

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



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Conditions assessment and strategic diagnosis

SWOT analysis of Łódź metropolitan's area potencial

Strenghts	Weaknesses
<ul style="list-style-type: none"> • Amount of hotel base, meeting and conference venues able to handle current and higher occupation • Presence of many well known hotel brands all ready to provide accomodation and business facilities • Continuesly developing transport infrastructure • Educating competent crew for tourism organisation • Competitive prices for the high standards of tourism services • Rich and unique multicultural, industrial heritage of ŁMA • Modern and fashionable region 	<ul style="list-style-type: none"> • Lack of proper airport infrastructure • Not effective campagin of advertising the region as MICE tourism attractive • Incoherent, not determined image • Not enough amount of working specialists and institutions supporting the tourism and business tourism facilities
Opportunities	Threats
<ul style="list-style-type: none"> • Strong impact of central location can make it convienient for people to meet in Łódź region, in the business purposoes • Chance to create fresh, MICE tourism oriented image of ŁMA • Constant improvements of roads and train connections 	<ul style="list-style-type: none"> • Delays in progres of current and planned investments • Strong competiton of other regions, especially Warsaw metropolitan area • Law complication and changes

Conditions assessment and strategic diagnosis

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.

2857 rooms in the city of Łódź

644 rooms in ŁMA (excluding city of Łódź)

52 hotels, (5 in the higher standard) in ŁMA

In 2009 approximately 40% of all tourists came to ŁMA in the business purposes

Approximately 30% of domestic guests and 40% of foreigners came to Łódź

Richest companies in Łódzkie, potentially interested in MICE and business services (by the ranking of „polityka” magazine)

- GK Pelion SA, pharmacy and cosmetics – 6978 employes
- Rossmann Supermarkety Drogerijne Polska Sp. z o.o., pharmacy and cosmetics – 9811 employes
- JTI Polska Sp. z o.o., Gostków Stary food industry – 832 employes
- Indesit Company Polska Sp. z o.o., electronics - 3104 employes
- Okręgowa Spółdzielnia Mleczarska w Łowiczu, food industry – 1178 employes

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 festival of music producers
- Light move festiwal
- Fotofestiwal
- Explorers festiwal

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)

IMPREZY TARGOWE	WYDARZENIA MODOWE I KULTURALNE	DUŻE WYDARZENIA SPORTOWE	FESTIWALE I WYDARZENIA ROZRYWKOWE
18	20	5	50

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 **fashionable center** 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 it's 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 authorities
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+)

Summary

Łódź and its 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, recognizable 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.

Sources

There's coherence of our strategy with the overarching/master documents.

- „Marketingowa strategia Polski w sektorze turystyki na lata 2008-2015”, POT, Warszawa 2008
- „Ruch turystyczny w Łodzi i województwie Łódzkim” ROT WŁ, Łódź 2012
- „Program Rozwoju Turystyki w województwie łódzkim na lata 2007-2020”, Polska Agencja Rozwoju Turystyki SA na zlecenie Departamentu Kultury Fizycznej, Sportu i Turystyki Urzędu Marszałkowskiego w Łodzi.
- „Wykorzystanie turystycznych obiektów noclegowych 1 w I kwartale 2014 roku”, Opracowanie GUS
- „Strategia Rozwoju Województwa Łódzkiego na lata 2007-2020” uchwalona uchwałą Nr LI/865/2006 Sejmiku Województwa Łódzkiego z dnia 31 stycznia 2006 r.
- <http://www.lista500.polityka.pl/rankings/show/region:5>
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