

PRESS RELEASE

Łódź is welcoming ECTAA in June

Łódź City, the third largest city of Poland, is hosting the semi-annual meeting of the European Travel Agents' and Tour Operators' Association on 3-4 June 2019

The two-day meeting will take place in the Vienna House Andel's Łódź Hotel, which is housed in the cultural and commercial complex of Manufaktura.

The impressive programme put together by the City of Łódź and the Łódź Tourism Organization includes a visit of the Manufaktura, a cultural and entertainment center located in a former Izrael Poznański factory building and which includes the Museum of the Factory and the Modern Art Museum ms². It also includes a guided tour to get acquainted with the Jewish heritage, including a visit to the Jewish Cemetery and the Survivors Park. It will finish off with a sightseeing tour showing the impressive transformation and revitalisation of a city, with a visit to the cultural center EC-1 and the residential and industrial complex Priest Mill.

Said Pawel Niewiadomski, President of ECTAA: *"We are delighted to visit Łódź, a vibrant and upcoming travel destination in the center of Poland. This is a great opportunity for the travel agents to discover a new destination and to submerge themselves into the cultural and typical history of the area. We are very much looking forward to taking part in the impressive programme put together by the Łódź City and Łódź Tourism Organisation."*

Said Tomasz Koralewski, President of the Łódź Tourism Organization: *"We are very pleased that Łódź City will be hosting the semi-annual meeting of ECTAA in June 2019. Our aim is to increase tourism to Łódź, which has been prized as the world's second best value destination by Lonely Planet travel enthusiasts in 2019 as part of the prestigious Best in Travel competition. The meeting will provide a great opportunity to show travel professionals all that this city has to offer."*

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ŁÓDŹ TOURISM ORGANIZATION – was set up in 2017 at the initiative of the City of Łódź, local institutions and tourism entrepreneurs as an organization responsible for the city tourism marketing.

ECTAA regroups the national associations of travel agents and tour operators of 30 European countries, of which 27 are within the European Union, and represents some 70.000 enterprises. It also has four International Members from Israel, Malaysia, Morocco and Tunisia.

Publication date: 13 May 2019

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