

HOTEL MARKET AND CONFERENCE IN WARSAW

September 2023

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



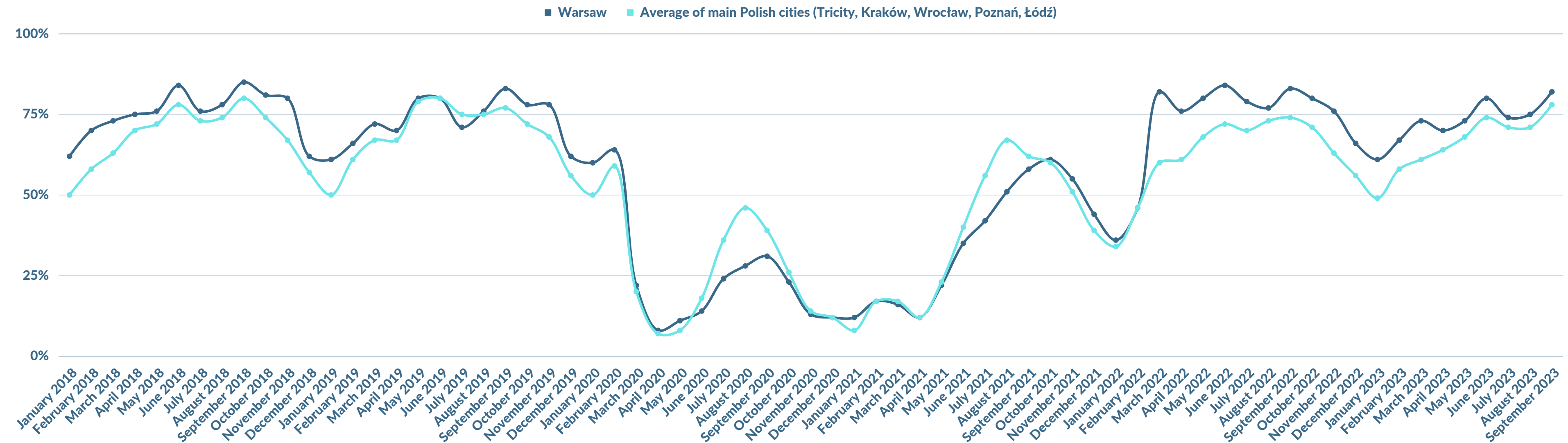
Access to full conference market data is one of the benefits of membership in the Warsaw Tourist Organization. We invite everyone interested to contact us and cooperate!

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HOTEL OCCUPANCY

Warsaw vs average result of main Polish cities (Tricity, Kraków, Wrocław, Poznań, Łódź)

01.2018 - 09.2023

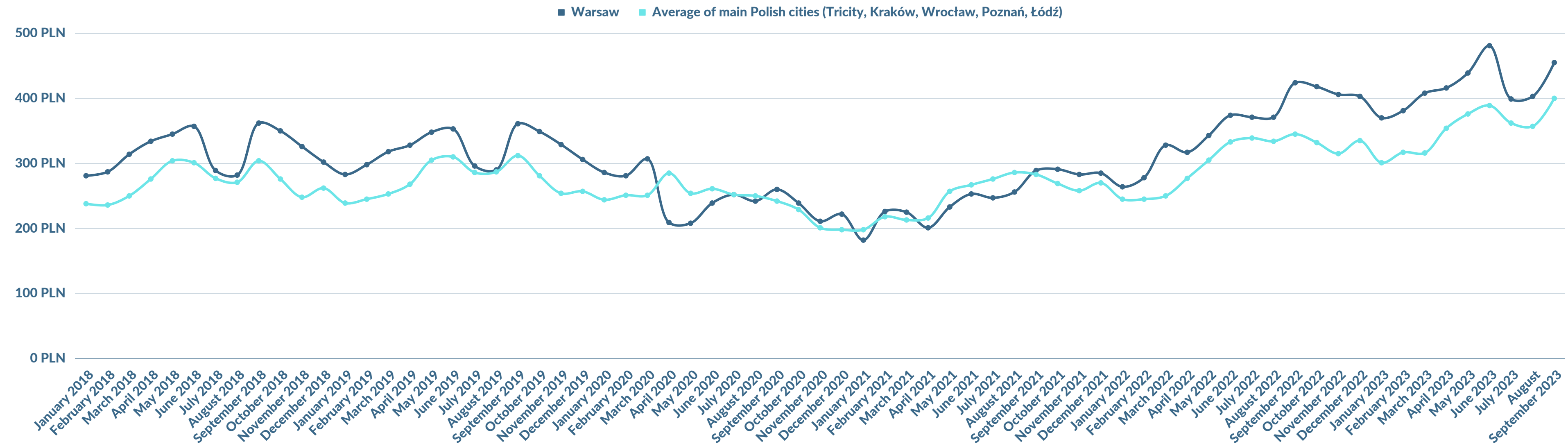


AVERAGE PRICE PER HOTEL ROOM (ADR)

Warsaw vs average result of main Polish cities

(Tricity, Kraków, Wrocław, Poznań, Łódź)

01.2018 - 09.2023

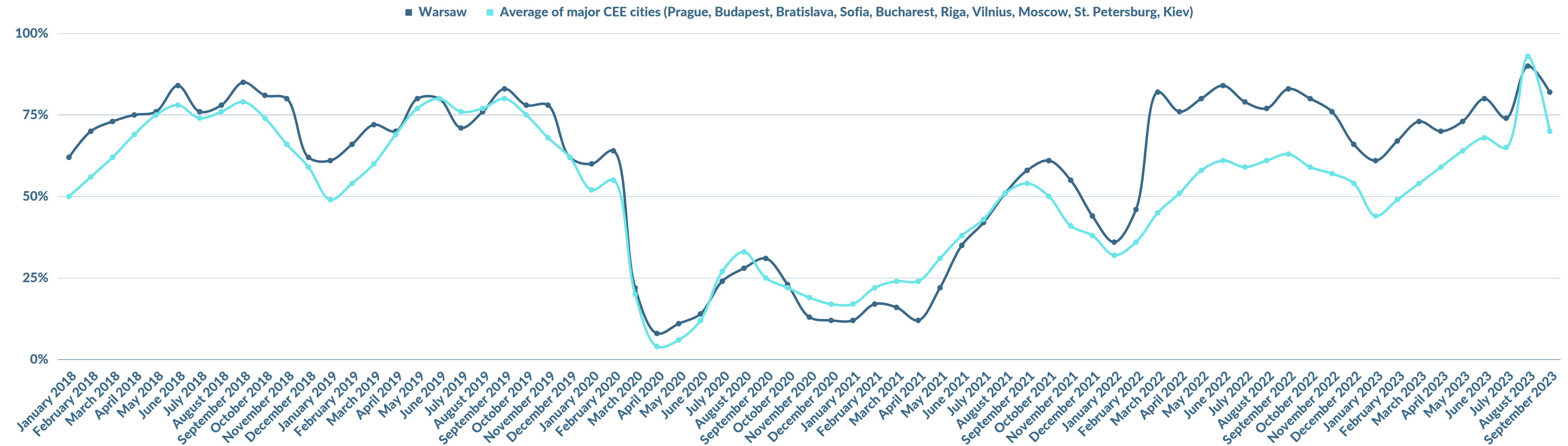


HOTEL OCCUPANCY

Warsaw vs the average result of the main CEE cities

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

01.2018 - 09.2023

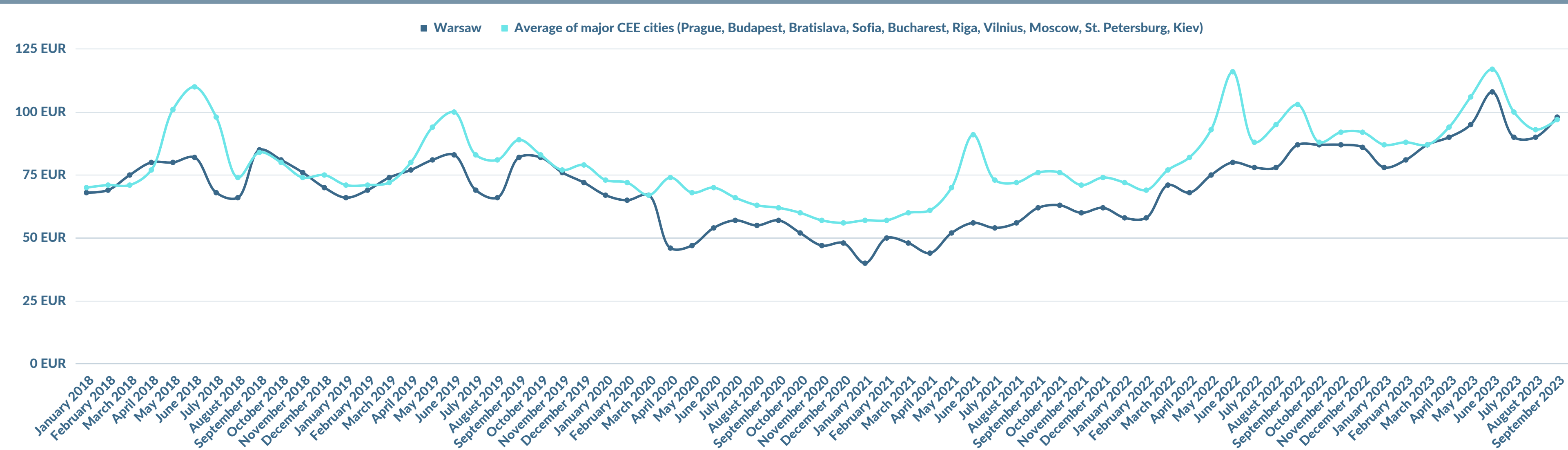


AVERAGE PRICE PER HOTEL ROOM (ADR)

