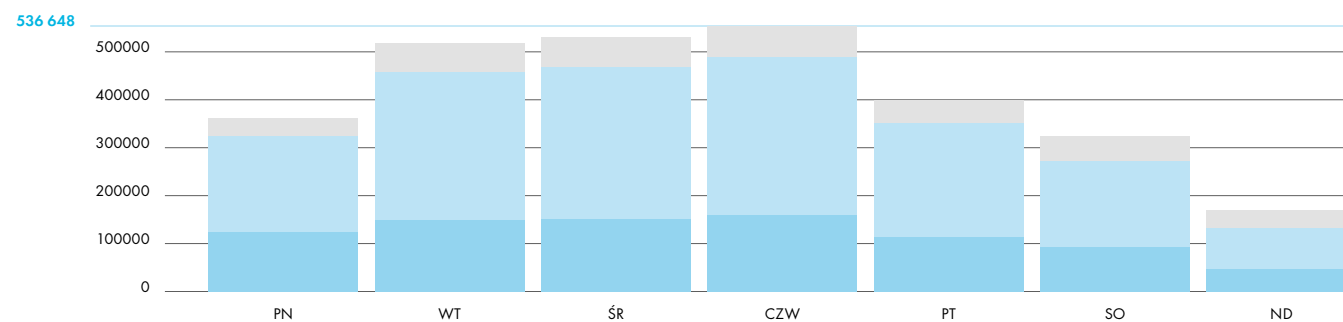
AVERAGE DAILY NUMBER OF EVENTS

**85**

AVERAGE NUMBER OF EVENT PARTICIPANTS

**1,5** DNIA

AVERAGE DURATION OF EVENT

NUMBER OF EVENTS HELD IN EACH DAY OF THE WEEK ¹AVERAGE NUMBER OF PARTICIPANTS IN EACH DAY OF THE WEEK ¹USE OF SPACE IN EACH DAY OF THE WEEK ACCORDING TO HOTEL CATEGORY ¹

ECONOMIC POTENTIAL OF THE MEETING INDUSTRY

ACCORDING TO ICCA, THE MOST IMPORTANT GLOBAL CONGRESS INDUSTRY ASSOCIATION ²**11 000**

NUMBER OF CONGRESSES OF ASSOCIATIONS REGULARLY ROTATING THROUGHOUT THE WORLD

**55%**

OF THEM ARE HELD IN EUROPE

**15%**

OF THEM ARE CONGRESSES FOR MORE THAN 1000 PAX

**678** USD

IS A DAILY EXPENDITURE OF A CONGRESS PARTICIPANT

ACCORDING TO ESTIMATES BYWARSAW CVB ³**3** DNI

3 DAY CONGRESS IN WARSAW

**1 000**

NUMBER OF PARTICIPANTS

**2 000 000** zł

REVENUE GENERATED FOR LOCAL ECONOMY

ACCORDING TO ESTIMATES BY ICCA BASED ON GLOBAL DATA ³**3** DNI

3 DAY CONGRESS IN WARSAW

**1 000**

NUMBER OF PARTICIPANTS

**8 500 000** zł

REVENUE GENERATED FOR LOCAL ECONOMY

REVENUE OF WARSAW CONGRESSES ACQUIRED IN 2016 BY WCB

**32**

NUMBER OF ACQUIRED EVENTS HELD IN WARSAW

OD **60** DO **6 500**

NUMBER OF EVENT PARTICIPANTS

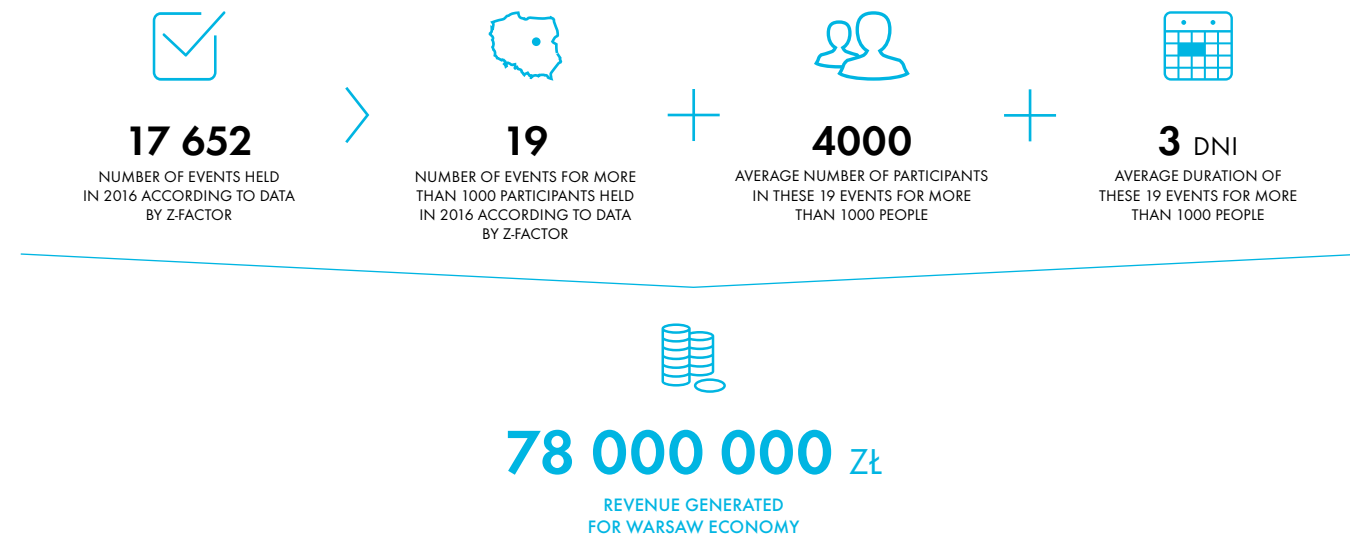
**7 800 000** złREVENUE GENERATED BY CONGRESSES ALONE FOR LOCAL ECONOMY ³² source: Demand Outlook by company Z-Factor"³ The estimate takes into account the average local costs of the following items: accommodation, DDR (Daily Delegate Rate), costs of additional events such as gala dinners, transfer costs, other expenditures of the organiser and individual expenditures incurred by the participants.

BENEFIT FOR WOT MEMBERS

Enquiries from foreign organisers about hotels, congress centres and PCO/DMC agencies are forwarded by the Warsaw CvB in the first place to the WOT members! Join us and profit from being a member!

According to Horwath HTL, the author of the 'Meeting Industry in Warsaw' reports for the years 2011-2013 prepared for the Warsaw Convention Bureau, the estimated total number of events in Warsaw amounts to approximately 25,000.

¹ source: Demand Outlook system by company Z-Factor

ESTIMATED REVENUE OF 19 CONGRESSES HELD IN 2016 IN WARSAW ALONE ¹

¹ source: Demand Outlook system by company Z-Factor profiting from your membership.

FACTORS THAT INFLUENCE DIRECTLY THE DEVELOPMENT OF THE TOURIST AND MEETINGS MARKET IN WARSAW SECURITY



SECURITY

The dynamically changing situation in the world, especially the growing number of terrorist threats in the cities of Western Europe from which Poland and Warsaw are free makes our city a safe and attractive alternative to other European destinations.



PROMOTION

Warsaw is beginning to feel the promotional effects of the key international events of recent years: UEFA EURO 2012, the UN Climate Conference (COP 19) in 2013, the opening match of the Men's Volleyball World Championship in 2014, the Europa League final match in 2015 and the NATO Summit in 2016. Each event managed to gather thousands of visitors and international tourists, most of whom, as the satisfaction surveys show, were charmed by the city and ready to recommend it to their friends.



M.Jasielewicz,MFA



SYNERGY

Synergies between activities of multiple institutions dealing with the promotion of the country and Warsaw: the Polish Tourist Organization and Poland Convention Bureau, the Ministry of Sport and Tourism, the Ministry of Foreign Affairs, the Adam Mickiewicz Institute, the Polish Chamber of Tourism, the Mazovian Regional Tourist Organization and the Warsaw Tourism Organization and Warsaw Convention Bureau.



ECONOMY

Being in good condition despite the period of recession after 2008, Polish economy not only develops at a very fast pace, but above all keeps its growth very stable, which results in a year-by-year growing number of business trips

and international events organised in Warsaw More about Warsaw's economy in the report 'Poland 2017 - your place to invest' prepared by the Warsaw City Hall available at: www.wot.waw.pl.



INFRASTRUCTURE

Planned infrastructure investments:

- By 2019, it is expected that at least 10 new hotels will be built, which will increase the accommodation capability in category of 2* to 5* hotels by about 2200 rooms
- The Ministry of Sport and Tourism and the Ministry of Development together with the company PL.2012 +, the operator of PGE Narodowy Stadium, began intensive work on the realisation of construction of the Congress and Exhibition Complex on the green area around the PGE Narodowy. According to the general objectives of the plans from 2008, the complex will consist of a sports and entertainment hall designed for 18 000 people, a conference centre of a minimum of 20 000 m2 usable floor area, trade and exhibition halls and a hotel which together will create synergies with the existing congress and event capabilities of the PGE Narodowy.
- Warsaw is one of the most dynamic cities in Europe when it comes to office space growth. At this point in time it reaches 5 million m2, and further 856 000 m2 are under construction, of which 695 300 m2 will be put into service by the end of 2018. In comparison, Kraków offers only 916 000 m2 of office space. These data confirm the good condition of Warsaw's local economy and ensure a steady influx of local and international events and corporate trips to present and future hotels and conference centres.
- Moreover, the range of attractions offered by cultural and leisure facilities and institutions is in continuous development. The key cultural investments in the following months will be the new buildings of Simfonia Varsovia, the Museum of Modern Art and the Rozmaitości Theatre. To complement this already rich leisure tourism offer are the constantly expanding Vistula boulevards or a bike bridge to be constructed near the Old Town.



BENEFIT FOR WOT MEMBERS

Join WOT in the best time for Warsaw and its tourist industry. Establish your position in the market today by 1 source: Demand Outlook system by company Z-Factor profiting from your membership.

THE EFFECTS OF OUR ACTIONS 2014-2016

ANNUAL REPORT 2016

HOW MUCH BUSINESS DO WE ACQUIRE FOR WARSAW

OUR PRIMARY GOAL IS TO INCREASE REVENUES AND EMPLOYMENT AN IMPORTANT BRANCH OF THE LOCAL ECONOMY - TOURISM AND MEETINGS INDUSTRY. THIS OBJECTIVE IS ACHIEVED MAINLY BY ACQUIRING INTERNATIONAL CONGRESSES, CONFERENCES AND INCENTIVES AND BY SUPPORTING TOUR OPERATORS IN CONCLUDING INTERNATIONAL INBOUND TOURISM CONTRACTS.

