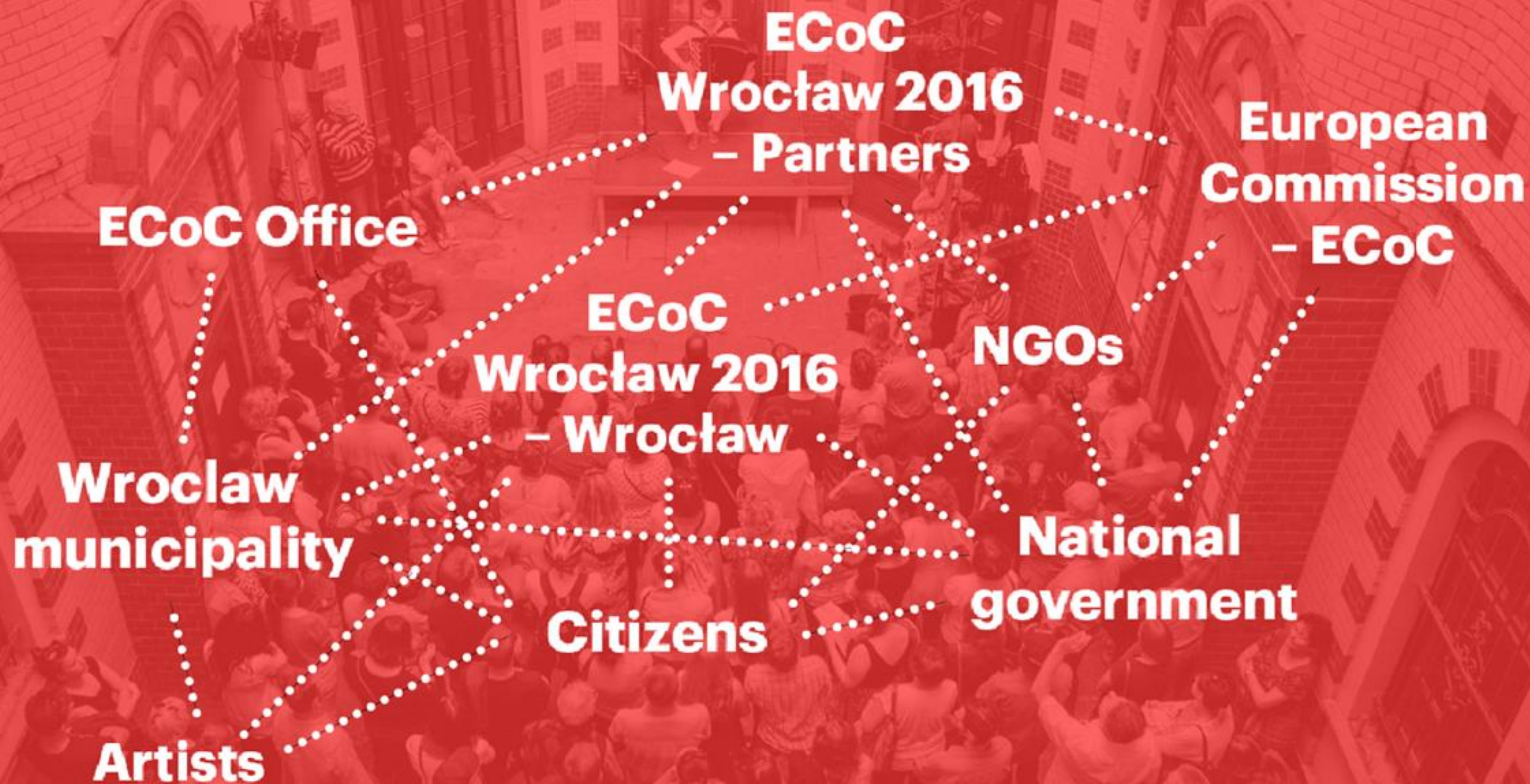


# EUROPEAN CAPITAL OF CULTURE WROCŁAW 2016



**Culture  
Zone  
Wrocław**

# GOALS



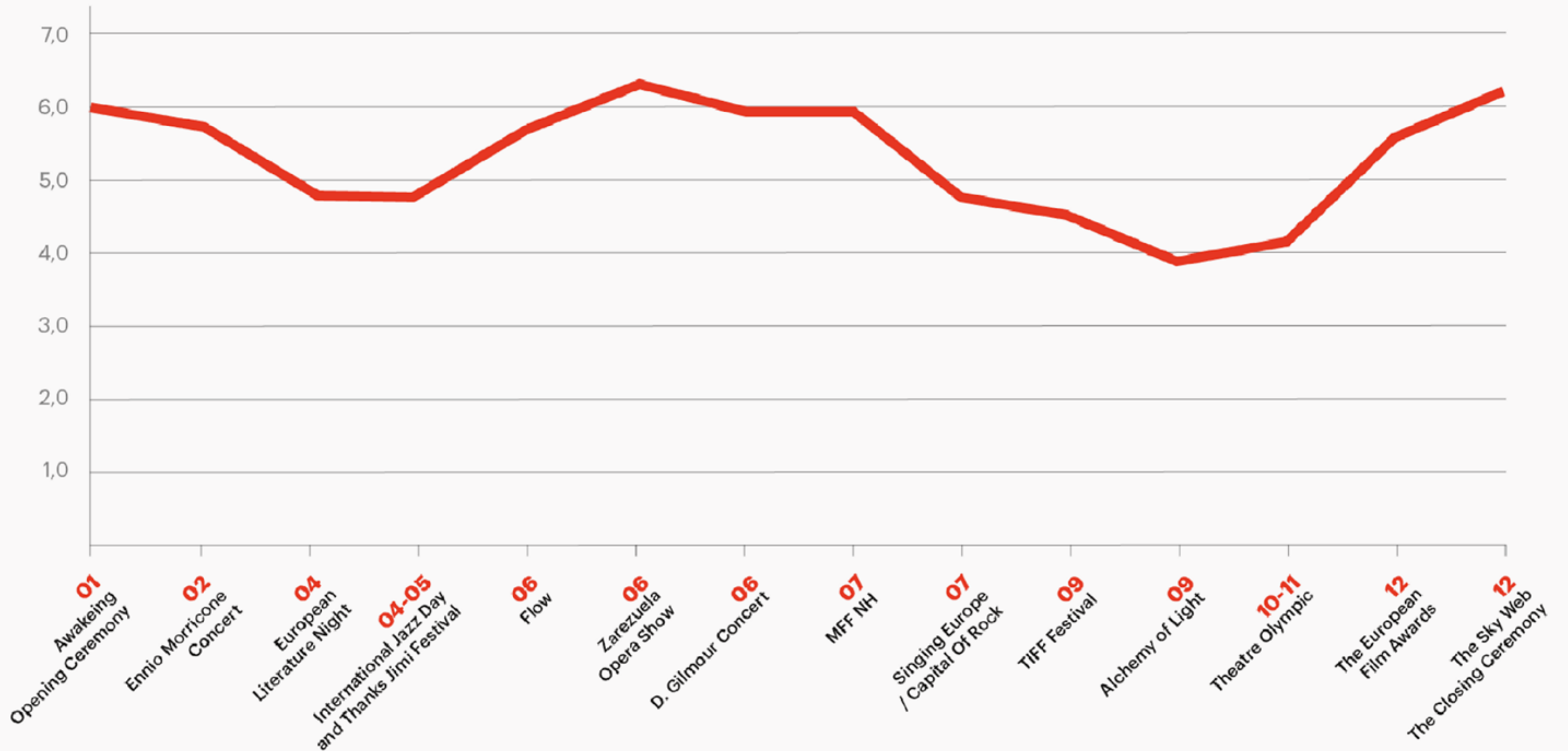
# GOALS

→ **double the number of tourists**

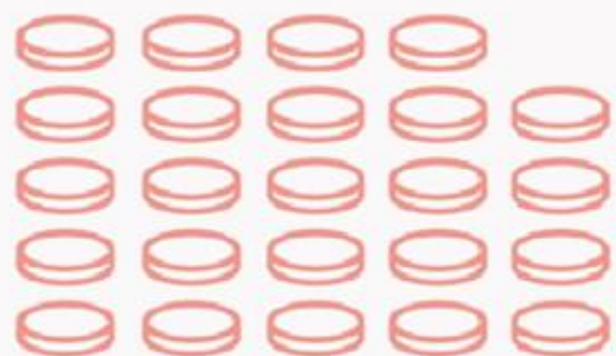
→ **double the amount of participation in culture**

→ **Wrocław as a metropolis**

# TENSION PLANNING

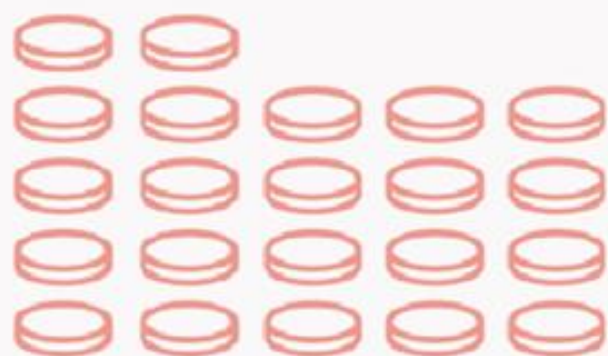


# BUDGET



**119 mln**

the Polish Government



**110 mln**

Wrocław City



**25 mln**

sponsors



**20 mln**

tickets



**6,5 mln**

the European Union



**1,5 mln**

the Norway Grants

**4 years**

preparation  
proces

**282 mln**

in total

# HAVE WE ACHIEVED SUCCESS?



**Culture  
Zone  
Wrocław**

# RESULTS OF EVALUATION

- 
- **great success of attendance at the cultural events**
  - **3,9 – general result of evaluation**
  - **the increase of participants satisfaction**

# STATISTICS



**4 000**

events



**5,2 mln**

participants



**100**

ECoC presentations  
abroad



**70**

ECoC  
publications



**170 000**

number of people  
involved in the ECOC



**100 000**

press news about ECoC  
published abroad  
and in Poland



**150**

ECoC Staff



**2 000**

volunteers



# STATISTICS



over **100 000**

number of publication  
and news in Poland  
and abroad



over  
**100 mln PLN**

media equivalent



**1 500**

number of redactions  
and journalists in the  
world who be concerned  
in ECoC Wrocław 2016



# **MISSED THE CELEBRATIONS OF EUROPEAN CAPITAL OF CULTURE 2016?**



**Culture  
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Wrocław**

# **MISSED THE CELEBRATIONS OF EUROPEAN CAPITAL OF CULTURE 2016?**

**VISIT WROCŁAW NOW!**

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