



**ŁÓDŹ
TOURISM
ORGANIZATION**

ŁÓDŹ – BEST VALUE DESTINATION

Łódź 2020



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ORGANIZATION**

Presentation plan

1. BEST IN TRAVEL
2. WHAT IS LODZ ALL ABOUT
3. HOW TO GET TO ŁÓDŹ?
4. WHAT TO SEE?
5. WHAT'S GOING ON IN ŁÓDŹ?
6. WHERE TO SLEEP?
7. WHERE TO EAT?
8. PLANS FOR THE FUTURE?



Piotrkowska Street



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BEST IN TRAVEL



Press
Release



Film #1 – 30 sec..



Film #2– 105 sec.

1. BEST IN TRAVEL 2019 – THE BIGGEST CAMPAIGN OF BRITISH TRAVEL PUBLISHING – LONELY PLANET
2. 10 COUNTRIES, 10 REGIONS, 10 CITIES AND 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 Z IN POST-WAR TIME
- ✓ NOW AND FUTURE: ŁÓDŹ – THE CITY REINVENTED



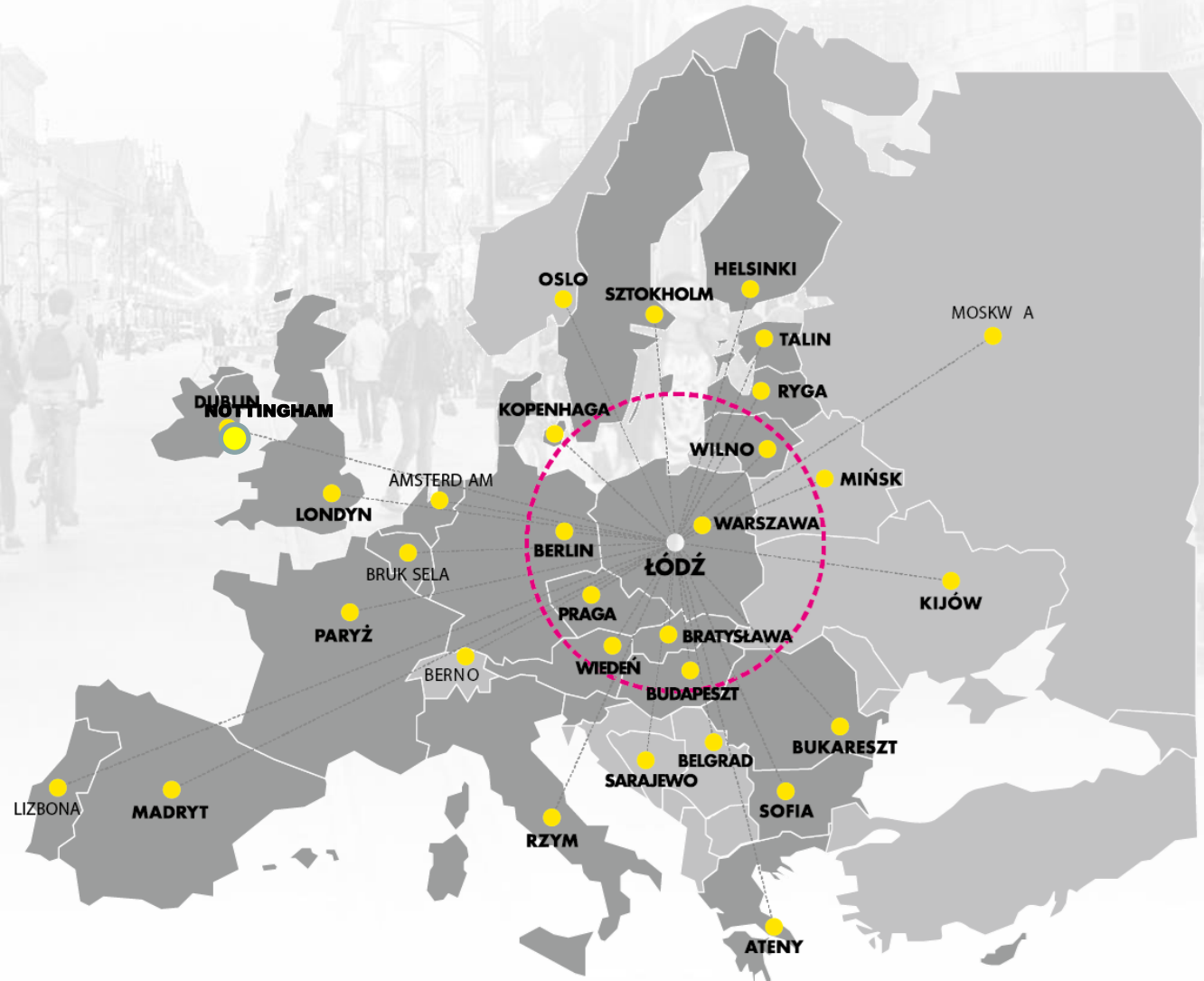
Tuwim's Bench on Piotrkowska Street – the celebration's of Lodz's birthday