ACQUISITION INDICATORS ISSUED BY THE WARSAW CONVENTION BUREAU IN THE YEARS 2014-2016

Data	2016	2015	2014
Number of events we were acquiring *	100	78	no data
* number of events WCB was acquiring as a result of enquiries received from the organiser in years 2014-2016	+28%	no data	no data
Number of events we were acquiring > 500 participants	34	32	no data
	+6%	no data	no data
Number of events we were acquiring > 1500 participants	21	14	no data
	+50%	no data	no data
The number of enquires (RFP) received *	151	111	82
* the number of RFP (Request for Proposal) received for specific events from meeting owners	+36%	+35%	no data
The number of leads (clients) (acquainted in the years 2014-2016), from which the WCB tries to receive a request (RFP) *	338	100	no data
* the number of organisers of events who showed interest in Warsaw but have not sent a request (RFP) to WCB. The data are cumulative for subsequent years, but are not their sum, because some of the data fall out of this category as a result of the RFPs sent by the organisers being spurred by the WCB sales activities.	+238%	no data	no data
Acquired customer relationships within active/reactive sales *	136 / 128	81 / 96	no data
* the sum of all received requests (RFP) and contacts established with event organisers who expressed interest in Warsaw, but have not submitted a lead, broken down into those with whom WCB has initiated a sales process (fam trips, trade fairs, ICCA database, autonomous research - active sales) and those who submitted a request themselves or by an intermediary (a local ambassador, a WOT member, an intermediate agency - reactive sales)	+67%/+33%	no data	no data
The number of events confirmed *	32	25	18
* the number of events confirmed in Warsaw as a result of WCB sales activities (or WCB and its partners) and events which WCB received as already confirmed, but was responsible for forwarding a substantial part of submitted orders to WOT members (exhibition and congress area, accommodation, comprehensive services for agencies)	+28%	+38%	no data
The total number of overnight stays from confirmed events	28 574	22 655	14 818
	+26%	+52%	no data
The estimated value of overnight stays from confirmed events	8 486 478 PLN (ADR adopted is 297 zł)	6 230 125 PLN (ADR adopted is 275 zł)	3 956 406 PLN (ADR adopted is 267 zł)
	+27%	+37%	no data
The total number of overnight stays from events confirmed 2014-2016	66 047		
The total estimated value of overnight stays from events confirmed 2014-2016	18 673 009 PLN (the sum of the amounts from individual years)		

Saviour Square in Warsaw

HOW TO INTERPRET THESE NUMBERS?

A significant increase in all event acquisition rates in the years 2014-2016 is primarily the result of the creation of two new job positions dedicated only to this task: **Marketing Manager - Corporate Meetings & Incentives** (corporate events market) and **Marketing Manager - Association Meetings** (association events market). The creation of these job posts in May 2015 had been combined with an update and improvement of existing procedures of request support and of handling acquired events. An example of this would be the procedure for participation in trade fairs, workshops and other sales events. The implemented rules ensure that the Warsaw CvB team is better prepared for meetings, as there are statistically more of them during each event and it takes better of the contact with clients after the fairs. One of the additional profits of the introduced changes is the ability to analyse in detail the sales processes conducted by the Warsaw CvB and to draw constructive conclusions for designing the next steps. It can be clearly noted that, for example, **the acquisition of events from clients met at a trade fair takes one and a half year on the average and requires significant and very specific effort.**

At the same time there have also been developed new more efficient marketing tools (destinations presentations, presentation of WOT members, a catalogue of Warsaw conference and event venues and a presentation including incentive programmes of member agencies) and intensive works were started that concerned the development of an offer of support of Warsaw Convention Bureau and WOT members for the acquired events as well as its enrichment with elements that are most interesting to organisers of international congresses (free or reduced city transportation fee, venues for gala dinners with city representatives, foreign trips with Polish congress ambassadors to promote Warsaw, etc.). What contributed to a greater effectiveness of sales activities was the membership originated in 2015 in the International Congress & Convention Association (ICCA), whose database of events is one of the main sources of acquiring new congress business for given destinations. This, of course, matches with another marketing project, in which in 2016 Warsaw CvB actively participated: the Polish Congress Ambassadors Programme. With 75 events confirmed by the Warsaw CvB in the years 2014-2016, it is clear that processing them started on the client's initiative (an email or phone call from the client), which means reactive sales, whose success is primarily determined by an appropriate positioning of Warsaw as a destination and by the Warsaw Convention Bureau being viewed as a reliable local partner.

ANALYSIS OF EVENTS CONFIRMED OR UNCONFIRMED IN WARSAW IN RELATION TO THE WORK OF THE WARSAW CONVENTION BUREAU IN THE YEARS 2014-2016

The statements presented in the following tables confirm also the earlier thesis that participation in a trade fair pays off in the literal sense within the minimal period of a year and a half (and generally only if the work with the acquainted meeting planners is permanent and intensive). Analysing the reasons for which the organisers of events confirmed by the Warsaw Convention Bureau between 2014-2016 choose Warsaw, it becomes clear that getting to know the client's motivation behind his choice of destination is not easy (69% of organisers did not reveal such information), while two statistical sections are key here that are successively two most numerous motivation groups: 14% of the organisers chose Warsaw because of the best price-quality relationship which they obtained in international destination competitions. This data proves a well-established opinion about the Polish tourism industry that at this moment in time Warsaw and other national destinations can compete with the largest European cities in terms of the value for money factor. A separate issue is the question of how long this situation is going to continue and if it really is advantageous from the point of view of the local economy. **In contrast, the third most common reason of event confirmation in Warsaw (we are speaking here only about those for which the Warsaw CvB was responsible) is the support offer to meeting planners by the Warsaw Convention Bureau and WOT members.**

ANALYSIS OF CAUSES OF EVENTS CONFIRMED BY WARSAW CVB IN YEARS 2014–2016

Cause	Number of repetitions
Client did not provide info	69%
Offer of a Warsaw provider was best	14%
Support offer from destination	8%
Venue / services advantages (e.g. atmosphere, historical context)	3%
Client decided on Warsaw, only needed a good offer	3%
Long-term contract with local provider	1%
Organiser headquarters located in the city	1%
Ambassador's actions	1%
Total	100% (75 events)

For 8% of the organisers the support ensured enough value that they preferred Warsaw out of all other international destinations. This confirms the validity of the decision about investing (not only financial, but primarily personal resources) in the continuous development and adjustment of the offer to the needs of a dynamically changing market. A n analysis of the reasons for which Warsaw dropped out of the destination contest where we tried, most often jointly with WOT members, to acquire association or corporate events, raises some major conclusions. First of all, obtaining a reliable feedback from the client is very difficult. And though often this is due to the lack of willingness to provide any explanation (this being either said explicitly or by ignoring repeated enquiries), in a significant number of cases this is due to the internal confidentiality policy of corporate clients or associations that possess highly formalised rules for communication with tender participants. Another important cause for which Warsaw loses events in relation to the aforementioned competition is the insufficiently competitive business offer. This applies both to offers of WOT members as well as the Warsaw CvB, but is not synonymous with too high prices, but often refers to a more complex offer of incentives and motivations that generate added value for the organiser. **To increase the competitiveness of Warsaw's offer, the WOT members working in the MICE sector began a series of monthly meetings, in the course of which directors of sales of hotels, congress centres and PCO and DMC agencies, together with the Warsaw CvB, prepared individual offers with additional**

ANALYSIS OF THE CAUSES FOR UNCONFIRMED EVENTS IN WARSAW BY THE WARSAW CVB IN THE YEARS 2014-2016

Cause	Number of repetitions
A refusal to provide information by the client (no permission for disclosing such information, lack of response from the client, relying on one's own arbitrary decision)	50
Better business offer from the competition	21
Cancellation of event	15
Too small facility or not conforming to the client needs, lack of availability	15
Greater incentive/historical/general attractiveness of competing destinations	8
Preferences of event participants	8
Inadequate or non-existent support of local ambassador	4
Insufficient number of air connections	4
Politically motivated decision - clients refused to hold the event as a result of information from the media about the political situation or human rights issues in Poland.	3
A greater the number of client's business partners in competitive destinations	3
Fear of holding the event in a destination that has been never visited before	2
Other (eg. client is trying to sell his services to WCB)	3

CITIES THAT BEAT WARSAW IN 2014–2016 *

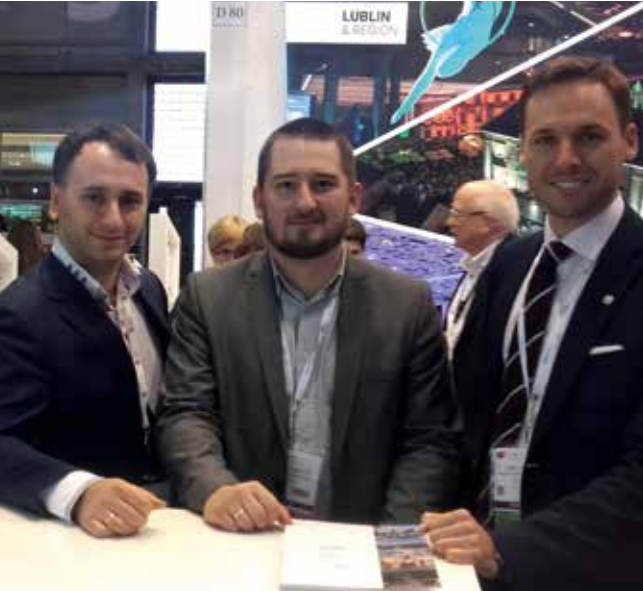
City	Number of repetitions
Prague	7
Amsterdam	6
Copenhagen	4
Berlin	4
Paris	3
Budapest	1

* The statement provides all data available in the Warsaw CvB database.

incentives for the organisers. In the case of hotels, they also developed one joint offer for events that are huge enough to require using many WOT member hotels.

Among various ideas of motivations there are, among others, free rooms, upgrades or conference rooms in hotels, a free welcome drink during registration, hotel room treats or discounts on certain services. The extent of such benefits for the organiser depends on the volume of his order. The offers of WOT members is combined with the

Warsaw CvB support offer and in this way, in the context of our and our members current work, it makes for a valuable and competitive offer. It is also worth mentioning the purely infrastructural reasons: no facilities of the required size or lack of air connection (both in terms of the number of connections or lack of specific destinations. As far as its capabilities are concerned, Warsaw CvB seeks to stimulate the development of local infrastructure, particularly the creation of a congress centre dedicated for Warsaw.



The Warsaw CvB team at IBTM, Barcelona 2016



The Warsaw CvB team at IBTM, Barcelona 2016

THE SOURCE OF REQUESTS OF EVENTS CONFIRMED

2016		2015		2014	
source	number	source	number	source	number
Email or phone call from the client	26	Email or phone call from the client	18	Email or phone call from the client	12
IBTM Barcelona 2015	3	EIBTM Barcelona 2014	1	IMEX Frankfurt 2014	4
Poland Convention Bureau – POT	1	IMEX Frankfurt 2014	1	EIBTM Barcelona 2014	2
Ambasador Kongresów	2	IMEX Frankfurt 2015	1		
		Congress Ambassador	4		

ANALYSIS OF THE ASSOCIATION MARKET SUPPORTED BY THE WARSAW CONVENTION BUREAU IN THE YEARS 2014-2016

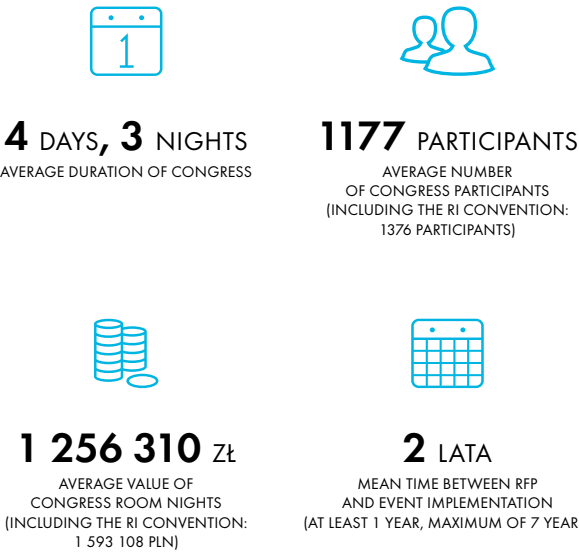
CONGRESS AND ASSOCIATION CONFERENCE MARKET IS ONE OF THE MOST IMPORTANT SEGMENTS OF MICE. NOT ONLY DOES IT HAVE A SIGNIFICANT DIRECT IMPACT ON THE LOCAL FINANCIAL INDUSTRY, BUT ALSO INDIRECTLY AFFECTS THE ECONOMIC, SCIENTIFIC AND CULTURAL DEVELOPMENT OF LOCAL AND NATIONAL COMMUNITIES. WITHIN THE CURRENT WORK, THIS MARKET IS SUBJECTED TO OUR DETAILED ANALYSIS. HERE ARE SOME OF THE MOST IMPORTANT DATA ABOUT EVENTS THAT WE WERE WORKING WITH.

The following statements feature terms that are defined as follows:

- RFP (Request for Proposal) - request from the Organiser (or of his representative, broker, etc.) to organise a specific event in Warsaw
- Lead - the organiser of events (target client, the so called meeting owner or agent, for example an agency), who contacted Warsaw

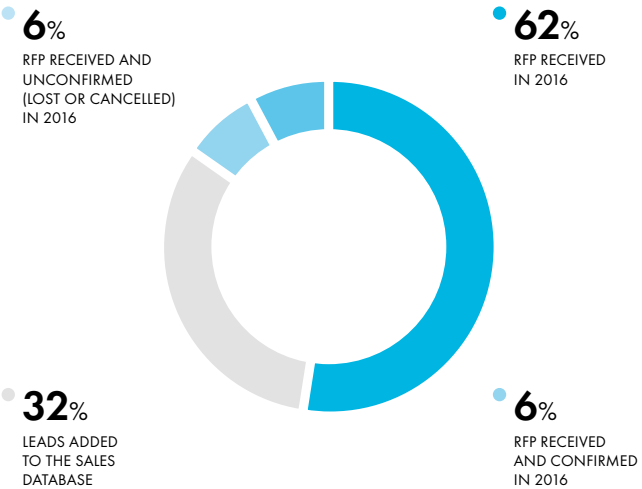
CvB and expressed an interest in Warsaw as a destination to organise his event, but at the moment there is no specific request (RFP).

GENERAL ASSOCIATION MARKET CHARACTERISTICS SUPPORTED BY WARSAW CVB (2014-2016)



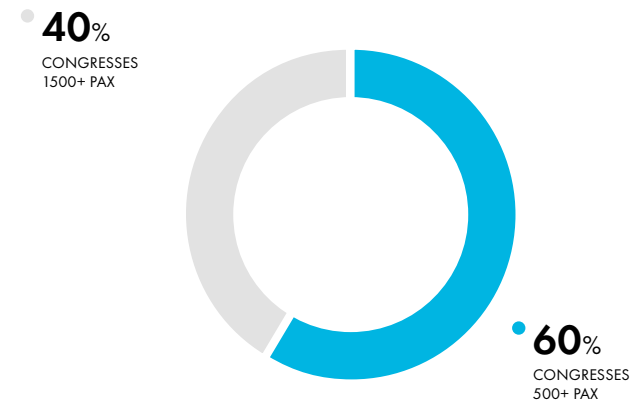
* Source: Request database of the Warsaw Convention Bureau, analysis for 170 events

ASSOCIATION CONGRESSES IN 2016: RFPs AND LEADS RECEIVED AND EVENTS CONFIRMED AND UNCONFIRMED



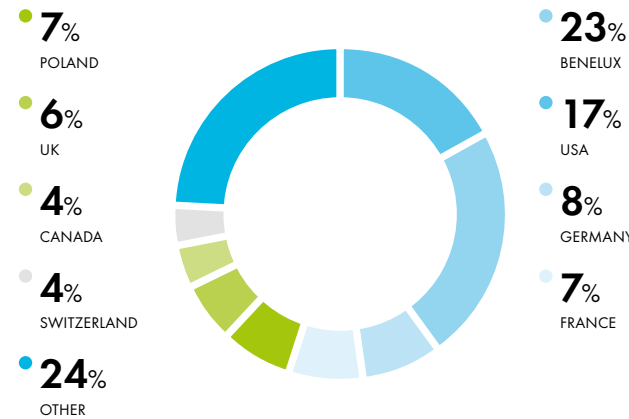
* Source: Request database of the Warsaw Convention Bureau, analysis for 68 events

THE NUMBER OF BIGGEST (500+ AND 1500+) CONGRESSES BEING ACQUIRED (ACTIVE REQUESTS FROM THE YEARS 2014–2016)



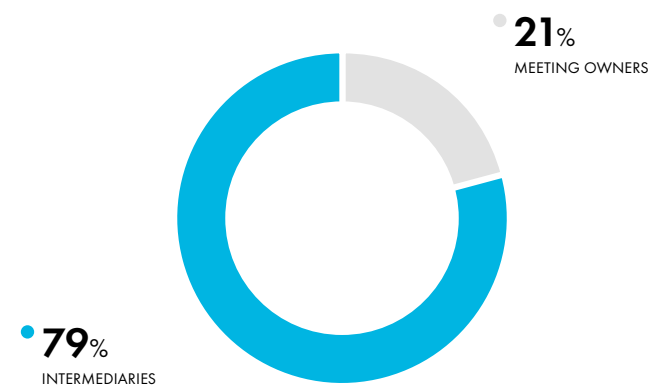
* Source: Request database of the Warsaw Convention Bureau, analysis for 48 events

THE ORIGIN OF ASSOCIATION CONGRESS ORGANISERS (DATA FROM THE YEARS 2014–2016)



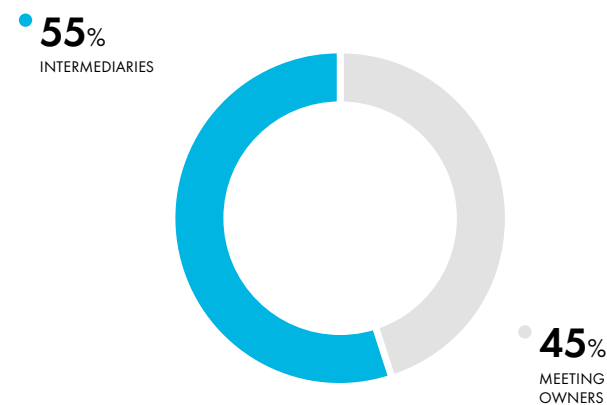
* Source: Request database of the Warsaw Convention Bureau, analysis for 115 events

WARSAW CVB COLLABORATORS IN ASSOCIATION CONGRESSES ACQUISITION (DATA FROM THE YEARS 2014-2016) IN SUBMITTED RFPS GROUP



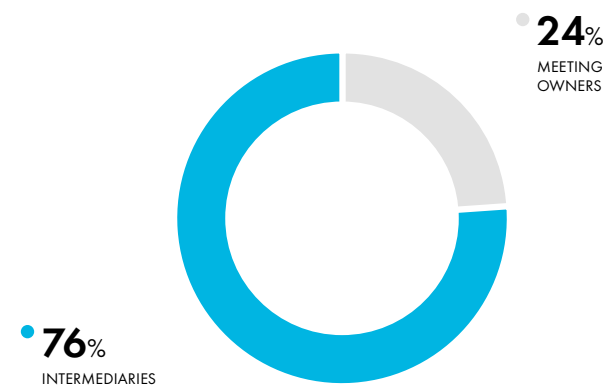
* Source: Request database of the Warsaw Convention Bureau, analysis for 53 events

LEADS



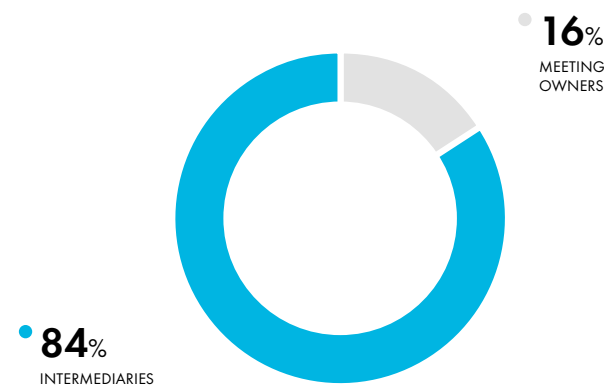
* Source: Request database of the Warsaw Convention Bureau, analysis for 67 events

WARSAW CVB EUROPEAN COLLABORATORS IN ASSOCIATION CONGRESSES ACQUISITION (DATA FROM THE YEARS 2014–2016)



* Source: Request database of the Warsaw Convention Bureau, analysis for 115 events

WHO CONFIRMS ASSOCIATION CONGRESSES ACQUIRED BY WARSAW CVB (DATA FROM THE YEARS 2014–2016)

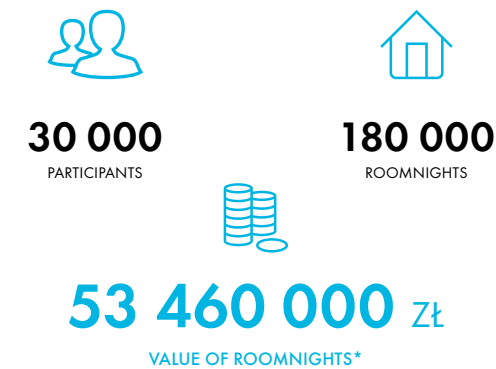


* Source: Request database of the Warsaw Convention Bureau, analysis for 38 events

SELECTED EVENTS ACQUIRED IN 2016

AMONG MANY ASSOCIATION EVENTS WARSAW CVB WAS ACQUIRING IN 2016, THOSE DESCRIBED BELOW DESERVE SPECIAL ATTENTION.

