

ALLinTOO WORKSHOP REPORT

IV Edition Poznań - October 2023

V Edition Kraków - March 2024

VI Edition Łódź - October 2024

VII Edition Katowice - March 2025

VIII Edition Poznań - October 2025

IX Edition Krakow - March 2026

ALLinTOO Workshop Overview

Each edition of the ALLinTOO workshops has shown significant growth and diversification, attracting a wide range of exhibitors (Suppliers) from all over the world and visitors (Buyers) from Poland and other CEE countries. The vibrant and cosmopolitan nature of these events ensures valuable business networking, cultural exchange, and a lively atmosphere, contributing to the rapid development and popularity of the event.

Exhibitors: Being based in Poland, ALLinTOO initially attracted many exhibitors from Europe. However, in the last five editions, there has been a noticeable shift: the number of exhibitors from outside of Europe has been increasing, balancing with those from Europe. The growing presence of exhibitors from other continents has made the event increasingly popular among buyers seeking contacts also with more distant destinations.

Buyers: One of the key values of ALLinTOO is the careful matching of buyers to the needs of exhibitors. With approximately 2,500 Polish tour operators in the database, each event sees widespread invitations being sent out. During the registration process, buyers are required to pre-book meetings with a certain number of exhibitors. Failure to fulfil this requirement results in the rejection of their application, ensuring only committed and relevant participants.

ALLinTOO does not classify itself as an utterly “Leisure” or “MICE” or “Luxury” workshop, as many others do. Since many tour operators in Poland organize leisure and incentive trips as well, we do not differentiate on this level. As our statistics show, Buyers, who define themselves first of all as Leisure tour operators are averaging 58–76%, while Buyers with primarily incentive focus represent 24–42%, showing a stable proportions across editions. This indicates the platform’s ability to bring together different segments and adapt to market needs while growing steadily.

ALLinTOO's Strategic Vision – CEE Hub

ALLinTOO is setting its sights on becoming a key platform for connecting Exhibitors with Buyers from the CEE countries, mainly Poland, Hungary, the Czech Republic and Slovakia. This feature particularly attracts Exhibitors from other continents, aiming to find a centralized venue for business engagements within the region. At the same time, ALLinTOO remains open to collaborations with hosted Buyers from other countries and has already established strong partnerships with nations such as Italy, Spain and the Baltic Countries fostering global business connections.

Visual materials from past editions

IV International B2B Tourism Workshop ALLinTOO Poznań Edition (17-18 October 2023)

Strategic Partners:

- **Partner Country:** Hungary (Visit Hungary)
- **Domestic Destination Partners:** Poznan Tourism Organization (PLOT), Wielkopolska Tourism Organization (WOT), Wielkopolska Chamber of Tourism

Exhibitors and Represented Countries:

Number: 54 from 25 countries, including:

- **Europe:** Hungary, Slovakia, Czech Republic, Poland, Lithuania, Malta, Italy, Spain, Georgia, Austria, Croatia, Iceland, Portugal, Turkey
- **Outside of Europe:** Madagascar, Tanzania, Cape Verde, Kenya, Morocco, Egypt, Indonesia, Oman, United Arab Emirates

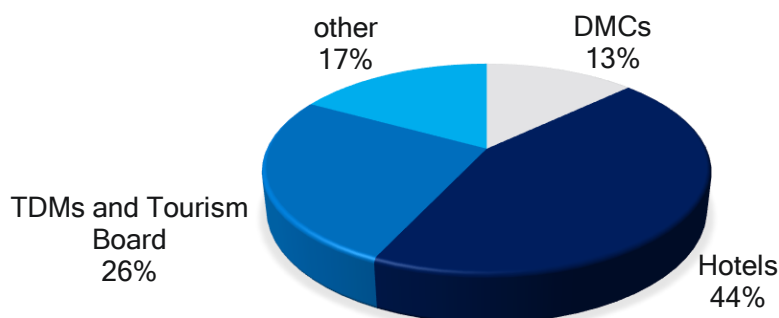
Percentage by countries represented: 60% Europe, 40% Outside of Europe

Number of exhibitors: 45 from Europe, 9 outside of Europe

Details of Exhibitors Outside of Europe:

Hotel Melia Bali (Indonesia), Visit Ras Al Khaimah (United Arab Emirates), Halla Salalah Travel & Tours (Oman), VOIhotels (Madagascar, Cape Verde), African Mosaic Tours and Safaris (Kenya), Mozeti Tours & Safaris (Tanzania and Zanzibar)

Type: DMCs (13%), hotels (44%), TDMs and Tourism Board (26%), Other (17%).



IV International B2B Tourism Workshop ALLinTOO Poznań Edition (17-18 October 2023)

Buyers and Represented Countries:

