

WARSAW CONFERENCE & HOTEL MARKET DATA

May 2023

Below we present basic information describing the size and characteristics of the hotel and conference market in Warsaw. Data in the hotel part come from STR and describe a representative group of hotels in the capital (they come from a survey of 76% of rooms available in the city). In the conference part, the data comes from the Demand Outlook tool by Z-Factor, which monitors 35 major conference hotels in Warsaw.



Access to full conference market data is one of the benefits of membership in the Warsaw Tourist Organization. If you are interested, please don't hesitate to contact us!

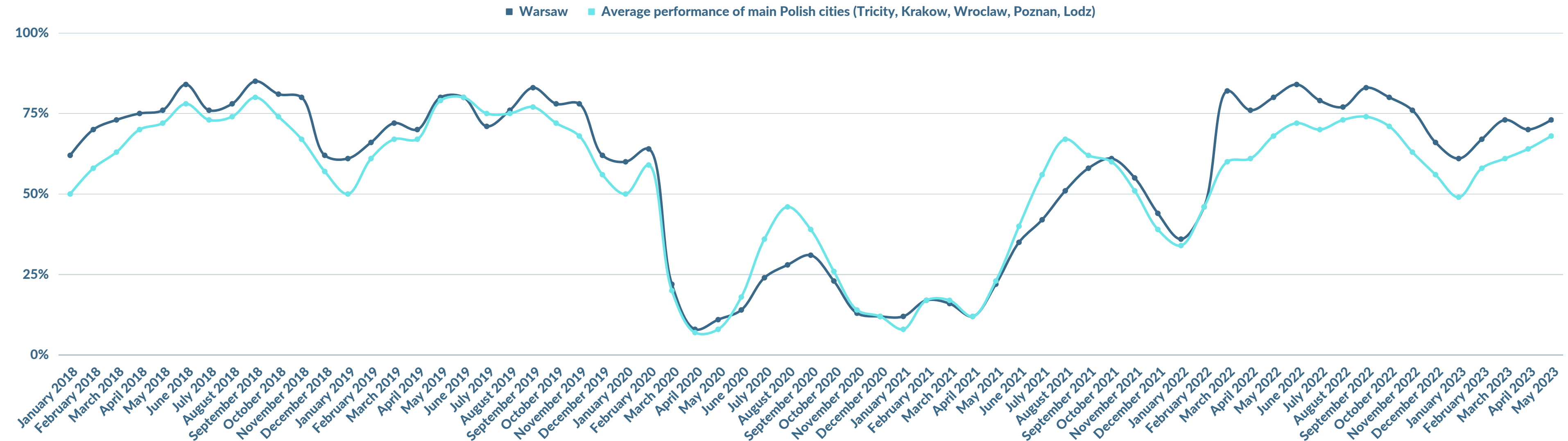
office@wot.waw.pl

HOTEL OCCUPANCY

Warsaw vs average performance of main Polish cities

(Tricity, Krakow, Wroclaw, Poznan, Lodz)

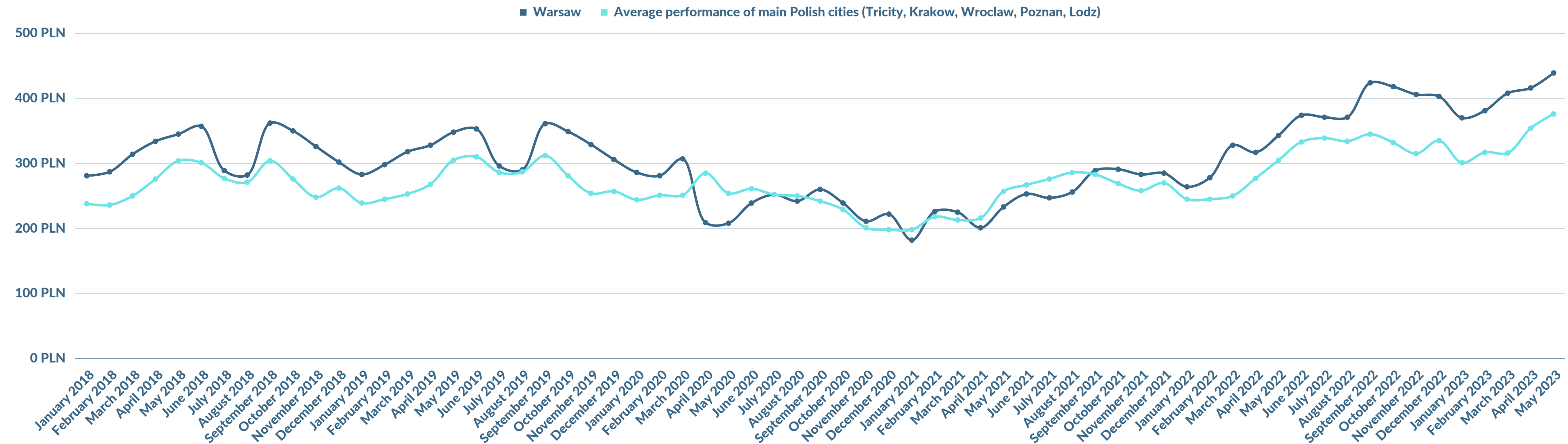
01.2018 - 05.2023



HOTEL AVERAGE DAILY RATE (ADR)

Warsaw vs average performance of main Polish cities (Tricity, Krakow, Wroclaw, Poznan, Lodz)

01.2018 - 05.2023

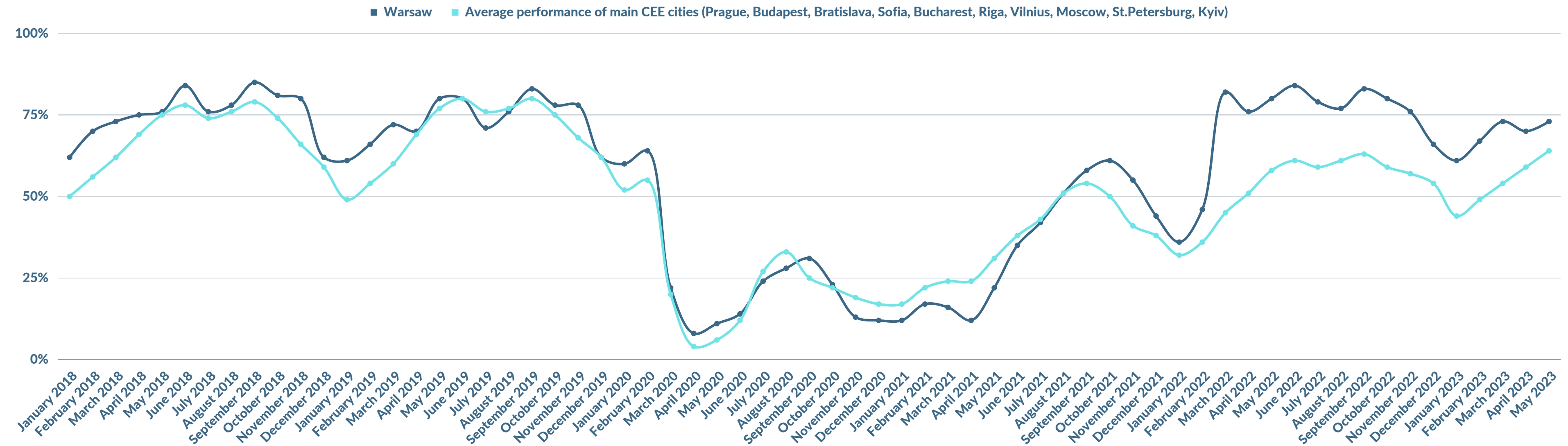


HOTEL OCCUPANCY

Warsaw vs average performance of main CEE cities CEE

(Prague, Budapest, Bratislava, Sofia, Bucharest, Riga, Vilnius, Moscow, St.Petersburg, Kyiv)

01.2018 - 05.2023

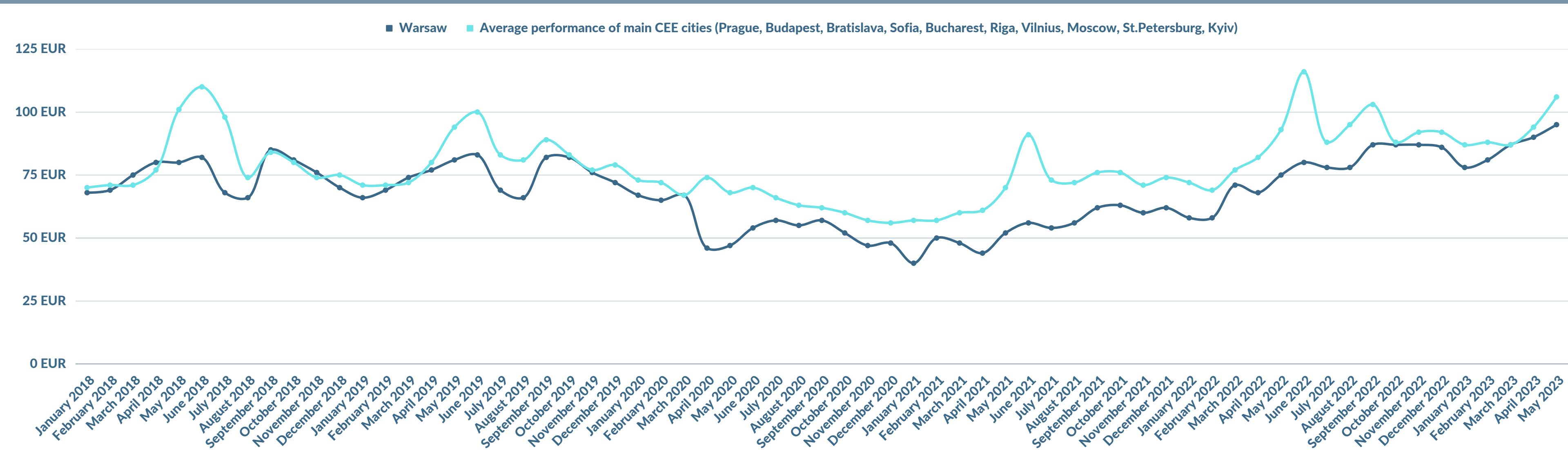


HOTEL AVERAGE DAILY RATE (ADR)