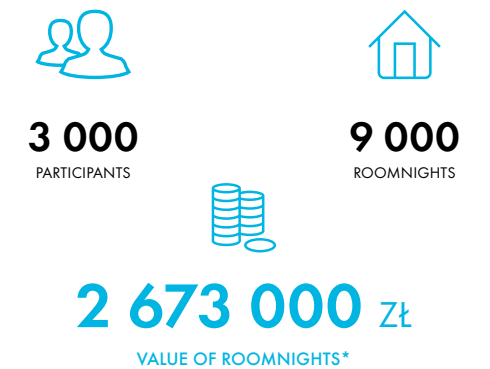
ROTARY INTERNATIONAL CONVENTION (2023, 2024, 2025)



The acquisition of this annual international convention began back in December 2015. Within the next year 2016, we completed two important stages in the destination competition for this event. The first stage was Warsaw being shortlisted among 6 other destinations (Paris, Dublin, Gothenburg, Melbourne, Fremantle and Auckland) which received the official request (RFP) asking them to prepare destination offers. In the meantime, as a preparation for the submission an effective offer, the Head of the Warsaw Convention Bureau Mateusz Czerwiński, together with Marek Krawczyński, the most active event ambassador in Poland, and other Polish Rotarians visited the Rotary International Convention in Seoul (this edition of the Convention has beaten its own record of attendance by reaching the level of 45 000 participants). **The period of November 2016 to February 2017 was a time of intensive preparations to submit the official application of Warsaw for the Convention. Eventually, at the end of February 2017, in response to a 100 page request (RFP), the Warsaw Convention Bureau prepared together with Rotary Poland an offer of 588 pages (128 pages of the main application and 460 pages of technical documentation).** Decisions about the future of Warsaw as a potential candidate city will be taken subsequently in June and October 2017. If the event organization comes to fruition it will probably be the biggest MICE event in the history of Warsaw, perhaps even in Polish history. What deserves special emphasis is an unprecedented engagement of the team not only from the Warsaw Convention Bureau, but also from the entire Warsaw Tourism Organization in acquiring the event. On the actions of a complicated and time-consuming process of preparing deals Warsaw WOTowi have been granted special funds from the Office of the city, in which, among other things, was hired project manager dedicated only to this task.

* ADR adopted is 297 zł

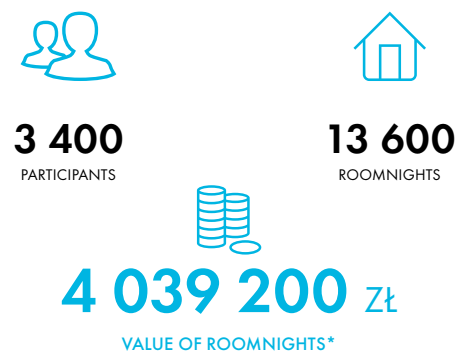
EUROPEAN PSYCHIATRIC ASSOCIATION (EPA 2019)



More than a half-year period of efforts of the Warsaw CvB and EXPO XXI, a WOT member, has resulted in the acquisition of a four-day Congress that will gather in Warsaw more than 3000 European and international psychiatrists in 2019. The EPA Congress is organised each year in a different European city, and every year many destinations apply for its organization. In 2016 it was organised in Madrid and in 2017 it will be held in Florence, Italy. The EPA (European Psychiatric Association) has over 78000 members from as many as 88 countries and is the leading psychiatric organization in Europe. The organiser of the event, KENES International, is one of the world's largest PCOs. **The EPA would not ever choose Warsaw if not for the huge organizational and content-related support on the part of the authorities of the City of Warsaw and the Warsaw Convention Bureau from the very beginning.** The WCB's support involved coordinating an inspection visit, making the Palace of Culture and Science available for a gala dinner completely free of charge, and obtaining free public transport for all congress delegates.

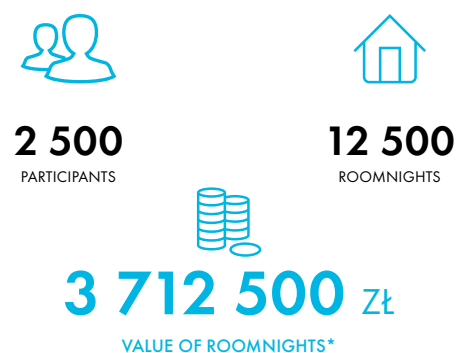
WORLD SMALL ANIMAL VETERINARY ASSOCIATION CONGRESS (WSAVA) 2020

The WSAVA World Congress is a scientific conference where practitioners of veterinary medicine can share their professional experience and proves to be another success story that corroborates the great potential that lies in the synergistic effort between WOT members. Thanks to more than a year-long preparatory stage of the EXPO XXI and Warsaw Convention Bureau, this event had been confirmed on the turn of 2016 and 2017. The Congress is held for 4 days with 3400 participants and is rotated each year through the regions of Asia and Oceania, Europe, the Middle East, Africa and the Americas.

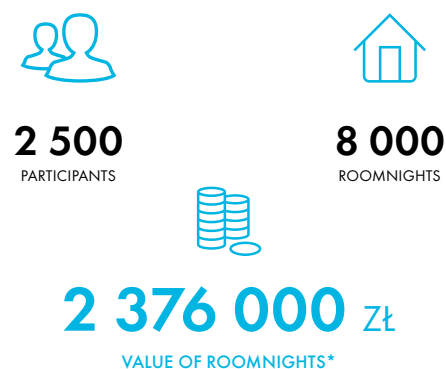


The 2020 edition will take place in Warsaw, but the promotion of Warsaw as a congress destination will begin already in 2017 in Copenhagen. The congress is organised by KENES International. In the case of the WSAVA 2020, Warsaw Convention Bureau has supported the efforts in the event acquisition at every stage; from the organization of free transport for the delegates to co-financing and active participation in site inspection. Another vital thing was the regular contact with the Polish ambassador, the representative of WSAVA and cooperation with partners such as the Belvedere, where dinner was held for the participants of the inspection visit consisting of a menu of local Polish dishes combined with tasting of Polish wines.

EUROPEAN COLLEGE OF SPORT SCIENCE (ECSS, 2020, 2021)



INTERNATIONAL SOCIETY OF BLOOD TRANSFUSION (ISBT, 2019)



Though we failed to acquire these two events in the framework of the competitions in which we took part in 2016 (yet we acquire them for Warsaw in subsequent years), they should be mentioned here due to the model approach in event acquisition presented by the Warsaw CvB. Using our own resources and the involvement and synergies of WOT members, we were able to prepare a support offer for the events to be acquired, which until recently had no precedent when it comes to the structure of cooperation of the local public-private tourism industry.

The ECSS, the second most important sport congress in the world and the largest of its kind in Europe, won an unprecedented support from the destination offer created jointly by the Warsaw Convention Bureau, the City of Warsaw and the international scientific environment. In addition to support from the Warsaw CvB in the form of information booths at the airport and the event venue, a free sightseeing for VIP participants and other minor but important elements of the standard offer, the Warsaw City Hall granted free public transport for all event participants, made the Palace of Culture and Science available for 4 full days of the congress free of charge and provided an additional promotion budget to ensure the maximum number of event participants and a relevant promotional campaign for the city. The presentation of Warsaw's offer at the ECSS Vienna 2016 was attended by senior representatives of the Warsaw City Hall, a representative of the local scientific community and a representative of Mazurkas Travel as the event PCO.

ISBT, the major international congress on blood transfusion from the very beginning was being supported a very strong local leader, professor Magdalena Łętowska, MD, Ph.D. from the Warsaw Institute of Hematology and Transfusion Medicine. After gaining a significant local support for the event (among others, the guarantee of free public transport on the part of the City of Warsaw), a representative of the Warsaw Convention Bureau and Anna Górska, president of the ICCA Central European Chapter and Business Development Director at the EXPO XXI, presented jointly the offer of Warsaw at the ISBT 2016 Congress in Dubai. The presentation made such a great impression that the representatives of ISBT decided to conduct an urgent study visit in Warsaw.

Both events are an example of Warsaw's new model of applying for large and important association events. **This model implies, first of all, the need to involve key local stakeholders who in pursuit of their individual objectives would be willing to invest in a strong and very competitive destination offer (like, for example, the Warsaw City Hall, especially in the case of the ECSS). Secondly, the model involves the use by the Warsaw Convention Bureau of the so called Triple Helix synergy, which means mutual support relationship between the worlds of science, business and local authorities or state government.** Moreover, what deserves recognition is the fact that intensive effort to acquire large events brings noticeable benefits and enhances the promotional image of the city, even if it fails to become host in a given year.

* ADR adopted is 297 zł

ANALYSIS OF CORPORATE MARKET SUPPORTED BY THE WARSAW CONVENTION BUREAU IN THE YEARS 2014-2016

THE CREATION OF A YET MORE EFFECTIVE MODEL AND TOOLS TO ACQUIRE EVENTS WITH PCOS AND DMCS BELONGING TO WOT LEAD THE WARSAW CONVENTION BUREAU TEAM TO PREPARE A DETAILED ANALYSIS OF THE SEGMENT OF CORPORATE EVENTS FOR THE YEAR 2016. HERE ARE SOME OF THE MOST IMPORTANT DATA AND CONCLUSIONS THAT THE ANALYSIS PROVIDES. **

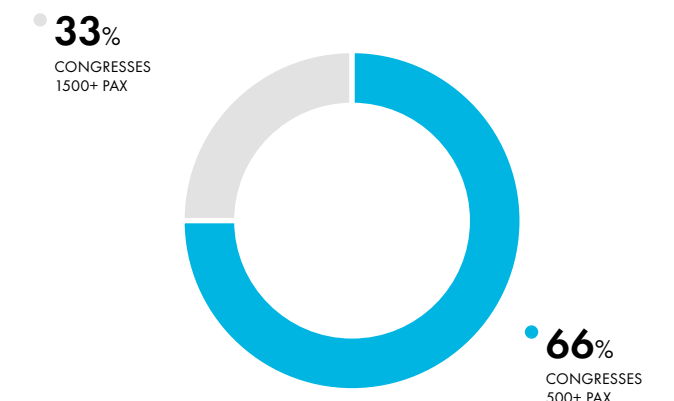
GENERAL CHARACTERISTICS OF THE CORPORATE MARKET SUPPORTED BY THE WARSAW CVB (2014-2016)



* Data based on 105 events.

** As in the previous chapter, the terms used in the statements presented have the following definitions:
 – RFP (Request for Proposal) - request from the organiser (or of his representative, broker, etc.) to organise a specific event in Warsaw
 – Lead - the organiser of events (target client, the so called meeting owner or agent, for example an agency), who contacted Warsaw CvB and expressed an interest in Warsaw as a destination to organise his event, but at the moment there is no specific request (RFP).