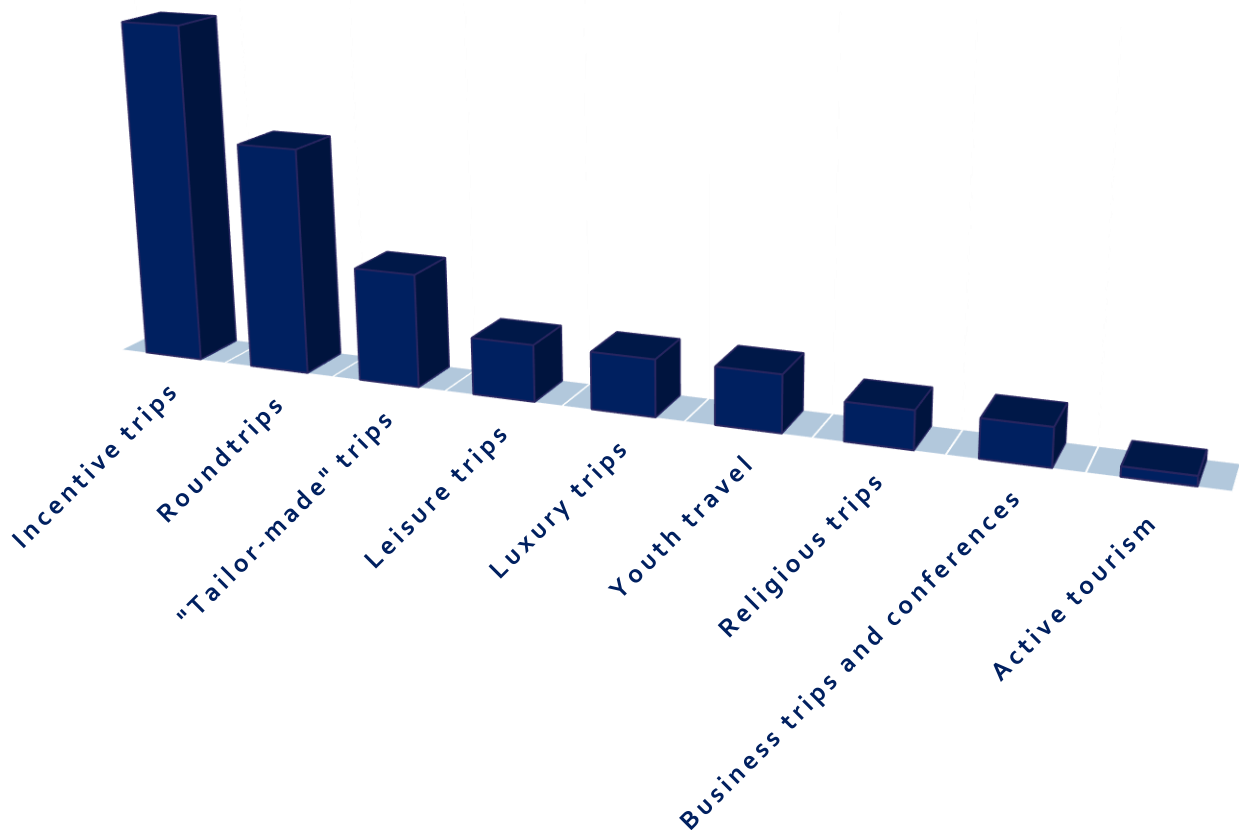
Number: over 100 tour operators from Poland, Czech Republic and Hungary

Main cities Buyers come from:

- **Poland:** Poznań (28%), Warsaw (24%), Kraków-Katowice (7%), Wrocław (6%), Słupsk, Szczecin, Gdańsk, Toruń, Częstochowa, Piła
- **Czech Republic:** Teplice, Nepomuk-Dvorec, Prague, Jihlava,
- **Hungary:** Budapest

Percentage: 95% Poland, 5% other CEE countries

Main Activities of Buyers: 64% Leisure, 36% Incentive travel



V International B2B Tourism Workshop ALLinTOO Kraków Edition (13-14 March 2024)

Exhibitors and Represented Countries:

Number: 55 exhibitors representing 35 countries.

- **Europe:** Austria, Belgium, Bulgaria, Croatia, Czech Republic, Greece, Hungary, Italy, Lithuania, Poland, Slovakia, Spain, Turkey, Georgia
- **Global:** Bhutan, India, Israel, Maldives, Malaysia, Nepal, Oman, Sri Lanka, United Arab Emirates, Saudi Arabia, Cape Verde, Madagascar, Mauritius, Morocco, Tanzania, Bahamas, Cuba, Mexico, Dominican Republic

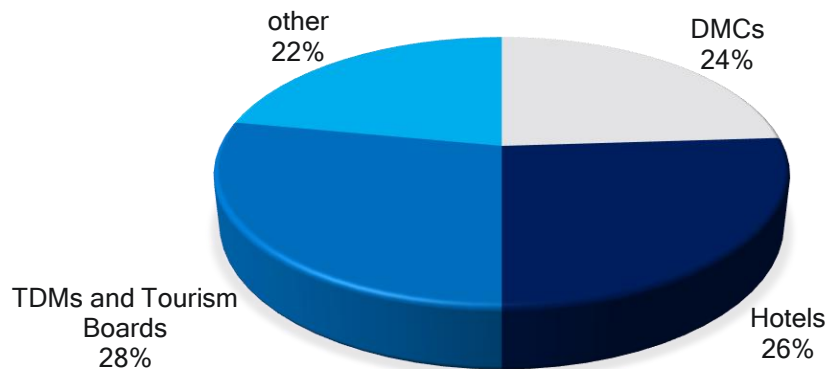
Percentage by countries represented: 42% Europe, 58% Outside of Europe

Number of exhibitors: 43 from Europe, 12 outside of Europe

Details of Exhibitors Outside of Europe:

Malai Adventure (Malaysia), Ras Al Khaimah (United Arab Emirates), Oman Safari Tours (Oman), VOIhotels (Madagascar, Cape Verde), STR CEE Destination Handling (Multinational), HI DMC (India, UAE, Maldives, Sri Lanka, Bhutan, Nepal), Le Passage to India (India, Nepal, Bhutan), Viva Resorts by Wyndham (Dominican Republic, Mexico, Bahamas), Cuba Tourism Board (Cuba), Israel Ministry of Tourism/Government Tourist Office in Poland (Israel), Moroccan National Tourist Office (Morocco), Mauritius Tourism Promotion Authority (Mauritius), Melia Hotels International (Multinational)

Type: DMCs (24%), hotels (26%), TDMs and Tourism Board (28%), Other (22%).