Warsaw vs average performance of main CEE cities CEE

(Prague, Budapest, Bratislava, Sofia, Bucharest, Riga, Vilnius, Moscow, St.Petersburg, Kyiv)

01.2018 - 05.2023

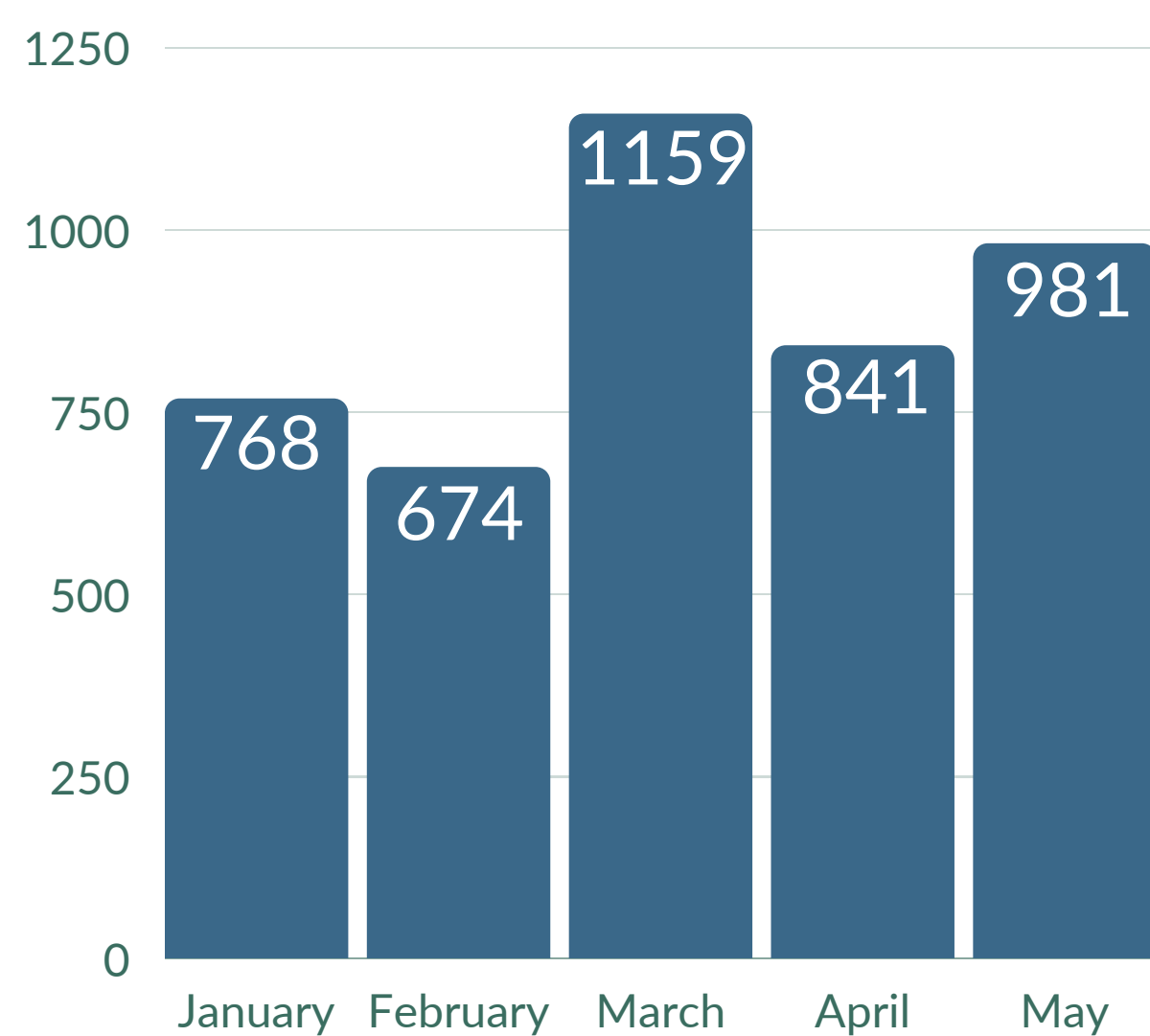


GENERAL DATA ON WARSAW CONFERENCE MARKET

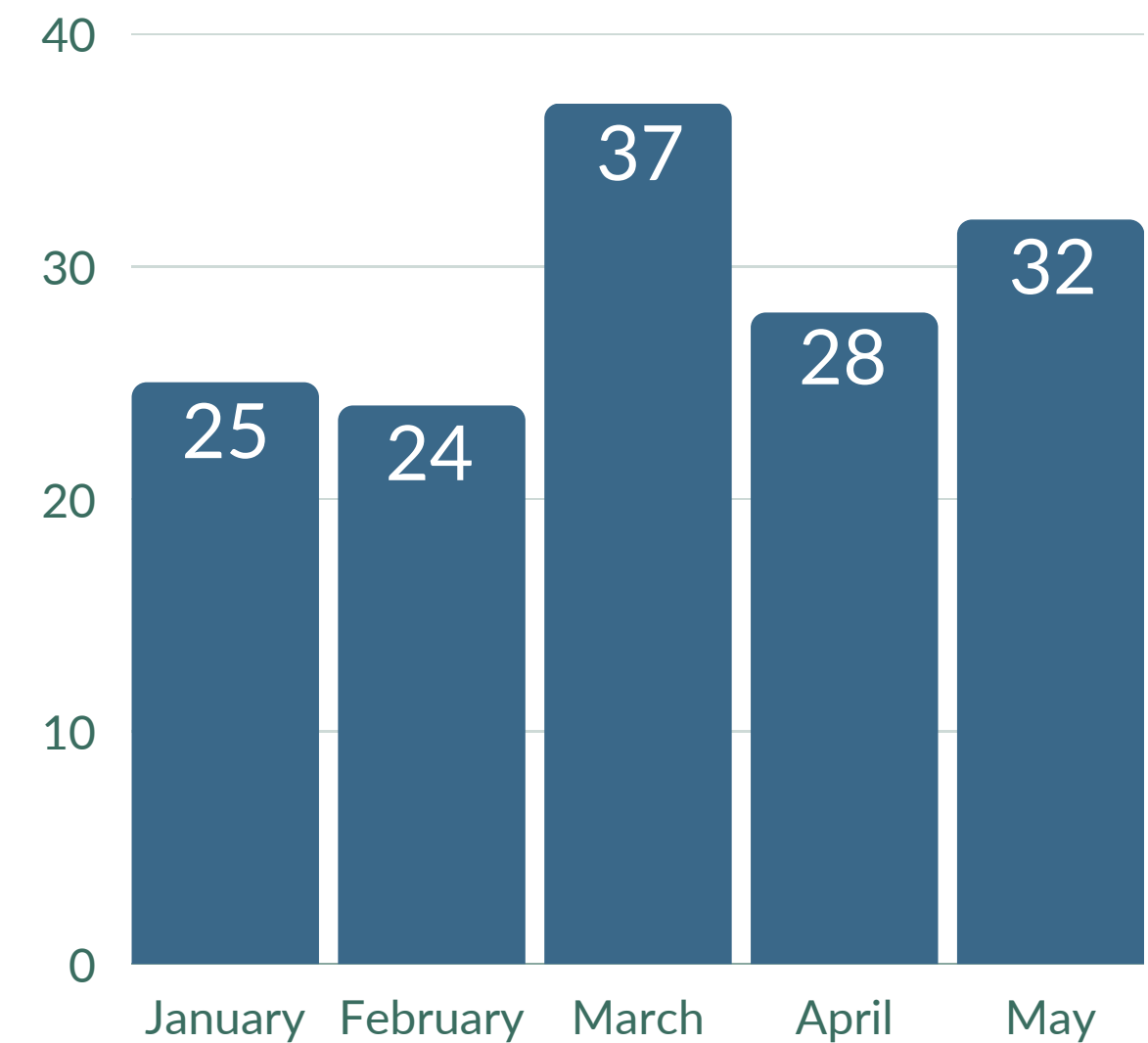
32Average number of
conferences daily**1,5 days**Average
conference
duration**85**Average number of
participants per
conference**82 882**Total number of
participants**981**Total number of
conferences

