

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

ŁÓDŹ



YOUR FACTORY
OF MEETINGS

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Conditions assessment and strategic diagnosis



Diagnosis

- Lack of access to international and national air transport network
- Lack of Tourist Information Offices, Accommodation (5* hotels) and luxury F&B facilities
- Lack of promotion of event facilities
- Abandoned and unused factories
- Unemployment rate 11,1% (7.11.2014 GUS)

Visible progress

- Highway Warsaw-Łódź-Poznan-Berlin (A2)
- Łódź creates marketing campaign + Łódź Convention Bureau
- A lot of event facilities such as hotels, conference venues
- Factories are able to live the second life

Our stakeholders are event planners and organizers, investors, entrepreneurs, associations and people with an interests in business in Łódź.



Methods of strategic used:

- Document analysis
- PEST analysis
- SWOT analysis



Vision / mission statement and strategic goals

VISION: Recognizable, innovative and attractive image of the city of Lodz and the integration of partners in joint efforts to develop the meetings industry in the city of Łódź.

MISSION: Diversified offer for meetings and events, to the development and competitiveness of destinations on the international market.

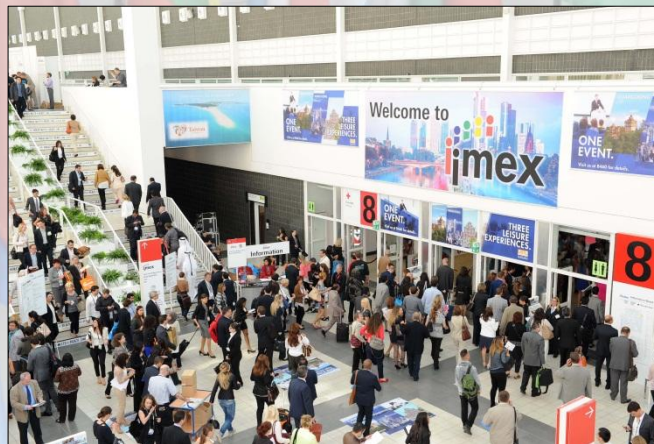
STRATEGIC GOALS:

- Recognition of Łódź as business destination
- Cooperative activities of institutions and industry in order to build competitive advantage
- Extending the service package in the meetings industry

Strategic actions and responsible institutions / main actors

- Promotion campaigns among meeting planners and investors throughout:

- Participation in main event fairs and workshops
- Partnership & Sponsorship
- Roadshow presentations
- Study tours
- Site inspections
- Fam trips
- Social media
- PR



- Education for local industry
- Arrangement of abandoned factories for the purpose of the meetings industry
- Modernization of infrastructure
- Main actors:
 - Łódź Convention Bureau
 - Łódź City Hall
 - RTO
 - Suppliers
 - Public institutions (eg. Universities)
 - PCOs, DMCs

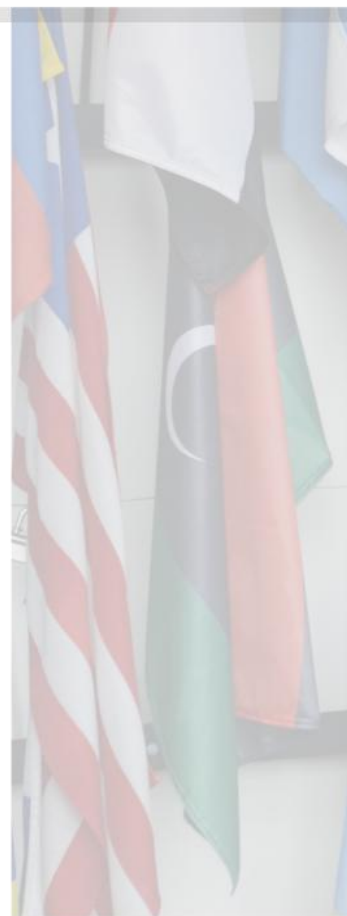
OUR POTENTIAL RISKS:

- Tourism is not a main direction of development
- Insufficient funds
- Small involvement and lack of discussion
- Poor quality control of services and no recommendation system
- No real interpretation of risk
- Ignoring the real signals of upcoming dangers

HOW DO WE MANAGE:

- Constant supervision and coordination of the tasks defined in the strategy
- Effective communication between main actors
- Monitoring of effectiveness
- Evaluation of the project in appropriate way in case of any difficulties





Schedule of strategy	2015	2016	2017	2018	2019	2020
Planning						
The definition of services currently provided as a starting point to build a common analysis offers	Q1					
Analysis of the potential attractions of Lodz for the meetings industry	Q1					
Choosing the most interesting offers and construction the packages of attractive offers from the customer's perspective	Q1					
Define a list of events that can realistically be obtained for Lodz by a group of professors associated with local universities. Prepare an action plan for applying the above events	Q1					
Budget	Q1					
Realisation of promotion campaigns						
Preparing promotional materials (printed, videos, photos)	Q1-2					
Dedicated multimedia portal	Q1-2					
Participation in main event fairs and workshops						
Partnership						
national industry events						
media						
Sponsorship						
Roadshow presentations						
Organisation of workshops and trainings for local industry	Q4	Q4	Q4	Q4	Q4	Q4
Study tours	Q1	Q1	Q1	Q1	Q1	Q1
Fam trips	Q2-3	Q2-3	Q2-3	Q2-3	Q2-3	Q2-3
Social media campaig						
PR activities						
Arrangement of abandoned factories for the purpose of the meetings						
Selection of the venues	Q1-2					
Preparing the vision and action plan	Q3-4					
Partners and sponsors		Q1-2				
Realisation		Q3-4				
Modernization of infrastructure						
Renovation of roads in the city						
Development of of railway connections						
Highway construction						
Increase of national flights connections						
New hotels investments						
Development of international flight connections						
Evaluation						
Preparing the model of statistical report						



SUMMARY=SURPRISE

ANY QUESTIONS?

THANK YOU FOR YOUR ATTENTION

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