Warsaw vs the average result of the main CEE cities

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

01.2018 - 09.2023



GENERAL DATA ABOUT THE CONFERENCE MARKET IN WARSAW

43

Average number of
events per day

1,7 dnia

Average event
length

78

Average number of
participants

100 708

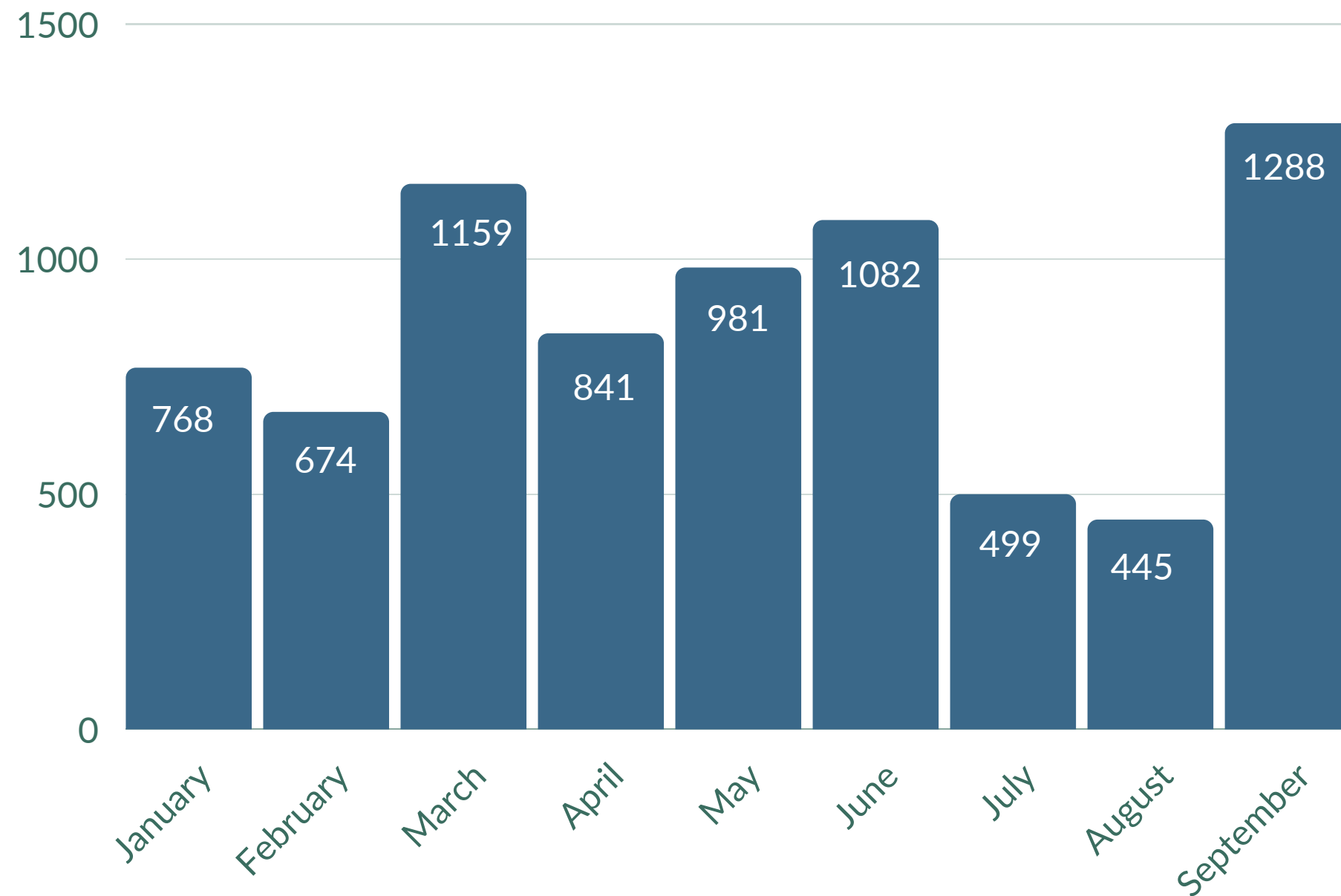
Total number of
participants

1288

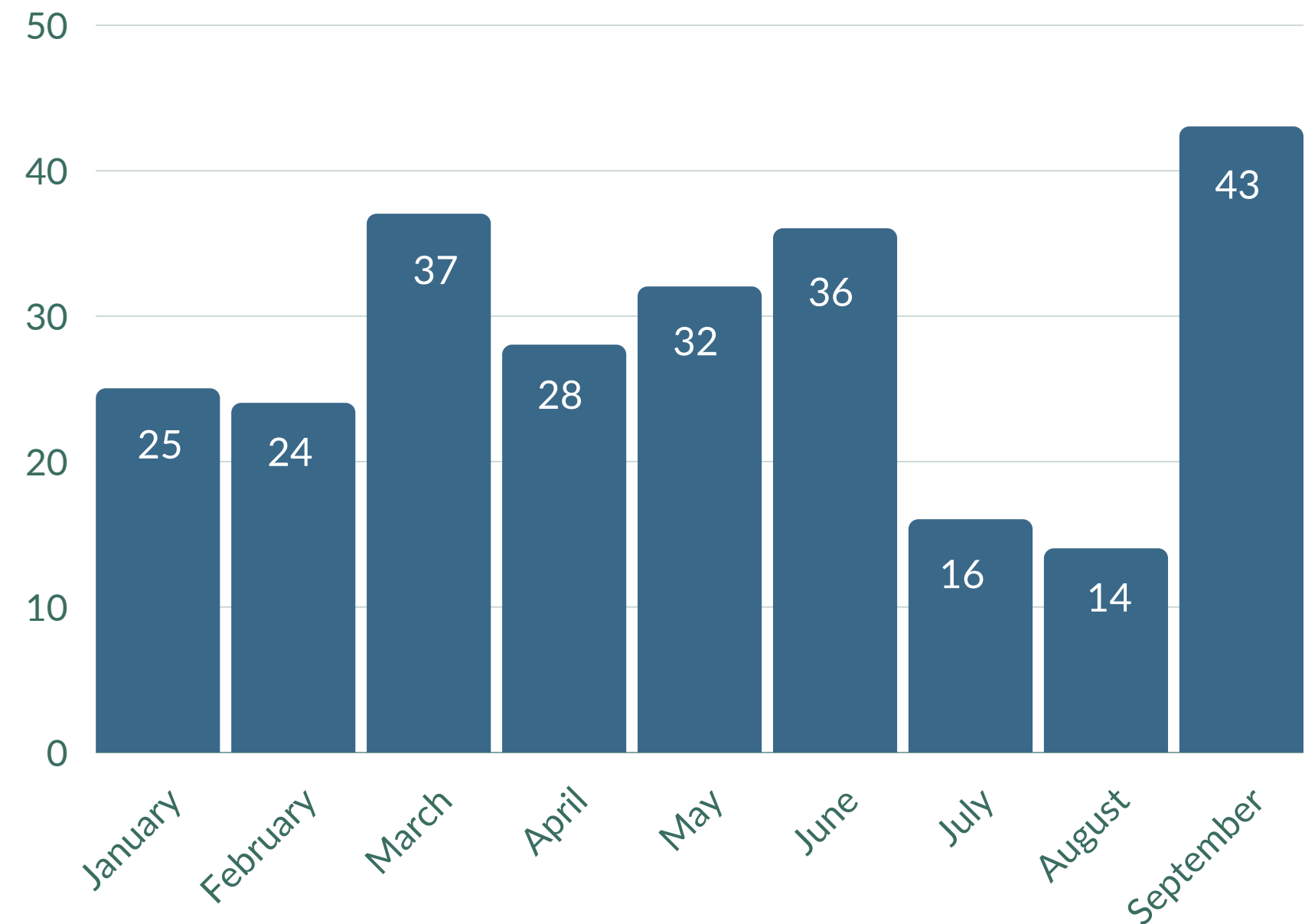
Total number of
events

ANNUAL STATEMENT OF GENERAL DATA ON THE CONFERENCE MARKET IN WARSAW

Number of events per month

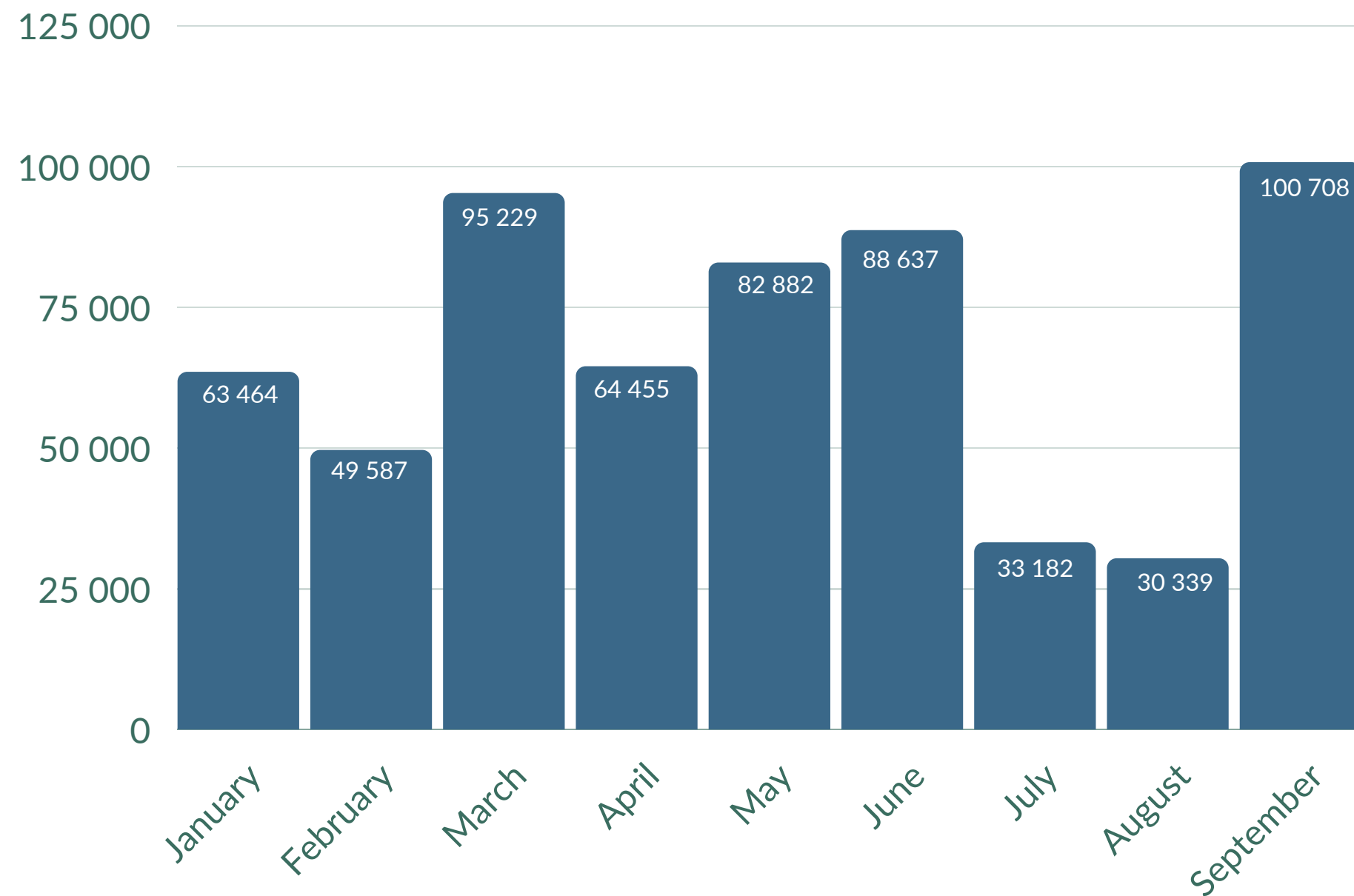


Average number of events per day