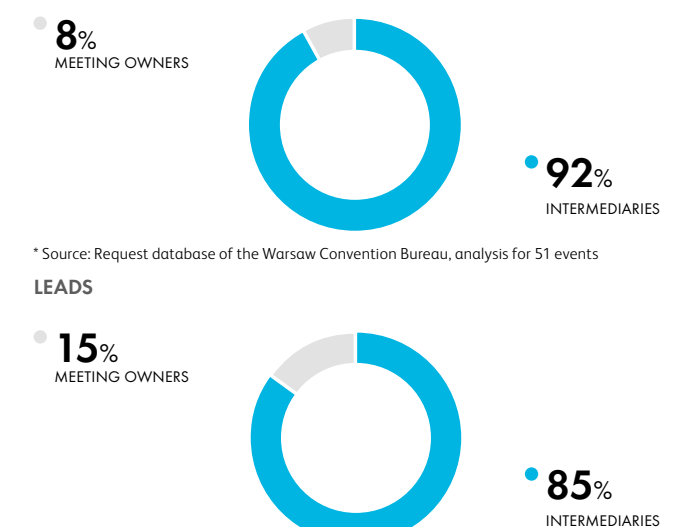
THE NUMBER OF THE LARGEST (500+ 1500+) CORPORATE EVENTS ACQUIRED (ACTIVE REQUESTS FROM THE YEARS 2014-2016)



* Source: Request database of the Warsaw Convention Bureau, analysis for 6 events

WARSAW CVB COLLABORATORS IN CORPORATE EVENT ACQUISITION (DATA FROM THE YEARS 2014-2016)

IN SUBMITTED RFPs GROUP



* Source: Request database of the Warsaw Convention Bureau, analysis for 51 events

LEADS

15% MEETING OWNERS

85% INTERMEDIARIES

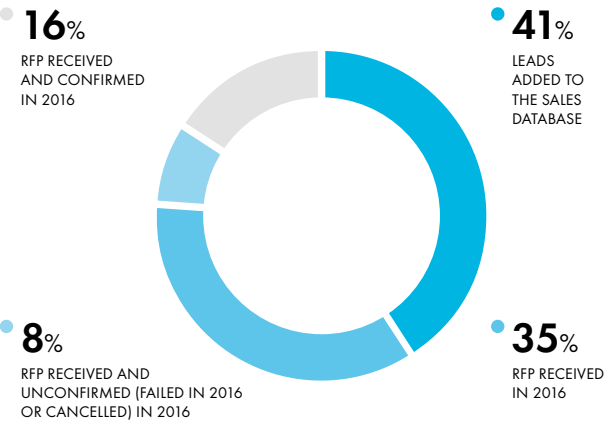
* Source: Request database of the Warsaw Convention Bureau, analysis for 281 events



BENEFIT FOR WOT MEMBERS

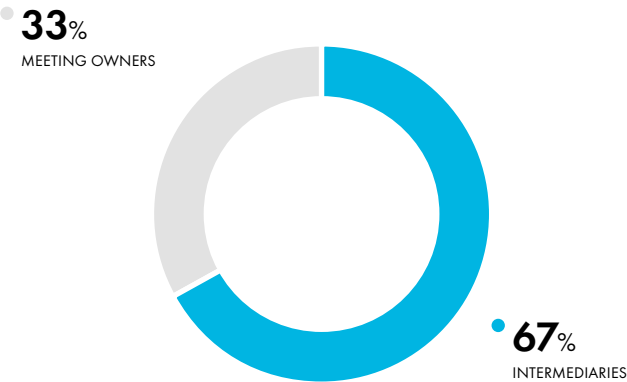
The Warsaw Convention Bureau forwards inquiries from international and Polish clients exclusively to WOT members.

CORPORATE EVENTS IN 2016:
RFPS AND LEADS RECEIVED AND EVENTS
CONFIRMED AND UNCONFIRMED



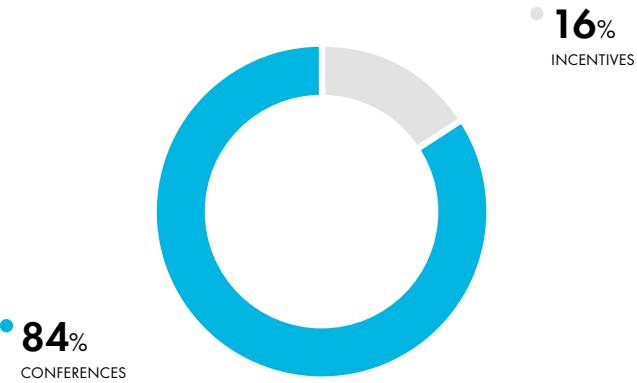
* Source: Request database of the Warsaw Convention Bureau, analysis for 123 events

WARSAW CVB COLLABORATORS
IN CORPORATE EVENT ACQUISITION
(DATA FROM THE YEARS 2014-2016)



* Source: Request database of the Warsaw Convention Bureau, analysis for 332 events

TO WHAT KIND OF EVENTS ARE THE
CORPORATE MARKET RFPS RELATED
(DATA FROM THE YEARS 2014-2016)*



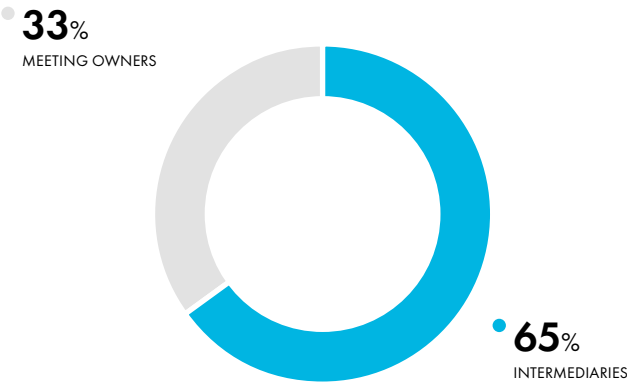
* Source: Request database of the Warsaw Convention Bureau, analysis for 51 events

THE ORIGIN OF CORPORATE EVENT ORGANISERS
(DATA FROM THE YEARS 2014-2016)



* Source: Request database of the Warsaw Convention Bureau, analysis for 123 events

WHO CONFIRMS CORPORATE EVENTS
ACQUIRED BY THE WARSAW CVB
(DATA FROM THE YEARS 2014-2016)



WHAT KIND OF EVENTS INTEREST LEAD CLIENTS
(DATA FROM THE YEARS 2014-2016)



* Source: Request database of the Warsaw Convention Bureau, analysis for 281 events

HOW DO WE ACQUIRE MEETINGS AND TOUROPERATOR CONTRACTS?

TO ACQUIRE EVENTS AND RAISE THE NUMBER OF FOREIGN TOUR OPERATORS COOPERATING WITH THE LOCAL INDUSTRY WE USE EFFICIENT DESTINATION MARKETING TOOLS THAT ARE OFTEN UNIQUE ON THE NATIONAL SCALE. HERE ARE THE MOST SIGNIFICANT ONES

MICE AND LEISURE STUDY VISITS

One of the most effective destination marketing tools, especially for such destinations as Poland and Warsaw, which are in the process of building their global brand recognition, are study visits. The level of awareness of Poland's development and the wealth of its offer is still inversely proportional to the delight that the tourist, journalists and meeting organisers experience. Therefore, when working with multiple partners, whether local or international, private or public, we attach great importance to whom and how we show the capital city of Poland. **For us, each visit is part of a larger whole**, a continuation of an ongoing communication (PR or sales related). After the visit, the intensiveness of this communication is maintained on the same high level. We believe that every hour we spend on showing Warsaw to tour operators, meetings planner or bloggers is one of the best investments that will surely pay off if only we devote to it the right amount of time and work.

FINANCIAL SUPPORT OF FAM TRIPS

Fam trips, which are group visits for meeting planners or tour operators, are an important tool for destination promotion and brand building and at the same time acquiring new business for local entrepreneurs. On the basis of the experience gathered in 2014 and 2015 we have come to the conclusion that at this stage of development of the WOT, instead of organising such visits independently, the most effective way will be to support fam trips organised by our members. That is why **in 2016 we launched an affiliate program "Fam trips support for meeting planners" to co-finance fam trips for WOT members**. The rules for granting the support are simple and transparent. The evaluation criteria are primarily: business value of invited planners and the method of presentation of Warsaw by the organiser. In the following years, we plan to continue this activity by using the synergies between WOT members in order for the largest possible number of congress, trade fair, events and incentives organisers to get acquainted with the wide offer of the city as an attractive and professional meeting destination. About the support for fam trips read more at www.wot.waw.pl.



BENEFIT FOR WOT MEMBERS

The visits we host related to hotels, congress venues, PCO/DMC agencies and tour operators first and foremost present the offer of WOT members.



BENEFIT FOR WOT MEMBERS

Funding for fam trips is awarded only to WOT members on the basis of transparent and objective business criteria.

STATISTICS OF WOT STUDY VISITS

Dana	2016	2015	2014
Number of visits for organisers	17 visits for 69 planners	22 visits for 89 planners	17 visits for 83 planners
Number of visits for tour operators	10 visits for 76 tour operators	4 visits for 45 tour operators	–
Number of visits for journalists and opinion leaders of international tourism and meetings industry	3 visits for 3 guests	6 visits for 8 guests	–

INTERNATIONAL FAIRS AND WORKSHOPS

For many years now Warsaw CvB represents the city on the major international industry fairs: IMEX Frankfurt and IBTM Barcelona. From 2014 we try to participate regularly in smaller workshops, like MCE CEE, that focus on international planners interested in the Central and Eastern European region. **Treating all of these events primarily in business terms** (in addition to their important PR and networking function), **we follow carefully their direct and long-term investment return**. The statistics for three of the mentioned events in which we participated in 2016 are presented in the table below. Leisure tourism fairs are within the competence of the Warsaw Tourist Office. The Warsaw Tourism Organization is engaged only in fairs initiated by WOT members. In this way we promoted Warsaw at the Arabian Travel Market (about 20,000 visitors from more than 13 countries, mostly from the Gulf region, 23 % from other countries). Prepared in cooperation with exhibitors, the stand promoted Warsaw. The materials prepared by WOT were distributed by the exhibitors present at the fair. WOT also offered financial support

BENEFIT FOR WOT MEMBERS

By participating in international trade fairs not only can we generate requests that we then forward to our members, but we are also able to reach with our offer to those clients to which our members may have not reached.

for those members who chose to participate in the fairs. After each event WOT draws up a report which helps us evaluate our activities and prepare for the next edition of the fair.

EXPANSION OF THE SUPPORT OFFER OF WARSAW CVB FOR EVENTS

One of the basic tools and success factors in event acquisition, particularly association congresses, is a **rich and competitive destination support offer for the event**. The ability to offer free or discounted public transportation, venues for a gala dinner, information booths at airports, free sightseeing for VIP participants or support in image campaigns from local authorities and the government often constitutes a starting point for negotiations with the organisers of events with the greatest business potential for the city. Starting from 2014, the support offer of Warsaw CvB has been rapidly expanding and at this point contains all of the above elements thanks to which Warsaw wins international destination competitions. For a detailed support offer please refer to the WOT report 2015 and at www.wot.waw.pl.

BENEFIT FOR WOT MEMBERS

The Warsaw CvB support offer is at the same time a current sales tool for WOT members and for the events they acquire. We offer our greatest support to events in which we cooperate with our members.

STATISTICS FOR TRADE FAIR EVENTS AND OBTAINED REQUESTS

Statistics for trade fair events 2016 (IMEX Frankfurt, IBTM Barcelona, MCE CEE Berlin)				
Total number of meetings held	90			
Number of scheduled meetings	67			
Number of unscheduled meetings	23			
Number of missed appointments due to client no-show	9			
Number of meetings during which the client handed over a ready request	12			
Number of meetings with the client interested in Warsaw as a destination of his subsequent events, but has not yet made a specific request (RFP), the so called lead.	72			
Number of meetings in the 'other' category	6			
Statistics for (RFPs)	Number of events	Total number of participants	Total number of roomnights	Total value of roomnights
Conferences (corporate clients)	1	600	1 200	356 400 PLN <small>(ADR adopted is 297 PLN)</small>
Congresses (association clients)	9	16 420	55 060	16 352 820 PLN <small>(ADR adopted is 297 PLN)</small>
Incentive trips	2	95	285	84 645 PLN <small>(ADR adopted is 297 PLN)</small>
Fairs	0	0	0	0 PLN
Other events (eg. product launch, roadshow)	0	0	0	0 PLN
Associated events and services	0	0	0	0 PLN

BUILDING AN OFFER OF ADDITIONAL SUPPORT TOGETHER WITH WOT MEMBERS

In April 2016 we hold regular monthly meetings with the sales directors of member hotels, congress venues and PCO/DMC agencies. Their primary goal is to increase the effectiveness of acquiring large congresses for Warsaw, i.e. events that due to their scale and nature bring benefits to a maximum number of WOT members. The first task for the working group was the **creation and implementation of individual offers (in the case of hotels, one common offer) of additional benefits granted to event organisers by hotels, facilities and agencies. There are items among these offers which Warsaw CvB would not be able to ensure without cooperation with private entities**. Then, within the frame of the current work, common strategies are prepared to acquire individual events, joint fam trips are planned and other activities with key corporate and association clients are scheduled.

