ŁÓDŹ – BEST VALUE DESTINATION
1. BEST IN TRAVEL
2. WHAT IS LODZ ALL ABOUT
3. HOW TO GET TO ŁÓDZ?
4. WHAT TO SEE?
5. WHAT’S GOING ON IN ŁÓDZ?
6. WHERE TO SLEEP?
7. WHERE TO EAT?
8. PLANS FOR THE FUTURE?
1. BEST IN TRAVEL 2019 – the biggest campaign of British Travel Publishing – Lonely Planet

2. 10 countries, 10 regions, 10 cities oraz 10 most valued destinations

3. ŁÓDŹ (pronounced woodge) takes the 2. spot on the worldwide list TOP VALUED DESTINATIONS 2019

4. Thanks to cooperation with partners (Polish Tourism Organization, Ryanair, Lufthansa, DoubleTree By Hilton, Vienna House Andel’s Łódź, Atlas Arena) Łódź Tourism Organisation has launched the biggest in its history campaign promoting Łódź on the domestic and international markets.
What is Łódź all about?

1423 - ŁÓDŹ RECEIVES TOWN PRIVILEGES

1821 - ŁÓDŹ 2nd BIRTH DATE THANKS TO RAJMUND REMBIELINSKI AND STANISLAW STASZIC

ŁÓDŹ AS AN IDEAL PLACE FOR INDUSTRIAL DEVELOPMENT

RAPID GROWTH OF THE CITY:
(1830 – 4 300 citizens; 1925 – 538 000 citizens)

THE CITY OF 4 CULTURES – GERMAN, JEWISH, POLISH AND RUSSIAN WORKING & LIVING TOGETHER

WORLD WARS IN ŁÓDŹ – THE BATTLE OF ŁÓDŹ 1914 & LITZMANSTADT GHETTO 1940-1944

INDUSTRIAL AND FILM ŁÓDŹ IN POST-WAR TIME

NOW AND FUTURE: ŁÓDŹ – THE CITY REINVENTED
How to get to Lodz?

✓ LOCATED IN THE HEART OF EUROPE. IN THE DISTANCE UP TO 500 KM THERE ARE MANY CAPITAL CITIES: WARSAW, BERLIN, PRAGUE, VIENNA, BRATISLAVA, BUDAPEST AND VILNIUS.

✓ DIRECT RYANAIR CONNECTIONS FROM LODZ TO LONDON STANSTED (STN – 6 DAYS / WEEK), EAST MIDLANDS (EMA – TWICE A WEEK), DUBLIN (DUB – TWICE A WEEK) AND ATHENS (ATH – ONCE W WEEK – FROM 12TH OF MAY)

✓ DIRECT LUFTHANSA CONNECTION WITH MUNICH (MUC – WEEKDAYS)
How to get to Lodz?

✓ THE CENTRAL LOCATION IN POLAND ENABLES GOOD CONNECTIONS WITH THE LARGEST POLISH CITIES.

✓ A1 / A2 CROSSING IN STRYKOW – ROUTES TO WARSAW, POZNAN, GDANSK, KATOWICE

✓ S-8 TO WROCLAW

✓ S-14 – ESTIMATED TIME OF THE END OF INVESTMENT TILL 2020
What to see?

PIOTRKOWSKA STREET
Queen of Polish Streets

✓ ECLECTIC ARCHITECTURE OF 19th CENTURY PALACES AND HOUSES
✓ ROSA’S PASSAGE
✓ MUSEUM OF THE SEWER – TUBE
✓ STREET EVENTS ALL OVER THE YEAR
✓ STREET MONUMENTS INCLUDING TURN OF THE MILLENNIUM MONUMENT OR TUWIM’S BENCH
What to see?

MANUFAKTURA COMPLEX

✓ THE GOLDEN CERTIFICATE FROM POLISH TOURIST ORGANIZATION AS THE BEST TOURIST PRODUCT OF 2010

✓ 3 MUSEUMS, OVER 250 SHOPS, 3D CINEMA, THEATRE, COUPLE DOZENS RESTAURANTS AND A PERFECT VENUE FOR EVENTS

✓ ONE OF THE FIRST MAJOR REVITALIZATION PROJECTS IMPLEMENTED ON SUCH A SCALE IN POLAND

✓ Ca. 20 MLN VISITORS EVERY YEAR
What to see?

ISRAEL POZNAŃSKI'S PALACE

✓ THE BIGGEST OF ALL LODZ PALACES

✓ THE LODZ CITY MUSEUM with a Great Lodz Citizens Gallery including Arthur Rubinstein, Wladyslaw Reymont, Aleksander Tansman or Jan Karski

✓ MAGNIFICENT INTERIORS USED ALSO AS A MEETINGS VENUE
łódź
TOURISM
ORGANIZATION

What to see?