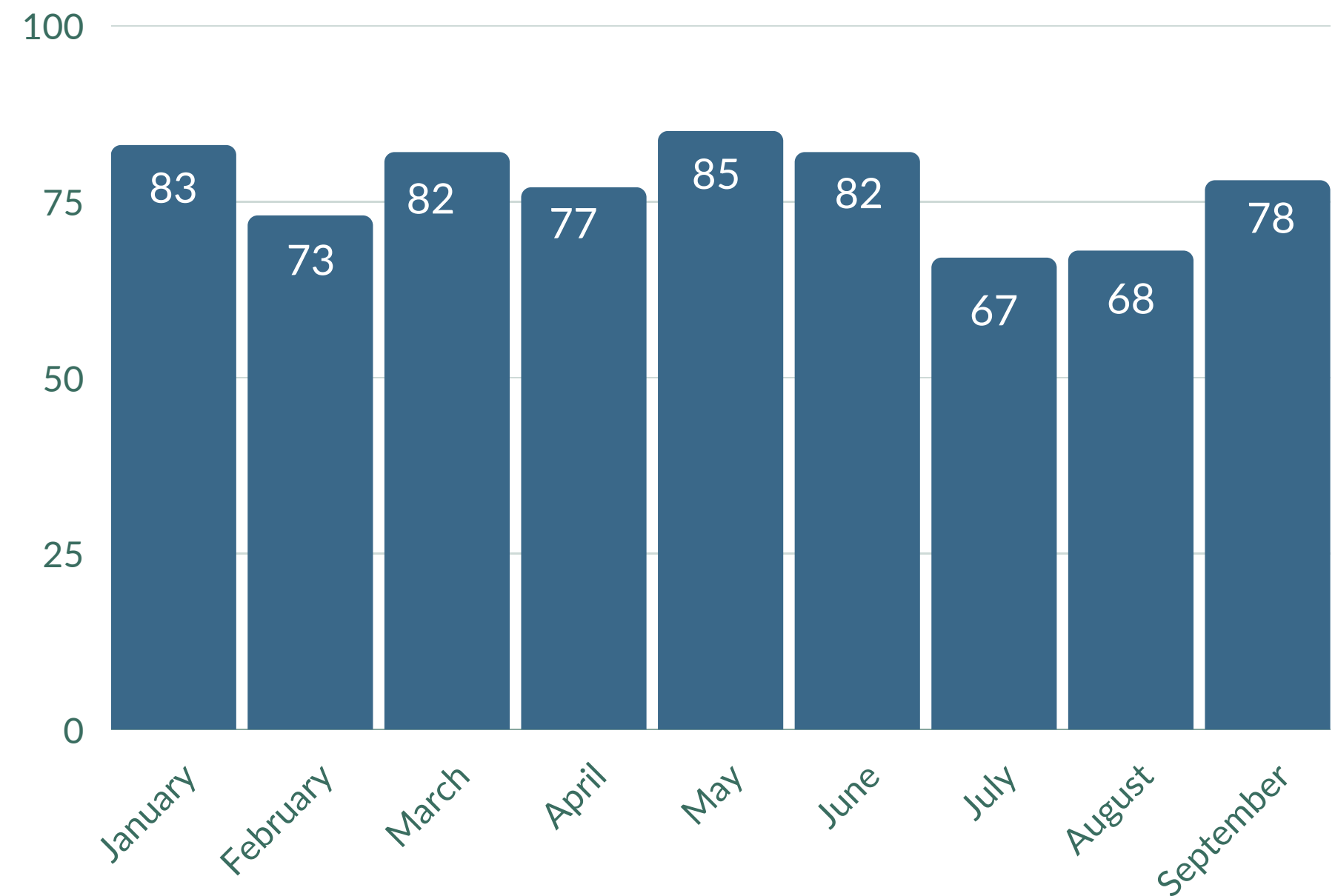


ANNUAL STATEMENT OF GENERAL DATA ON THE CONFERENCE MARKET IN WARSAW

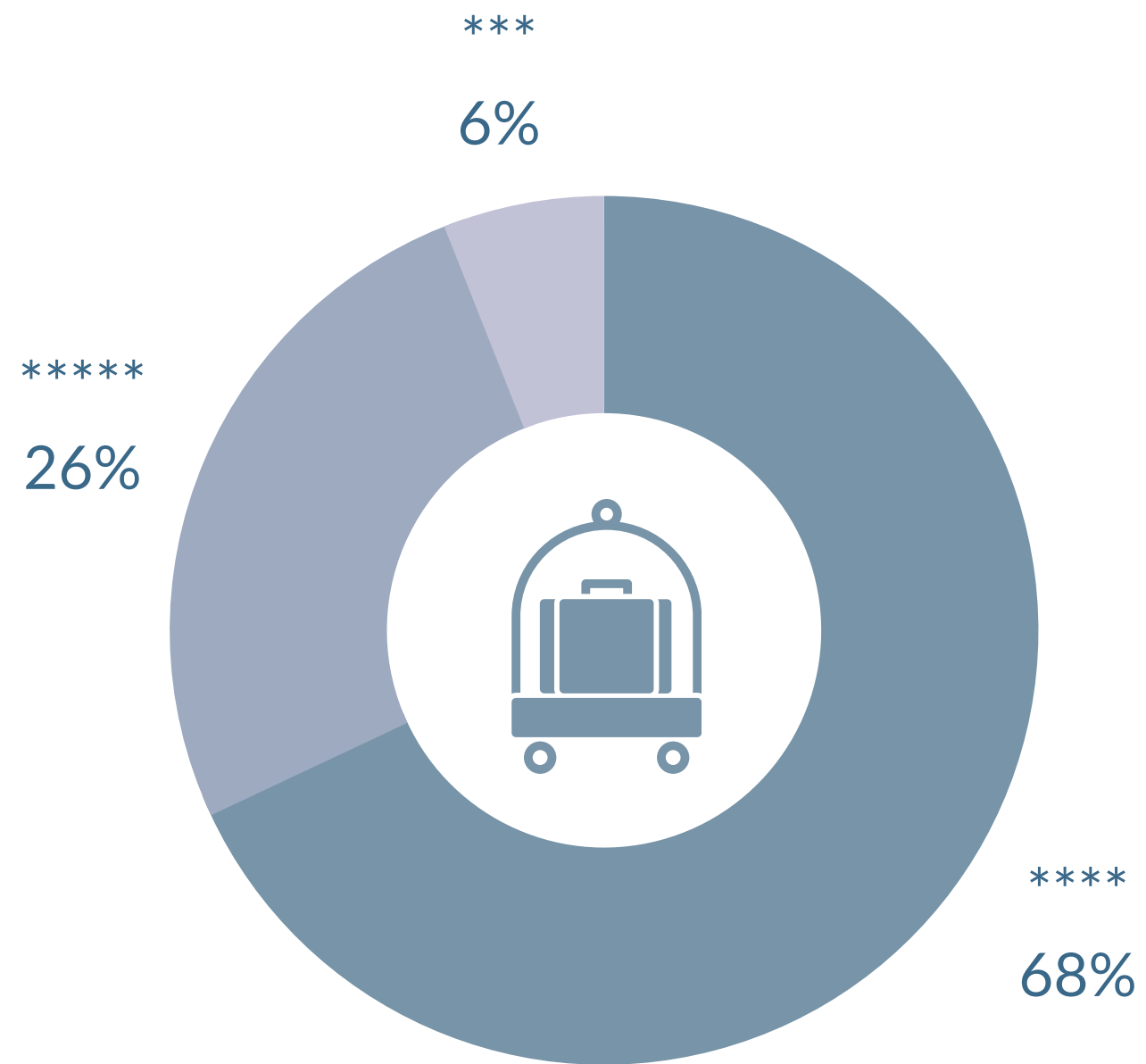
Number of participants per month



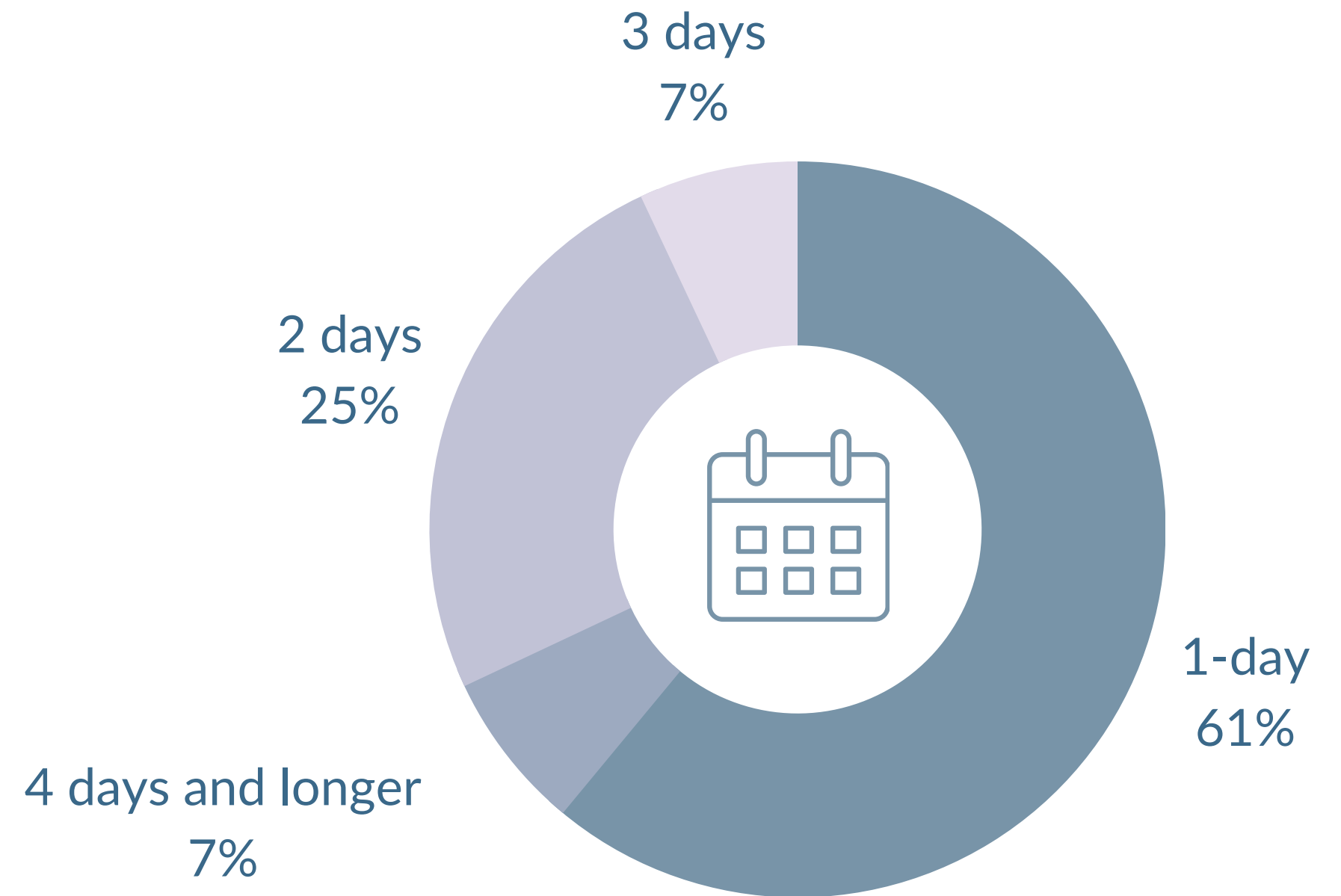
Number of participants in an average conference



