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

Authors:
Tutor: Dr Marzena Makowska Iskierka
Names of the students: Mateusz Bednik
Emilia Brodziak
Małgorzata Figzał
Sylwia Wróblewska

Affiliation:
University of Łódź
Conditions assessment and strategic diagnosis

**SWOT analysis of Łódź metropolitan’s area potential**

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Amount of hotel base, meeting and conference venues able to handle current and higher occupation</td>
<td>• Lack of proper airport infrastructure</td>
</tr>
<tr>
<td>• Presence of many well known hotel brands all ready to provide accommodation and business facilities</td>
<td>• Not effective campaign of advertising the region as MICE tourism attractive</td>
</tr>
<tr>
<td>• Continuously developing transport infrastructure</td>
<td>• Incoherent, not determined image</td>
</tr>
<tr>
<td>• Educating competent crew for tourism organisation</td>
<td>• Not enough amount of working specialists and institutions supporting the tourism and business tourism facilities</td>
</tr>
<tr>
<td>• Competetive prices for the high standards of tourism services</td>
<td></td>
</tr>
<tr>
<td>• Rich and unique multicultural, industrial heritage of ŁMA</td>
<td></td>
</tr>
<tr>
<td>• Modern and fashionable region</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Strong impact of central location can make it convenient for people to meet in Łódź region, in the business purposes</td>
<td>• Delays in progress of current and planned investments</td>
</tr>
<tr>
<td>• Chance to create fresh, MICE tourism oriented image of ŁMA</td>
<td>• Strong competition of other regions, especially Warsaw metropolitan area</td>
</tr>
<tr>
<td>• Constant improvements of roads and train connections</td>
<td>• Law complication and changes</td>
</tr>
</tbody>
</table>
The average annual occupancy rate of hotels in Łódź 35.2% and in ŁMA is 31.2%.
The maximum number of seats in Łódź 33,707 and in ŁMA 4,433.

Richest companies in Łódzkie, potentially interested in MICE and business services (by the ranking of „polityka” magazine)
- GK Pelion SA, pharmacy and cosmetics – 6978 employees
- Rossmann Supermarkety Drogerijne Polska Sp. z o.o., pharmacy and cosmetics – 9811 employees
- JTI Polska Sp. z o.o., Gostków Stary food industry – 832 employees
- Indesit Company Polska Sp. z o.o., electronics - 3104 employees
- Okręgowa Spółdzielnia Mleczarska w Łowiczu, food industry – 1178 employees

Over 100 various festivals, some in the international rank, potentially bringing all kinds of tourists, one of the most important ones are:
- Festiwal 4 kultur
- Fashion week
- Łódź Design Festiwal
- Mistrzostwa świata w piłce siatkowej
- Soundedit – international festiwal of music producers

Currently there’s over 30 active event companies like:
- „Agencja artystyczna 8 dzień tygodnia” (events for banks)
- „Star events” (events for car and constructions companies)
- „Fresh events” (events for Gilette, Leroy Merlin)
# Vision / Mission Statement and Strategic Goals

## VISION
ŁMA is recognized as the unique, attractive MICE tourism oriented area in the center of Poland and Europe

## MISSION
- Łódź Metropolitan Area as a Polish fashion centre of meetings
- Being the convenient and more popular travel destination for a wide range of business people
- Having a varied attraction offer for people with the various interests during their business stay

## Strategic Goals
- Forming the consistent image of Łódź and its metropolitan area as the fashionable, modern, inspiring place of incentive travels
- Renovating the existing buildings in ŁMA to create better visual impression and expose the beauty of the significant amount of townhouses
- Continuing, promoting existing and bringing new festivals to the city and region
- Enlarging the amount of flights to and from Lublinek airport, increasing the attractiveness of the offer and building another terminal.
Strategic actions and responsible institutions / main actors

• Creating the new advertising campaign – presenting the city of Łódź as an attractive woman: elegant during the business meetings, entertaining in the free time, constantly fashionable
• Promoting MICE tourism topic in the ŁMA **responsible institutions** as: City office of Łódź, Polish Regional Tourism Organizations, Universities
• Creating the network between **the main actors** (transport, accommodation, food services, events agencies and others) by involving much more specialists in Łódź Convention Bureau for improving MICE tourism structure
• Employing the qualified personnel in tourism
• General education in MICE subject
• Showing the necessity of increasing funds for infrastructure and transport improvements to the city authorities
Risk assessment

• Delays in progress of current and planned investments
• Strong competition of other regions, especially Warsaw metropolitan area
• Complication and law changes
• Popularization of online conferences and meetings instead of physical meetings
• Lack of financial support from the province management
Schedule of the strategy

1. Conducting detailed researches of MICE tourism in ŁMA (constant monitoring through the years)
2. Implementation of the new campaign, with the main theme of showing ŁMA as the attractive, fashionable business woman (6 months to implement and constant development)
3. Starting the website with the updates, showing the progress of the project (I 2015)
4. Work coordination of MICE tourism institutions from ŁMA, making the coherent packages (Constantly)
5. Consulting realization of the project with the local authorithies
6. Preparing information campaigns about concept of MICE tourism with the society (I-XII 2015)
7. Cooperation with the educational institutions in terms of MICE tourism (I 2015 - XII 2017)
8. Evaluation of project (2020+)
Łódź and it’s metropolitan area is going in the **good direction**. We can see the **ongoing development** of the traffic infrastructure and process of beautifying the environment. Although it’s not enough to effectively attract the segment of MICE tourists. Main reason of that is not consistent image of the region, small airport without the wide range of connections and yet, still neglected look of some ŁMA districts.

There’s **great potential** in ŁMA, it has the necessary amount of hotel rooms and business/conference facilities for nowadays. We just have to create the **attractive, recognizeable image** and opinion on the region, improve air connections and continue previously started constructions. It will provide **more workplaces**, extend the tourist season and **mobilize** the whole ŁMA region. Then we can count on **profits** in the 5+ year future.
There’s coherence of our strategy with the overarching/master documents.

- „Ruch turystyczny w Łodzi i województwie Łódzkim” ROT Wł, Łódź 2012
- „Wykorzystanie turystycznych obiektów noclegowych 1 w I kwartale 2014 roku”, Opracowanie GUS
- http://www.24hours.edu.pl/