

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

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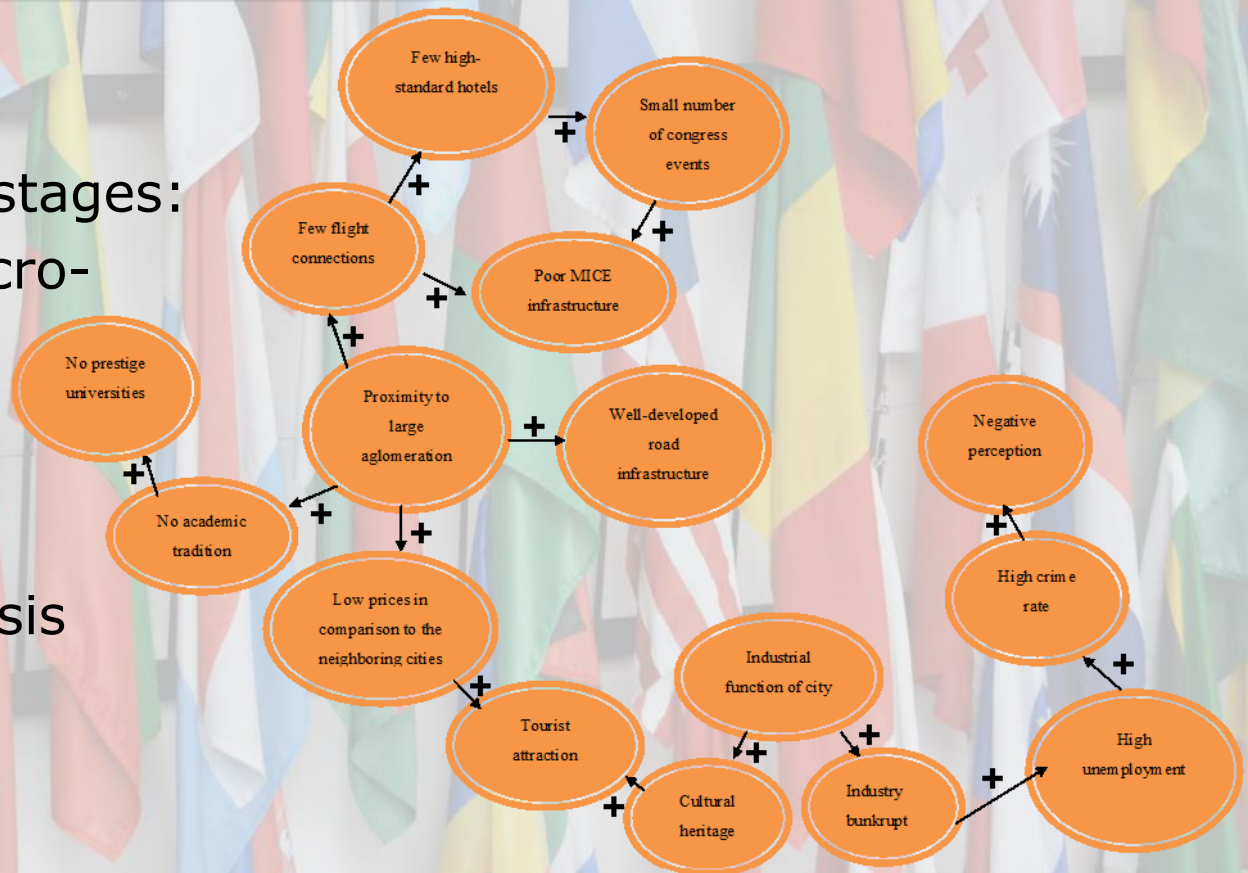
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Conditions assessment and strategic diagnosis

Strategic analysis stages:

- Analysis of macro-environment
- Analysis of the competitive environment
- Strategic analysis



Vision / mission statement and strategic goals

Mission: Improving the competitive position of the Lodz Metropolitan Area in terms of MICE tourism in Poland.

