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

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Plan of the presentation

1. Conditions assessment and strategic diagnosis
2. Vision | mission statement and strategic goals
3. Strategic actions and responsible institutions | main actors
4. Risk assessment
5. Schedule of the strategy
6. Summary
7. #
## Conditions assessment and strategic diagnosis

### Strengths:
- Modern art and **alternative culture** tradition;
- **Multiculti** background;
- Compact and **amazing city** structure (3800 tenement houses, palaces - 27, villas - 47, factories - 300) on 15 km²;

### Weaknesses:
- Low number of air and railway connections;
- Only 5 exclusive hotels;
- **No administration and management** institutions for Lodz Metropolitan Area;
- City center social and technical degradation

### Opportunities:
- Trend for **hipster** and urban way of life;
- **Duopolis** - WAW-LDZ;
- EU funds for **revitalization**

### Threats:
- Black PR;
- Depopulation;
- Similar events in **other cities** (culture in Cracow, fairs in Poznan)
Conditions assessment and strategic diagnosis

**Stakeholders**

- **Clients:**
  - Royal moments - ambitious middle class
  - Alternative culture for trendsetters
  - Location-based game - Warsaw Corporates

- **Regional**
  - Lodz Municipality Office and 27 neighboring communities (LMA)

- **Businesses**
  - Organizations
    - NGO’s
    - Event companies

- **Services**
  - For example: gastronomy, catering services, accommodation services, transport services etc.

- **R+D** - advising, auditing, student practice
Vision: LMA 2020 is a leading area of alternative culture with well-kept postindustrial heritage (palaces, villas), attractive public spaces and well-functioning meeting industry services.

Mission: Based on unique heritage of the city and existing creative industry, LMA designs friendly environment for the MICE tourism services.

Main goals:
- To design and develop opportunities for meeting industry based on three branches (alternative, POSH, location based games).
- To create conditions for improvement and implementation of new MICE tourism products, processes and management.
Strategic actions and responsible institutions | main actors

**STRATEGIC ACTIONS**

- Launch a cluster which stimulate the cooperation between the Municipal Authorities of Lodz and 27 neighboring communities (LMA) and businesses.
- Common and coherent promotion.
- Coordination of events schedule - smart, synchronize services.

**MAIN ACTORS**

- Piotrkowska Street manager [3]
- Lodz convention bureau [2]
- Communities representatives
- Creative industry foundations and associations
- Hotels and restaurants menagers
- MICE researchers and academics [1 + Mayor]
## Risk assessment

<table>
<thead>
<tr>
<th>Event/Action</th>
<th>High Risk</th>
<th>Medium Risk</th>
<th>Very Low Risk</th>
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<tbody>
<tr>
<td>non-cooperative authorities from neighboring communities</td>
<td>high risk</td>
<td>medium risk</td>
<td>very low risk</td>
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<td>beneficiaries does not participate in costs</td>
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<td>events overlapping or dead season</td>
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<td>launching of the more prestigious offer</td>
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<td>launching of more alternative culture offers</td>
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<td>launching of other incentives locations</td>
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<td>cooperate only with eager communities</td>
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<td>fund-raising</td>
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<td>couchsurfing promotion</td>
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<td>rising the price for the service</td>
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<td>offer regular upgrading</td>
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Schedule of the strategy

2015/16

- Invitation and initiation of cluster project
- Statement - basic principles and rules negotiations

2016-20 annually

- Calendar agreement
- Promotion campaign
- Evaluation & improvement
- Geschäfts machen
- Internal communication
Summary

unique city of Lodz

- Has a very valuable heritage
- Heritage can be framework for MICE tourism
- Development of three branches of MICE products
- Launch the cluster to improve the MICE environment
MICE cluster will provide:

- cheese 4 CorpoRats
- Hipsters OFFen in Lodz
- trueposh in Lodz 4 AmbiMiddle