



**Magiczny
Kraków**

Visit #swiatecznykrakow

2021-12-22

Soon, we will be sitting down at the Christmas table. Kraków is also beginning preparations for this exceptional day of the year, this time also on social media. Popular social media channels will gather proposals from the Kraków catering industry for this special time, categorized under the #swiatecznykrakow hashtag.

The last weeks of the year are a period when Kraków hosts a number of events that attract both tourists and locals alike. The Christmas Market, the ceremonial lighting of the Christmas tree in the Main Square, and the Christmas crib competition – these are only a few of the attractions which encourage people to visit the centre of Kraków every year.

Beautifully decorated and illuminated, Kraków is a particularly attractive place to visit in December.

This year in particular, as the Christmas illuminations refer to the motifs presented in the tapestries at Wawel, Kraków can boast a unique atmosphere!

Kraków's catering industry has also started preparations. There was an idea to allow restaurant owners to post photos and videos of their preparations for the Christmas offer: a menu or photos of Christmas decorations, which would reveal the secret of their kitchen preparations for this special occasion under the hashtag #swiatecznykrakow on social media (Instagram, Facebook, Twitter, etc.). Entrepreneurs in the tourism industry and everyone who enjoys the festive weather in Kraków are also joining the action.

The City of Kraków encourages this simple and symbolic way of bringing together the activities of local gastronomy, hoteliers and everyone connected with the city in one place, giving quick access to all the materials for social media users.

Type in the hashtag #swiatecznykrakow and see what splendours wait for you!