V International B2B Tourism Workshop ALLinTOO Kraków Edition (13-14 March 2024)

Buyers and Represented Countries:

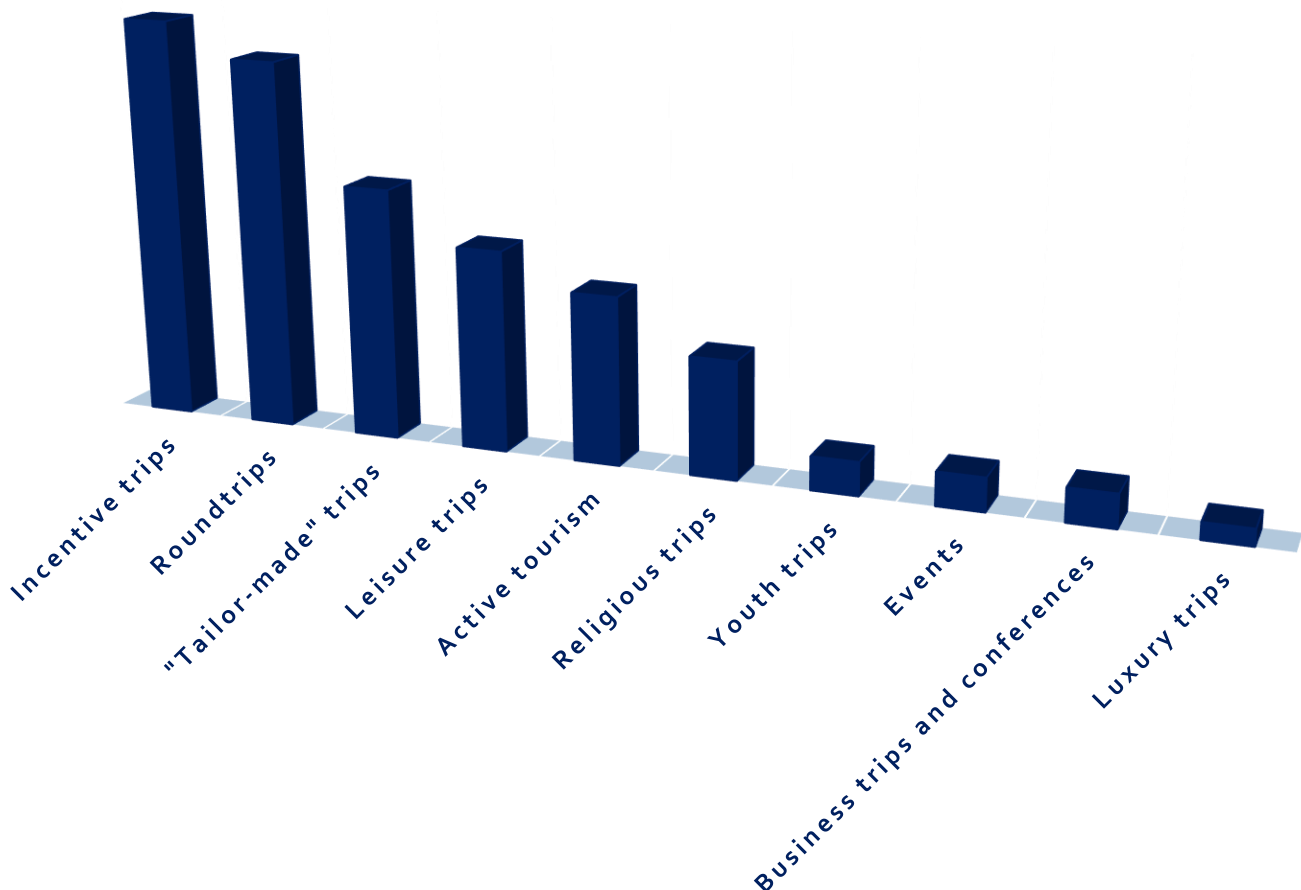
Number: over 100 tour operators from Poland, Czech Republic and Hungary

Main Cities Buyers Come From:

- **Poland:** Warsaw (19%), Kraków (18%), Wrocław(7%), Rzeszów (6%), Gliwice, Poznań, Jastrzębie Zdrój, Szczecin, Gdańsk, Katowice, Toruń, Wieliczka, Lublin,
- **Czech Republic:** Prague, Jihlava, Bruntá,
- **Hungary:** Budapest

Percentage: 96% Poland, 4% other CEE countries

Main Activities of Buyers: 76% Leisure, 24% Incentive travel



VI International B2B Tourism Workshop ALLinTOO Łódź Edition (29-30 October 2024)

Strategic Partners:

- **Partner Country:** Lithuania (Lithuania Travel)
- **Domestic Destination Partner:** Łódź Tourism Organization

Exhibitors and Represented Countries:

Number: 56 Exhibitors from all over the world, including:

- **Europe:** Slovakia, Georgia, Bulgaria, Italy, Spain, Finland, Germany, Poland, Sweden, Estonia, Latvia, Lithuania, Czech Republic, Austria, Croatia, Hungary Turkey
- **Outside of Europe:** Maldives, Armenia, Jordan, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Uzbekistan, Japan, South Korea, United Arab Emirates, Iran, Syria, Brazil, Dominican Republic, Jamaica, Mexico, Aruba, Peru, Cuba, Costa Rica, Panama, Nicaragua, Botswana, Namibia, South Africa, Tanzania, Zimbabwe, Morocco

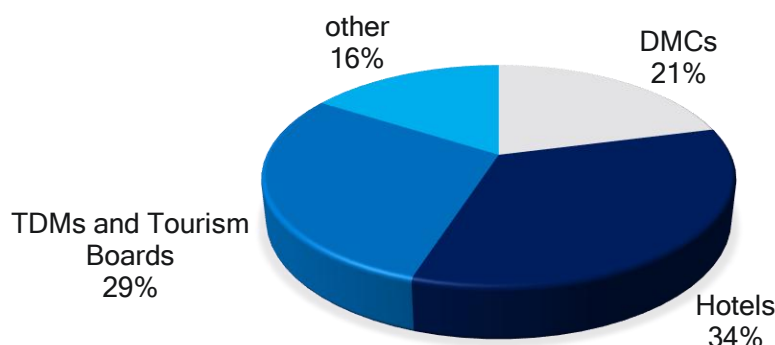
Percentage by destinations represented: 37% Europe, 63% Outside of Europe

