

ŁÓDŹ TOURISM ORGANIZATION



PRESENTATION PLAN

1. TOURISM MANAGEMENT IN POLAND
2. ŁÓDŹ - TOURISM DATA
3. ANALYSIS OF THE CONDITIONS FOR TOURISM DEVELOPMENT IN ŁÓDŹ
4. MAIN GROUPS OF TOURISM PRODUCTS OF ŁÓDŹ
5. ESTABLISHING OF ŁÓDŹ TOURISM ORGANIZATION (ŁTO)
6. THE ORGANIZATION BRAND
7. THE STATUTORY AUTHORITIES
8. THE MEMBERS OF ŁTO
9. THE ORGANIZATIONAL STRUCTURE
10. THE BUDGET OF ŁTO
11. SELECTED ACTIVITIES OF ŁTO
12. DEVELOPMENT PLANS OF ŁTO



TOURISM MANAGEMENT IN POLAND

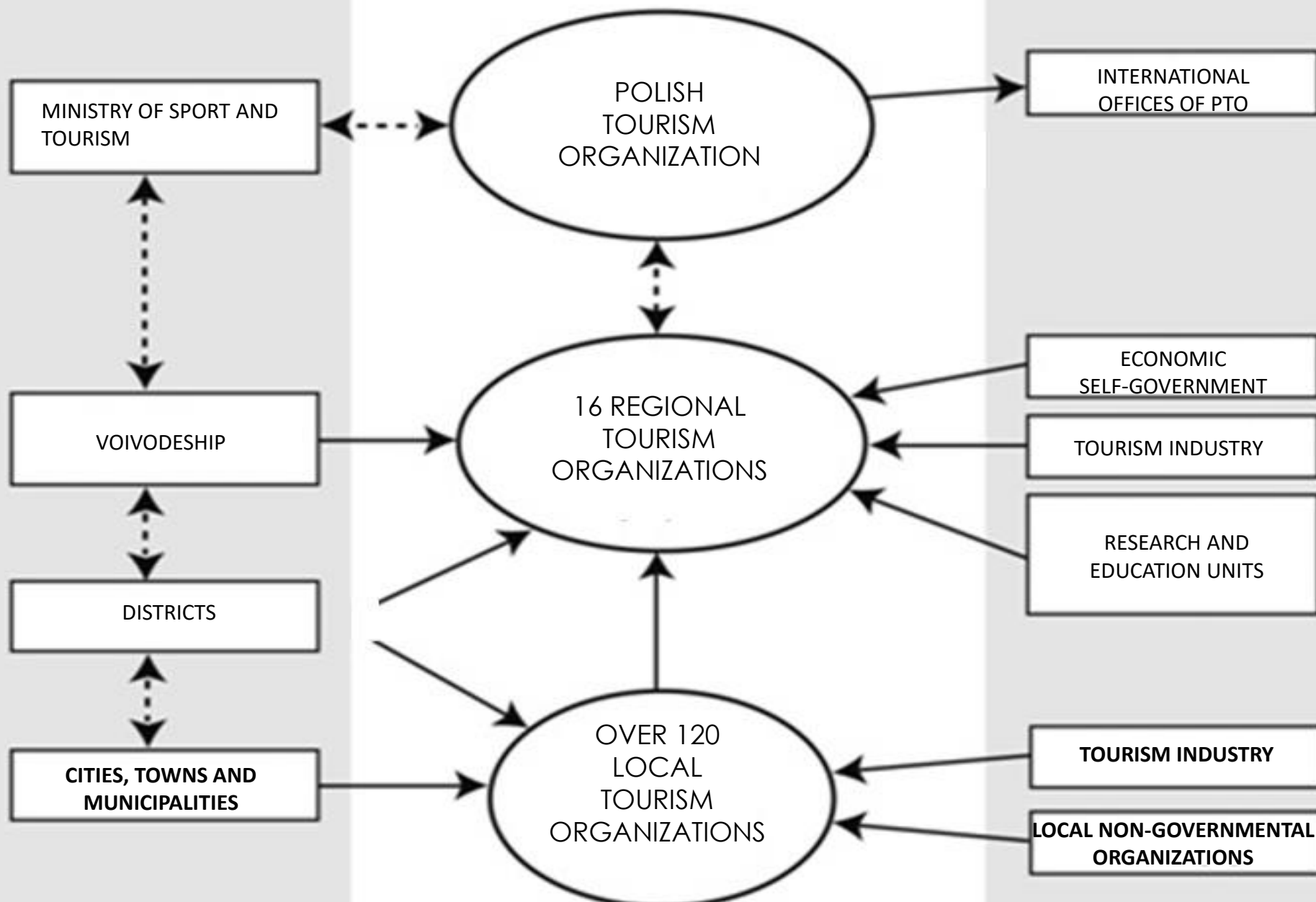
The legal basis for the functioning of local tourism organizations in Poland:

