



Tourism in Poland promoted in Berlin

IT HAS BEEN THE LARGEST OF ALL PROJECTS to promote Poland as a tourism destination! As an Official Partner Country in the International Travel Trade Show at Berlin ITB 2011 (8-13 March), Poland presented a range of its destinations, regions, and tourism companies, not just in the Messe Berlin venue but also in the entire capital of Germany. From the formal opening ceremony, with Lech Wałęsa as a guest of honour, during which over 4,000 visitors from all over the world watched the innovative film and dance show that illustrated the new slogan of the Polish Tourist Organisation “Move Your Imagination” (by Tomasz Bagiński and Agustin Egurrola) and participated in the tasting of delicacies of Polish cuisine (prepared by chef Robert Sowa), through press conferences, seminars, trade presentations, and the ITB Convention (with the participation of Orbis president Laurent Picheral) to more than ten map and tourist guides publishers awarded in the “ITB BuchAwards 2011”.

The 1.500-sq.-m fair hall which traditionally houses Poland’s presentations, acquired a new dimension this year. It was dominated by the motif of the UEFA EURO 2012 Football Championship, with special roles played by host cities Gdańsk, Poznań, Warsaw, and Wrocław, which had their own separate stands. The focal point of the exhibition were the presentations of 16 regions, supported by tourism companies. Baking St. Martin Croissants (Wielkopolska), a moving model of the Elbląg Canal (Warmia and Masuria), a sculptor creating figures of salt from Wieliczka (Małopolska) – these were only a few of the attractions that invited visitors to Polish

destinations. The presentation of the cultural package of the cities also played an important role, with dance shows and festival presentations. Highlights also included presentations on Polish nature and cuisine, hotels and travel agencies, spas, and organisers of congresses and fairs. An important addition to the national exhibition was the presence of the Wrocław Opera and Philharmonic in the Cultural Tourism international hall. The promotion was supported by hundreds of posters and billboards in the urban space of Berlin, and by the “creatures” that captured popular attention.

This year’s ITB attracted 11,163 exhibitors in total, and 170,000 visitors. As the Minister of Sport and Tourism Adam Giersz stated during the press conference, the presence in ITB guarantees reaching all those who are potentially interested in visiting Poland, especially from the German market, which generates over 4.5 million travellers in Poland.

ITB is not the only event for tourism development taking place in spring in Berlin. Between 7 and 9 March over 1,600 people from 62 countries, which included the representatives of the Polish hotel industry, participated in the 14th International Hotel Investment Forum (IHIF), which is currently the biggest meeting of this industry in the world. The event took place during IHIF, which could have a similar significance for the Polish hotel that the construction of the first world-class facilities in the 1970s brought to Poland as part of investment importation and the later involvement of Accor in the listed Orbis. As Alex Kloszowski, who, on the behalf

of Colliers International, signed an agreement with Eric Danzinger, CEO of the Wyndham Hotel Group, the largest hotel network in the world with more than ten hotel brands in its portfolio, told us, “IHIF is a great opportunity to present Poland as a country worth investing foreign capital in. The Wyndham Group, which was previously known primarily in the USA, will open at least 10 motels of budget brand Super 8 in Poland. Each will have 75 to 200 rooms. Our task is to find appropriate locations and recommend suitable project partners. According to the plans, each region will contain two Super 8 hotels - on the outskirts of a big city, and next to petrol stations close to main routes. Advanced talks are under way with one of the biggest petrol station networks in Poland.”

Janusz Turakiewicz



Eric Danzinger and Alex Kloszowski