Number of exhibitors: 41 from Europe, 15 outside of Europe

Details of Exhibitors Outside of Europe:

Sun Siyam Resorts (Maldives), Wonder Georgia (Georgia), Nebo Tours (Jordan), Japan Dream Tour (Japan, South Korea), Uztravel Silk Road (Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Uzbekistan), Visit Ras Al Khaimah (United Arab Emirates), Iberostar Hotels & Resorts (Brazil, Dominican Republic, Jamaica, Mexico), Best of Costa Rica (Costa Rica, Nicaragua, Panama), Cuba Tourist Board (Cuba), Moroccan National Tourism Office (Morocco), SW Africa (Botswana, Namibia, South Africa, Tanzania, Zimbabwe)

Type: DMCs (21%), hotels (34%), TDMs and Tourism Board (29%), Other (16%)



VI International B2B Tourism Workshop ALLinTOO Łódź Edition (29-30 October 2024)

Buyers and Represented Countries:

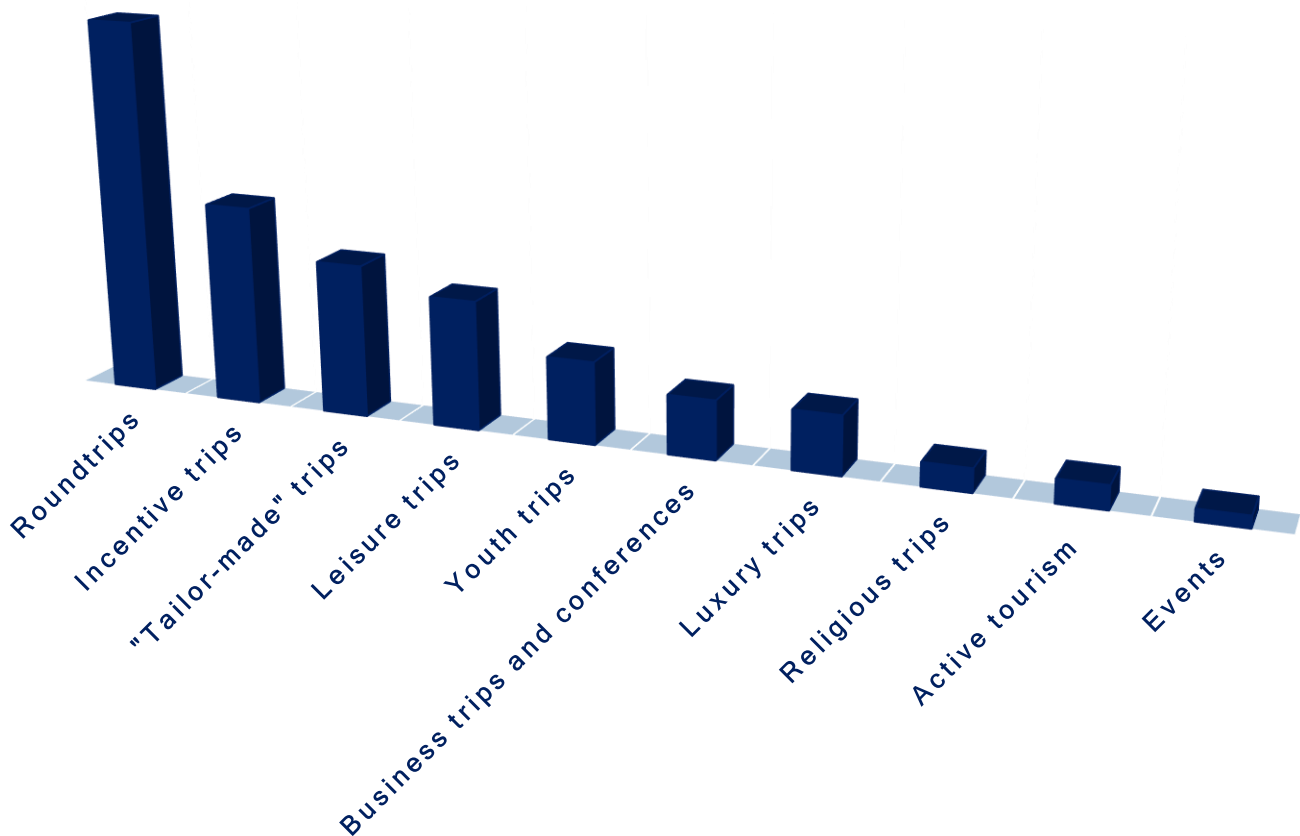
Number: over 100 tour operators from Poland, Czech Republic, Hungary, Latvia

Main cities Buyers come from:

- **Poland:** Warsaw (21%), Kraków (16%), Katowice (9%) Wrocław (9%), Łódź, Poznań, Rzeszów, Tarnowskie Góry, Tomaszów Mazowiecki
- **Czech Republic:** Prague, Brzesko, Jihlava
- **Hungary:** Budapest
- **Latvia:** Riga

Percentage: 93% Poland, 7% other CEE countries

Main Activities of Buyers: 68% Leisure, 32% Incentive travel



VII International B2B Tourism Workshop ALLinTOO Katowice Edition (19-20 March 2025)

Strategic Partners:

- **Partner Country:** Slovakia (Slovakia Travel)
- **Domestic Destination Partner:** Silesian Tourism Organization

Exhibitors and Represented Countries:

Number: 81 Exhibitors from all over the world, including:

- **Europe:** Austria, Belgium, Bulgaria, Croatia, Czech Republic, Finland, Germany, Greece, Hungary, Italy, Lithuania, Malta, Montenegro, Poland, Portugal, Slovakia, Spain, Sweden, United Kingdom
- **Outside of Europe:** Bahrain, Cambodia, Colombia, Cuba, Dominican Republic, India, Indonesia, Iran, Japan, Jordan, Laos, Mexico, Morocco, Myanmar (Burma), Nepal, Oman, Qatar, Saudi Arabia, South Korea, Thailand, United Arab Emirates, Vietnam, Bahamas

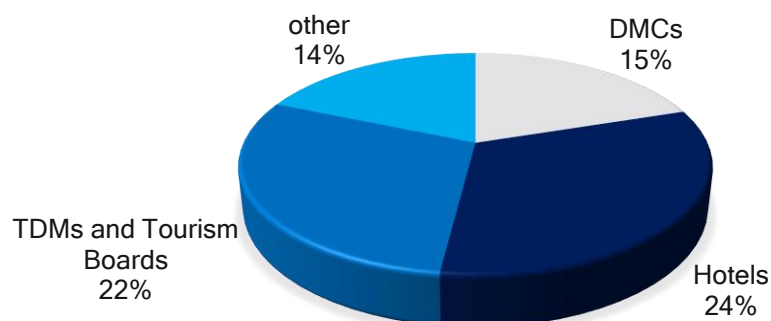
Percentage by destinations represented: 46% Europe, 54% Outside of Europe

Number of exhibitors: 65 from Europe, 16 outside of Europe

Details of Exhibitors Outside of Europe:

Viva Resorts By Wyndham (Dominican Republic, Mexico, Bahamas), Japan Dream Tour (Japan, South Korea), Oman Safari Tours (Oman, UAE, Qatar, Bahrain, Iran, India, Saudi Arabia), Moroccan National Tourism Office (Morocco), CUBA TOURIST BOARD (Cuba), Adventure Indonesia (Indonesia), Wow India Travel & Tours Pvt Ltd (India, Nepal), Amazing time travels (Myanmar, Thailand, Cambodia, Laos, Vietnam), Visit Ras Al Khaimah (United Arab Emirates), Nebo Tours (Jordan), Dream Destination Travel (Jordan), Premium Global Tours Ltd (Holy Land),

Type: DMCs (15%), hotels (24%), TDMs and Tourism Board (22%), Other (14%)



VII International B2B Tourism Workshop ALLinTOO Katowice Edition (19-20 March 2025)

Buyers and Represented Countries:

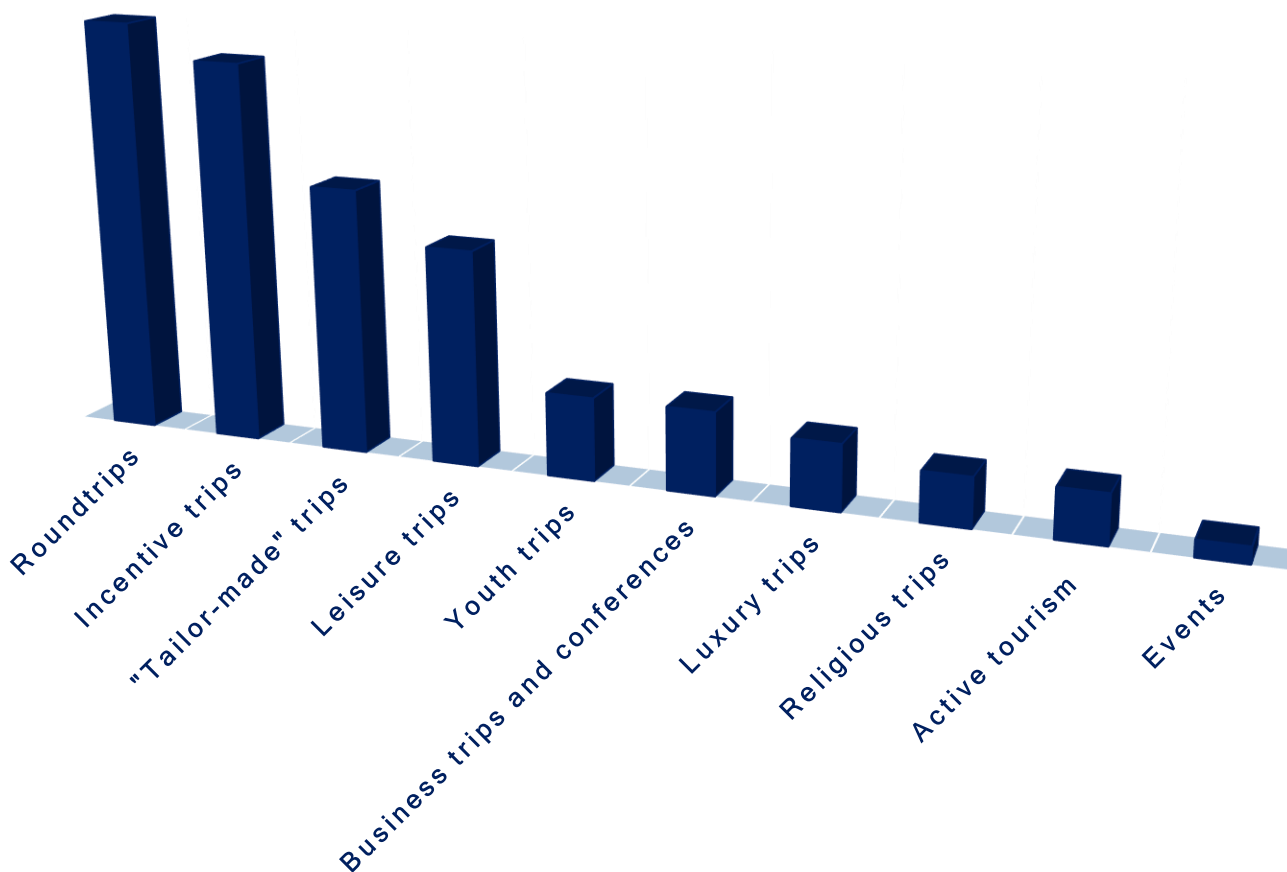
Number: over 100 tour operators from Poland, Czech Republic, Hungary