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 – 4 DAYS / WEEK), EAST MIDLANDS (EMA – TWICE A WEEK) AND DUBLIN (DUB – TWICE A WEEK)





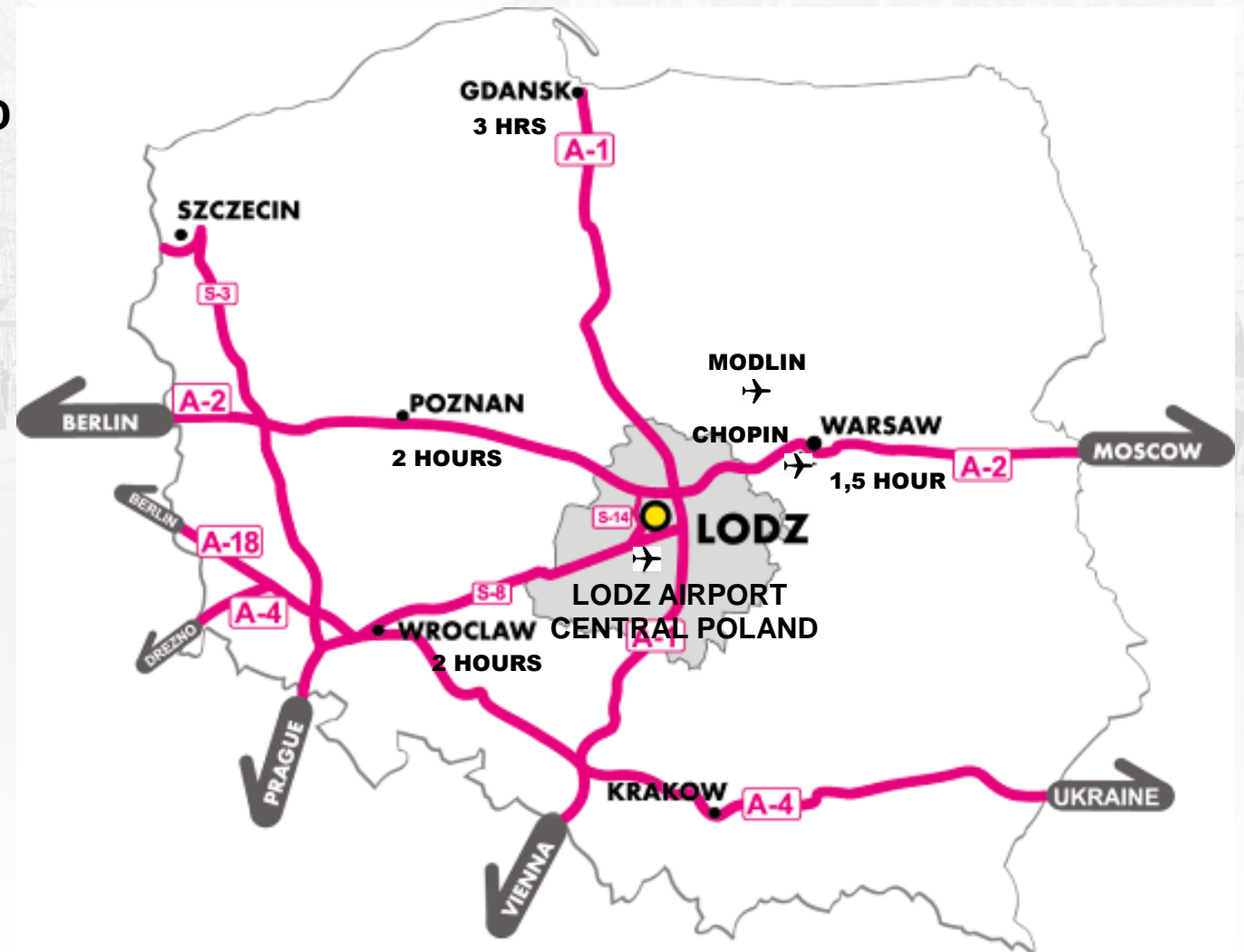
How to get to Lodz?