GENERAL DATA ON WARSAW CONFERENCE MARKET - YEAR TO DATE

Number of conferences per month

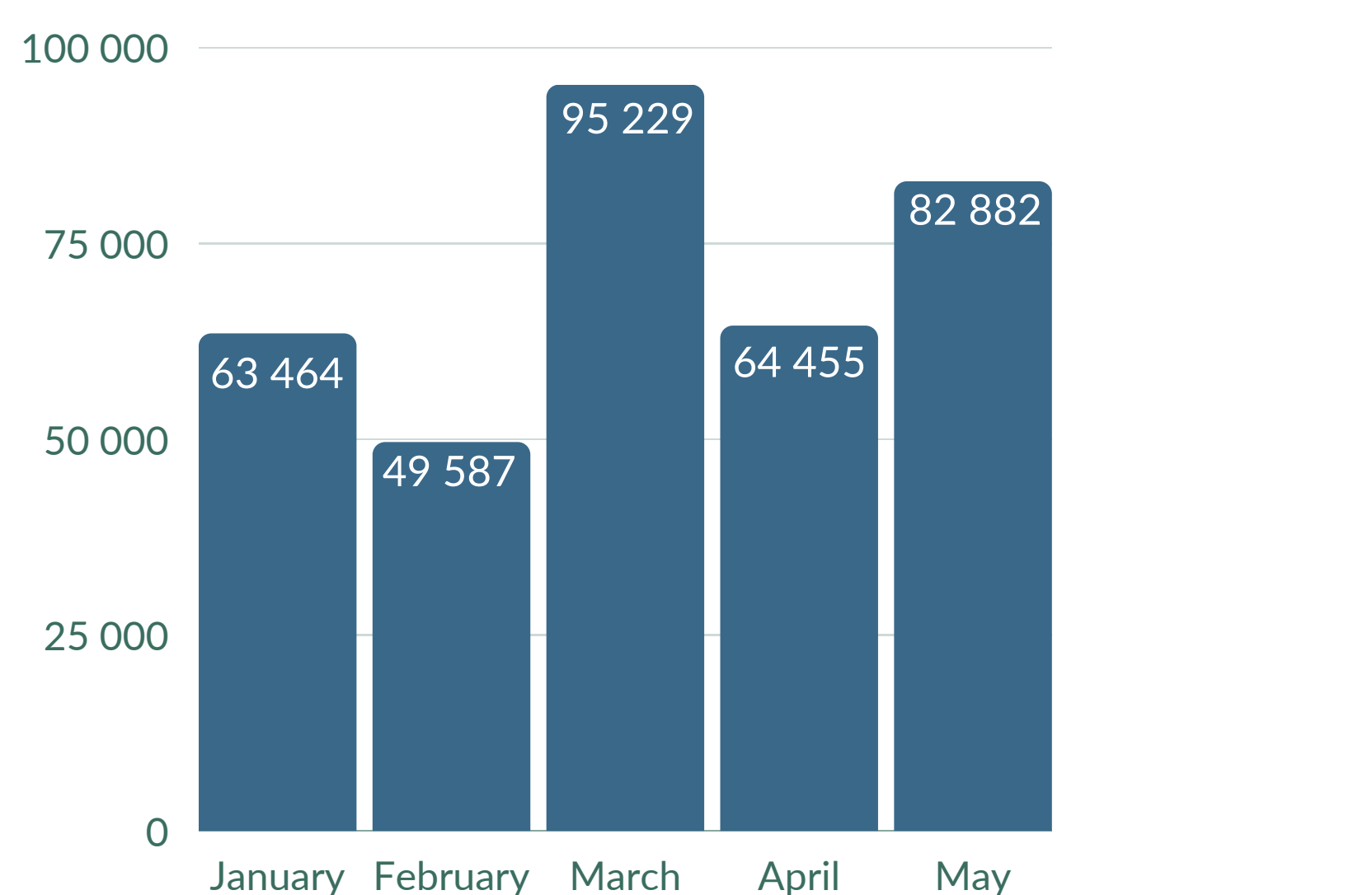


Average number of conferences daily

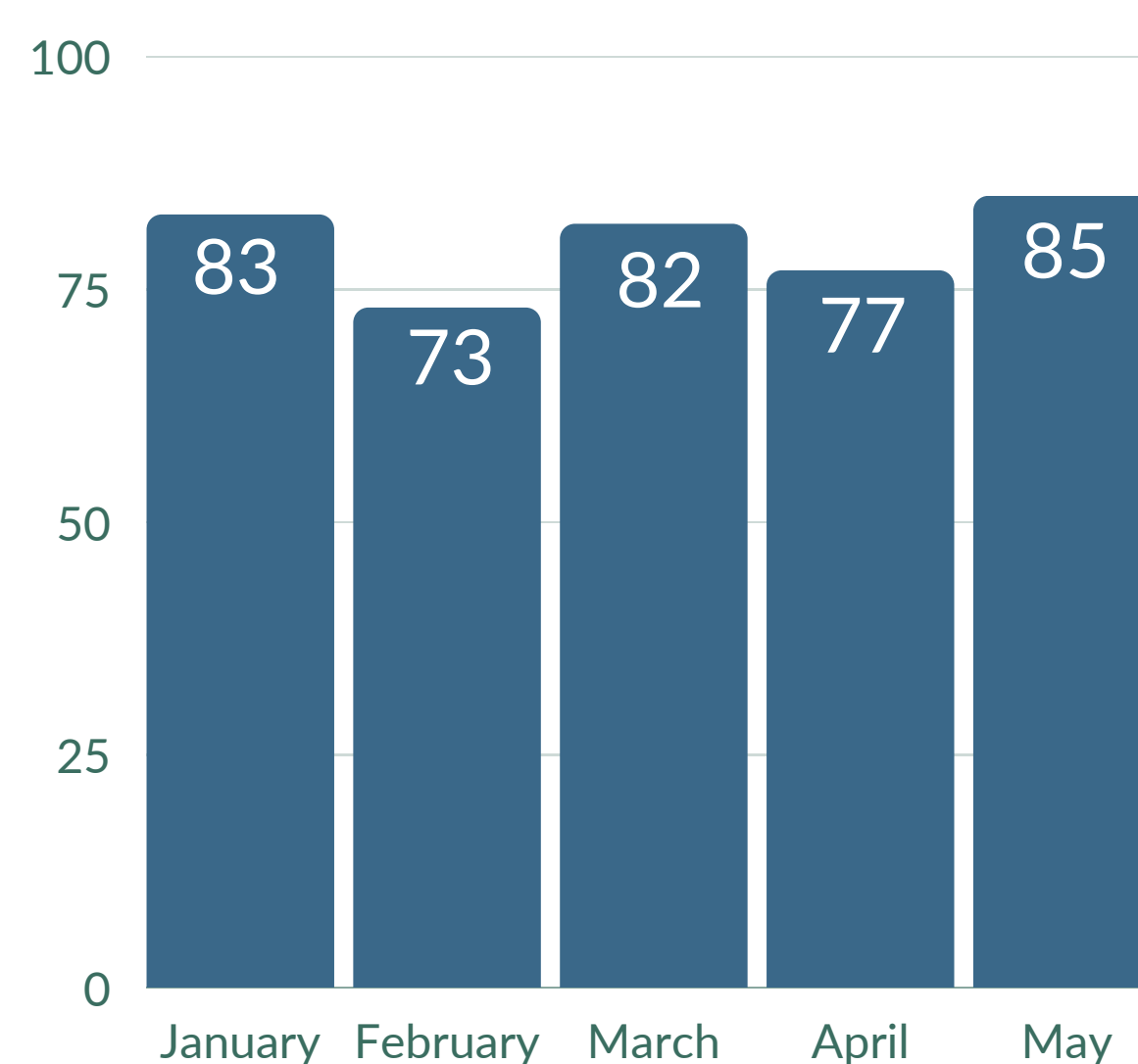