- The Act from 1999 on Polish Tourism Organization
- Law on associations from 1989

AUTHORITIES

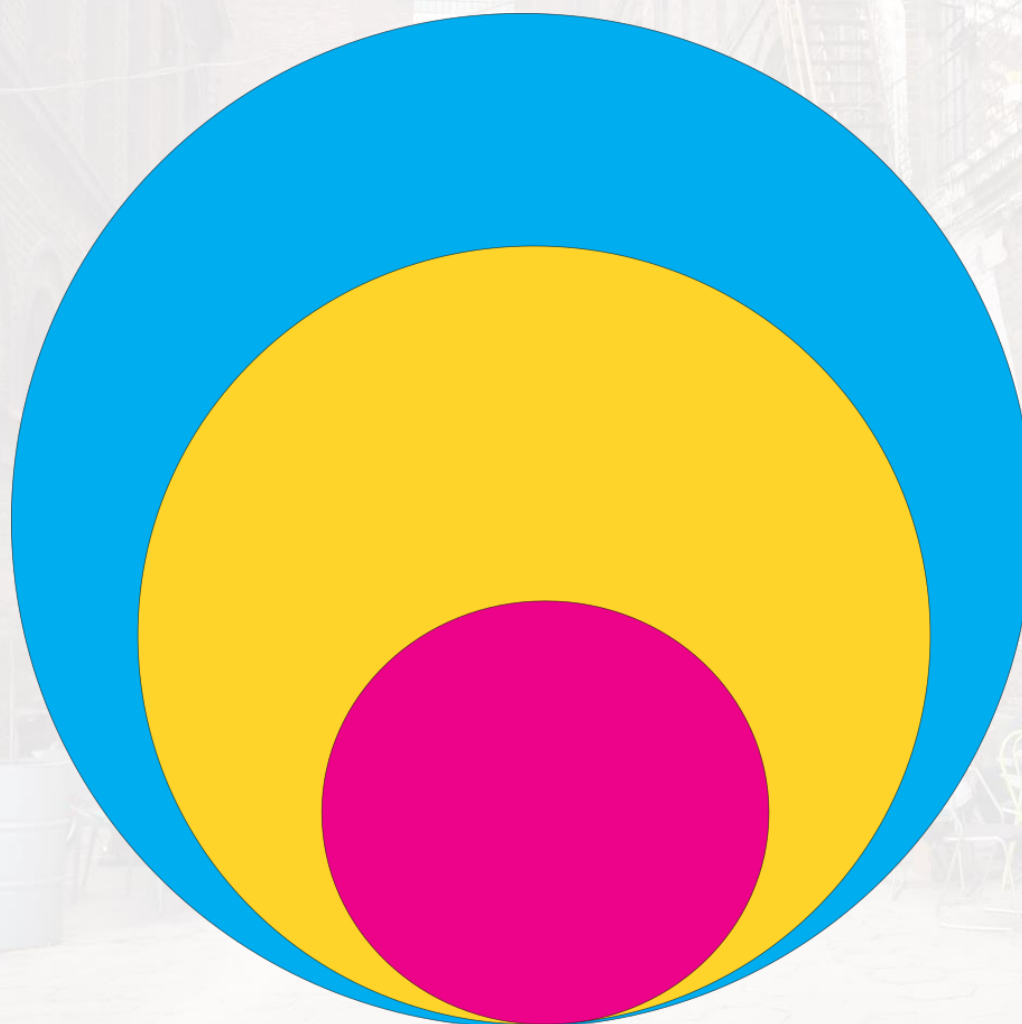
TOURISM ORGANIZATIONS

TOURISM INDUSTRY





ŁÓDŹ - TOURISM DATA (2017)



**Відвідувачі
1,2 МЛН**

**Туристи
0,7 МЛН**

**Іноземні
туристи
0,12 МЛН**



THE CONDITIONS FOR TOURISM DEVELOPMENT IN ŁÓDŹ - STRENGTHS

- Good road accessibility
- High level of accommodation confirmed by guests' opinions
- A large role of business tourism, increase in the popularity of urban tourism, a strong research center
- Unique post-industrial architecture
- Specific climate, slightly „off”, life slower than in other big cities
- Significant cultural, sports and entertainment events
- Lower prices of some services and products than in other Polish cities
- Experienced managerial staff