✓ **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 IN 2021**

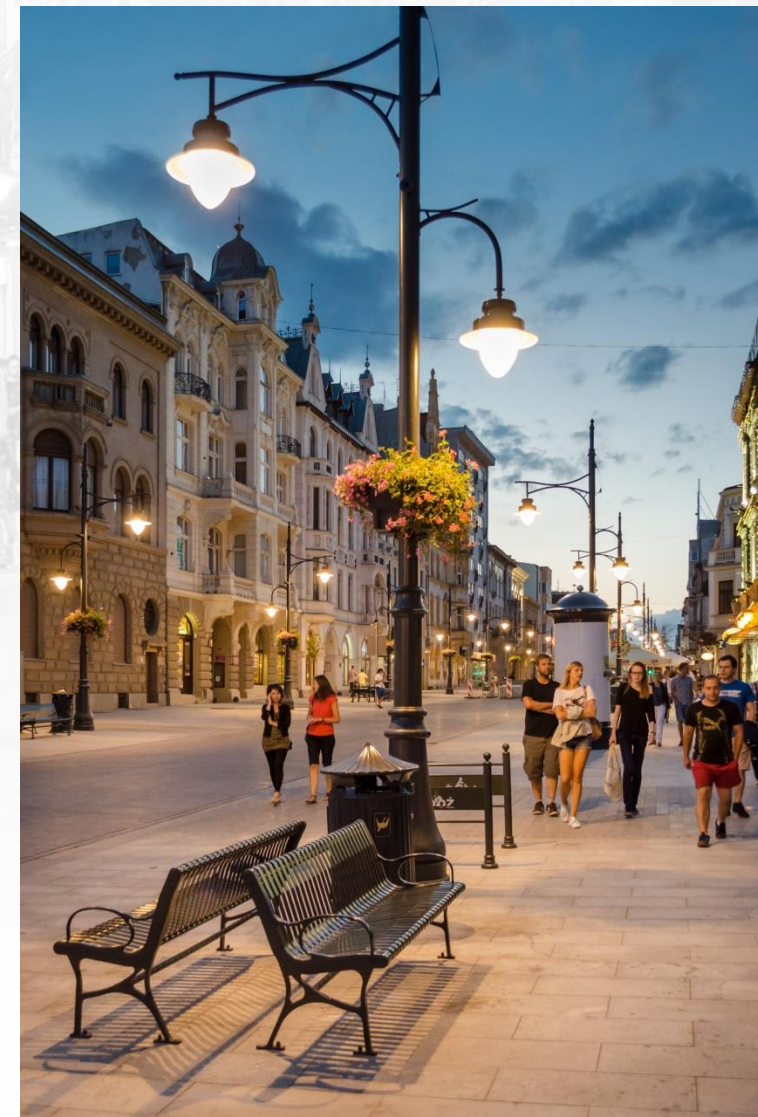
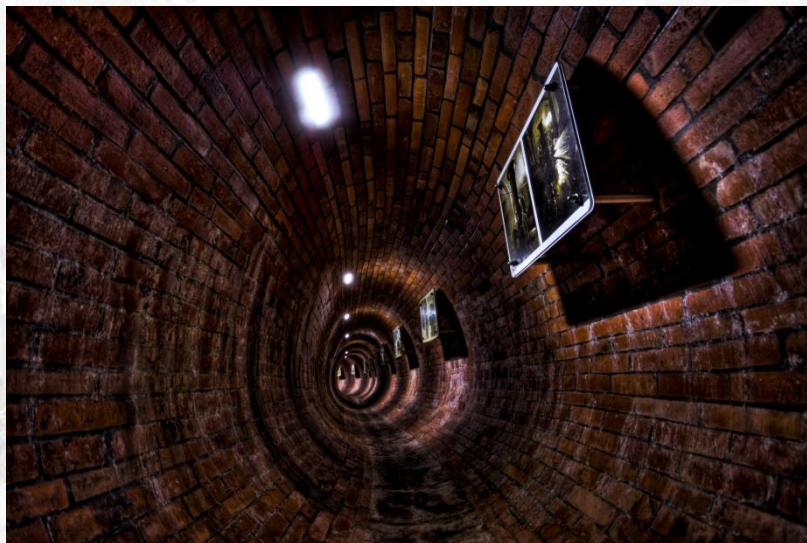