BENEFIT FOR WOT MEMBERS

The opportunity for individual entities to discount the synergies of a wide range of WOT members cooperating with a view to acquiring large events.

WORKING WITH THE LOCAL ACADEMIC WORLD AND INDUSTRY ASSOCIATIONS

In most cases, the success or fail in acquiring a congress is decided by the involvement of the local ambassador, who is a recognised and influential representative of a scientific institution or industry organization in international structures, and moreover shows initiative and determination in organising a given congress in his/her city or country. Therefore, together with its members, Warsaw CvB is in cooperation with the world of science in Warsaw and with numerous industry associations. Most of the activities within the Warsaw Ambassador Club (which is a local realisation of the Polish Congress Ambassadors programme led by Poland Convention Bureau POT and the Congresses and Conferences in Poland Association) are conducted by the Warsaw Convention Bureau as part of work on specific events with specific professors and presidents of associations. **The end of the year has seen over 150 local ambassadors in our database, out of whom 39 had been actively involved in acquiring specific events with us.**

We also support selected important events, such as **Prix Galien, a pharmaceutical counterpart to the Nobel Prize**, a competition for the most innovative pharmaceutical product in a given country. The Polish edition of this contest, organised by a WOT member, ICP Group, gathers the most influential Polish scientists and professionals in the industry. What is more, since 2016 **we participate regularly in the meetings of the Innovation Policy Council under the President of the Capital City of Warsaw** - an advisory body consisting of representatives of the most important Warsaw universities, research institutes and key entrepreneurs. The meetings help the city authorities to devise directions for the city's economic development.

BENEFIT FOR WOT MEMBERS

Cooperation with Warsaw CvB grants the representatives of agencies and facilities a chance to reach potential customers that would be more difficult or sometimes impossible to get into direct contact with if attempted on their own. **Frequently, official rules of destination competitions require the involvement of local convention bureaus; in this regard we are able to give full support to our members.**

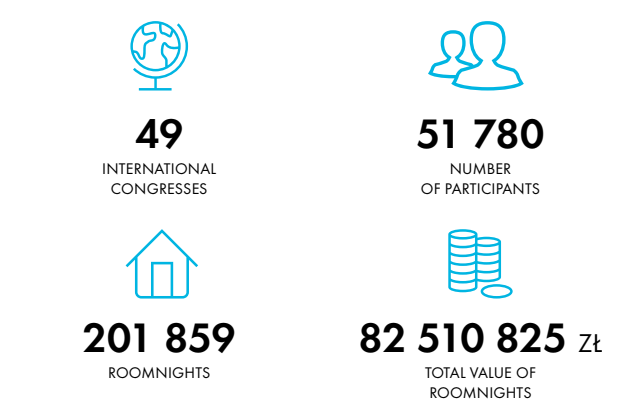
USING THE ICCA CONGRESS DATABASE

Thanks to the membership in the International Congress & Convention Association (ICCA, the most important international congress industry association) started in 2015, we have instant access to **the largest and most professional database of 11,000 association congresses** that regularly rotate through the globe (55 % of them take place in Europe). By the end of 2016, the database helped Warsaw CvB to acquire together with WOT members 49 international congresses with a total of 51,780 attendees and 201 859 roomnights with the value of 82,510,825 PLN.

BENEFIT FOR WOT MEMBERS

Thanks to the ICCA database, we identified 512 congresses from 500 to 2500 participants which we gradually acquire for Warsaw. All the requests generated in this way are first of all forwarded to WOT members.

CONGRESSES BEING ACQUIRED IN 2016 WITH THE ICCA DATABASE





A visit of German tour operators



Promoting the project 'Visit a museum after work'



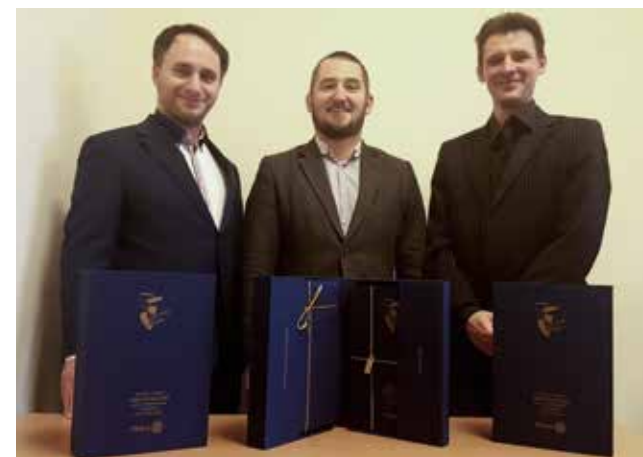
The Warsaw stand at the Arabian Travel Market, 2016



Warsaw CvB receives a recommendation from the Poland Convention Bureau POT



Taking part in panels at Poland Meetings Destination, a conference held at the Meetings Week Poland, 2016



Moments before sending the Warsaw offer for the RI Convention to the United States



The official announcement of Warsaw's candidacy to host the Rotary International Convention 2023, 2024, 2025 at the Meetings Week Poland, 2016



Christmas meeting of WOT members with the Deputy Mayor of Warsaw Michał Olszewski in the Targowa Creativity Centre



Opening the international workshop for 78 hosted buyers The Meetings Space 2016 in Warsaw

BUILDING BRAND RECOGNITION FOR WARSAW AND THE WARSAW TOURISM ORGANIZATION-WARSAW CVB

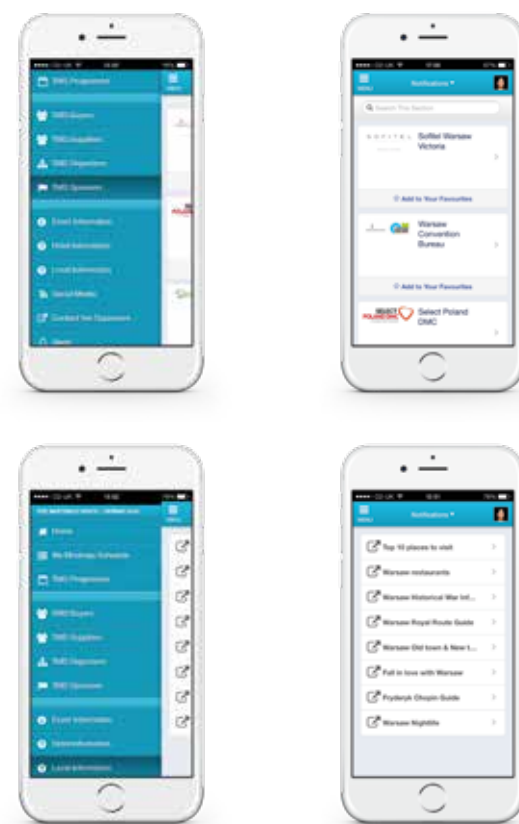
BUILDING BRAND RECOGNITION OF WARSAW AS AN ATTRACTIVE TOURIST DESTINATION AND A PROFESSIONAL MEETING PLACE ARE KEY ACTIONS THAT COMPLEMENT CURRENT WORK INVOLVING THE ACQUISITION OF EVENTS AND TOUR OPERATORS CONTRACTS.

Moreover, it is very important to gain reputation and trust in order for a tourist organization to be seen as a reliable partner who has a substantial image and business impact on the industry and local authorities. The result of both actions is a long-term increase in the number of businesses acquired in reactive ways. The more foreign customers are familiar with Warsaw and WOT, the more of them will want to grow their business here. **As demonstrated earlier, the number of obtained requests (RFP) and lead contacts in 2016 increased by 33% in comparison with the previous year. In our opinion, this is the result of the activities listed below, among others.**

HOW DO WE BUILD A BRAND FOR THE DESTINATION AND FOR OUR ORGANIZATION?

BY ACQUIRING AND SUPPORTING INTERNATIONAL EVENTS IN WARSAW

Since 2014, we gradually implement the strategy of presenting the potential of our destination to international meeting planners by acquiring and supporting workshop events in Warsaw for foreign meeting planners. 2014 was a year of intensive work on the preparation of MCE CEE 2015 Warsaw, which was held in February 2015 (the first ever international B2B workshop in the history of the Polish tourist industry to host a staggering number of 80 foreign meeting planners), and **in 2016, also in February, we helped to hold The Meeting Space**, an event of a similar formula which hosted more than 70 hosted buyers from Europe and the world. In 2016, continuing to support the events of ICCA Central European Chapter, of which we are a member (support for the Warsaw conference in 2015), we promoted Warsaw as a destination and Warsaw CvB as a valuable partner **for meeting planners at the ICCA CEC Meeting 2016 in Moscow.**



The event application of The Meetings Space with the Warsaw offer



Warsaw CvB sharing their experience on the ICCA CEC Meeting 2016 in Moscow

IMPLEMENTING MAILING CAMPAIGNS ADDRESSED TO PLANNERS, TOUR OPERATORS AND JOURNALISTS

As part of our ongoing work we are expanding the database of event organisers, travel agents and industry media. The nature of our cooperation with them ensures that not only is the database continuously updated but it becomes also highly informative - in fact it doesn't feature random people, because, for example, all the planners contacted us personally by email or at a trade fair or workshop in which we participate regularly. And this the target group of our mailing service which not only presents Warsaw as an interesting destination, but above all offers products and services of our members. The effects of this marketing strategy are satisfying. In 2016 we have received **direct responses to our mailing with two requests from the corporate market and four requests for an invitation to a study visit.** In 2016 we launched a campaign called "What's up in Warsaw" that addressed foreign tour operators. The mailing is a recurring service using a database built by WOT as a result of touroperator visits. It presents interesting events in Warsaw.



COOPERATING WITH POLISH AND INTERNATIONAL ASSOCIATIONS OF MEETINGS INDUSTRY

Reaching our clients is just as vital as building awareness of the importance of our sector and a leading position of Warsaw as a Central and Eastern European destination in the minds of government and local authorities as well as the opinion leaders. **Therefore, continuously since 2014, we are a programme partner of the Poland Meetings Destination Conference** organised by The Warsaw Voice, held within the Meetings Week Poland which also receives our support (MWP is the most important annual 5-day cycle of conferences and workshops in the industry calendar). During the Meetings Week 2016 we held one of the parts of the **'Visit a museum after work' project which consisted in the promotion of cultural institutions in Warsaw as unique facilities to make use of in the local event industry.** In the past year, we were also one of the main partners of the inaugural meeting of ACTE, a leading global association of corporate travel executives to enter the Polish and Warsaw market.