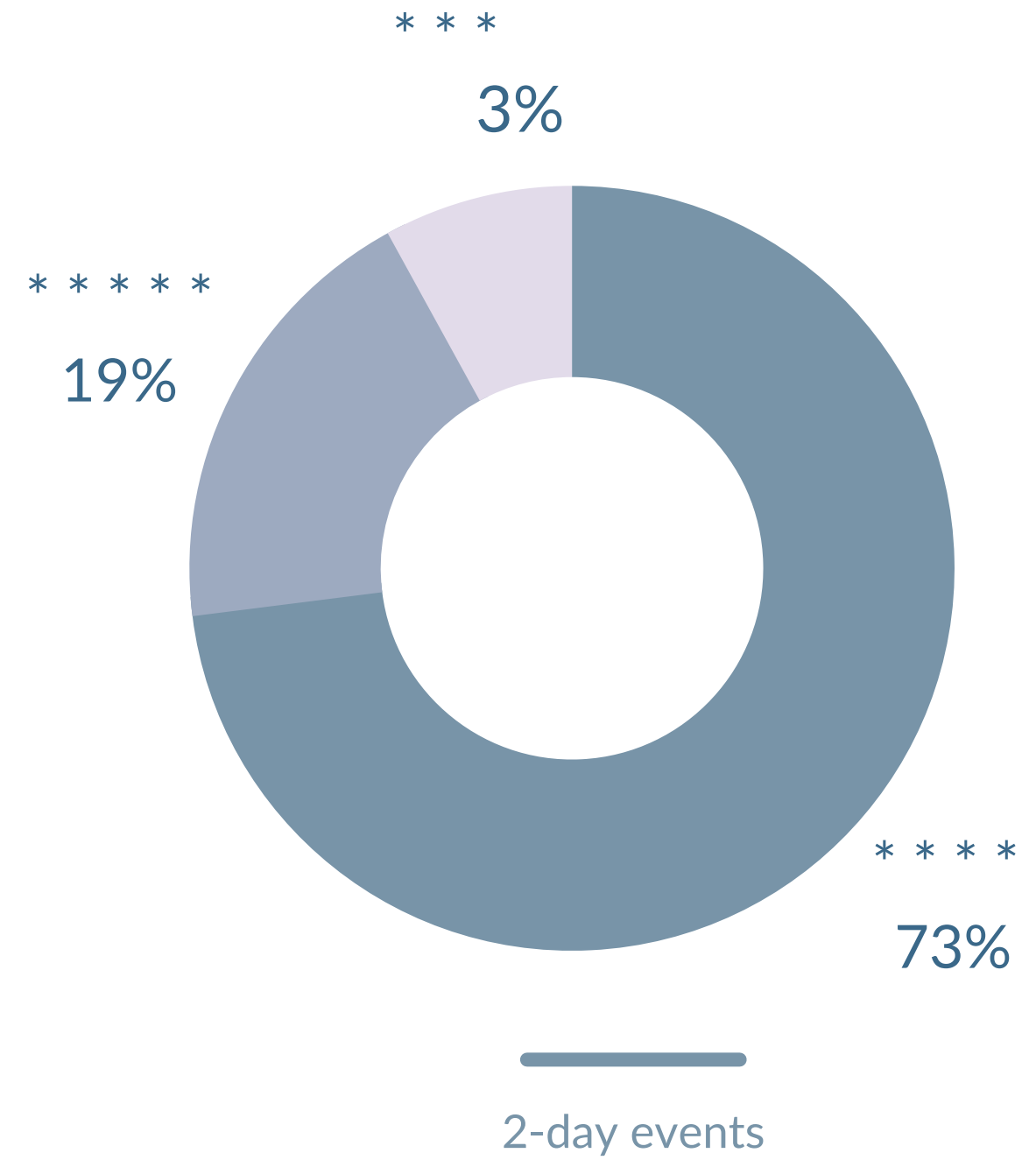
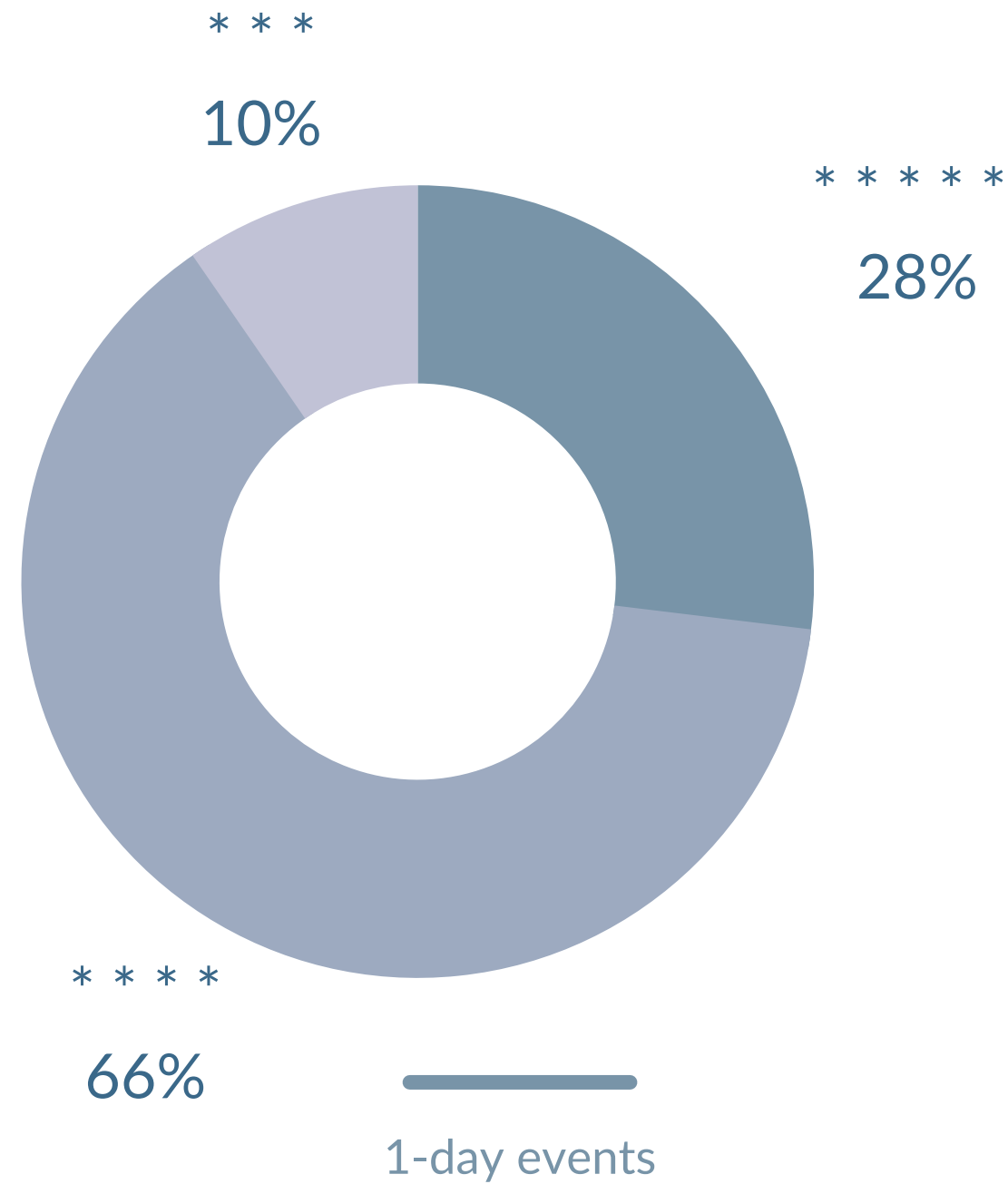
Number of events by hotel category



