



**Magiczny  
Kraków**

## **Respect Krakow - we are starting another tourist season!**

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**With the start of the high season, City Helpers - city patrols whose task is not only to ensure order and safety on the streets of Krakow, but also to provide tourist information, promote local cultural events and, if necessary, provide first aid - are taking to the streets of the historic center of Krakow for the fifth time.**

The year 2024 brought Krakow a new record - the city received as many as 14.72 million visitors. The largest number of visitors to the city came from the UK (20.6%), followed by Germany (9.1%), Italy (7.6%) and the USA (6.7%). Increasing interest in Krakow from travelers from the Middle East is also becoming more pronounced. These visitors, accustomed to a high standard of service, looking for locality and a cooler climate, pose new challenges for the local tourism industry.

While the intense tourist traffic has a positive impact on the urban economy and jobs, among other things, it also brings with it a number of challenges, such as the need to regulate short-term rentals, professionalize the tour guide profession and take care of the needs of local residents.

One of the more noticeable effects of intensive tourist traffic is noise, especially during the evening hours, which is a significant inconvenience for residents of the Old Town and Kazimierz. That is why the Cracow City Hall, in cooperation with partners, is developing initiatives to balance tourist traffic and improve the quality of life in the city center.

## **Respect Krakow - rules for a good guest**

Starting in 2019, the Department of Tourism is implementing the Respect Krakow information campaign. Its goal is to make tourists aware that while Krakow is an attractive destination, it remains first and foremost the home of its residents - hosts who deserve respect and peace of mind. The initiative's mission is to present Krakow as a hospitable and open city, but at the same time one with certain rules and norms of behavior that must be respected. The campaign also aims to promote cooperation and mutual understanding of needs between all participants in the tourism market: residents, tourists and entrepreneurs.

As part of Respect Krakow, an information and promotion campaign is being carried out in Krakow from June to September, both on the Internet and in urban spaces. The initiative is supported by animations and graphics, displayed as advertisements in popular social media. Thanks to algorithms, they will reach specific audiences that, according to research, visit the city most often: domestic tourists and Brits. This year's online campaign encourages visitors to the city, exploring its cultural and gastronomic offerings, but also draws attention to basic rules, such as respecting curfew, driving carefully on bicycles and scooters, and not consuming alcohol in public places, among others.

Characteristic animations under the Respect Krakow banner have already been displayed in the baggage claim hall at Krakow Airport since January. At the beginning of June, they also appeared on city media: Bus TV screens, KKM vending machines, bus stop showcases, and digital citylight media.



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In the next phase of the campaign, starting in July, information posters will be placed on the seats of 40 streetcars, on the backs of 7 buses, and on digital citylights at Krakow Central Railway Station.

## **City Helpers**

At the beginning of the summer vacations, City Helpers - city helpers who have been supporting the city in responsible tourism activities since 2021 - will once again take to the streets of Krakow. The project is being carried out in conjunction with Kraków Tourism Alliance.

The city helpers act as ambassadors of the Respect Krakow program, being a visible and friendly support for both visitors and residents. Their main task is to patrol the streets of the Old Town and Kazimierz, but due to growing needs, this year the patrols will also be present on the Boulevards. The task of the Helpers is to educate, assist, remind about the rules in force, cultural park regulations and provide information. City Helpers speak foreign languages freely, and if necessary have at their disposal electronic translators from Vasco, which allow communication in as many as 108 languages. This significantly facilitates cooperation with tourists from all over the world and allows for faster and more efficient assistance. As during previous editions, City Helpers will be equipped with two cargo bicycles, provided by the Public Transport Authority, in which those interested will be able to find information materials on Krakow's offer and cultural events. This year's season also means longer working hours for the Helpers, from Monday to Thursday and on Sundays they will patrol from 6pm

Training courses, including self-defense for Helpers, have been prepared by the Police and the Municipal Police. They are intended to equip the Helpers with the skills necessary to deal with difficult situations that may arise during patrols and to cooperate effectively in the field. In the course of monitoring the streets, the Urban Helpers will be in constant contact with the Municipal Police and take joint action when necessary. The City Helpers have received specialized first aid training through cooperation with the Save Life Foundation, which supplied defibrillators for this year's project.

The City Helpers will be partnered with the Night Mayor, who, along with the Night Sustainability Committee, will benefit from the findings of the weekly reports prepared by the City Helpers. The Helpers' observations, monthly summaries and insights will be used as valuable data for research on the nighttime economy. In addition, the Helpers will promote behaviors that support sustainable tourism, including by handing out eco-friendly water bottles provided by the Municipal Waterworks. The city's helpers will also be tasked with promoting attractions and events outside the city center - so as to work toward dispersing tourism.

## **Join Respect Krakow!**

Krakow is facing the challenge of a growing number of tourists, but thanks to initiatives like Respect Krakow and City Helpers, changes toward creating a city for all are possible. Although the City Helpers are a small group, anyone can become an ambassador of the Respect Krakow project. Those interested in joining the initiative are invited to contact the Tourism Department by email at [wt.umk@um.krakow.pl](mailto:wt.umk@um.krakow.pl). All those willing will receive access to graphic materials and prepared animations promoting the project, the materials are also available online [here](#). Joint involvement of



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residents, entrepreneurs and tourists is the key to building a culture of respect and cooperation, so that the capital of Malopolska can be a place open to all.