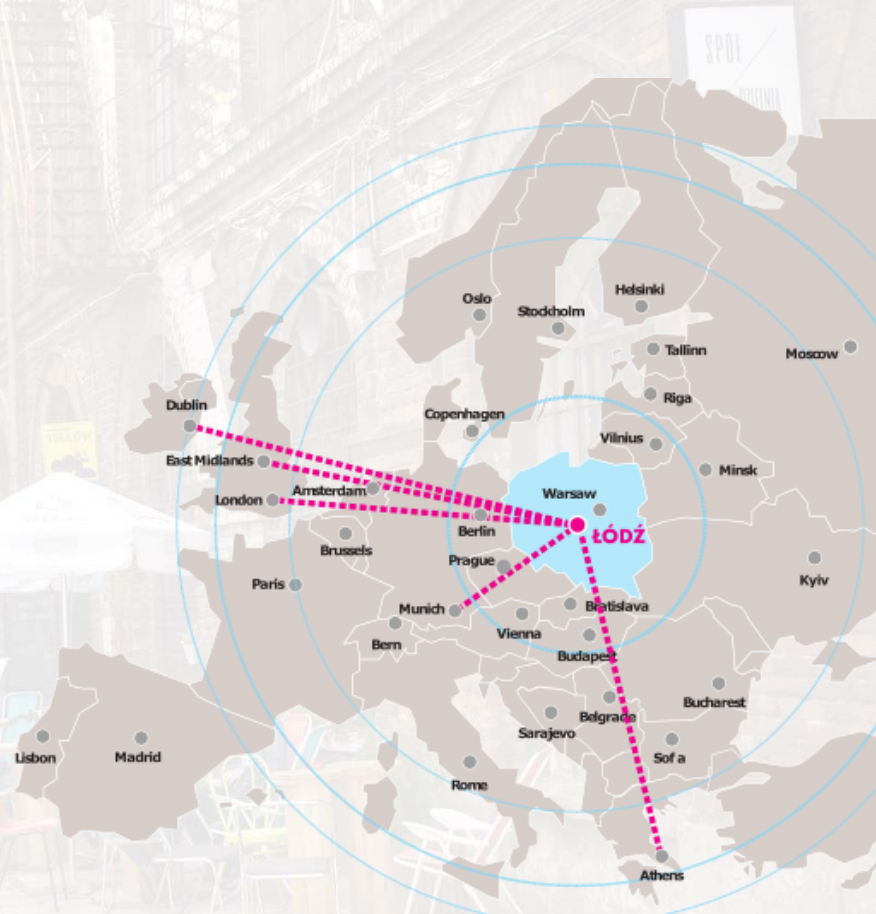


*LOCATION OF ŁÓDŹ IN THE
BACKGROUND OF THE HIGHWAYS*



THE CONDITIONS FOR TOURISM DEVELOPMENT IN ŁÓDŹ - WEAKNESSES

- Negative perception of Łódź in the opinion of Poles
- Poor technical condition of some historic buildings
- Poor road and tourist marking
- Poor quality of the road infrastructure, the repairs in progress
- The modest number of directions of flight arrival
- No Łódź in the travel agencies' offers, poor local incoming tour operators



DIRECTIONS OPERATED BY LODZ AIRPORT



MAIN GROUPS OF TOURIST PRODUCTS OF ŁÓDŹ

MICE

business events
conferences
congresses
fairs
incentive events
business training

EDUCATION

museums offer
tourist attractions
thematic exhibition

CITY BREAK

events
shopping
post-industrial buildings
entertainment
culture



MAIN EMISSION MARKETS STRATEGIC MARKETS

DIRECT FLIGHTS



GERMANY



UNITED KINGDOM



IRELAND

EAST MARKETS



UKRAINE



RUSSIA

WEST MARKETS



FRANCE



BELGIUM



NETHERLANDS

SENTIMENTAL TOURISM



ISRAEL



ESTABLISHING OF ŁÓDŹ TOURISM ORGANIZATION (ŁTO)

1. The idea was born in the City Hall of Łódź, based on experience in cooperation with Regional Tourism Organization of Lodzkie Region
2. Mid 2016 - Power of attorney for the establishment of the Organization for the future CEO
3. December 2016 - An attempt to optimize cooperation between the City Hall of Łódź and the tourism industry - a series of information meetings for interested entities



*ЕС1 ЛОДЗЬ – МІСТО КУЛЬТУРИ
КОЛИШНЯ ТЕПЛОЕЛЕКТРОСТАНЦІЯ*



ESTABLISHING OF ŁÓDŹ TOURISM ORGANIZATION (ŁTO)