Presentation of Warsaw CvB on the inaugural meeting of ACTE Poland



BENEFIT FOR WOT MEMBERS

Our major strategic partners in supporting the events were almost without exception WOT members, who could benefit from this fact in terms of business as well as image.

BENEFIT FOR WOT MEMBERS

Product promotion in mailing communication to international clients is a benefit reserved only for WOT members.

BENEFIT FOR WOT MEMBERS

During the events addressed to Polish and foreign industry we are always talking about Warsaw largely in the context of the offers of our members.

HOW WE ACTIVELY ACQUIRE INDIVIDUAL TOURISTS

ANNUAL REPORT 2016

HOW DO WE ENCOURAGE TOURISTS TO VISIT WARSAW?

PROACTIVE ACTION NOT ONLY ENCOURAGING TOURISTS TO COME, BUT ALSO OFFERING THEM KNOWLEDGE OF THE CITY BY MEANS OF SERVICES OF SPECIFIC HOTELS, MUSEUMS, TOUR OPERATORS OR TRAVEL PROVIDERS STARTED IN WARSAW ONLY WITH THE WARSAW TOURISM ORGANIZATION. THE SYNERGY OF PUBLIC-PRIVATE PARTNERSHIP POSSIBILITIES THE IMPLEMENTATION OF PROJECTS WHICH HAVE ALWAYS BEEN NEEDED, BUT BEFORE THE CREATION OF WOT IT WAS PRACTICALLY IMPOSSIBLE.

HOW DO WE ATTRACT INDIVIDUAL TOURISTS?

BY MEANS OF A PROMOTIONAL CAMPAIGN FOR WARSAW (WARSAW CITYBREAK)

Activities to promote Warsaw were conducted in 2016 on three markets: British, Swedish and German.

THE SWEDISH MARKET

In 2015, we ran a summer campaign with the Media Performance agency (June/July 2015) as well as a winter campaign (October/November 2015) in the form of a contest with the foreign centre of the Polish Tourist organization in Stockholm (ZOPOT), which funded part of the campaign and flights for winners. Because of the fact that the winter **campaign results were better than expected** by the initial project (a greater number of views and receivers), we decided to keep the collaboration with ZOPOT Stockholm going, especially because the centre could again provide own financing.

Activities in 2016 included:

- presence at the Stockholm Travel Show
- an internet promotional campaign (supported by the competition 'Win a weekend in Warsaw')
- blogger campaign (including study visits)

Stockholm Travel Show

On May 13 to 15, 2016 the Stockholm Travel Show was held. This outdoor show was held during the Stockholm final of the Eurovision Song Contest and was promoted in Travel News (the largest tourism industry magazine in Sweden). Warsaw was promoted by means of promotional materials, including films (3D video clips).

An internet promotional campaign

(supported by the competition 'Win a weekend in Warsaw')

A banner campaign on inspirational websites: Outlook.com, MSN.se, Expressen.se, Dn.se, Eniro.se was conducted during the period of May 23 to June 23 and supported by the competition 'Win a weekend in



Warsaw'. The contest prize was founded by WOT members. On May 30, the campaign was intensified by means of an Adwords campaign which lasted until 23 of July 2016.



Warsaw Spire winner of the prestigious MIPIM 2017 Best Office and Business Development award

Blogger campaign of May 3 to July 21 2016

The blogger campaign served as a strengthening for the internet campaign. The first element of the blogger campaign was **the visit of four female travel bloggers from Sweden** on 20-22 May 2016. It was organised in cooperation with the Nordic TB association recommended by ZOPOT that affiliates more than 35 bloggers from Norway, Sweden, Finland, Denmark and Iceland. The blogger campaign was held by means of different channels (Twitter, Facebook, Instagram) before and after the visit, also on the channels of the association, which helped to reach out not only to potential guests but also other bloggers.

Additionally, a chat on Twitter was held in cooperation with the Warsaw Tourist Office. Moreover, WOT initiated business conversations with Stena Line. A visit of the ferry line representative was prepared and promotional materials designed to enable Stena Line to use them in their activities to promote Warsaw.



The Swedish bloggers' visit

THE BRITISH MARKET

Activities on the British market included a banner campaign on Trip Advisor and an Adwords campaign:

- A banner campaign on Trip Advisor during 25.05-7.07
- An Adwords campaign during 30.05-23.07

The campaign was held among a group of active travellers. **The target group of the campaign: well-off people with interest in art, culture, history, food** who viewed pages of the following destinations: key weekend European destinations (London, Paris, Berlin, Rome, Barcelona, Amsterdam, etc.) and the Czech Republic, Hungary and Poland.

The banners were displayed only on computers with a British IP, the media plan did not include mobile devices.



THE GERMAN MARKET

Activities on the German market consisted of preparing the publication 'Zum Thema Warschau' that was distributed, **among others, at the ITB Berlin, adding a German language version to the warsawcitybreak.com** site, and participating in a study visit:

- 'Zum Thema Warschau' distributed at the ITB Berlin
- A double visit by tour operators (April 2016 in cooperation with a Polish tour operator, and September 2016 in cooperation with LOT)

COMMERCIALISING THE CONFERENCE TOURIST

Within the scope of its ongoing work, Warsaw Convention Bureau is in regular contact with a numerous group of organisers of Warsaw conferences. These contacts, acquired reactively as well as by active searching, are used to implement a number of mutually beneficial goals. Warsaw CvB supports the organisers by handing over tourist information materials for event participants, providing a wide range of promotional and city image materials to use in communication (e.g. an up-to-date photo library of Warsaw with right to use, promotional videos and content, etc.), including event information in the Warsaw conference calendar (managed by Warsaw CvB), and, what is key from the point of view of local tourism product commercialisation, forwarding to the organiser a specially prepared tour and sightseeing offer (Warsaw City Tours) that consists of products of WOT members. The events to which the Warsaw Tourism Organization reached out with its members' offer in 2015-2016 is presented in the table on the next page with data starting from 2014.

OTHER ACTIVITIES

PHOTO EXHIBITION IN SEATTLE, USA

In July 2016 we were promoting Warsaw at the Polish Festival held in Seattle, USA. For this occasion we have prepared a dedicated photographic exhibition 'Visit Warsaw - the city of Fryderyk Chopin'.

PARTICIPATION IN THE EVENT OF LOT POLISH AIRLINES IN CYPRUS

We have arranged promotional materials for the September event organised by the LOT Polish Airlines in Cyprus on the occasion of opening the Warsaw-Larnaka route. We submitted a dedicated presentation on Warsaw and some promotional materials.

BENEFIT FOR WOT MEMBERS

The first Warsaw tourist promotional campaign was comprised of a commercial offer of local entrepreneurs and featured exclusively WOT members.



STATISTICS ON CONFERENCE SUPPORT WITH TOURIST INFORMATION MATERIALS

Data	2016	2015	2014
Number of conferences supported by promotional materials (brochures, electronic materials, etc.)	130	131	130
The total number of issued brochures	78 629	91 522	63 248
The total number of conference participants (for a specified number of conferences about which the organisers have provided any data)	24 405 (data for 115 conferences)	13 888 (data for 81 conferences)	22 590 (data for 130 conferences)
The total number of night stays generated by events supported by the materials (for a specified number of conferences about which the organisers have provided any data)	60 044 (data for 110 conferences)	18 860 (data for 69 conferences)	26 169 (data for 56 conferences)
Estimated value of night stays of events supported by the materials (for a specified number of conferences about which the organisers have provided any data)	16 512 100 zł (data for 110 conferences)	5 658 300 zł (data for 69 conferences)	7 850 700 zł (data for 56 conferences)
The total budget of the conferences without accommodation * * total value of the products and services purchased locally declared by the organisers (in Warsaw) except accommodation	13 341 800 zł (data for 65 conferences)	2 794 030 zł (data for 38 conferences)	6 321 000 zł (data for 47 conferences)



Photos from the exhibition in Seattle "Visit Warsaw - the city of Fryderyk Chopin"



Calendar of cultural events in Warsaw at www.warsawcitybreak.com

WHAT TOOLS WE USE TO PROMOTE WARSAW



One of the cyclical Chopin concerts in Łazienki, Warsaw

OUR PROMOTIONAL TOOLS

THE TOOLS WE USE IN ONGOING WORK ARE BOTH PRACTICAL (PROVIDE INFORMATION ABOUT RECOMMENDED LOCAL PRODUCTS AND SERVICES) AS WELL AS IMAGE-RELATED. THEY SERVE US, OUR CLIENTS (PLANNERS, TOUR OPERATORS), AS WELL AS THE POLISH AND INTERNATIONAL TOURIST INDUSTRY MEDIA. WE ALSO SHARE THEM WITH OUR MEMBERS (IN SOME CASES EXCLUSIVELY), PARTICULARLY BECAUSE A MAJORITY OF THESE TOOLS IS CREATED WITH THE INTENTION OF COMMERCIALISING THEIR PRODUCTS AND SERVICES.

WHAT TOOLS DO WE USE TO PROMOTE WARSAW?

WWW.WARSAWCONVENTION.PL

The Warsaw CvB website addressed to foreign and Polish organisers of meetings, conferences and congresses. It provides basic knowledge about MICE offer in Warsaw, helps you select conference venues, supplies promotional tools for event organisers among which there are, inter alia:

- a catalogue of key conference venues in Warsaw
- a support offer that the Warsaw Convention Bureau is able to provide to the organisers

- a catalogue of 'Warsaw City Tours' sightseeing showcasing the offer of WOT members
- the 'Industry Meetings in Warsaw' reports, 2007-2016 editions
- a constantly updated calendar of Warsaw conference events
- a video promoting Warsaw as a meeting destination



BENEFIT FOR WOT MEMBERS

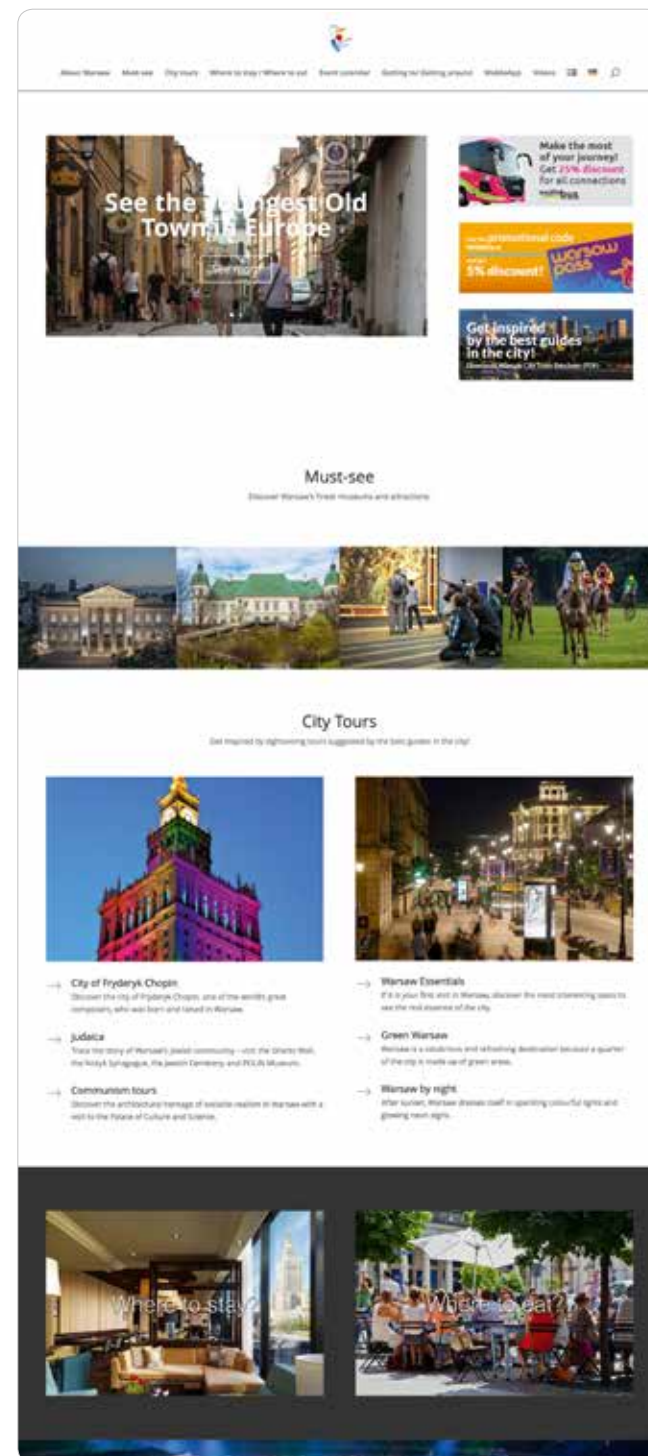
Offer promotion on the website and access to the most valuable tools for WOT members only