GENERAL DATA ON WARSAW CONFERENCE MARKET - YEAR TO DATE

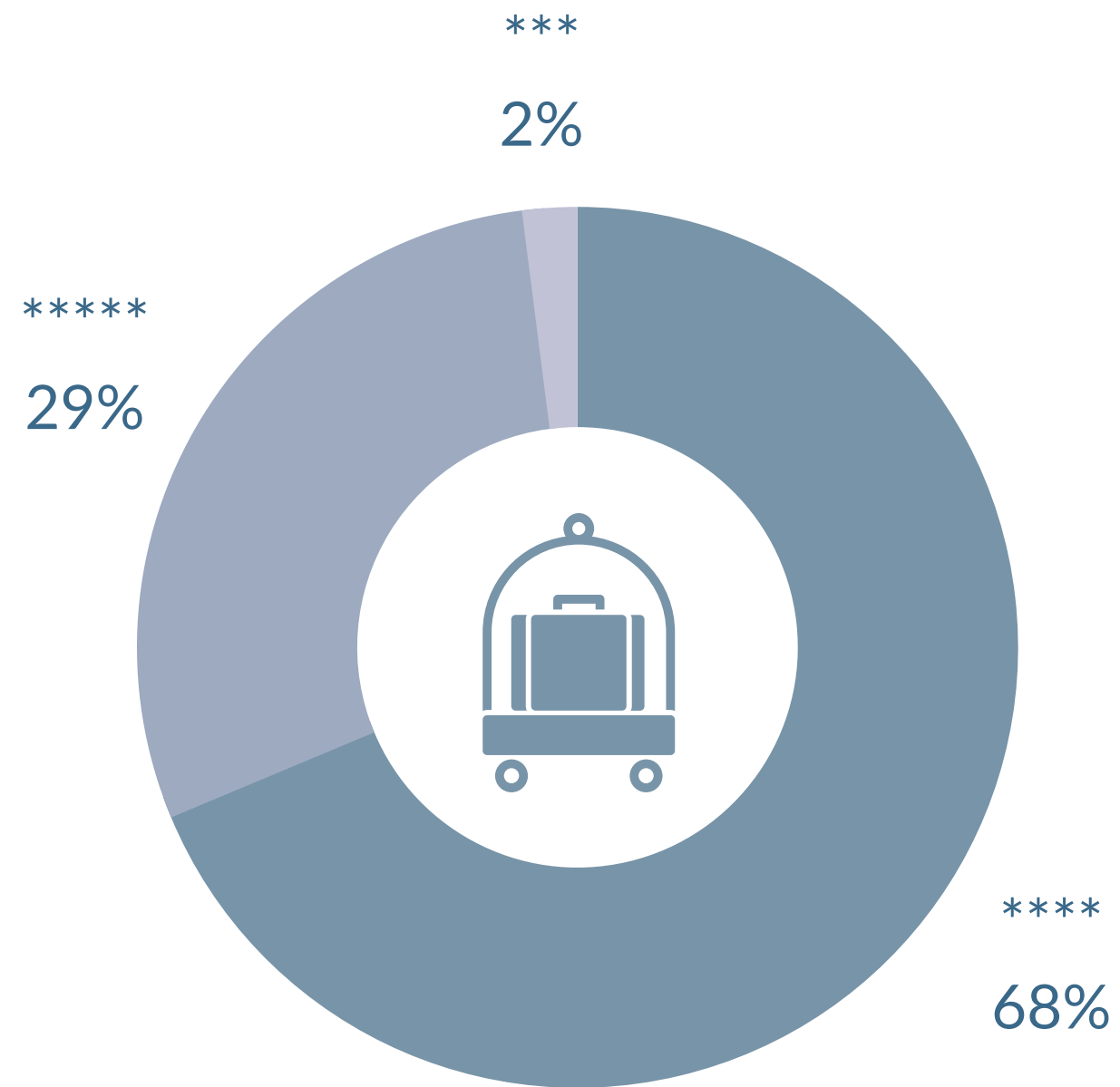
Number of conference participants per month



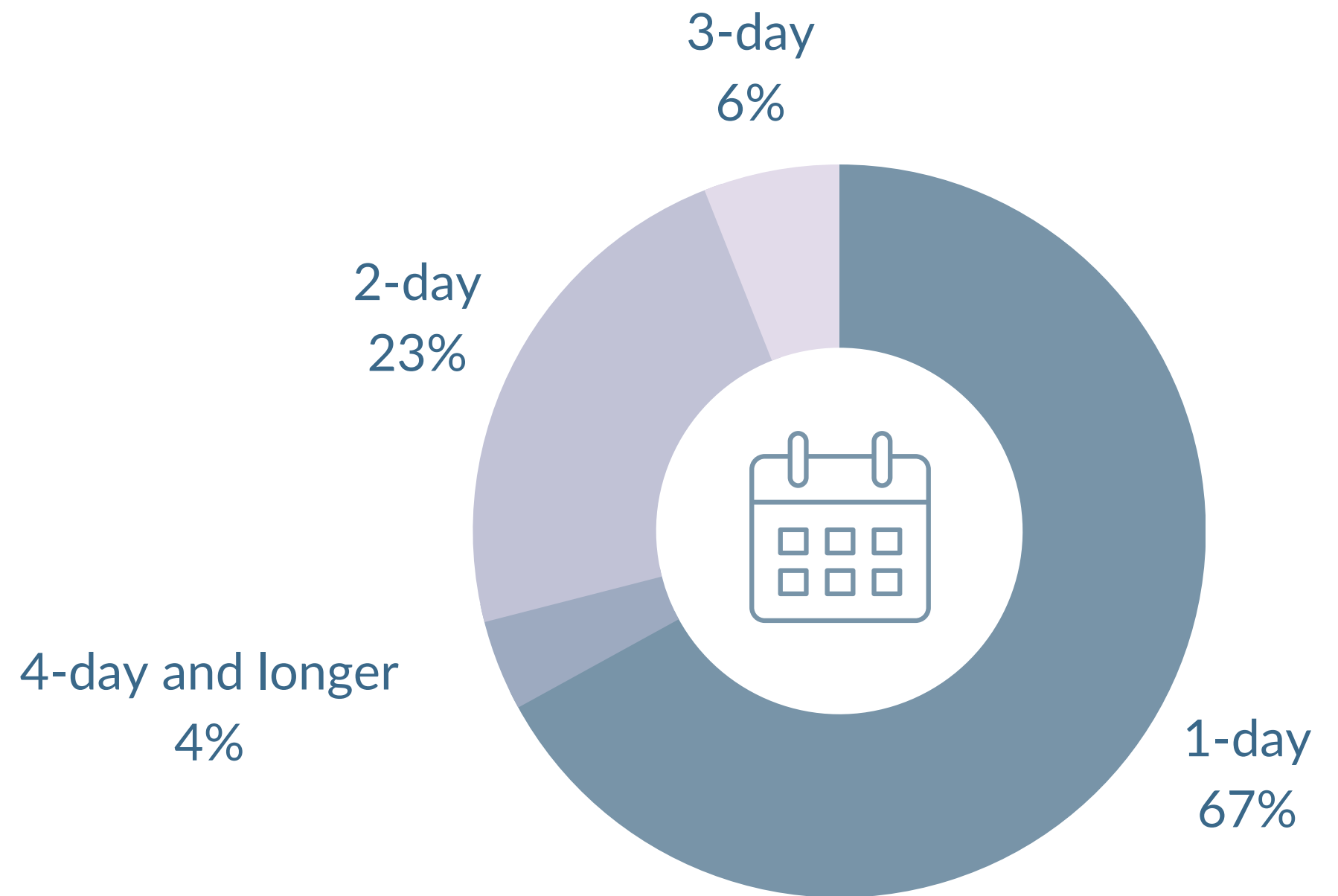
Number of participants of an average conference