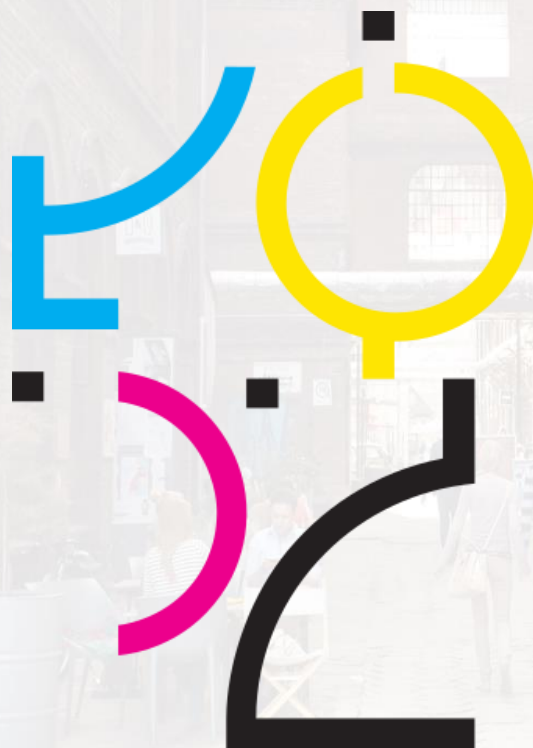
4. January 2017 - Meeting of the working group (work on the Statute, draft resolution on membership fees and plan of activities for 2017)
5. January 2017 - Submission of the application for registration to the National Court Register
6. March 2017 – 1st General Meeting of Members, election of the organization's authorities
7. June 2017 - Recruitment of employees, achieving full operational capacity.



*БІЛА ФАБРИКА ГЕЙЄРА,
ЦЕНТРАЛЬНИЙ МУЗЕЙ ТЕКСТИЛЬНОЇ
ПРОМИСЛОВОСТІ*

THE ORGANIZATION BRAND

THE CITY BRAND



THE ORGANIZATION BRAND
(VARIOUS VERSIONS)





THE STATUTORY AUTHORITIES

The General Assembly of Members

- Highest authority of the Association
- Consists of representatives of all Members (March 2019: 62 persons)
- Gives exoneration to the Board, the Council and the Audit Commission
- Adopts the Statute, the activities plan and the budget

The Council of the Association

- Consists of 7 persons– the head is vice president of the City
- It sets and verifies the development directions of the Association
- Provides to the General Assembly with a report on its activities
- Decides to accept or unsubscribe members

The Board (CEO)

- One-man Board
- Appointed by the Association Council
- Directs the current activities of the Association
- Represents the interests of members
- It implements the decisions of the General Assembly and the Council

The Audit Commission

- Three-man commission
- At least once a year, it controls the Association's overall activity
- Issues post-audit recommendations
- Provides to the General Assembly with a report on its activities