What to see?

PIOTRKOWSKA STREET

Queen of Polish Streets

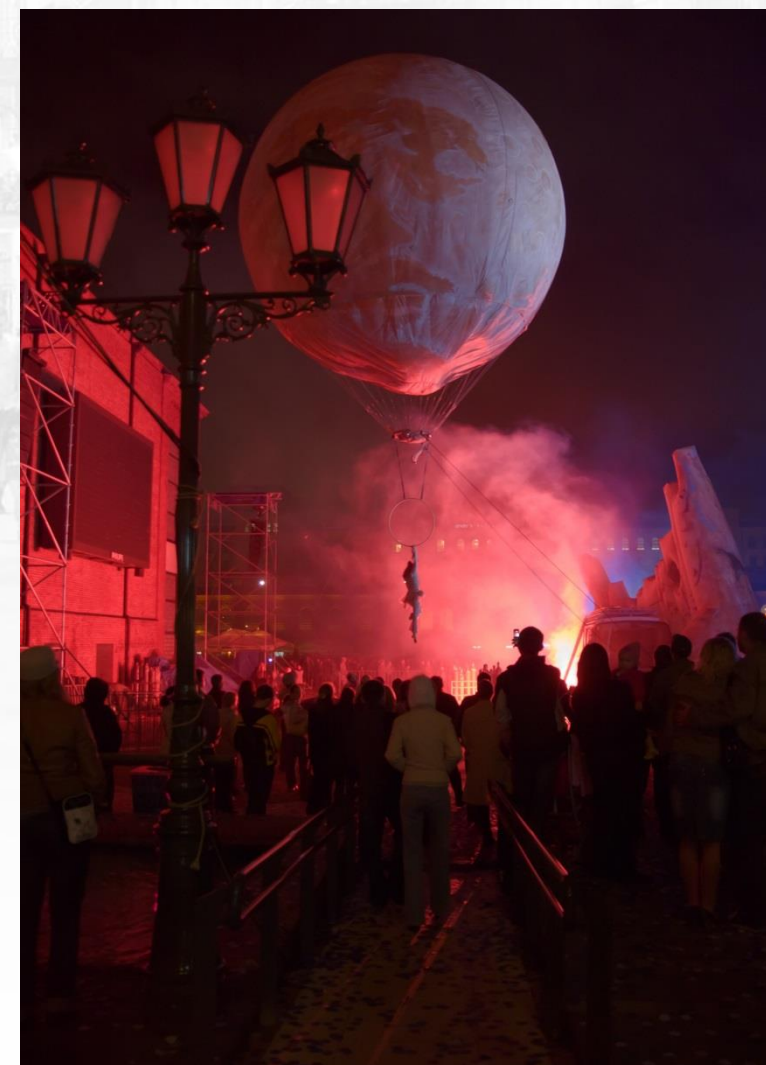
- ✓ ECLECTIC ARCHITECTURE OF 19th CENTURY PALACES AND HOUSES
- ✓ ROSA'S PASSAGE
- ✓ MUSEUM OF THE SEWER – TUBE
- ✓ STREET EVENTS ALL OVER THE YEAR
- ✓ STREET MONUMENTS INCLUDING *TURN OF THE MILLENIUM MONUMENT* OR *TUWIM'S BENCH*



