Krakow - the right destination!

Kraków

Department of Promotion and Tourism

Kraków

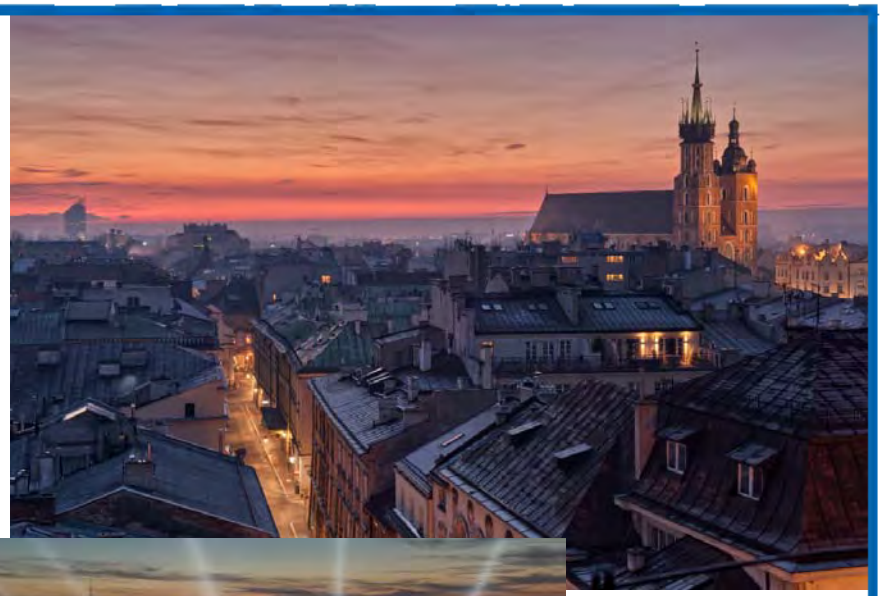
EASY WAY TO KRAKOW

- EU member from 2004
- The second largest city in Poland (approx. 750.000 inhabitants)
- The most **recognised** Polish brand in the world
- The historical capital of Poland and the leading centre of academic, cultural and artistic life
- Visited by more than 12 milllion tourists in 2016
- Located in the **geographical centre** of Europe
- The second biggest airport in Poland

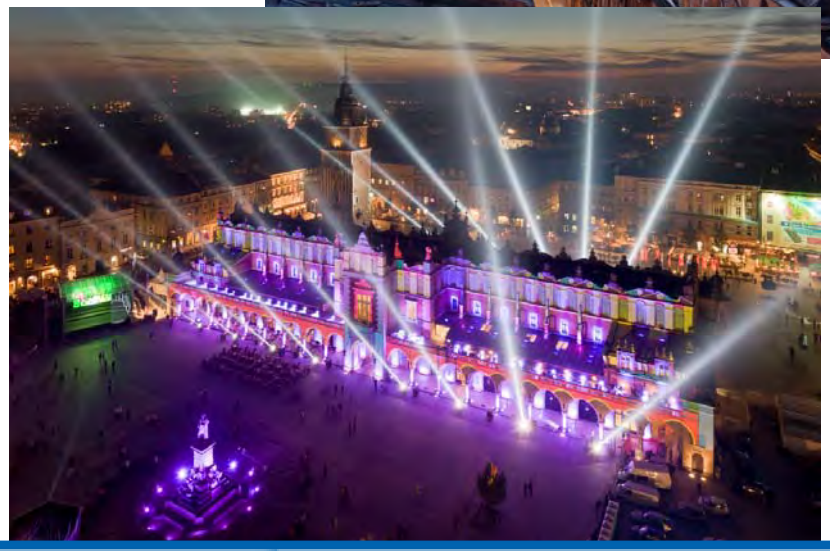
  approx. 5 **million passengers** in 2016, 101 regular connections to 24 countries and 75 cities in 2017
- Convenient train connection to Warsaw (2 hrs 20 min)
- A4 motorway (Germany-Ukraine)

Kraków

WHY KRAKOW?



- One of the only 12 cities in the world **listed on the first UNESCO Heritage List**
- The European Capital of **Culture 2000**
- The UNESCO City of **Literature**
- 20 world known festivals every year
- New entertainment facilities (TAURON Arena Krakow and ICE Congress Centre) hosting sports events, concerts and theatre plays
- Around 150 clubs with famous DJs



Kraków

WORTH SEEING:

Wawel: the heart of Poland

The old Jewish district Kazimierz

The ideal city of Nowa Huta

Kraków

TOURISM DEVELOPMENT STRATEGY (2014-2022)

The cities are the most important tourist destinations nowadays. They play the role of cultural and historical centres, offering also many other kinds of tourist attractions (entertainment, culinary, religious, medical etc. tourism).

Tourism is for the cities not only a source of income but also an important part of their identity.

Kraków

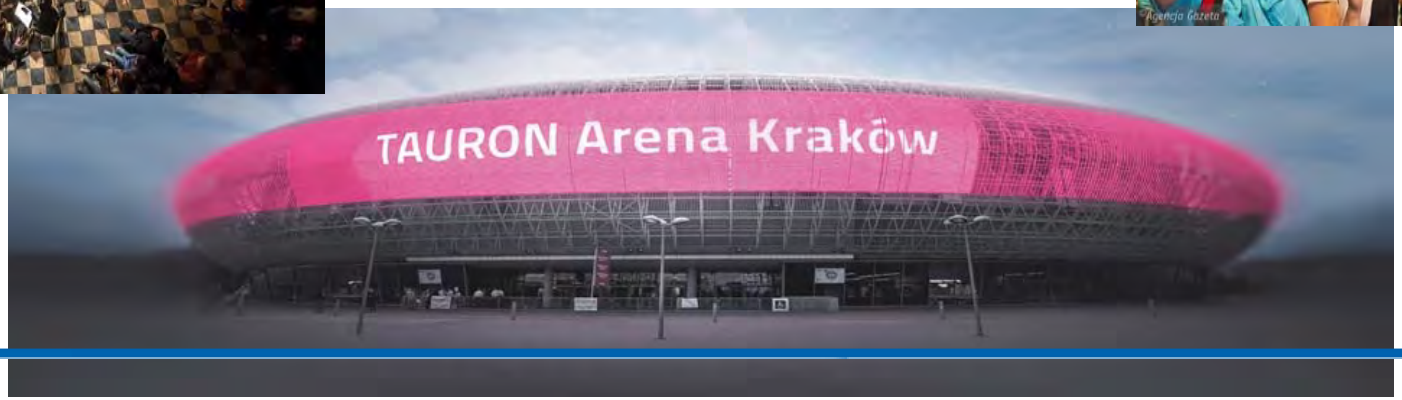
TOURISM DEVELOPMENT STRATEGY (2014-2022)

KRAKOW:

The city with a soul

The city of hospitality

The city of festivals and events



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TOURISM DEVELOPMENT STRATEGY (2014-2022)

THE PRIORITIES:

1. Development of the modern city space

2. Attractive tourist products

3. High quality of tourism services

4. Successful communication and cooperation with the tourist industry

5. Networking in tourism: partnerships

Kraków

WHO BENEFITS FROM THE CITY TOURISM?

Inhabitants of Krakow and its surroundings

People employed in the tourist industry

Tourists

Kraków

PROMOTION OF KRAKOW

Foreign markets

Electronic Media

Social Media

Organisation of press tours

Thank you for Your attention!

And see You in Krakow!