WWW.WARSAWCITYBREAK.COM

Founded as part of the Warsaw Citybreak campaign, the website is addressed to foreign tourists of the British, German, and Swedish markets in three language versions. The site tells the story of Warsaw by means of presenting the WOT members offers. Its key elements include:

- a constantly updated calendar of cultural events in Warsaw
- the Warsaw WOT members hotel offer
- a recommendation of the best sightseeing and thematic tours prepared by WOT members
- a presentation of business partners of WOT



PRODUCT AND IMAGE CATALOGUES

We present the diverse offer of Warsaw in several concise and useful compendia for meeting planners, agencies and tour operators.

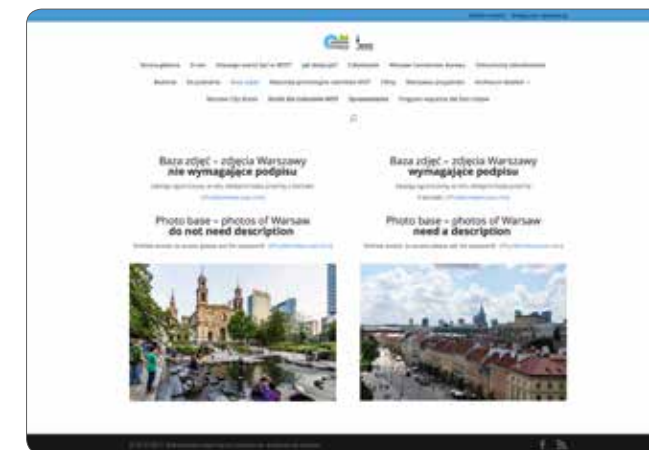
- The catalogue of Warsaw conference and event venues The **'Warsaw conference & gala dinner venue guide'** presents more than a hundred out of 200 major venues in the capital city. Issued since 2014 in a new layout, it gives to WOT members an extra occasion for presentation.
- **'Warsaw City Tour'** is an event offer specially prepared by WOT members to accompany both large congresses and small scale cosy conferences. The catalogue serves not only as an inspiration to planners met at trade fairs, but, as said earlier, as a commercialisation tool for conference tourists.
- The project **'Visit a museum after work'** was carried out as part of the Warszawa Kulturalna campaign.
- Its basic task in 2016 was a close cooperation with cultural institutions in the design of an event calendar and in promotion of individual institutions and their exhibitions, the organization of a cyclical sightseeing tour dedicated to the event and tourism industry and the publication of 'Visit a museum after work' that was distributed during the tour, at the Meetings Week 2016 and during meetings with the French and Spanish Economic Chambers. WOT also runs the 'Visit a museum after work' fanpage on Facebook which promotes current exhibitions or events of cultural institutions of WOT members. Additionally, a project of collaboration with hotel concierges has been launched.

BENEFIT FOR WOT MEMBERS

Offer promotion for WOT members only

A VAST DATABASE OF PHOTOS OF WARSAW FOR USE OF CLIENTS AND WOT MEMBERS

Up-to-date and image-oriented photos of a destination are the cornerstone of all marketing and sales activities. In order to present Warsaw in an appropriate way we have made available to our clients and members an extensive and constantly updated database of copyright-free photos and a large part of them also does not require captions. These images are available through the website www.wot.waw.pl



BENEFIT FOR WOT MEMBERS

Except for cooperating clients, journalists and institutions, the access to photos is given only to WOT members.

A DATABASE OF PROMOTIONAL VIDEOS ABOUT WARSAW

The website www.wot.waw.pl gives access to a variety of Warsaw promotional videos.

READY-MADE PRESENTATIONS OF THE CITY

Membership in the WOT gives you a chance to use **ready-made presentations** that promote Warsaw as a tourist and MICE destination from different perspectives. The same applies to **using the bid book**, a presentation of the congress offer of Warsaw which Warsaw CvB uses to acquire international events. The materials are available at www.wot.waw.pl.



BENEFIT FOR WOT MEMBERS

For exclusive use only of the organization members.



HOW WE CHANGE WARSAW TOGETHER

ANNUAL REPORT 2016

WE ARE THE LEADER OF CHANGES

WARSAW IS A CITY DEVELOPING IN PRACTICALLY EVERY AREA AT A VERY DYNAMIC PACE. ONE OF THE TASKS OF THE WARSAW TOURISM ORGANIZATION IS TO ENSURE THAT KEY CHANGES IN THE AREA OF TOURISM AND MEETINGS INDUSTRY TAKE PLACE IN A WAY THAT WOULD GUARANTEE SUSTAINABLE DEVELOPMENT OF THE INDUSTRY AND SECURE THE INTERESTS OF ITS KEY PLAYERS AND STAKEHOLDERS. AS A MEMBER OF WOT, EACH ENTITY TAKES AN ACTIVE PART IN SHAPING THE FUTURE OF TOURISM IN WARSAW.

HOW DO WE CHANGE WARSAW TOGETHER?

LOBBYING ACTIVELY FOR THE MOST IMPORTANT PROJECTS

Continuing the topic of lobbying for a convention centre for Warsaw started in 2015, a year later **we organised a meeting of directors of Warsaw hotels with the Deputy Mayor of Warsaw Michał Olszewski**. After the meeting, all the representatives of the hotel sector together with a representative of the City of Warsaw wrote a letter to the Minister of Sport and Tourism Witold Bańka and the Deputy Prime Minister Mateusz Morawiecki to support the project of developing the green field around the PGE Narodowy Stadium authored by the PL 2012+ company. Another long-term project of WOT, which is being intensively consulted with WOT members, is the introduction of an act on local fee which would contribute to the tourism promotion budget of Warsaw.



BENEFIT FOR WOT MEMBERS

Influence on the direction and the way changes that take place in this booming city

GATHERING AND USING KNOWLEDGE ABOUT THE MARKET

In an ever changing business reality reliable data help us take the right tactical and strategic decisions. Access to some data, if not for Warsaw Tourism Organization, would be difficult and even impossible. We present the key tools that we share with the local sector, in some cases for exclusive use for WOT members.

- Demand Outlook – an interactive and extensive database that gives very specific data on volume and specifications of the local conference market. The tool is designed by company Z-Factor which has the largest database of this kind not only in Poland, but also in the whole CEE region. **Apart from serving to create the 'Meetings Industry in Warsaw' report, the data obtained from Demand Outlook is, first and foremost, granted exclusively to WOT members. It is worth noting that the data are not only gathered for all 365 days a year, but are daily updated as well.**

- The site www.wot.waw.pl offers access to a number of research data that describe the Warsaw tourism as well as investing market, among others. One of the exceptional publications is the second edition of the report **'Tourism in Warsaw' (Warsaw Tourism Office) published in 2016.**
- As part of a close collaboration with the Warsaw Tourism Office, in 2016 WOT took part in the creation of a new form of tourism research (qualitative and quantitative), which was additionally developed in the agreed framework for the key Polish cities. Thanks to this, the research results in coming years will become more comparable.



BENEFIT FOR WOT MEMBERS

Access to unique knowledge about the market helps to take the right business decisions on the basis of reliable data.



PGE Narodowy in Warsaw

SYNERGY AND COOPERATION WITH THE LOCAL INDUSTRY



POLIN Polish Museum of the History of Polish Jews,
winner of two most prestigious European museum awards in 2016:
European Museum Academy Award and European Museum of the Year 2016

WE LISTEN CAREFULLY AND COOPERATE

ONE OF THE BASIC FUNCTIONS OF WARSAW TOURISM ORGANIZATION IS THE PROVISION OF A PLATFORM FOR DIALOGUE AND COOPERATION OF DIFFERENT PRIVATE AND PUBLIC STAKEHOLDERS WITH THE AIM TO DEVELOP THE SECTOR. WE ACCOMPLISH THIS TASK IN THE FOLLOWING WAY.

TECHNICAL MEETINGS

Organization of and participation in a number of technical meetings devoted to the development of the industry network cooperation (e.g. regular meetings of urban convention bureaus of the Poland Convention Bureau), the formation of new congress infrastructure (lobbying in favour of the congress centre), the development of relevant research projects (meeting of directors of Warsaw hotels with the Director of POT and the Head of the Poland Convention Bureau about the access to data for the study of Poland Meetings Impact).



BENEFIT FOR WOT MEMBERS

Possibility of cooperation and networking with key players in the industry and a working contact with the Warsaw city authorities.

NETWORKING

Networking plays an important role also among members of the Organization who cooperate in the implementation of complementary offers and services. Exchange of information between members about different business profiles and unique competitive advantages takes place during meetings and a regular newsletter 'News from WOT'.



BENEFIT FOR WOT MEMBERS

Possibility of business development through synergy with other WOT members.

CONTACT US



The team of the Warsaw Tourism Organization with the Deputy Mayor of Warsaw Michał Olszewski



WARSAW TOURISM ORGANIZATION

Pl. Defilad 1, room 937-8, 946
00-901 Warszawa

P +48 22 656 69 90
E office@wot.waw.pl, wcb@warsawconvention.pl
W www.wot.waw.pl, www.warsawconvention.pl, www.warsawcitybreak.com



MONIKA BIAŁKOWSKA

Managing Director
Warsaw Tourism Organization
P +48 606 797 295
E monika.bialkowska@wot.waw.pl



MATEUSZ CZERWIŃSKI

Department Director
Warsaw Convention Bureau
Warsaw Tourism Organization
P +48 601 324 244
E mateusz.czerwinski@warsawconvention.pl



BARBARA PASZKOWSKA

Assistant to the Director
and the Management Board
Warsaw Tourism Organization
P 22 656 69 90, +48 506 044 779
E barbara.paszkowska@wot.waw.pl