Main cities Buyers come from:

- **Poland:** Warsaw (18%), Katowice (12%) Kraków (9%), Wrocław (9%), Rzeszów, Sosnowiec, Skierniewice, Tarnowskie Góry, Ruda Śląska
- **Czech Republic:** Prague, Jihlava
- **Hungary:** Budapest

Percentage: 94% Poland, 6% other CEE countries

Main Activities of Buyers: 58% Leisure, 42% Incentive travel



VIII International B2B Tourism Workshop ALLinTOO Poznań Edition (21-22 October 2025)

Strategic Partners:

- **Exotic Partner Country:** The Maldives
- **European Partner Country:** Bulgaria

Exhibitors and Represented Countries:

Number: 84 Exhibitors from 40 countries from all over the world, including:

- **Europe:** Poland, Bulgaria, Cyprus, Greece, Croatia, Malta, Italy, Spain, Portugal, Finland, Sweden, Germany, Austria, Hungary, Latvia, Lithuania, Czech Republic, Slovakia, Iceland, Svalbard (Norway)
- **Outside of Europe:** United Arab Emirates, Mauritius, Maldives, Sri Lanka, India, Indonesia, Cambodia, Thailand, Vietnam, Japan, South Korea, Saudi Arabia, Qatar, Oman, Jordan, Morocco, South Africa, Namibia, Botswana, Kenya, Zimbabwe, Mozambique, Tanzania, Uganda, Zambia, Malawi, Eswatini, Lesotho, Réunion, Rodrigues, Zanzibar, Dominican Republic, Mexico, Jamaica, Brazil, Aruba, USA, Antarctica, Greenland

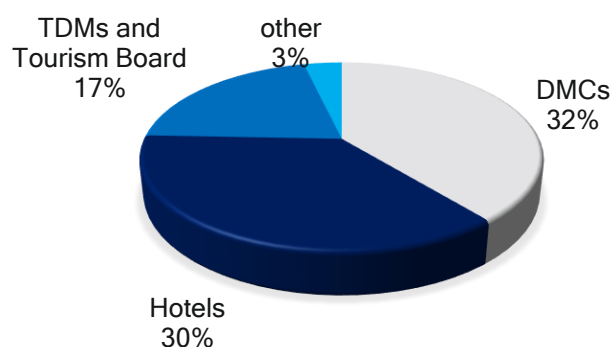
Percentage by destinations represented: 58% Europe, 42% Outside of Europe

Number of exhibitors: 55 from Europe, 29 outside of Europe

Details of Exhibitors Outside of Europe:

Department of Culture and Tourism Abu Dhabi (United Arab Emirates), Zenitude Consulting (Mauritius), Visit Maldives Corporation (The Maldives), Splendid Asia Pvt Ltd (The Maldives), Sun Ocean Pvt Ltd (The Maldives), Riu Hotels & Resorts/Riu Atoll and Riu Palace Maldivas (The Maldives), CROSSROADS MALDIVES (The Maldives), ICOM HOTELS (The Maldives), Lets Go Maldives (The Maldives), Sun Siyam Resorts (The Maldives), Mauritius – Wycieczki po Polsce (Mauritius), Wow India Travel & Tours P Ltd (India), Adventure Indonesia (Indonesia), Trails of Indochina (Vietnam), Japan Dream Tour co.ltd (Japan), Saudi Tourism Authority (Saudi Arabia), Ali Bin Ali Holidays (Qatar), Zahara Tours DMC (Oman), Dream Destinations Tours (Jordan), Moroccan National Tourism Office (Morocco), Nomad Africa Tours & Safaris (South Africa), Springbok Atlas Tours and Safaris (South Africa), Travel World Safaris (Kenya), Coquille Bonheur (Mauritius), JAZ Hotel Group (Tanzania) oraz Iberostar Beachfront Hotels (Dominican Republic).

Type: DMCs (32%), hotels (30%), TDMs and Tourism Board (17%), Other (3%)



VIII International B2B Tourism Workshop ALLinTOO Poznań Edition (21-22 October 2025)

Buyers and Represented Countries:

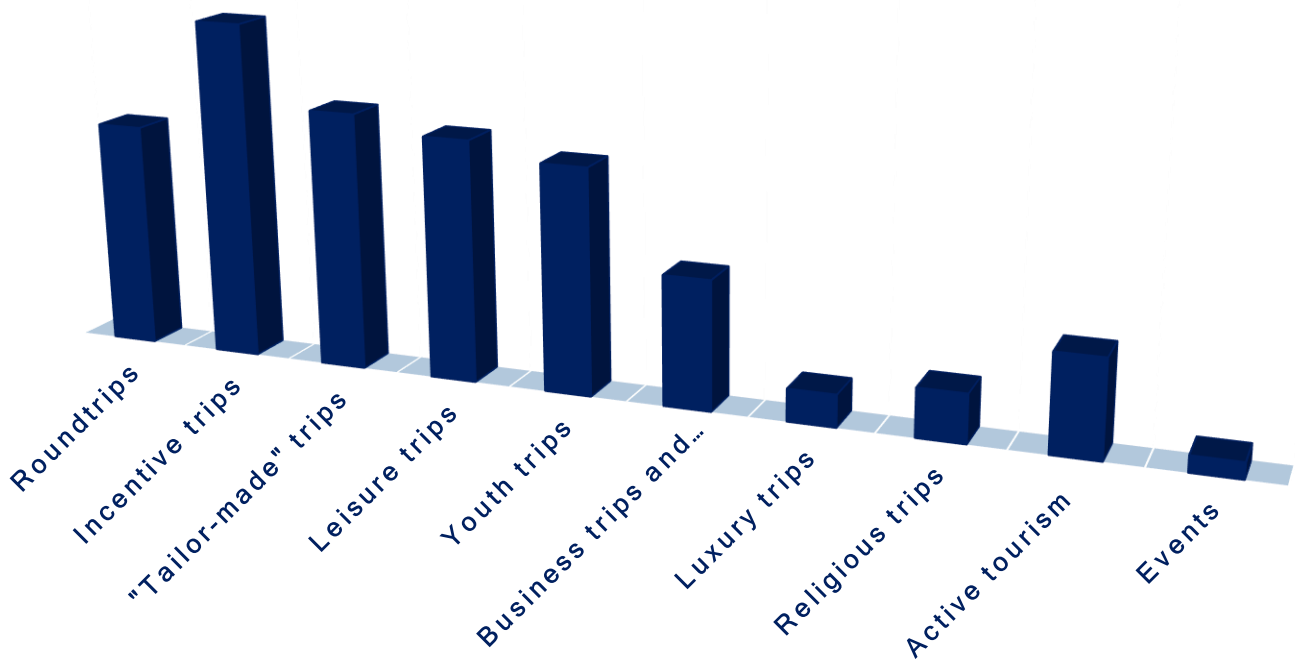
Number: over 100 tour operators from Poland, Czech Republic, Hungary and Slovakia