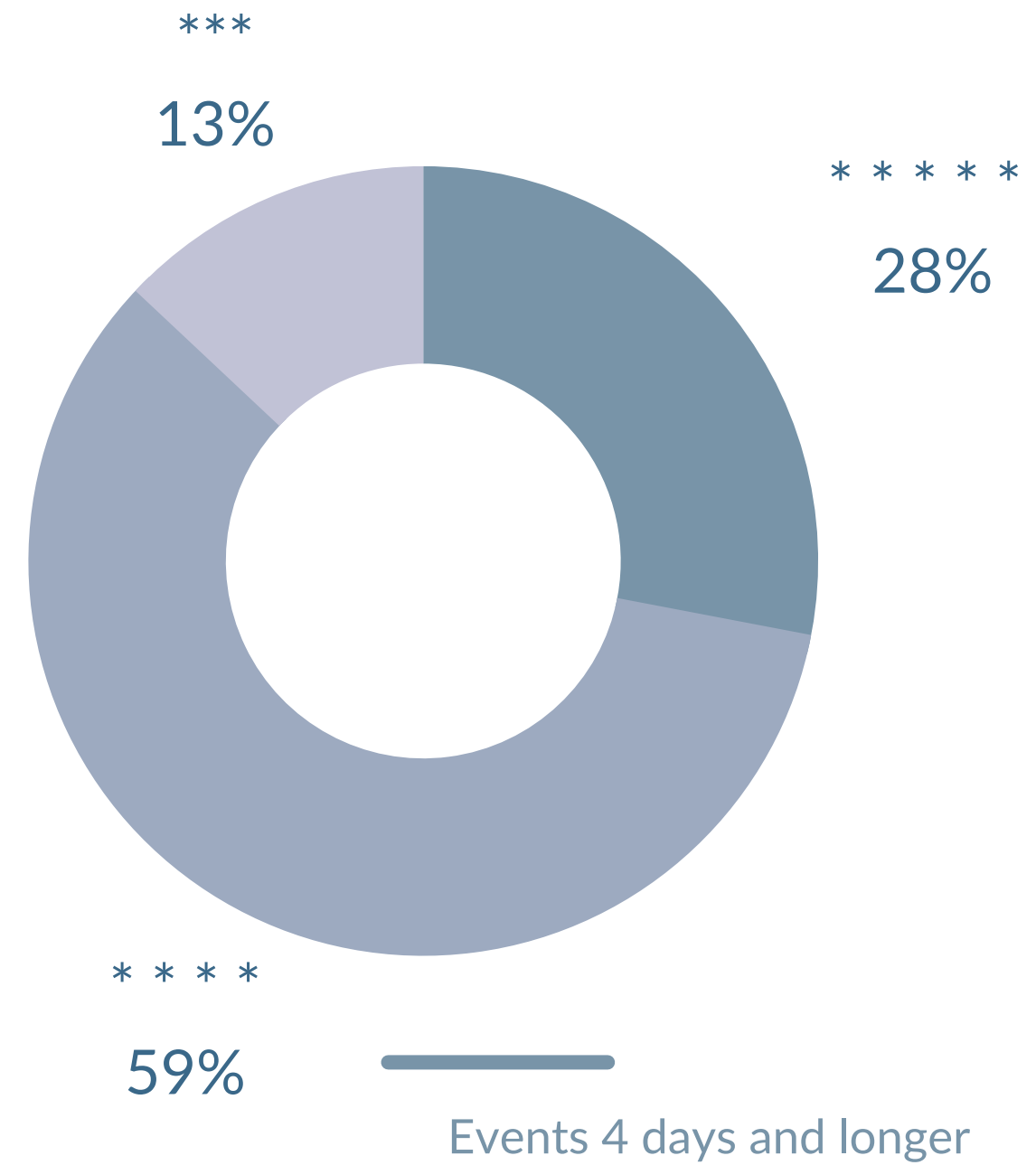
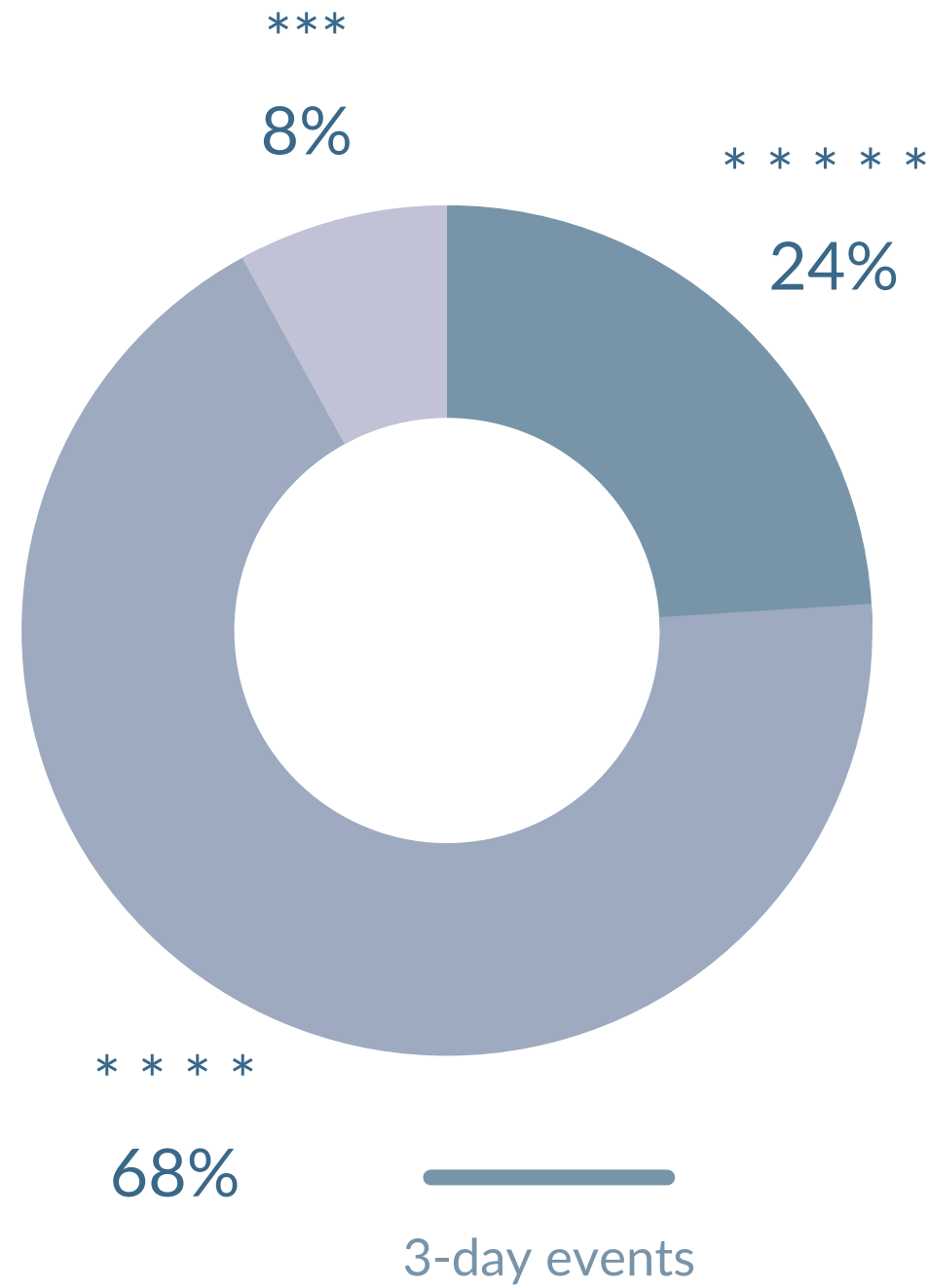
Number of events due to their length



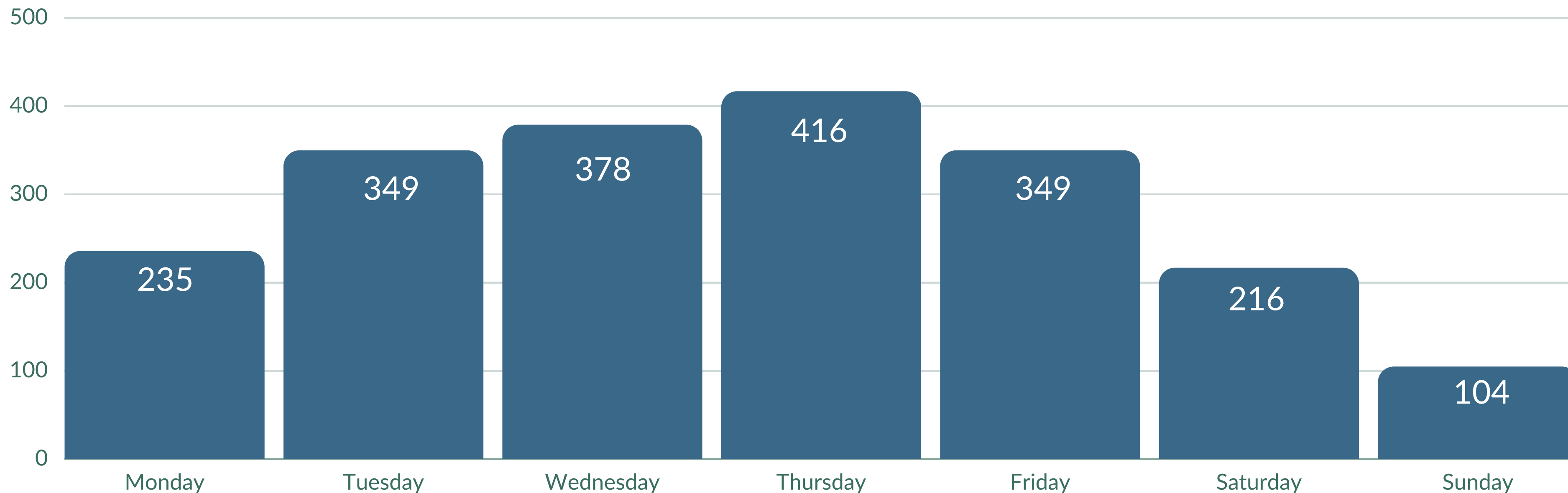
Average event length by hotel category (1)



Average event length by hotel category (2)

