



**Magiczny
Kraków**

Tourism Forum held on-line this time

2021-12-17

The participants of the Tourism Forum, held on 9 December, discussed Kraków's tourist offer, promotional plans for the new season and hopes for the recovery of tourism in 2022. Due to the epidemic, the event could be attended on-line.

The guests invited to participate in the event included representatives of the city, the most important institutions of Krakow's culture, sport, airport authorities and representatives of regional and Krakow tourism organisations: Polish Tourist Organisation, Malopolska Tourist Organisation, Polish Chamber of Tourism and Krakow Chamber of Tourism.

Just like every year, data and forecasts of the volume of tourist traffic in 2021 were presented during the meeting held in December together with the characteristics of persons who visit Krakow. According to the data, Krakow will be visited by 11.3 million people by the end of the year. Domestic visitors (10.4 million people) make up the majority, out of whom 6.1 million are tourists who only visit for one day. The expert team forecasts that 915,000 foreign visitors will have come to Krakow in 2021, mainly from the UK, Germany and France. The estimated amount spent by tourists in Krakow during their stay is PLN 5.5 billion.

The Krakow Tourism Forum 2021 was organized by the Department of Tourism Municipality of Krakow.