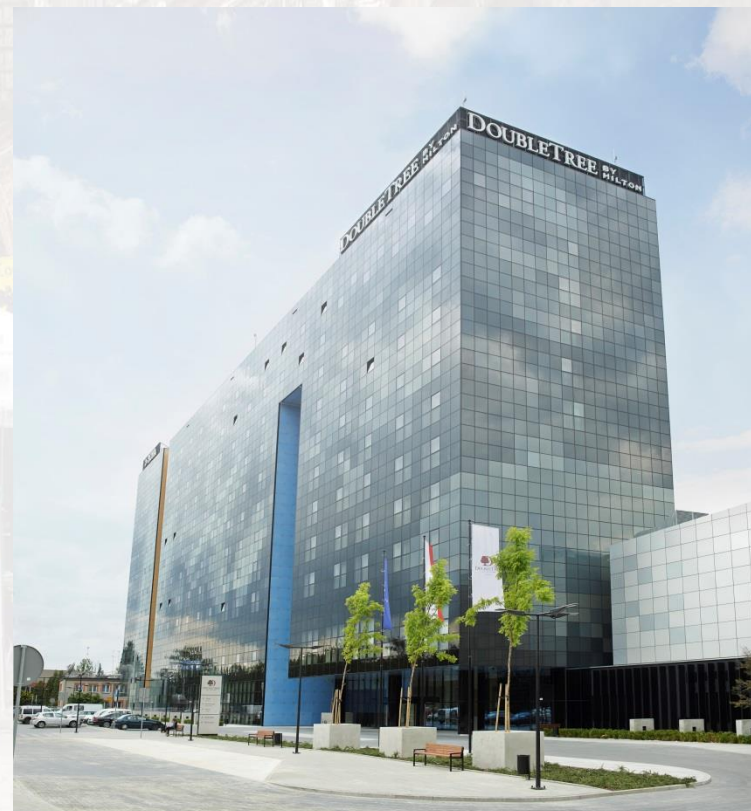


THE MEMBERS OF ŁÓDŹ TOURISM ORGANIZATION

MARCH 2017 – 35 FOUNDER MEMBERS

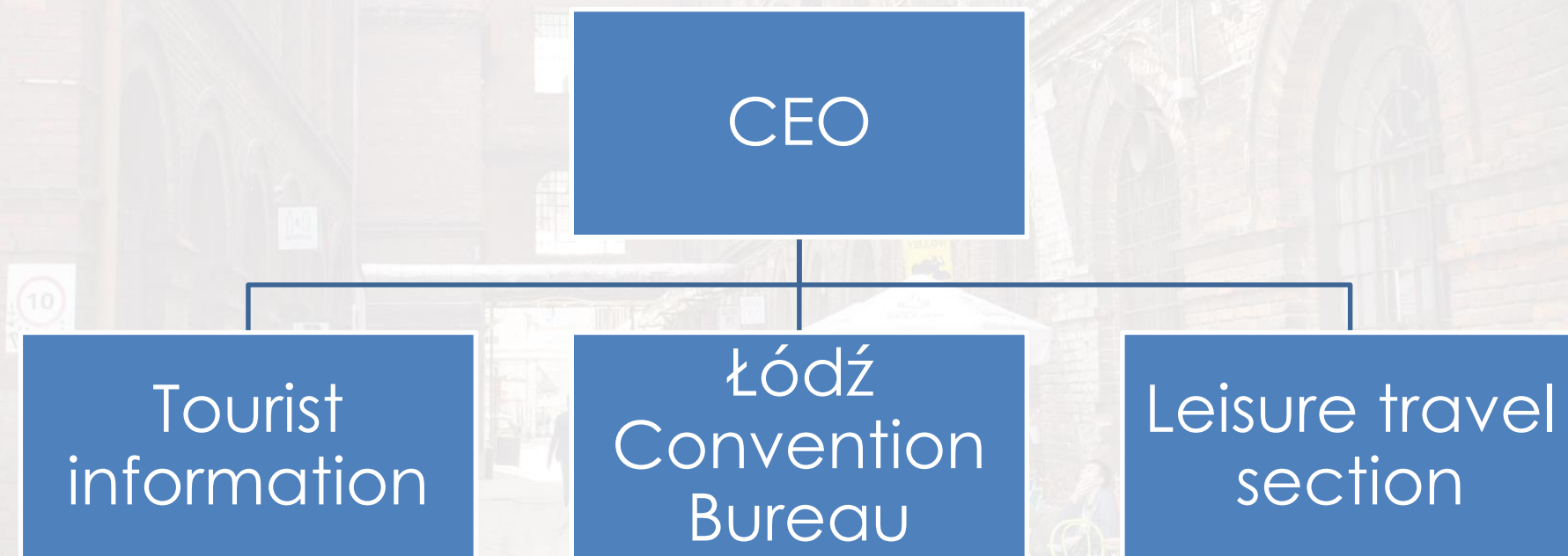
MARCH 2019 – 62 MEMBERS

ŁÓDŹ CITY HALL
HOTELS AND OTHER ACCOMMODATION
EVENT AGENCIES
MUSEUMS
THEATERS
AMUSEMENT PARKS
GASTRONOMY & CATERING
CONFERENCE VENUES
TRAVEL AGENCIES
ŁÓDŹ AIRPORT
PUBLIC TRANSPORT
UNIVERSITIES
NON-GOVERNMENTAL ORGANIZATIONS
MEDIA



*HOTEL DOUBLETREE BY HILTON
ŁÓDŹ*

THE ORGANIZATIONAL STRUCTURE



THE ORGANIZATIONAL STRUCTURE

TOURIST INFORMATION

- Tourist information center at 28 Piotrkowska street (city center)
- Service for visitors of the information office
- Layout, publication and distribution of printed promotional materials
- Souvenirs selling
- Łódź Tourist Card
- Online marketing



ЛОДЗИНСЬКА ТУРИСТИЧНА ІНФОРМАЦІЯ
ПЬОТРКОВСЬКА 28, ЛОДЗЬ

ŁÓDŹ CONVENTION BUREAU

- Development of a composite offer for business tourism
- Information and organizational support for conference and meeting planners
- Participation in MICE fairs and other events
- Study tours for meeting planners
- Publications for MICE sector
- Online marketing



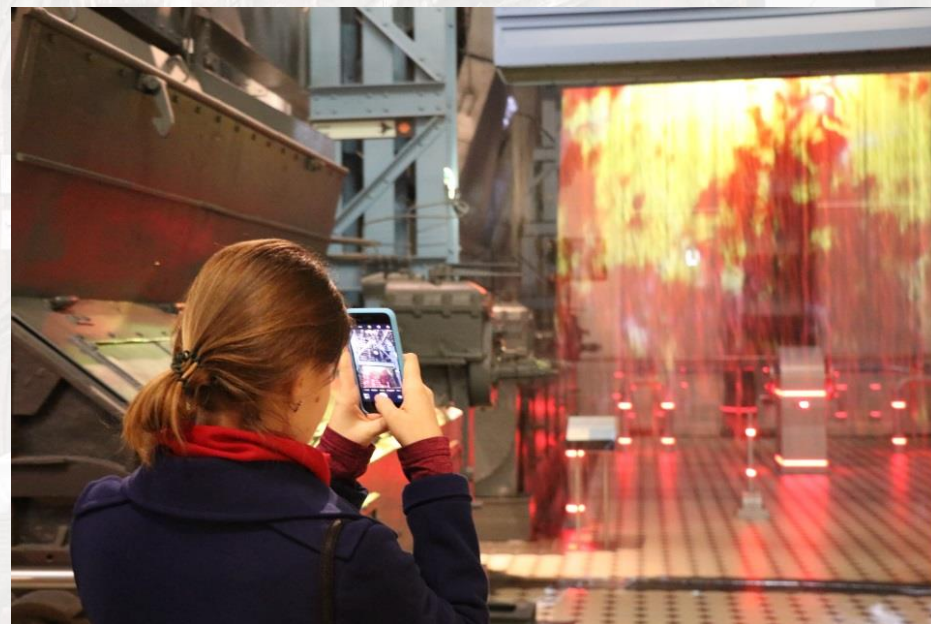
*BUSINESS MEETING IN DOUBLETREE BY HILTON
ŁÓDŹ HOTEL*



