

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

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## Plan of the presentation

Conditions assessment and strategic diagnosis



Vision | mission statement and strategic goals



Strategic actions and responsible institutions | main actors



Risk assessment



Schedule of the strategy



Summary



#

## 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 km<sup>2</sup>;

### opportunities:

- trend for **hipster** and urban way of life;
- **duopolis** - WAW-LDZ;
- EU funds for **revitalization**

### 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**

### threats:

- **black PR**;
- **depopulation**;
- similar events in **other cities** (culture in Cracow, fairs in Poznan)

# Conditions assessment and strategic diagnosis

## Stakeholders



- **Authorities**
  - 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 | mission statement and strategic goals

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

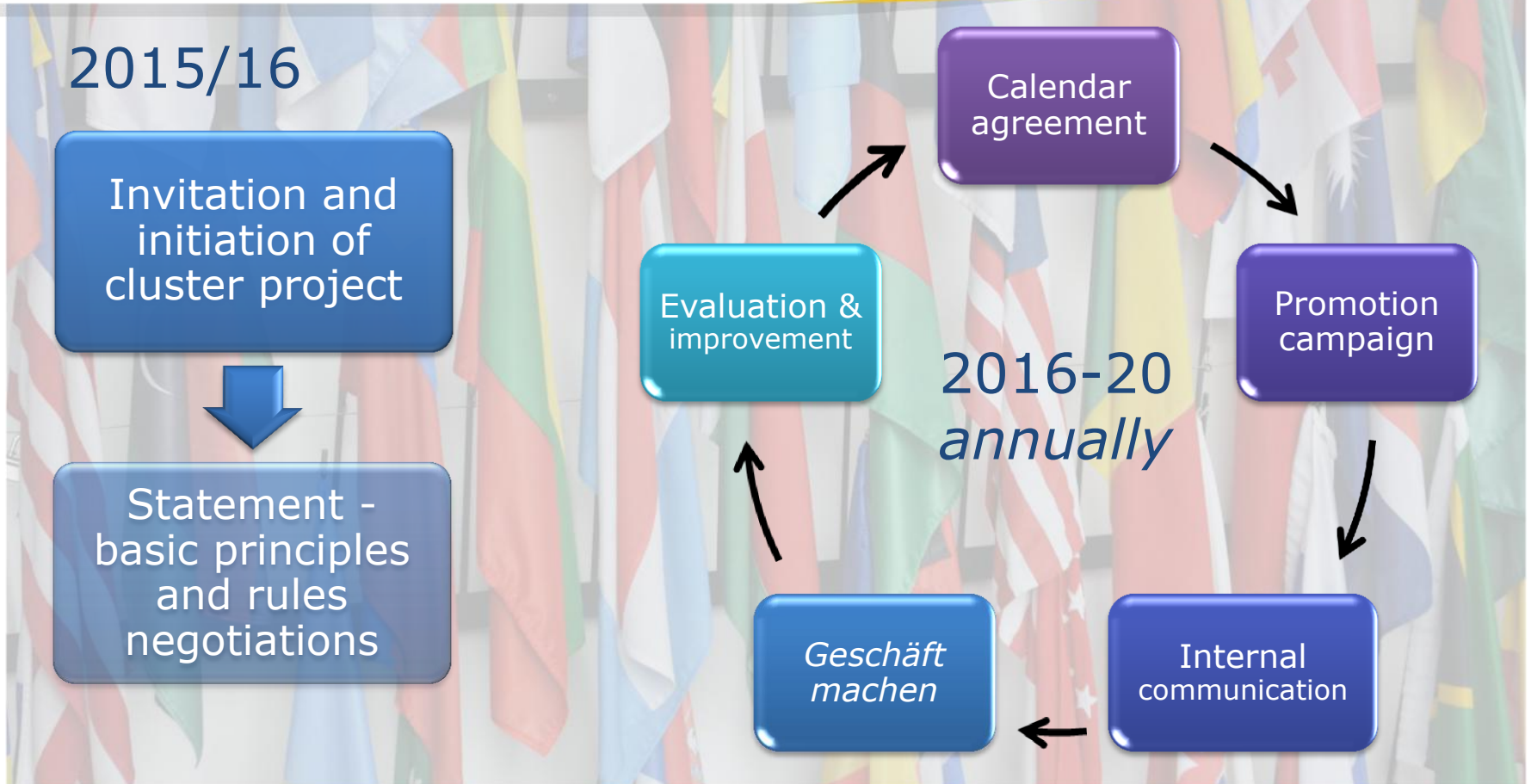


# Risk assessment

plan „B”

non-cooperative authorities from neighboring communities	<b>high risk</b>	cooperate only with eager communities
beneficiaries does not participate in costs	medium risk	fund-raising
events overlapping or dead season	low risk only in the alternative branch	couchsurfing promotion
launching of the more prestigious offer	<b>high risk</b>	rising the price for the service
launching of more alternative culture offers	very low risk	--
launching of other incentives locations	medium risk	offer regular upgrading

# Schedule of the strategy





## Summary



# Sound biters | slogans

MICE cluster will provide:

