



**Magiczny
Kraków**

Fam trip “Experience Krakow. Visit Malopolska” has ended!

2023-12-06

On 5-8 October, we had the great pleasure of hosting congress, conference and incentive travel organizers from Norway, Italy, the United Kingdom, Germany, Hungary and the Netherlands.

Fam trip was designed to showcase the potential of the city and the region to inspire participants to organize events for their clients in Krakow and Malopolska.

Putting together an interesting program was a real pleasure for us, but also a challenge. Surprising organizers who have held congresses and incentive travel around the world is not easy. We certainly managed this – and received very good feedback. As one participant writes: Krakow is an ideal destination for MICE and group travel. I hope to return here soon with some groups. Krakow is an ideal place for all kinds of trips. It was great to be in Krakow!

Presenting venues for congresses and conferences was our priority. Participants of the fam trip were able to see the facilities, which have been in operation since 2014: ICE Krakow, EXPO Krakow and TAURON Arena Krakow, as well as the Fabryczna 13 Conference Center, which opened last year. The program would not be complete without special event venues, such as the Wieliczka Salt Mine and the Srebrna Gora Vineyard, where we set our sights on networking with the city's recommended companies PCO and DMC. Our guests were able to see that it is possible to organize unconventional galas, banquets or dinners in places very close to the center of Krakow. Learning about Krakow and its history was aided by the interactive city game “Krakow Legends” and a tour of the former Jewish district of Kazimierz.

On 7 October, the group traveled to Zakopane, where, thanks to favorable weather, the guests were able to spend the time actively, riding down from Gubalowka on mountain scooters. The beautiful views, golden Polish autumn and the spirit of competition, in addition to highland folklore, cuisine and unique wooden architecture of the region, made a great impression on the guests.

The fam trip “Experience Krakow. Visit Malopolska” was possible thanks to funding from the “Malopolska – Travel destination” program, co-financed by the European Union as part of the Regional Operational Program for the Malopolska Region 2014–2020.