THE ORGANIZATIONAL STRUCTURE

LEISURE TRAVEL SECTION

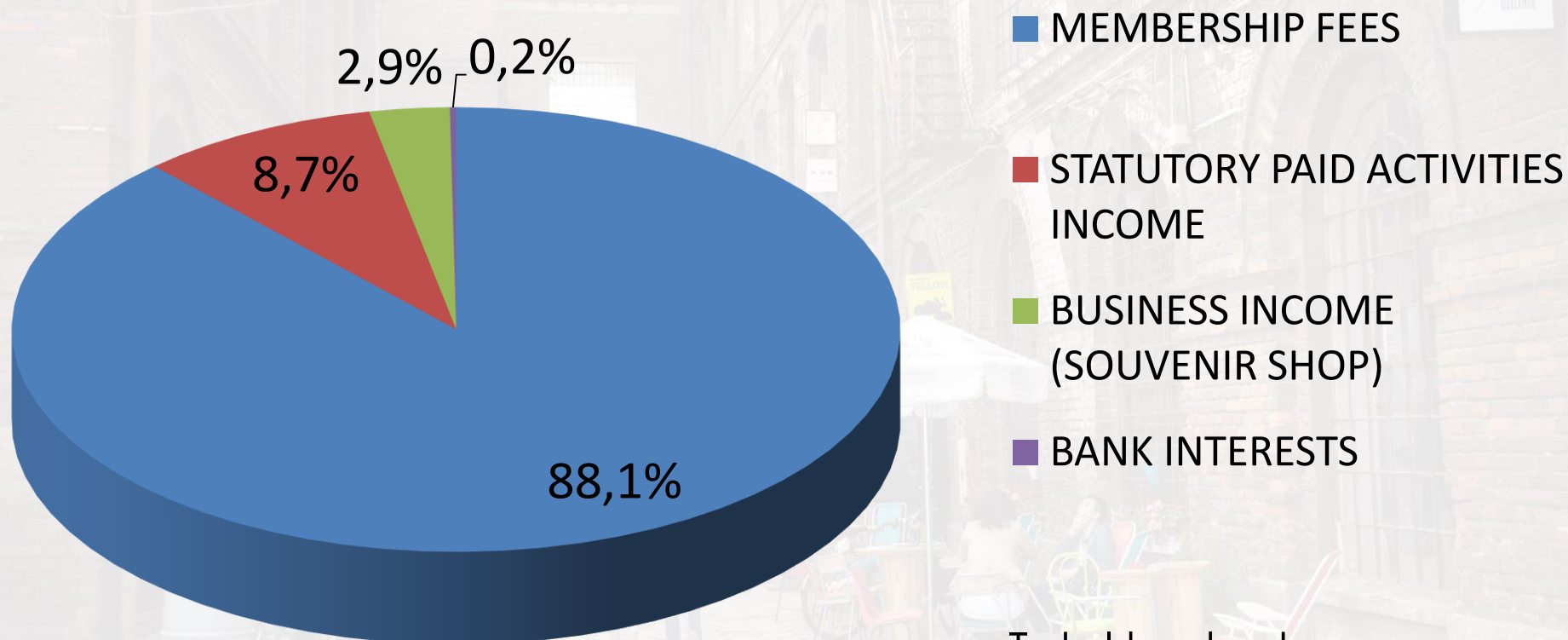
- Participation in fairs and other events for individual tourism
- Study and press tours for journalists, bloggers and other influencers
- Marketing campaigns on emission markets
- Printed publishings for individual tourists
- Online marketing