What to see?

MANUFAKTURA COMPLEX

- ✓ THE GOLDEN CERTIFICATE FROM POLISH TOURIST ORGANIZATION AS THE BEST TOURIST PRODUCT OF 2010
- ✓ 3 MUSEUMS, OVER 300 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 OR JULIAN TUWIM
- ✓ MAGNIFICENT INTERIORS USED ALSO AS A MEETINGS VENUE
- ✓ NEWLY RENOVATED IN 2020



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 OLDEST ŁÓDŹ POWER PLANT
- ✓ POLAND'S BEST PLANETARIUM
- ✓ CULTURAL CENTER WITH PERMANENT AND TEMPORARY EXHIBITIONS
- ✓ SCIENCE & TECHNOLOGY CENTER
- ✓ MACHINE HALL AS AN ORIGINAL MICE VENUE
- ✓ IN THE FUTURE COMIC & INTERACTIVE NARRATION CENTER + NATIONAL CENTER FOR FILM CULTURE





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)





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What to see?



THE JEWISH LODZ

- SURVIVORS' PARK
- THE MAREK EDELMAN DIALOGUE CENTER
- JEWISH CEMENTARY
- RADEGAST STATION
- LITZMANNSTADT GHETTO TRAIL THROUGH BAŁUTY DISTRICT
- MANUFATURA