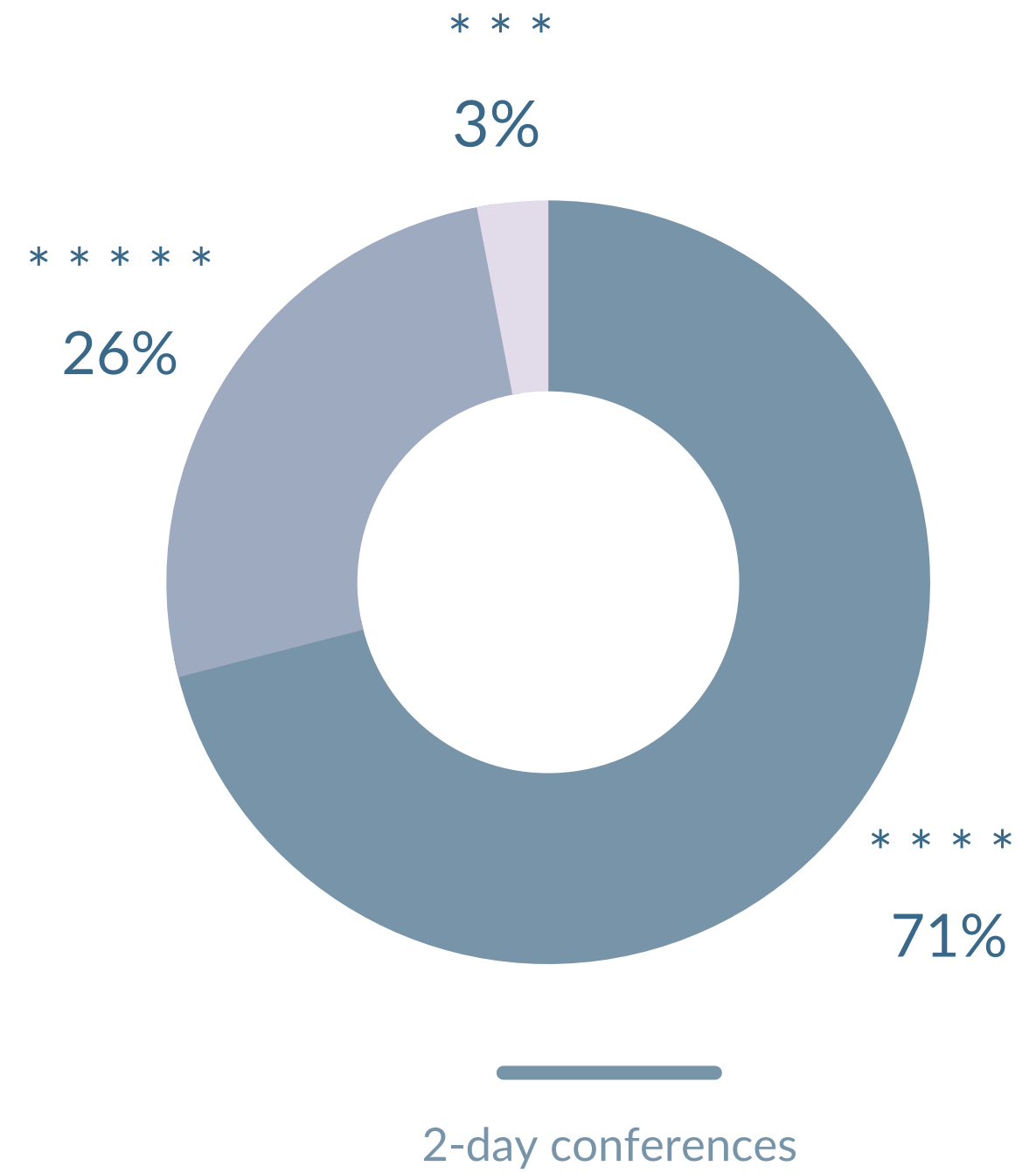
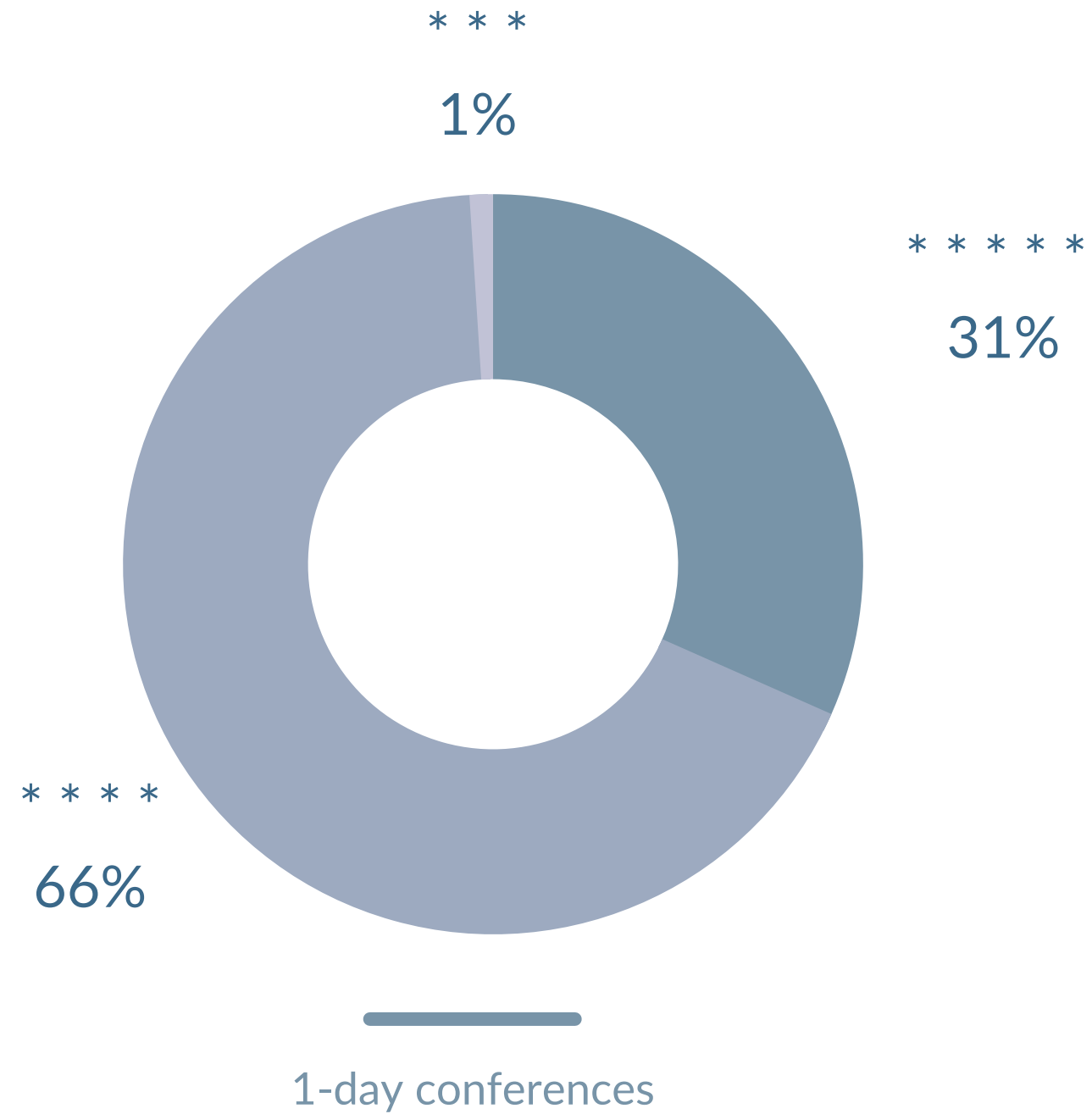
Number of conferences per hotel category



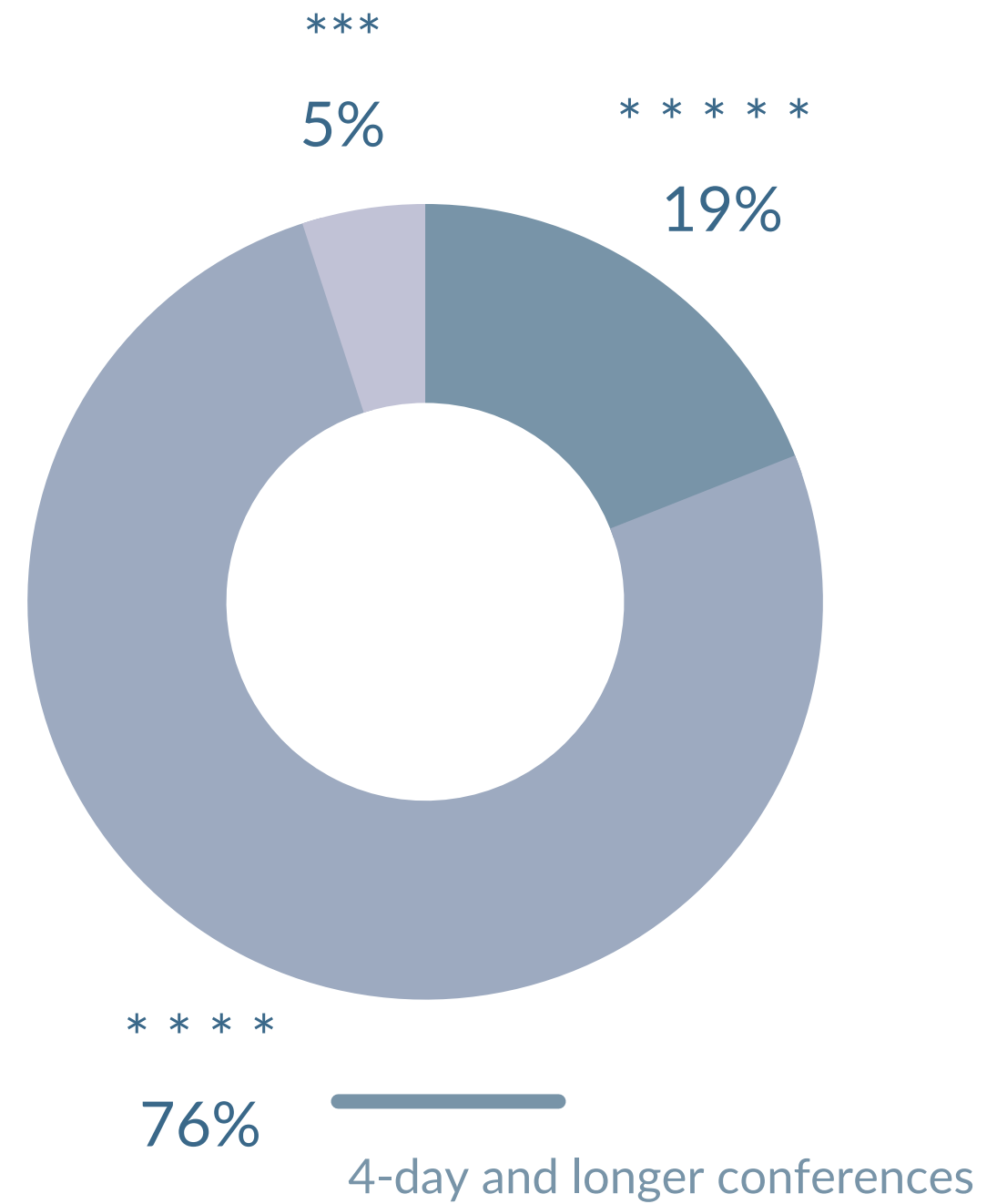
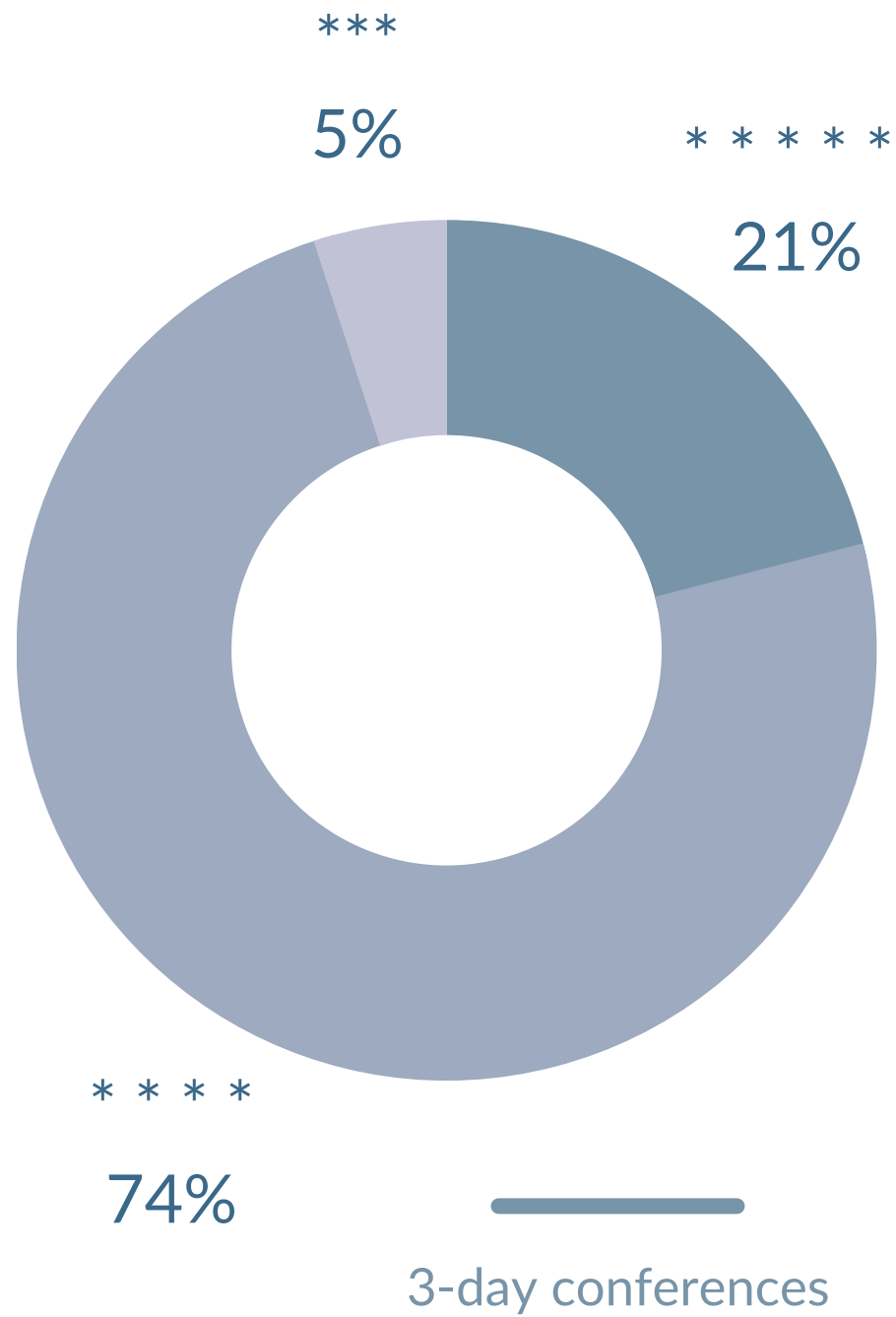
Number of conferences according to their duration