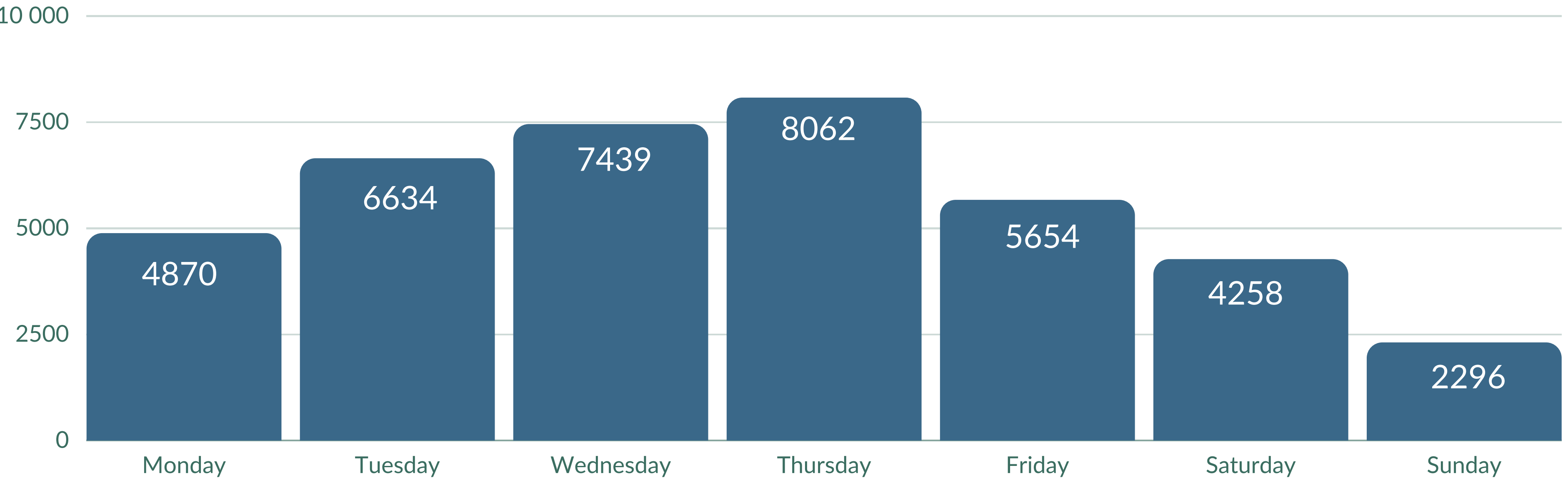


Number of events on particular days of the week



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 participants on particular days of the week



Top results by industry

The largest number
of events

188



Pharmaceuticals/Medicine/
Health and beauty

Most used area (in
m2)

41 088



Pharmaceuticals/Medicine/
Health and beauty

The largest number
of participants

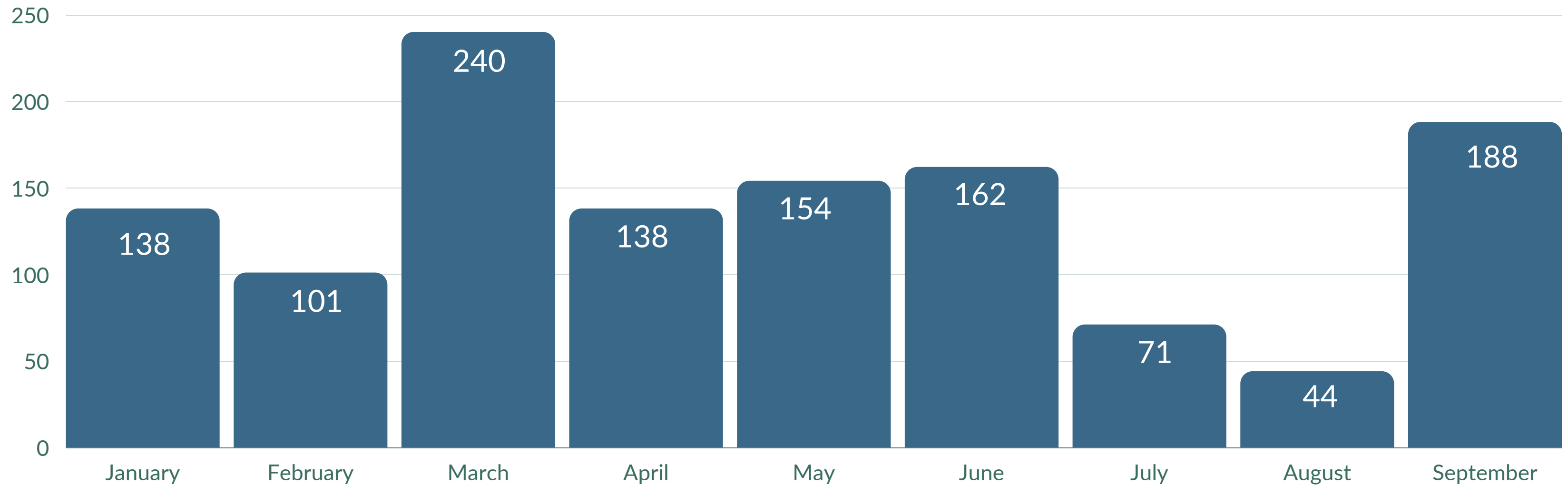
14 165



Pharmaceuticals/Medicine/
Health and beauty

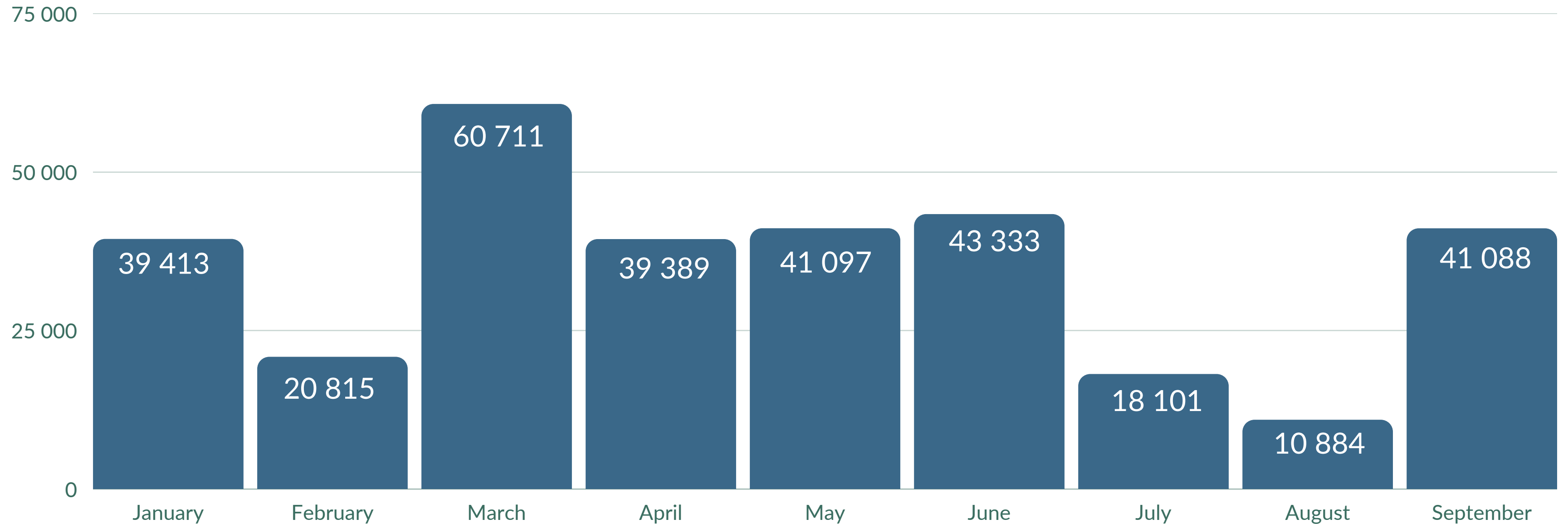
Annual summary of industry results: Pharmaceuticals/Medicine/Health and beauty

Number of events



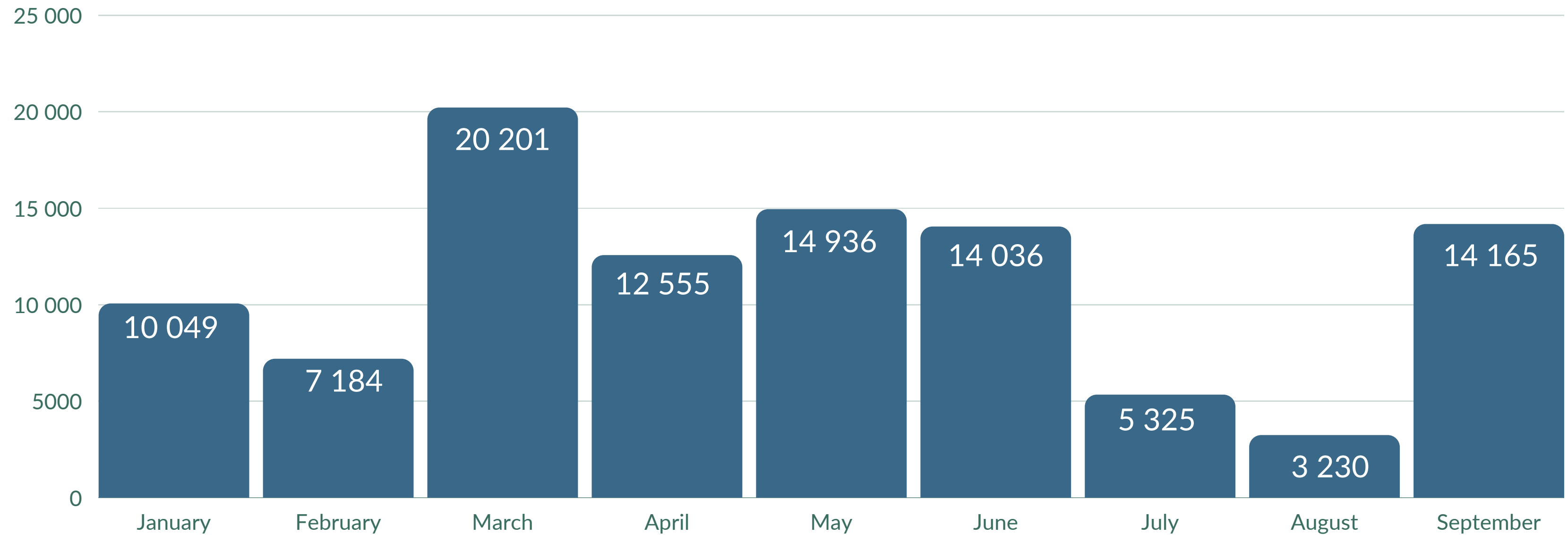
Annual summary of industry results: Pharmaceuticals/Medicine/Health and beauty