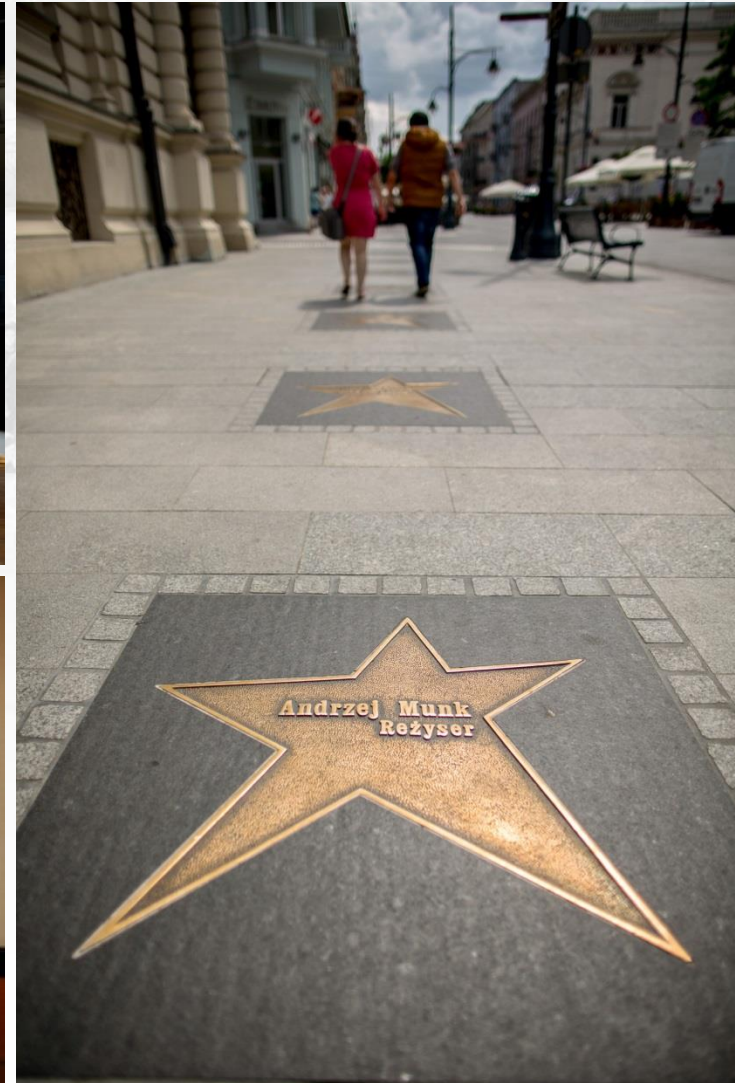


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HOLLYŁÓDŹ

- ✓ LODZ FILM SCHOOL WITH FAMOUS GRADUATES: ROMAN POLANSKI, ANDRZEJ WAJDA, KRZYSZTOF KIEŚŁOWSKI 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
- ✓ OPUS FILM – „IDA” AND „ZIMNA WOJNA” (OSCAR’S PRODUCTIONS)

What to see?





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What to see?

ŁÓDŹ STREET-ART
OVER 180 MURALS AND STREET ART INSTALLATIONS
CREATED BY THE LOCAL AND INTERNATIONAL ARTISTS





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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





Shopping



MANUFATURA COMPLEX

- ❑ TOTAL SITE: 27 HA
- ❑ 306 SHOPS (GLA 94 437 M2):
 - ❖ 207 BOUTIQUES
 - ❖ 49 MEDIUM SIZE UNITS
 - ❖ 48 RESTAURANTS, CAFÉS, BAR
 - ❖ 2 LARGE UNITS: AUCHAN AND LEROY MERLIN (DIY)
- ❑ WIDE RANGE OF SHOPS: FROM PREMIUM BRANDS (WEEKEND BY MAXMARA, MARCCAIN, LIU JO, MICHAEL KORS) TO CHAIN STORES (H&M, ZARA, MANGO, BERSHKA).





Shopping



PORT ŁÓDŹ COMPLEX

- ❑ TOTAL SITE: 350.392 SQ.M.
- ❑ 142 SHOPS, 17 RESTAURANTS, CAFES, BARS
- ❑ 5100 PARKING PLACES
- ❑ 7100 SQ.M. PATIO WITH RECREATIONAL SPACE
- ❑ 3 LARGE UNITS: IKEA, MEDIA MARKT, LEROY MERLIN
- ❑ WIDE RANGE OF SHOPS OF DIFFERENT BRANDS BOTH POLISH AND INTERNATIONAL: ZARA, H&M, RESERVED, CCC, ROSSMANN, C&A, RTV EURO AGD, STRADIVARIUS, BERSHKA, MEDICINE