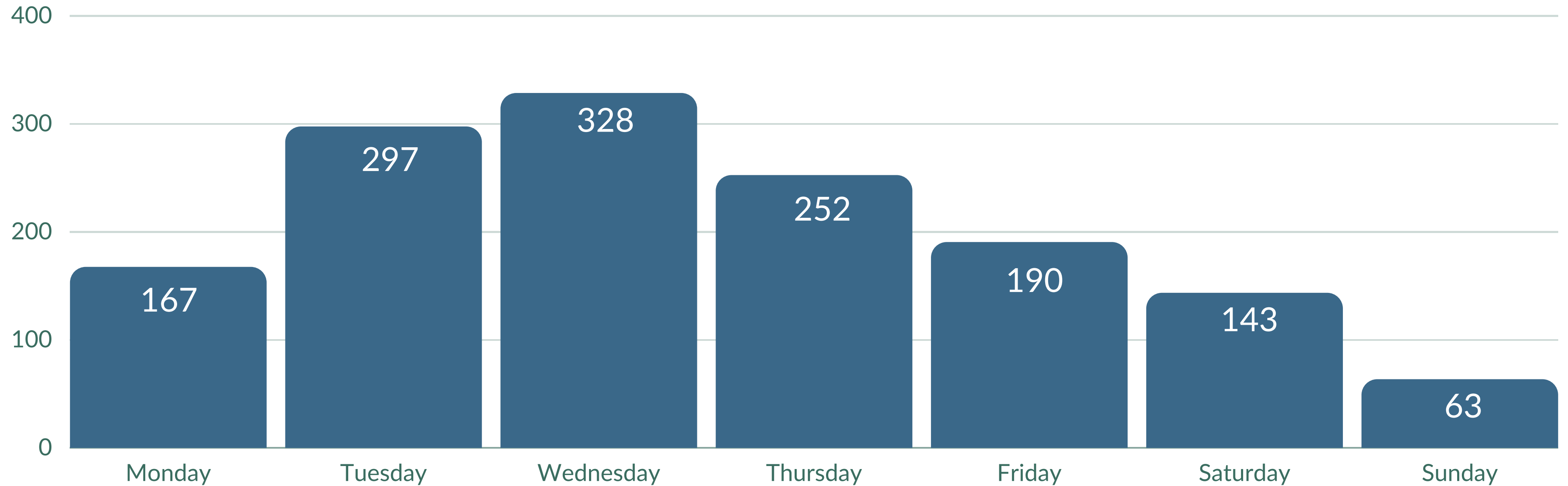
Number of conferences according to their duration and hotel category (1 of 2)



Number of conferences according to their duration and hotel category (2 of 2)

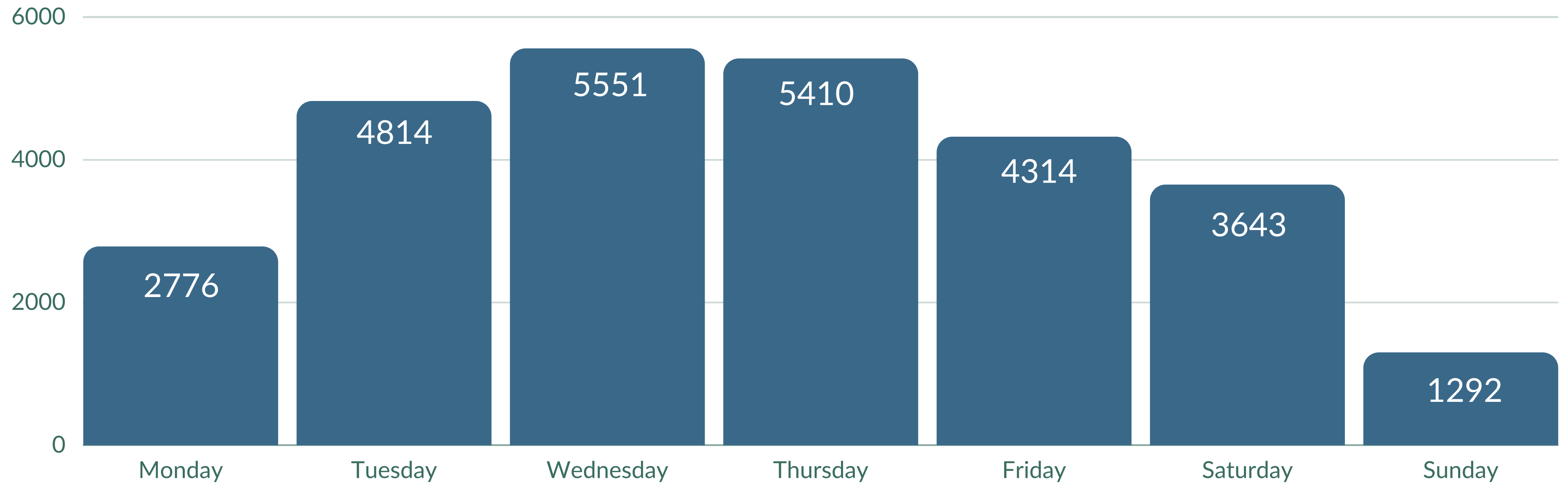


Number of conferences per week day



The number of events from all days of the week adds up to more than 100%, because some events last longer than 1 day

Average number of conference participants per week day



Best performing industry

Number of
conferences

154



Pharmaceuticals/Medical/
Health and beauty

Amount of space
rented (in m2)