EC1 ЦЕНТР НАУКИ I ТЕХНИКИ



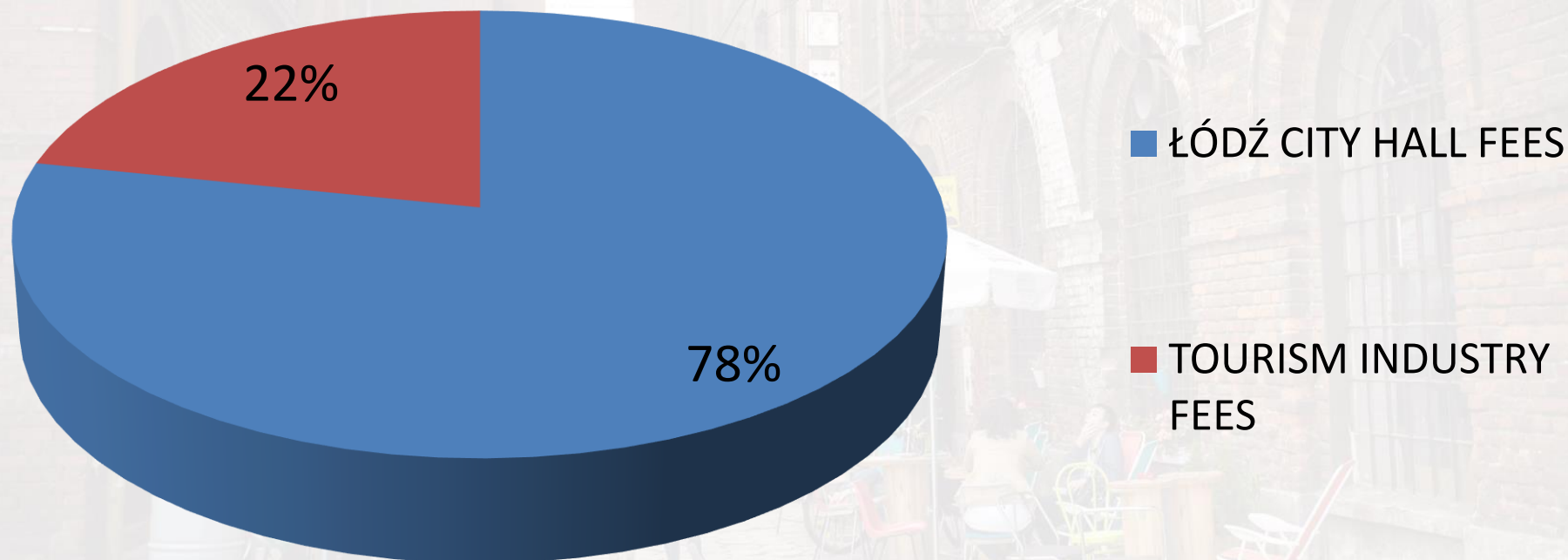
THE BUDGET OF ŁTO (2018)



Total budget:
1,319 mln PLN
(360 139 EUR, 347 820 USD)



MEMBERSHIP FEES (2018)





SELECTED ACTIVITIES OF ŁTO

STUDY TOURS (2018 r.)

PRESS TOURS



24 TOURS

98 PERSONS

OTHER TOURS



9 TOURS

89 PERSONS



5 great reasons to visit Lodz, Poland



SELECTED ACTIVITIES OF ŁTO

ONLINE MARKETING



www.lodz.travel

4 LANGUAGE VERSIONS:

- POLISH
- ENGLISH
- GERMAN
- FRENCH

RUSSIAN IN PROGRESS

40 000 USERS

80 000 VIEWS

USERS FROM 106 COUNTRIES

83% USERS FROM POLAND

76% VIEWS FROM MOBILE DEVICES

2 TYPES OF NEWSLETTER:

- FOR TOURISM INDUSTRY
- FOR INDIVIDUAL USER



social media

FACEBOOK (3 FANPAGES):

- @lotlodz
TOURISM ORGANIZATION
(DEDICATED TOURISM INDUSTRY)
- @itlodz
TOURIST INFORMATION
(FOR INDIVIDUAL TOURISTS)
- @lodzconvention
ŁÓDŹ CONVENTION BUREAU
(FOR MICE SECTOR)

TOTAL RANGE OF POST- 2,2 MLN USERS

TOTAL NUMBER OF FANS: 11,000

INSTAGRAM

YOUTUBE

SELECTED ACTIVITIES OF ŁTO MARKETING CAMPAIGNS



ŁÓDŹ – 2nd BEST VALUE DESTINATION IN
LONELY PLANET'S „BEST IN
TRAVEL” RANKING FOR 2019:

187 PUBLICATIONS IN POLAND
UP TO 3 MILLIONS OF RECIPIENTS

95% POSITIVE RECEPTION

5% NEUTRAL RECEPTION

MEDIA:

- INTERNET – 87%
- PRESS – 6%
- RADIO – 6%
- TV– 1%

VALUE OF THE MESSAGE- 1,7 MLN PLN
(394 000 EUR, 448 000 USD)

SELECTED ACTIVITIES OF ŁTO

TOURIST INFORMATION (2018)

