



**Magiczny
Kraków**

The Tourism Forum is behind us

2022-10-24

The management of tourism in cities, the cultural offer of Kraków and the stages of the operationalisation of the Sustainable Tourism Policy for Kraków in the Years 2021–2028 were discussed by participants of the Kraków Tourism Forum, held on September 29 at the Potocki Palace.

The session was opened by Professor Jacek Majchrowski, Mayor of the City of Kraków, who addressed the guests with words of thanks for their hard work on the development of Kraków's tourism, expressed his appreciation for the integration of the community around the theme of the creation of a Kraków Local Tourist Organisation and conveyed his sincere wishes on the occasion of World Tourism Day, celebrated on September 27. At the same time, he stressed that Kraków was continuing its efforts to establish the above-mentioned LTO.

As every year, the event presented data and forecasts on the volume of tourist traffic, together with characteristics of visitors coming to Kraków.

A total of 7,380,000 tourists came to Kraków in 2021. This includes 5,370,000 domestic and 670,000 foreign visitors. One-day visitors accounted for 1,240,000 and foreign visitors for 100,000. Tourists spent a total of PLN 6.3 bn in Kraków. Most tourists came from the UK (15.9%), followed by Germany (14.7%), France (13.5%), the Netherlands (10.9%), Italy (8.9%) and Spain (8.5%).

The forecasts for 2022 are also very positive. According to the research covering the period from January to the end of August this year, it is estimated that domestic tourist traffic has already returned to pre-pandemic levels and will achieve a 106% increase compared to 2019. In terms of foreign tourists, this reflects 60% of the tourist traffic compared to the 2019 levels.

The Kraków Tourism Forum was attended by representatives of the tourism industry, the city, Kraków's cultural institutions, and tourism experts as well as representatives of universities and national, regional and local tourism organisations: Polish Tourist Organisation, Małopolska Tourist Organisation, Poznań Local Tourist Organisation, Polish Chamber of Tourism and the Kraków Chamber of Tourism. The Forum was organised by the Tourism Department of Kraków City Hall. The event can be attended in person or online.