41 097



Pharmaceuticals/Medical/
Health and beauty

Total number of
conference
participants

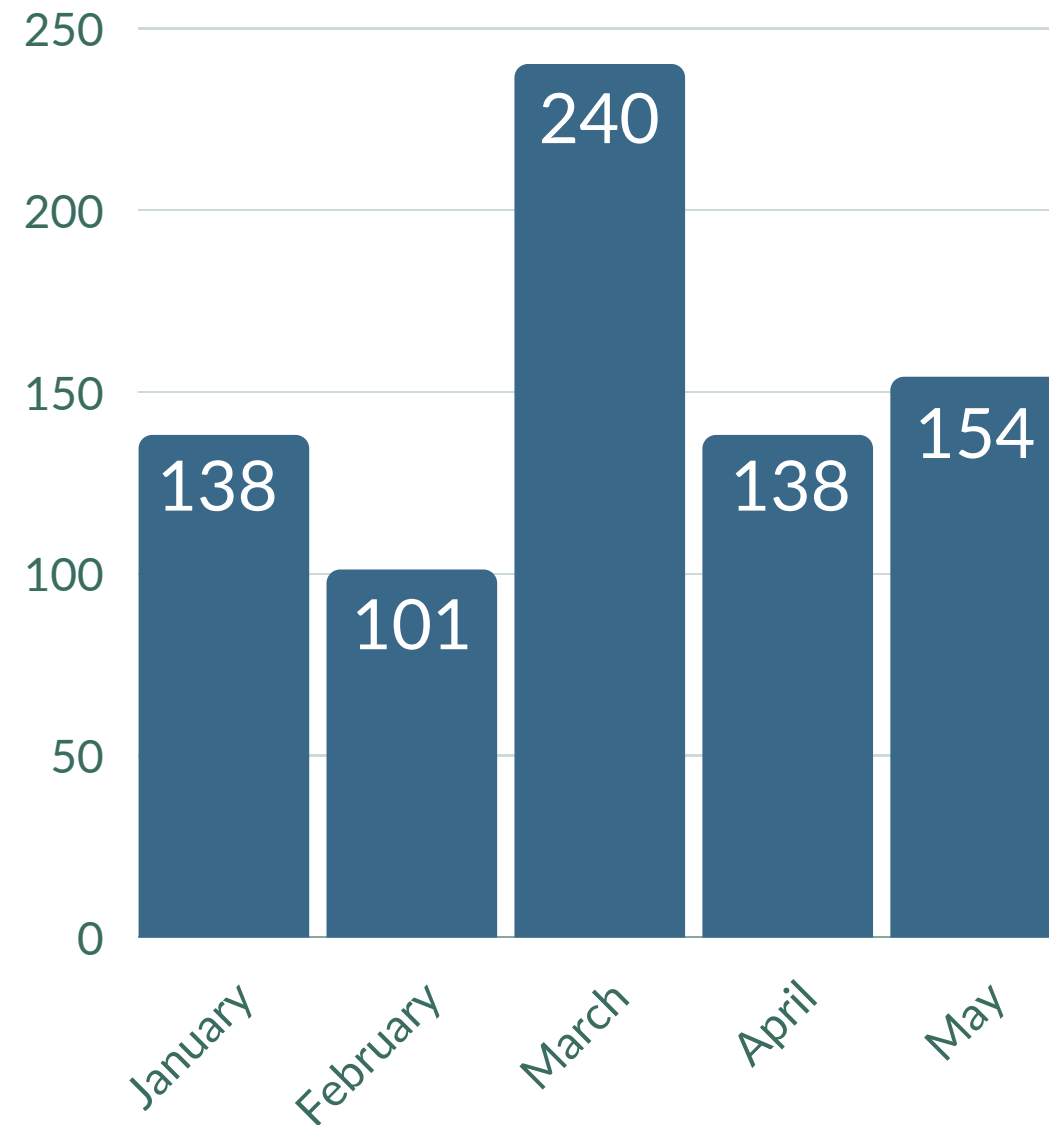
14 936



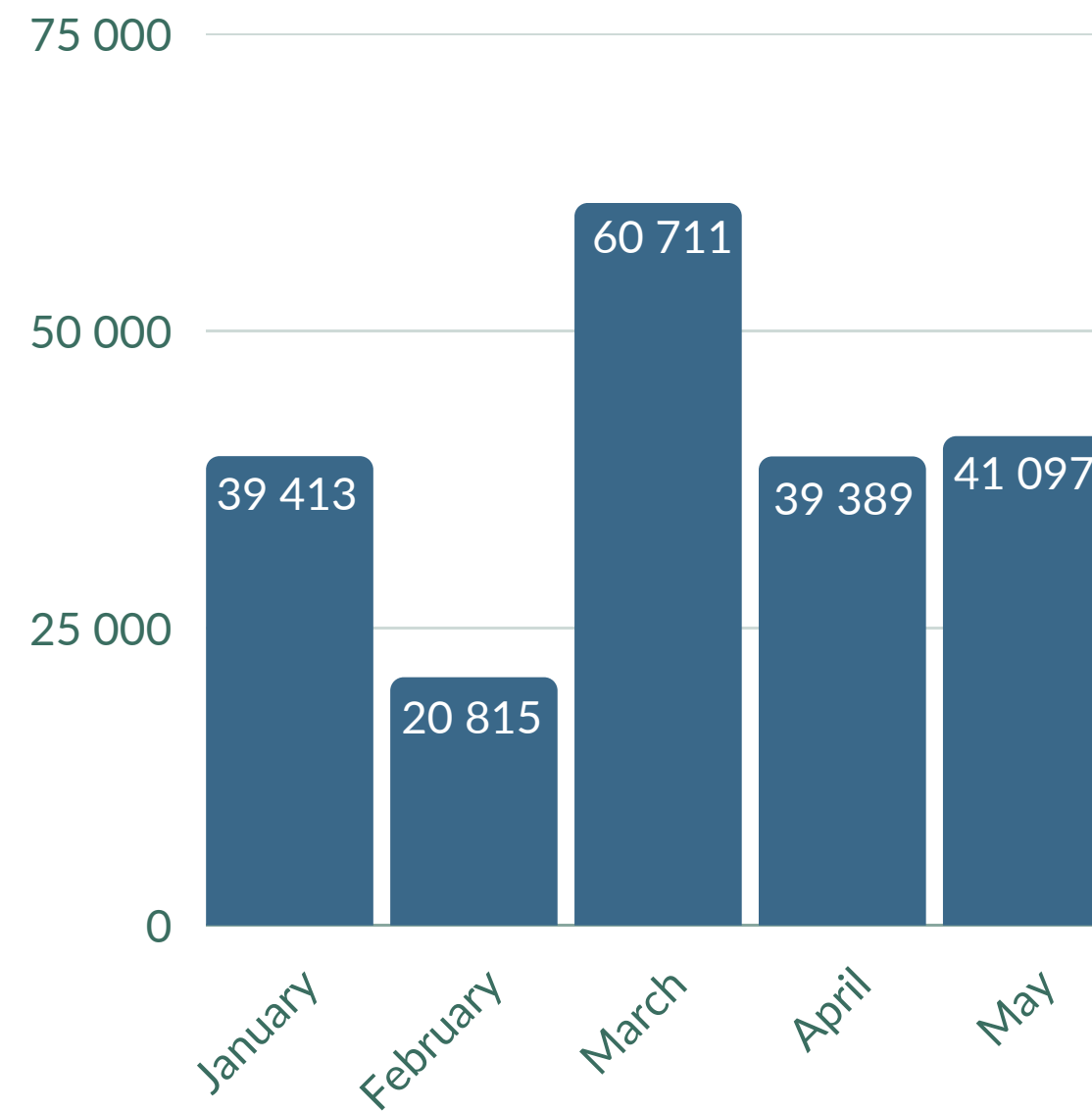
Pharmaceuticals/Medical/
Health and beauty

Best performing industry (year to date): Pharmaceuticals / Medical / Health and beauty

