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

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<table>
<thead>
<tr>
<th>S.W.O.T</th>
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<tbody>
<tr>
<td><strong>Strenghts:</strong></td>
<td><strong>Weakness:</strong></td>
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| • Affordable-price level | • Prejudice  
| | • Economy  
| | • Language  
| | • Lack of cooperation between industries |
| **Opportunities:** | **Threats:** |
| • Education  
| • Foreign investment  
| • Platform | • Domestick flights  
| | • Well established competitors |
Strategic management process

- Mission/Vision
- Goal
- External Internal
- Strategic actions
- Strategy schedule
- Performance
Vision/mission statement and strategic goals

- **Vision**
  Łódź, Poland's 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 strengths and weaknesses for MICE tourism in Łódź. By doing this we produced a vision and a mission, then the goals to achieve these.
• 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 customize your business trip

• Collaboration with different services to create a complete experience