Vision: Lodz Metropolitan area is location where international MICE meetings are frequently organized. MICE meetings deliver unique experience and inspiration thanks to effective and creative use of the city potential which is based on distinguishable features and cultural heritage.

Strategic goals:

- I. Improving transportation accessibility
- II. Increasing the effectiveness of marketing activities and tuning them for the MICE
- III. Improving the quality of technical infrastructure and congress and hotels facilities.
- IV. Improving the quality of offering unique events and business related services.

Strategic actions and responsible institutions / main actors

Objective I

1. Doubling the amount of flight direction of the current state (5 regularly serviced directions) flights until 2024.

Objective II

1. Promotion of the city at EIBTM and IMEX trade fair for at least once a year for three consecutive entire duration of the strategy.

Objective III

1. Allocating new areas for investment of MICE in the Master Plan during the term of the strategy.

Objective IV

1. Continuation of the urban program "Mia100 kamienic" in successive terms of municipal authorities.

Strategic actions and responsible institutions / main actors

Stakeholders	Description	Aspirations/Interests	Probable strategies for interest goal achievement
Municipality authorities	Authorities managing the Lodz Metropolitan Area	Local development, tax income, prestige	Supporting investors and event organisers
Big event organisers	Companies organising MICE events	Successful big event organisation	Enlarge the offer, take advantage of existing conditions
Companies of event participants	Companies employing participants and sending them for incentive trips	Safe, interesting and cheap events	Strict selection of the offers and venues
Event participants	Participants of the events	Taking part in interesting/innovative, Satisfaction of their needs	Selecting offers that will satisfy as much needs as possible
Experience providers	Foreign and local companies which offer attractive side events	Increasing revenue and improving offer	Improving skills, diversify offer
Investors	Companies investing in MICE infrastructure	Increasing revenue	Winning competition for infrastructure building
Local inhabitants	Local inhabitants finding work in MICE tourism	Employment and good salary	Improve their skills,
Polish tourism associations	Tourism associations, tourism offices	Improving their offers	Increasing their activities and cooperation with other actors
Media	Local and national newspapers, radio and television	New topic, events' reporting	Rising the quality of the work

Risk assessment

ATO risk matrix

Continuous monitoring because of very high consequences and likelihood on the level of even chances.

Addressing a task of continuous risk monitoring for full time employee which will produce periodic reports for the executive of the strategy.

Scenario type	Description
Optymistic	Existing infrastructure has got huge influence on MICE sector growth. Global trends intensify the interest in unique meetings in LMA.
Pessimistic	Low prices does not generate increased demand for MICE events in LMA.
The most probable	The slow increase in interest for MICE events organisation and participation.
Surprising	Decrease in competition in MICE sector among big polish cities.

Schedule of the strategy

Years	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035
Doubling the amount of flight direction of the current state flights(5 regularly serviced directions) flights until 2024.																					
Promotion of the city at EIBTM and IMEX trade fair for the entire duration of the strategy.																					
Increase the frequency of business-related information on events related to the MICE industry in press in each subsequent year by 5%.																					
The creation of a website Lodz Convention Bureau by the end of the second quarter 2015 years.																					
Allocating new areas for investment of MICE in the Master Plan during the term of the strategy.																					
Continuation of the urban program "Mia100 kamienic" in successive terms of municipal authorities																					
Achieve 25% of the effectiveness of coordination of MICE events held in the same time as cultural events until 2028 years.																					
Financing activities making the offer of unique experiences providers much more attractive.																					

Strategic actions

Summary

- After a complex SWOT/TOWS, the main aim of the strategy is to improve the competitive position of the Lodz Metropolitan Area in terms of MICE tourism in Poland.
- It will be achieved by fulfilling 4 strategic goals and plenty strategy actions put in the time frame.
- Most important assumption of the strategy is that **MICE events may be well combined with unique meeting proposals.**