

Lillehammer University  
College

Strategy of  
development  
of MICE tourism  
in Łódź  
Metropolitan  
Area 2020+

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# S.W.O.T

## Strengths:

- Affordable- price level

## Weakness:

- Prejudice
- Economy
- Language
- Lack of cooperation between industries

## Opportunities:

- Education
- Foreign investment
- Platform

## Threats:

- Domestick flights
- Well established competitors

# Strategic management process



## Vision/mission statement and strategic goals

- Vision

Łódź, Polands number one destination for business tourism

- Mission

Increase capacity

- Strategic goals:

Build 25 new hotels within 2021, and 4 of these have to be luxury hotels

## Strategic actions and responsible institutions/main actors

- Engaging local authorities
  - Attract foreign investors
    - Platform
  - Change city image
    - Cooperation between industries (hotels, transports and locations)
- Main actors:
  - Local authorities
  - Foreign investors
  - Existing business

# Risk assessment

- Economy
- Łódź image
- Communication

# Schedule of the strategy

- 1: Change
- 2: Cooperation
  - 3: Engage
  - 4: Attract
- 5: Platform

# Summary

- We started the assessment by doing a S.W.O.T analysis to highlight the strenghts and weaknesses for MICE tourism in Łódź. By doing this we produced a vision and a mission, then the goals to achieve these.





## MEETINLODZ

- [meetinlodz.com](http://meetinlodz.com)
- A platform where everything about lodz is gathered in one place
  - A better tool for interaction with english speaking customers
  - A place where you can costumize you business trip
    - Colaberation with different services to creat a complete experience