



**Magiczny
Kraków**

Tourist Information System in Krakow - a new beginning

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Krakow, Poland's tourist showcase, has been attracting visitors from all over the world for years. In providing tourists with the necessary information and support during their stay in the city, a key role should be played by an efficient, integrated tourist information system, of which tourist information points are a part. In the interest of the sustainable development of Krakow's tourism, and taking into account the needs of all recipients of the city's offer, the activities of tourist information points will be managed by the Association of the Tourist Organization of the Capital Royal City of Krakow (Krakow Tourism Alliance) from April 1.

The Association's Board of Directors, obliged by the Association Council's Resolution No. 05/11/2024 of November 29, 2024 on the further functioning of the Tourist Information System in Krakow, in connection with the liquidation of the company Krakow 5020 - the previous operator, initiated a dialogue with the city aimed at working out the best formula for the continuous and uninterrupted functioning of the tourist information system in Krakow.

After reaching an agreement, guided by the above and recognizing the strategic importance of the city's tourist information system for the proper functioning of Kraków's tourism economy and the city's promotion, the association's board decided to build an integrated tourist information system and manage the network of information points from April 1, 2025, in accordance with the association's statutory objectives.

The decision to start managing the tourist information system by the Kraków Tourism Alliance, is in line with Kraków's sustainable tourism policy, which assumes access to modern tourist information based on a cultural offer integrated with the tourist economy. It is also a solution commonly found in Polish tourist cities, where local tourist organizations are responsible for running the tourist information system. Information points promote local culture, traditions and history. This also allows residents to become more familiar with the city's cultural and tourist offerings.

The association's management of the task of an integrated tourist information system aims to increase efficiency, but also to adapt the offer to the needs of residents and visitors, and to better integrate it into the local tourist community. The Association of the Tourist Organization of the Capital Royal City of Krakow has as its primary goal to ensure a high standard of service, providing uninterrupted access to information about attractions, events and services in the city.

We will inform you of any details regarding the new organization of tourist information points in Krakow in the coming weeks.