Used area (m2)

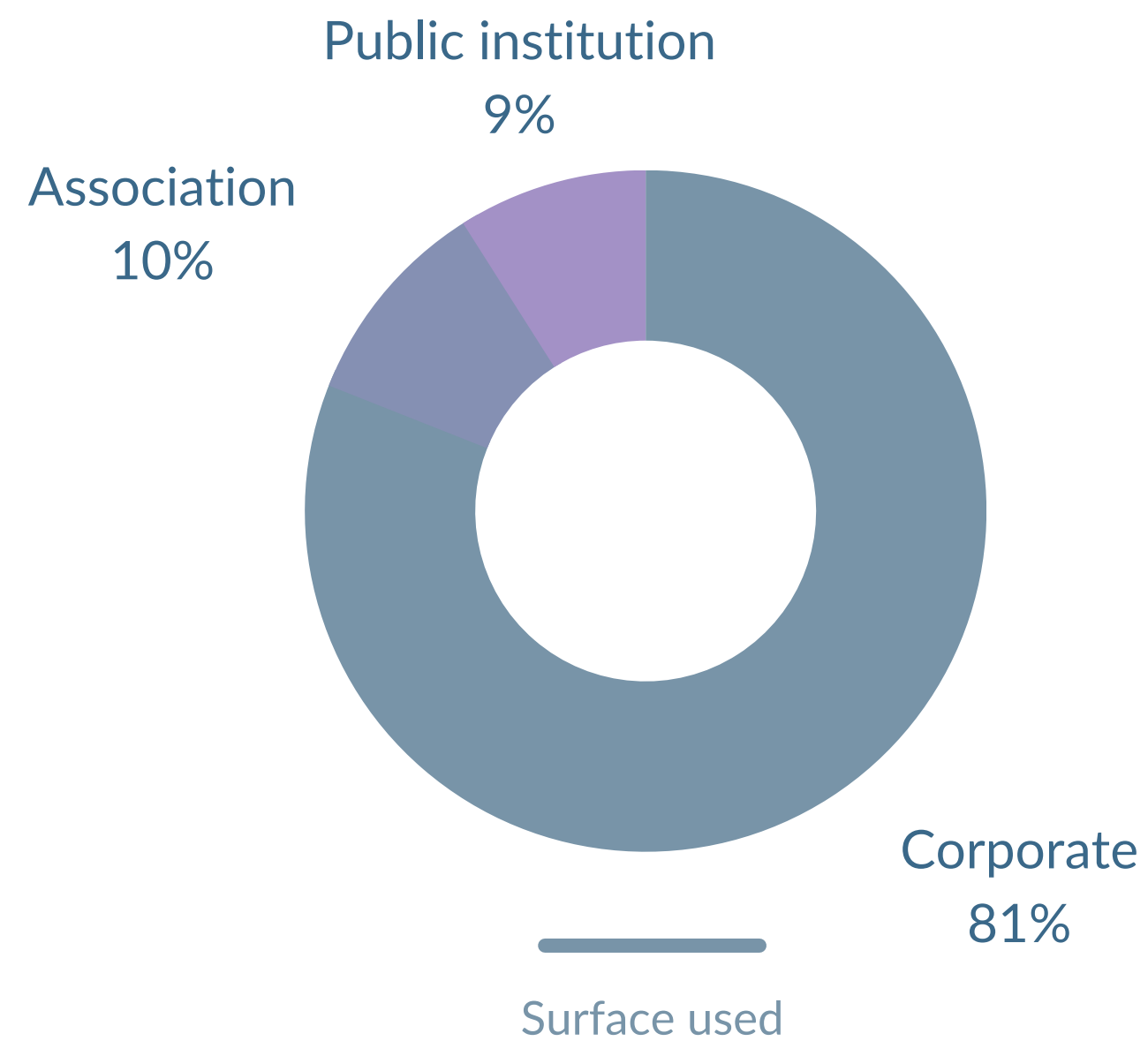
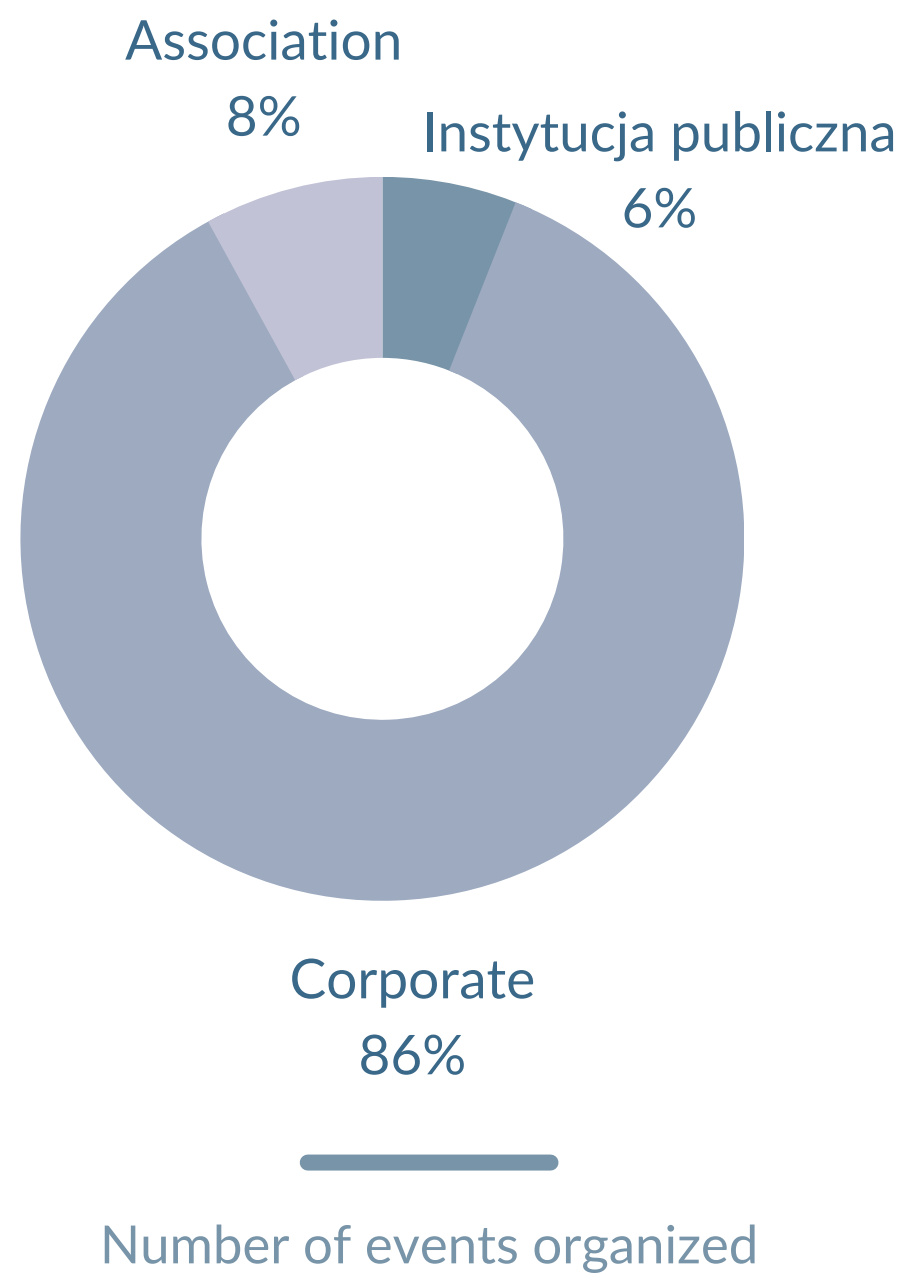


Annual summary of industry results: Pharmaceuticals/Medicine/Health and beauty

Number of participants



Customer segments: corporate, association, public institution





THANK YOU FOR READING!

wot.waw.pl

odkrywajwarszawe.pl

warsawcitybreak.com

warsawconvention.pl



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