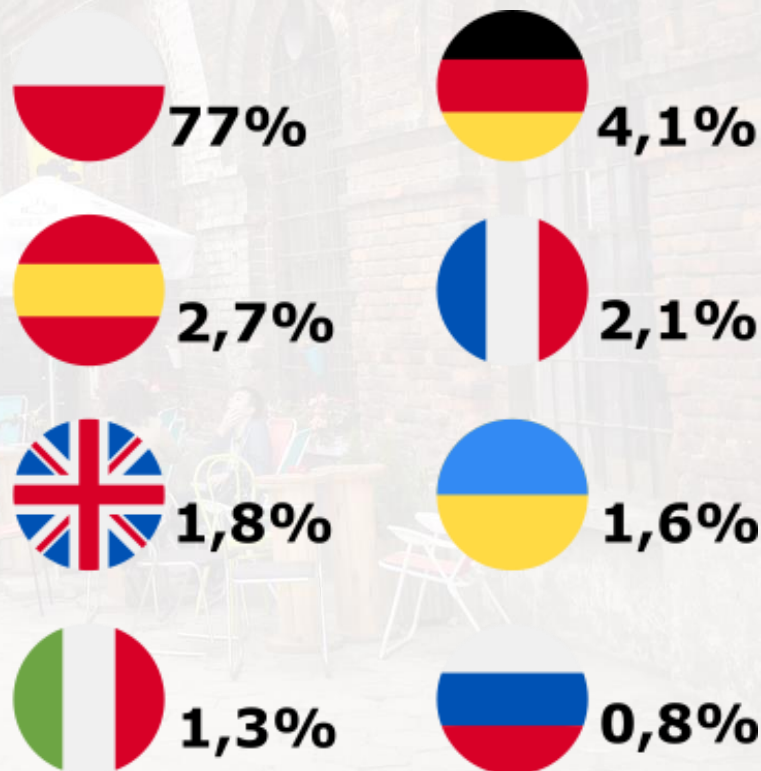
Piotrkowska 28, Łódź

26 035 VISITORS

COUNTRIES OF ORIGIN OF THE
VISITORS :



23% FOREIGN TOURISTS



SELECTED ACTIVITIES OF ŁTO ŁÓDŹ CONVENTION BUREAU

MEMBERSHIP OF INTERNATIONAL CONGRESS AND CONVENTION ASSOCIATION - ICCA:

- SINCE FEBRUARY 2019
- ACCESS TO THE GLOBAL CONTACT NETWORK THAT MAKES YOU POSSIBLE TO OPERATE WITHIN A WORLD PLATFORM REPRESENTING ALL MICE SECTORS
- ACCESS TO THE DATABASE OF 72,000 ROTATING CONFERENCES AND MEETINGS OF 5,000 INTERNATIONAL ASSOCIATIONS



OTHER ACTIVITIES OF ŁTO

- PARTICIPATION IN FAIRS
- PARTICIPATION IN CONFERENCES, WORKSHOPS AND BUSINESS MEETINGS
- PRINTED PUBLICATIONS OF ŁÓDŹ
- ORGANIZATION OF THE 9TH TOURIST POLISH-UKRAINIAN FORUM (NOVEMBER 2018) IN COOPERATION WITH POLISH TOURIST ORGANIZATION
- ORGANIZATION OF THE TOURISM INDUSTRY CHRISTMAS EVE - THE ONLY OF THIS TYPE EVENT IN POLAND
- ORGANIZATION OF PRACTICES FOR STUDENTS OF UNIVERSITIES AND SECONDARY SCHOOLS
- AND MANY, MANY MORE...



ŁÓDŹ TOURISM ORGANIZATION DEVELOPMENT PLANS

1. ŁÓDŹ TOURIST CARD – IN PROGRESS
2. TOURIST AMBASSADOR OF ŁÓDŹ PROGRAM
3. CONVENTION AMBASSADOR OF ŁÓDŹ PROGRAM
4. FREE SUMMER WALKS IN ENGLISH
5. MOVABLE TOURIST INFORMATION POINT –
ART NOUVEAU – STYLIZED RICKSHAW
6. TRAININGS FOR PERSONNEL FROM TOURISM SECTOR
7. WWW.LODZ.TRAVEL IN RUSSIAN – IN PROGRESS
8. PROMOTIONAL SUPPORT OF EVENTS
 - U20 FIFA WORLD CUP 2019
 - CEV EURO VOLLEY 2019
 - EXPO HORTICULTURAL 2024
9. DEVELOPMENT OF MEETINGS INDUSTRY DUE TO MEMBERSHIP OF ICCA
10. AND MANY, MANY MORE...



**ŁÓDŹ
TOURISM
ORGANIZATION**

THANK YOU FOR YOUR ATTENTION!

Hubert Koper

TOURIST INFORMATION MANAGER
Łódź Tourism Organization

hubert.koper@lodz.travel
it@lodz.travel
tel. (+48) 722 005 315

Olga Legczylina

LEISURE TRAVEL CONSULTANT
Łódź Tourism Organization

olga.legczylina@lodz.travel
biuro@lodz.travel
tel. (+48) 722 002 846

WWW.LODZ.TRAVEL

ul. Piotrkowska 28, 90-269 Łódź, POLAND