- THE PRIEST MILL COMPLEX
  The town in the city

- THE PALACE OF KARL WILHELM SCHEIBLER – THE FILM MUSEUM

- THE WORKER’S HOUSING ESTATE

- ŻRÓDLISKA PARK WITH PALM HOUSE

- LOFTS – APARTMENTS AVAILABLE TO RENT ON A DAILY AND LONG TERM BASIS

- THE ATMOSPHERE OF 19th CENTURY CITY

- EDWARD HERBST PALACE WITH THE EXHIBITION OF SPLENDID INTERIORS AND AN ART GALLERY
What to see?

EC1 COMPLEX

- Former Power Plant
- Poland’s Best Planetarium
- Cultural Center with Permanent and Temporary Exhibitions
- Science & Technology Center
- Machine Hall as an Original MICE Venue
What to see?

THE WHITE FACTORY
LUDWIK GEYER’S COMPLEX IN THE SOUTHERN PART OF PIOTRKOWSKA STREET.
– A PLACE WHERE THE VERY FIRST STEAM ENGINE IN POLISH KINGDOM WAS ESTABLISHED.

TODAY:

✓ CENTRAL MUSEUM OF TEXTILES
✓ OPEN-AIR MUSEUM OF ŁÓDŹ WOODEN ARCHITECTURE
✓ AN UNIQUE VENUE FOR CONCERTS, EVENTS AND FAIRS (Geyer Music Factory)
What to see?

➢ SURVIVORS’ PARK
➢ THE MAREK EDELMAN DIALOGUE CENTER
➢ JEWISH CEMETARY
➢ RADEGAST STATION
➢ LITZMANNSTADT GHETTO TRAIL THROUGH BAŁUTY DISTRICT
What to see?

HOLLYŁÓDŹ

- LODZ FILM SCHOOL WITH FAMOUS GRADUATES: ROMAN POLANSKI, ANDRZEJ WAJDA, KRZYSZTOF KIEŚLOWSKI OR SLAWOMIR IDZIAK
- THE FILM MUSEUM
- WALK OF FAME ON PIOTRKOWSKA STREET
- TOYA FILM STUDIOS (IN THE AREA OF FORMER FILM STUDIO)
- EDUCATIONAL FILM COMPANY
- APARTHOTEL CINEMA RESIDENCE WITH THE CLASSIC CINEMA SHOWS
What to see?

ŁÓDŹ STREET-ART
OVER 100 MURALS AND INSTALLATIONS CREATED BY THE LOCAL AND INTERNATIONAL ARTISTS
What to see & do?

OFF PIOTRKOWSKA 138/140
PIOTRKOWSKA 217

✓ LOCAL STORES & SERVICES
✓ LOCAL RESTAURANTS WITH CRAFT BEER
✓ POST-INDUSTRIAL ATMOSPHERE IN THE FORMER RAMISCH FACTORY AND JOSEPH JOHN’S IRON FOUNDRY
✓ OUTDOOR AND INDOOR EVENTS
✓ CHOCOLATE WORKSHOPS
What’s going on in Łódź?

**NIGHT LIFE**

- CONCERTS & EVENTS
- CLUBBING
- PUB-CRAWLING WITH LOCAL CRAFT BEERS
- NATURIST NIGHT IN AQUAPARK FALA
What’s going on in Łódź?

ŁÓDŹ CULTURAL LIFE

✓ OVER 30 ANNUAL INTERNATIONAL FESTIVALS

✓ BEST EXAMPLES: LIGHT MOVE FESTIVAL, LODZ DESIGN FESTIVAL, TRANSATLANYK FESTIVAL, LODZ OF FOUR CULTURES FESTIVAL, INTERNATIONAL COMIC & GAMES FESTIVAL OR EXPLORERS FESTIVAL

✓ 20 MUSEUMS, 19 THEATRES, 12 GALLERIES AND 5 MAJOR CULTURAL INSTITUTIONS
Where to sleep?
Where to sleep?

NOW

- 35 HOTELS OFFERING 5182 BEDS, INCL. 6 HOTELS ****
- 7429 TOTAL NB. OF BEDS INCL. QUALITY APART ROOMS AND B&B’s
- HIGH QUALITY OF THE HOTEL SERVICES – 24 HOTELS WITH MORE THEN 4/5 ON TRIPADVISOR AND 75 PLACES WITH MORE THE 8.0 OUT OF 10.0 ON BOOKING.COM
What to eat?

- 800 RESTAURANTS, COFFE & TEA PLACES
- LODZ, REGIONAL & INTERNATIONAL CUISINES
- 10 RESTAURANTS IN GAULT & MILLAU YELLOW GUIDE 2017
- FOOD COMPLEXES IN OFF PIOTRKOWSKA / PIOTRKOWSKA 217
- FOOD EVENTS (STREET FOOD FESTIVAL, GOOD TASTE FESTIVAL)
Plans for the future?

- EC1 COMIC CENTER
- EC1 NATIONAL CENTER OF FILM CULTURE
- ŁÓDŹ ORIENTARIUM
- ŁÓDŹ CENTER REVITALIZATION WITH KOBRO’S MARKET
- MONOPOLIS
WE INVITE YOU TO LODZ!

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