



POLISH
TOURISM
ORGANISATION

BUY POLAND 2026

8 OCTOBER 2026, POZNAŃ

Dear Ladies and Gentlemen,

Polish Tourism Organisation is pleased to invite you to our annual **POLAND. MORE THAN YOU EXPECTED 2026** workshop. This year, the event is taking place in Poznań on **October 8th, 2026**, preceded by the study tours.

Taking part in the workshop will allow you to meet over 100 service providers, like DMCs, hotels, restaurants, and transport companies from all over Poland.

The preliminary timetable is as follows:

- **05 October 2026 (Monday)** - arrival in Poznań, dinner and overnight stay in Poznań;
- **06 – 07 October 2026 (Tuesday-Wednesday)** - study tours;
- **08 October 2026 (Thursday)** - workshop day, official dinner, and overnight stay in Poznań;
- **09 October 2026 (Friday)** - departures.

Every approved Hosted Buyer will have the possibility to choose a study tour via dedicated platform.

This year, the available destinations are:

1. **WIELKOPOLSKA & POZNAŃ** – FAMILY HOLIDAY DESTINATION;
2. **WIELKOPOLSKA & POZNAŃ** – ACTIVE TOURISM;
3. **WIELKOPOLSKA & POZNAŃ** – CULINARY EXPERIENCE;
4. **WIELKOPOLSKA & POZNAŃ** – HISTORY AND CULTURE.

The platform will also provide a booking engine to schedule meetings with the Polish tourism industry during the workshop.

Polish Tourism Organisation covers all the costs related to travelling from the chosen airport/train station/bus station and back, as well as all land arrangements connected with study tours (accommodation, transportation, meals, etc.). Please note that other expenses, such as arrivals at the airport/train station/bus station of your choice, extras in the hotels, additional stay in the hotels, or insurance, have to be covered by the participant's budget.

The terms of attendance for the Hosted Buyers:

- A Hosted Buyer should belong to one of the categories: a tour operator, travel agent, or wholesaler;
- A Hosted Buyer should be the final decision maker;
- The company, represented by a Hosted Buyer, should be actively seeking new business opportunities in Poland for the current or prospective clients.
- Only one person representing a company is permitted to participate; accompanying persons will not be accepted.
- Hosted Buyers are required to attend the full Buy Poland programme and must commit to attend a minimum of **10 meetings** during the workshop day.

- In case of cancellation after the Hosted Buyer is approved, a cancellation fee may occur, depending on the costs already paid by the Polish Tourism Organisation.

To apply, please fill in the registration form available below. Please note that the completion of the registration does not automatically confirm the registration. Polish Tourism Organisation reserves the right to approve as program participants those who best match the opportunities presented by the service providers

The deadline to register expires on **2026.06.01** and the number of available places for the event is limited, so do not hesitate to register even today!

<https://www.polen.travel/sv/buy-poland-2026/>