Main cities Buyers come from:

- **Poland:** Poznań (22%), Warsaw (18%), Kraków–Katowice (11%), Wrocław (9%), Gdańsk, Piła, Zgierz, Racibórz, Bielsko-Biała, Skierniewice, Olsztyn, Rzeszów, Łódź, Szczecin, Skarżysko, Suwałki, Piła, Toruń, Luboń, Dąbrowa
- **Czech Republic:** Prague, Jihlava
- **Hungary:** Budapest
- **Slovakia:** Bratislava

Percentage: 97% Poland, 3% other V4 countries

Main Activities of Buyers: 44% Incentive travel, 56% Leisure



IX International B2B Tourism Workshop ALLinTOO Kraków Edition (19-20 March 2026)

Strategic Partner:

- **Partner Country:** Czech Republic

Exhibitors and Represented Countries:

Number: 107 exhibitors representing 41 countries.

- **Europe:** Albania, Italy, Poland, Czechia, Slovakia, Hungary, Bulgaria, Cyprus, Spain, Portugal, France, Belgium, Finland, Sweden, Germany, Latvia, Lithuania, Georgia, Belarus, Armenia,
- **Global:** Vietnam, Thailand, Laos, Cambodia, Singapore, Japan, South Korea, Maldives, Sri Lanka, Kenya, Tanzania, Mauritius, Seychelles, UAE, Oman, Saudi Arabia, Uganda, Morocco, Azerbaijan

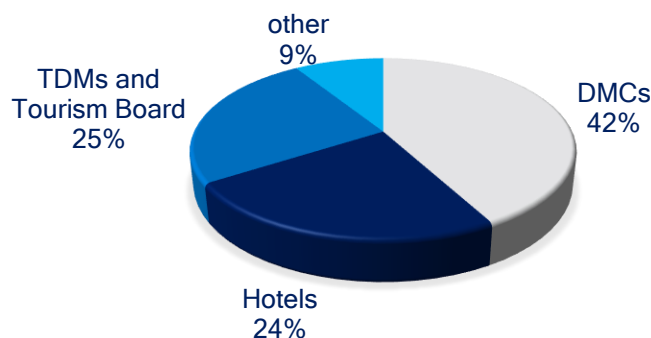
Percentage by countries represented: 68% Europe, 32% Outside of Europe

Number of exhibitors: 73 Europe, 34 Outside of Europe

Details of Exhibitors Outside of Europe:

Kazin DMC (Kazakhstan, Azerbaijan, Georgia, Belarus, Armenia), AURORA TRAVEL & DMC (Vietnam, Thailand, Laos, Cambodia, Singapore), Footprint Travel (Vietnam, Laos & Cambodia), Japan Dream Tour (Japan, South Korea), Sun Siyam Resorts (Maldives and Sri Lanka), Hummingbird Travel / Desert Adventures / African Adventures Specialists (Kenya, Tanzania, Maldives, Mauritius, Seychelles, UAE, Oman, Saudi Arabia), Moroccan National Tourist Office, Visit Ras Al-Khaimah (UAE), Saudi Tourism Authority, Wild Jungle Trails – DMC (Uganda), B Japan Tours (Japan, South Korea).

Type: DMCs (42%), hotels (24%), TDMs and Tourism Board (25%) Other (9%)



IX International B2B Tourism Workshop ALLinTOO Kraków Edition (19-20 March 2026)

Buyers and Represented Countries:

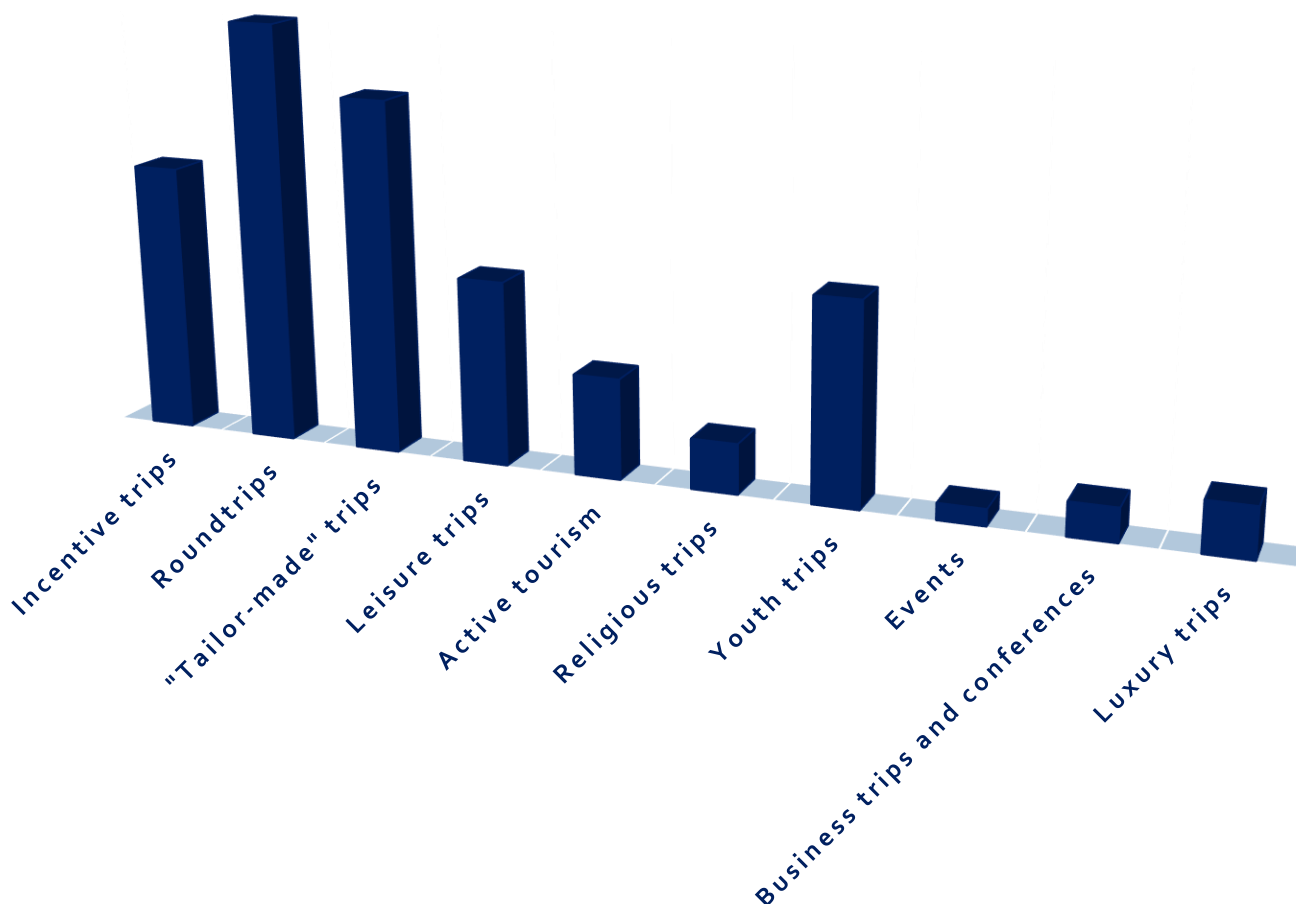
Number: over 100 tour operators from Poland, Czech Republic and Hungary

Main Cities Buyers Come From:

- **Poland:** Warsaw (16%), Kraków (16%), Wrocław (9%), Katowice (7%), Poznań (6%), Rzeszów (4%), Lublin, Reda, Bytom, Wieliczka, Radlin, Racibórz, Łódź
- **Czech Republic:** Prague, Jihlava
- **Hungary:** Székesfehérvár

Percentage: 97% Poland, 3% other CEE countries

Main Activities of Buyers: 83% Leisure, 17% Incentive travel



Summary of ALLinTOO Workshops

IV International B2B Tourism Workshop ALLinTOO - Poznań Edition (17-18 October 2023)

Strategic Partners: Visit Hungary, Poznań Tourism Organization, Wielkopolska Tourism Organization.

Exhibitors: 54 from 25 countries; 60% from Europe, 40% outside of Europe.

Buyers: Over 100 tour operators from Poland, Czech Republic, Hungary, 95% Poland, 5% other V4 countries.

Activities: 36% Incentive travel, 64% Leisure.

V International B2B Tourism Workshop ALLinTOO - Kraków Edition (13-14 March 2024)

Exhibitors: 55 from 35 countries; 42% from Europe, 58% outside of Europe.

Buyers: Over 100 tour operators from Poland, Czech Republic, Hungary, 96% Poland, 4% other V4 countries.

Activities: 24% Incentive travel, 76% Leisure.

VI International B2B Tourism Workshop ALLinTOO - Łódź Edition (29-30 October 2024)

Strategic Partners: Lithuania Travel, Łódź Tourism Organization.

Exhibitors: 56 from various countries; 37% Europe, 63% outside of Europe.

Buyers: Over 100 tour operators from Poland, Czech Republic, Hungary and Latvia, 93% Poland, 7% other V4 countries.

Activities: 32% Incentive travel, 68% Leisure.

VII International B2B Tourism Workshop ALLinTOO - Katowice Edition (19-20 March 2025)

Strategic Partners: Slovakia Travel, Silesian Tourism Organization.

Exhibitors: 81 from various countries; 46% Europe, 54% outside of Europe.

Buyers: Over 100 tour operators from Poland, Czech Republic, Hungary, 94% Poland, 6% other V4 countries.

Activities: 42% Incentive travel, 58% Leisure.

VIII International B2B Tourism Workshop ALLinTOO - Poznań Edition (22-23 October 2025)

Strategic Partners: Visit Maldives Corporation, Bulgaria Travel

Exhibitors: 84 from various countries; 58% from Europe, 42% outside of Europe.

Buyers: Over 100 tour operators from Poland, Czech Republic, Hungary and Slovakia, 97% Poland, 3% other V4 countries.

Activities: 44% Incentive travel, 56% Leisure.

IX International B2B Tourism Workshop ALLinTOO - Kraków Edition (19-20 March 2026)

Strategic Partner: Czech Republic

Exhibitors: 107 from 41 countries; 68% from Europe, 32% outside of Europe.

Buyers: Over 100 tour operators from Poland, Czech Republic, Hungary, 97% Poland, 3% other V4 countries.

Activities: 17% Incentive travel, 83% Leisure.

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