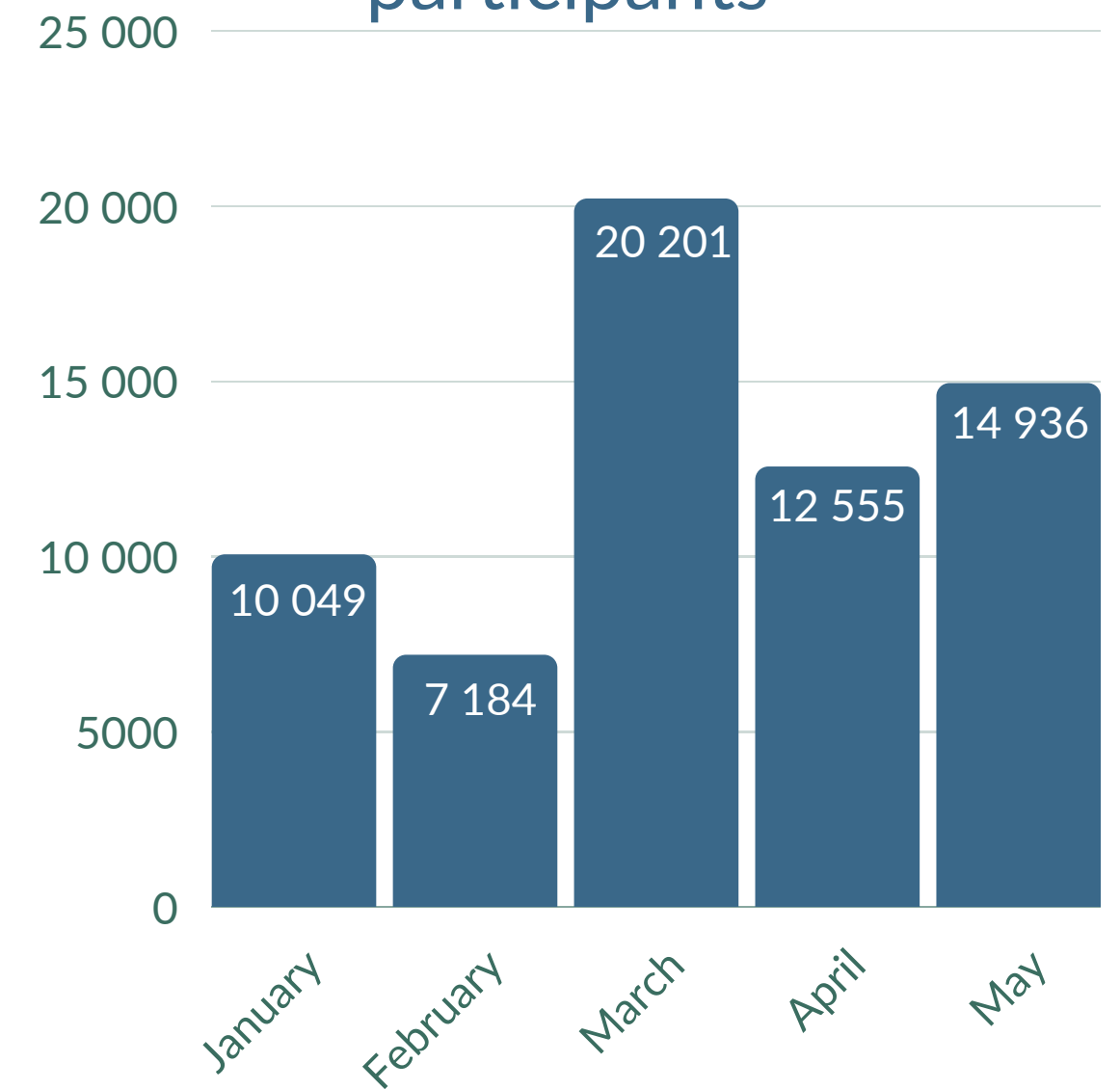
Number of conferences



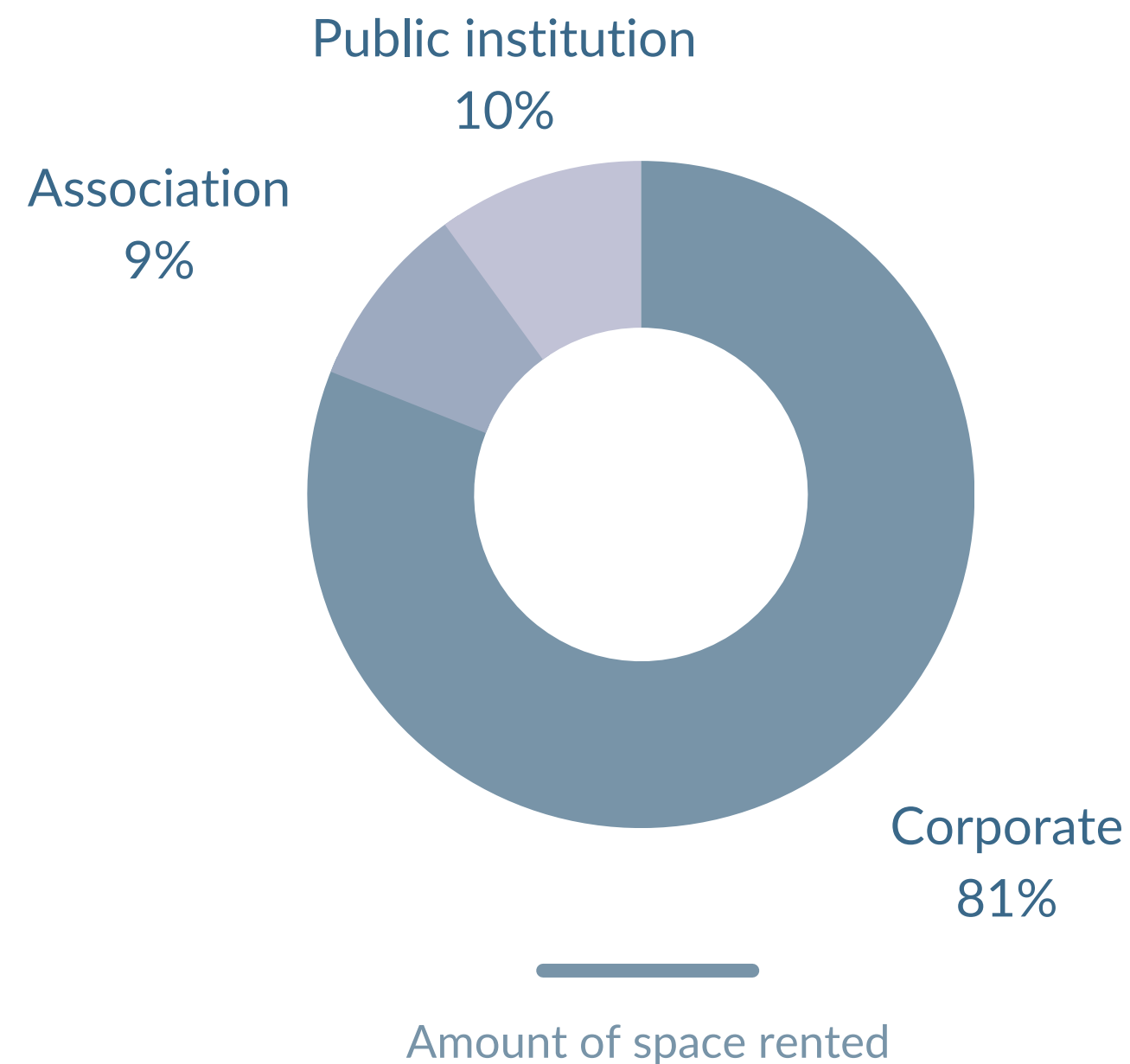
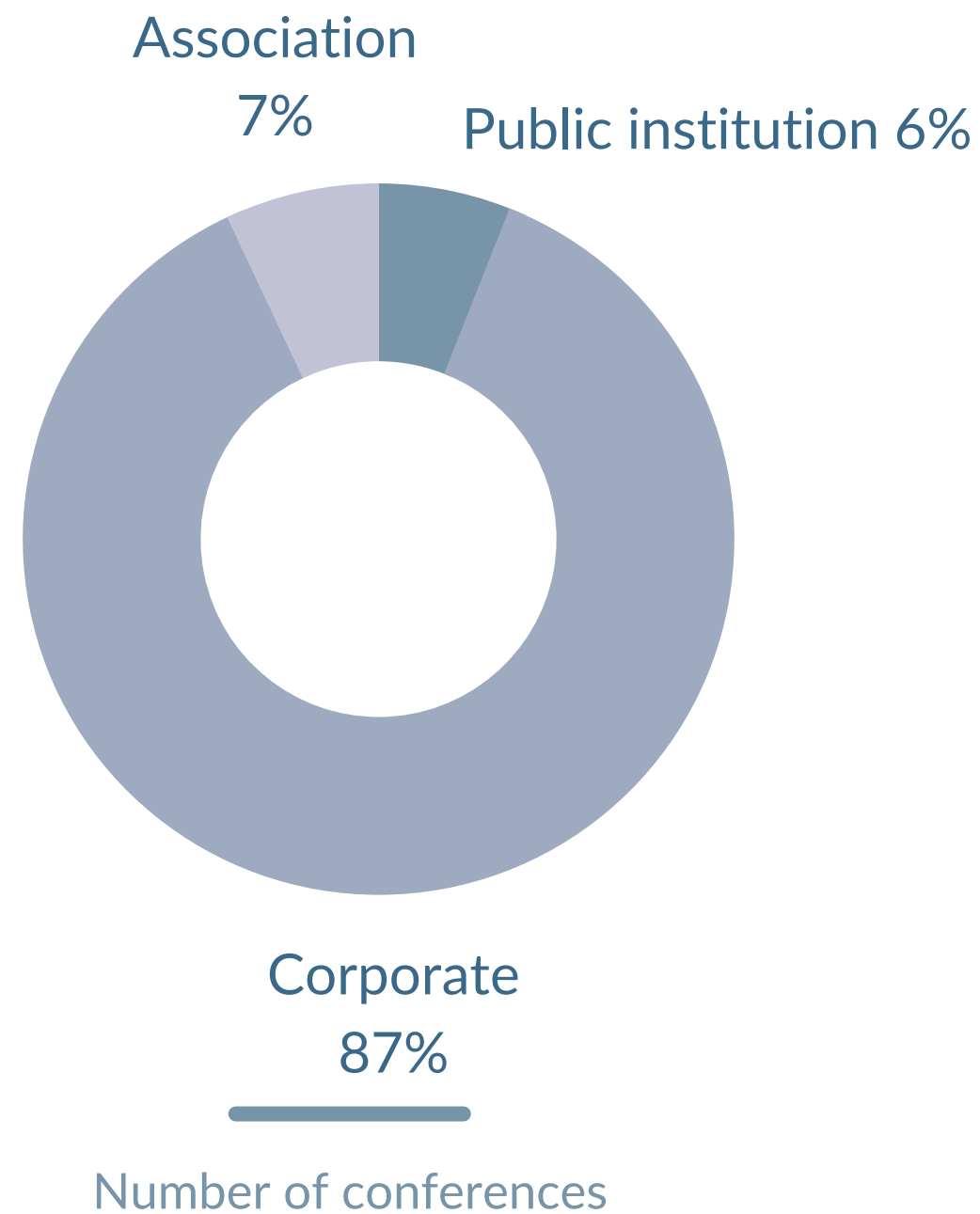
Space rental (m2)



Number of participants



Key types of meeting owners: corporate, association, public institution





THANK YOU!

wot.waw.pl

odkrywajwarszawe.pl

warsawcitybreak.com

warsawconvention.pl



Access to full conference market data is one of the benefits of membership in the Warsaw Tourist Organization. If you are interested, please don't hesitate to contact us!

office@wot.waw.pl