



**Magiczny
Kraków**

What the year 2024 has in store for the Kraków Tourism Alliance

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This is the first time that the Kraków Tourism Alliance has held its extraordinary annual meeting with its new members. It was the very first opportunity this year to find out what the Association has planned for the coming months and see their new visual identifier. The budget for the coming months was also approved during that meeting.

The extraordinary annual meeting of the the Kraków Tourism Alliance was held on 11 March at the Galaxy Hotel. During the meeting, the President of the Board, Grzegorz Soszyński, presented the plans for the Association's activities in 2024. The most important information was the milestones of the Association's development strategy, also relating to strategic and partnership projects, promotional tools and knowledge transfer measures. The meeting served as a platform to present the new visual identifier of the Association, which was warmly received.

A significant aspect of the meeting was the adopted resolution approving the annual roadmap and financial plan for 2024. At present, the Association has 46 members - the nine new members were accepted by the Council of the Association on 29 February.

If you are interested in joining our local Tourist Organization, feel free to contact us at: office@krakowtourism.pl.

The Association is a partnership-type structure, and Krakow will join it as a member. Importantly, local government authorities, cultural institutions, business entities, industry associations such as the Krakow Chamber of Tourism, the Polish Chamber of Tourism with its Branch in Lesser Poland, or the Chamber of Lesser Poland's Hotels Gremium and, of course, natural persons, are welcome to join the association. This means that all tourism market operators can be a part of the tourism organization in Krakow, and twenty key representatives of the local tourism market have now declared that they might become members.

The budget of the association is based on membership fees, but can also rely on external sources of funding, such as grants or EU funds, to implement projects developed during the operationalization of the "Sustainable Tourism Policy for Kraków in the Years 2021-2028." The Association operates through its bodies, carrying out the tasks provided for in its statute, budget, and roadmaps adopted by the Council of the Association, Annual General Meeting, Board of the Association, and Audit Committee.

This issue has been addressed for instance during the "Direction: City for All. Sustainable Tourism Policy for Kraków in the Years 2021-2028" series of meetings. The participants put forward arguments of utmost importance to establish the Kraków Tourism Alliance. It was emphasized that, as a partnership-type structure, it can serve as a platform to implement projects provided for in the "Sustainable Tourism Policy for Kraków in the Years 2021-2028." It was also stated that tourism management is more efficient and that such an organization operates more