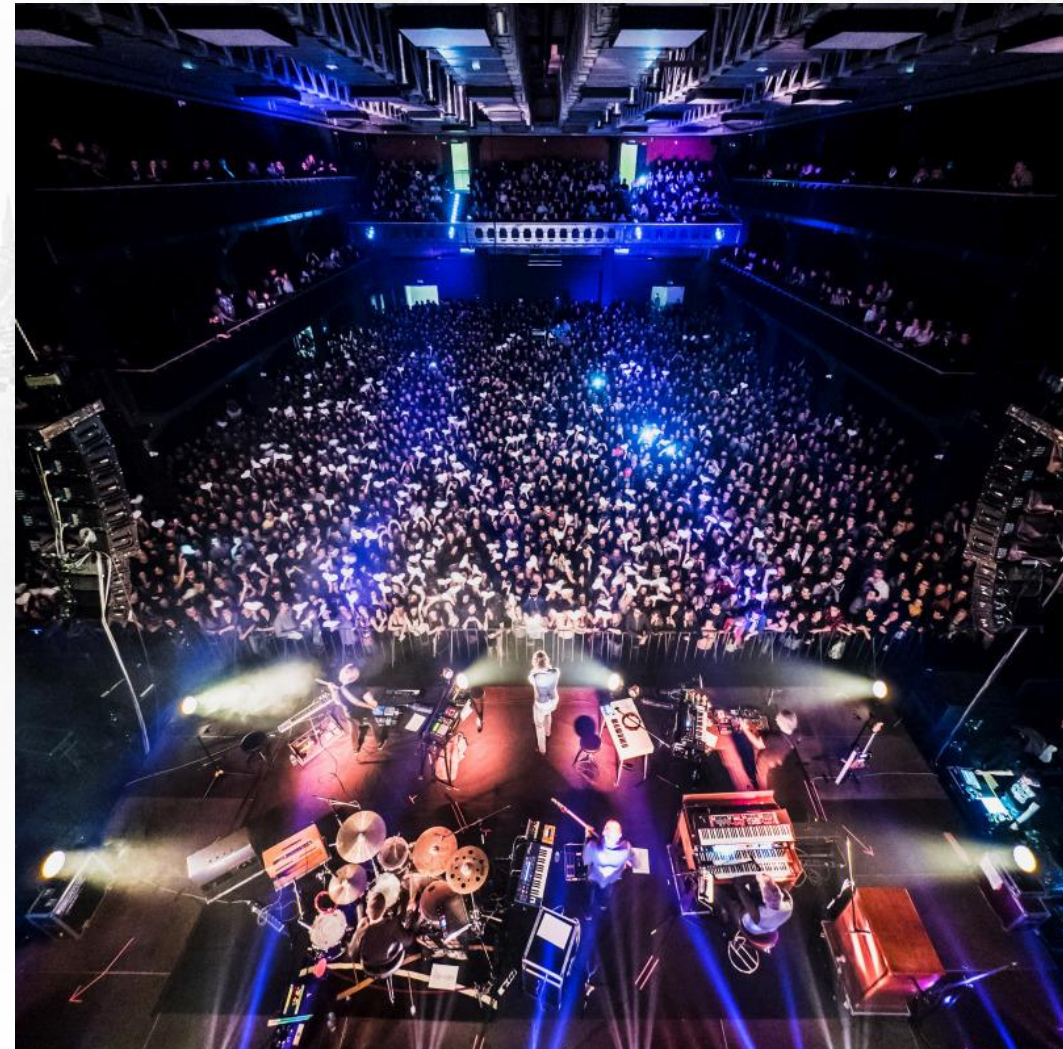


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What's going on in Łódź?

NIGHT LIFE

- ✓ CONCERTS & EVENTS
- ✓ CLUBBING
- ✓ PUB-CRAWLING WITH LOCAL CRAFT BEERS
- ✓ NATURIST NIGHT IN AQUAPARK FALA





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What's going on in Łódź?

ŁÓDŹ CULTURAL LIFE

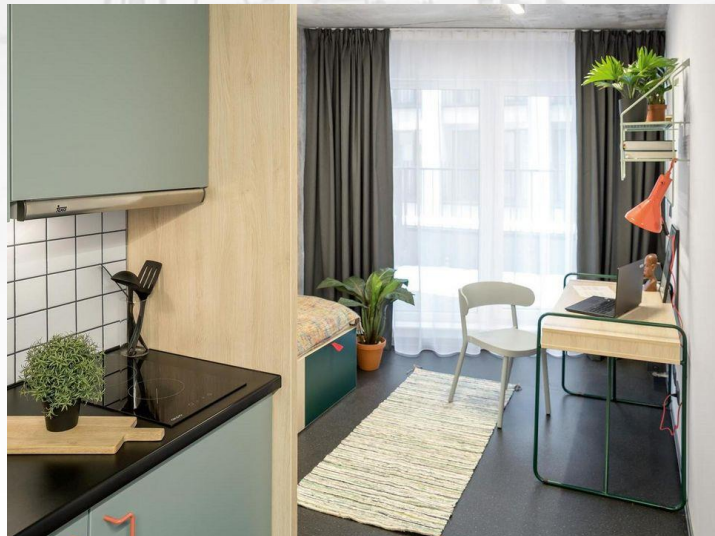
- ✓ OVER 30 ANNUAL INTERNATIONAL FESTIVALS
- ✓ BEST EXAMPLES: LIGHT MOVE FESTIVAL, ŁÓDŹ DESIGN FESTIVAL, ŁÓDŹ OF FOUR CULTURES FESTIVAL, INTERNATIONAL COMIC & GAMES FESTIVAL, FOTOFESTIVAL, CAMERCA ACTION FILM FESTIVAL
- ✓ 20 MUSEUMS, 19 THEATRES, 12 GALLERIES AND 5 MAJOR CULTURAL INSTITUTIONS





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Where to sleep?



What to eat?

- ✓ 800 RESTAURANTS,
COFFE & TEA PLACES
- ✓ LODZ, REGIONAL &
INTERNATIONAL
CUISINES
- ✓ 31 RESTAURANTS AND
FOOD PLACES IN
GAULT & MILLAU
YELLOW GUIDE 2019
- ✓ FOOD COMPLEXES IN
OFF PIOTRKOWSKA
CENTER /
PIOTRKOWSKA 217
- ✓ FOOD EVENTS
(STREET FOOD
FESTIVAL, GOOD
TASTE FESTIVAL)





Where to find informations?



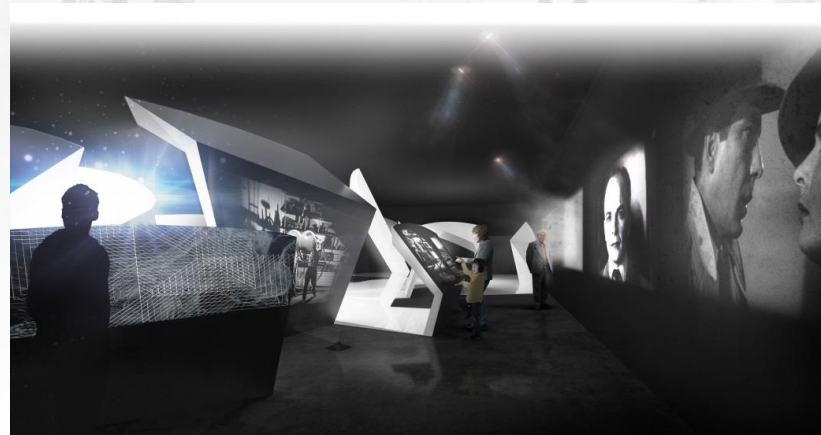
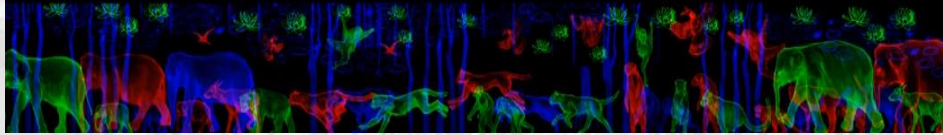
TOURIST INFORMATION CENTERS

- ✓ 28 PIOTRKOWSKA STREET
Łódź Tourist Information
it@lodz.travel
(+48) 42 208 81 81
- ✓ KSIĘŻY MŁYN TOURIST CENTER
Księży Młyn 12
(+48) 513 712 411
- ✓ WEBSITE WWW.LODZ.TRAVEL (5
LANGUAGE VERSIONS)
- ✓ FACEBOOK PAGE: ŁÓDŹ
TURYSTYCZNA – LODZ.TRAVEL



Plans for the future?

ORIENTARIUM



- ✓ EC1 COMIC CENTER (2021)
- ✓ EC1 NATIONAL CENTER OF FILM CULTURE (2022)
- ✓ ŁÓDŹ ORIENTARIUM (2021)
- ✓ ŁÓDŹ CENTER REVITALIZATION WITH KOBRO'S MARKET
- ✓ SCHEIBLER'S FACTORY COMPLEX



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WE INVITE YOU TO LODZ!

CONTACTS:

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