



**Magiczny
Kraków**

Tourism, Accessibility, and the Voice of the HoReCa Industry

2026-04-23

Representatives of the City of Kraków - Martyna Lewandowska, Deputy Director of the Tourism Department; Beata Wilk-Woderska, Head of the Marketing Unit in the Tourism Department; and Magdalena Mardyla, Head of the Accessibility Unit in the Department of Social Policy, Accessibility, and Health - took part in the HORECA HUB event, during which directions for tourism development and the key needs of the gastronomy and hospitality sectors were discussed.

During the discussions, the city's initiatives and plans for 2026 were presented, including the development and promotion of tourist routes, presence in international markets, and cooperation with media and online content creators. It was emphasized that Kraków aims to consistently develop its tourism offer and reach more diverse target groups.

An important topic was the quality of tourism, with a focus on attracting visitors who stay longer in the city and actively engage with its offerings. Attention was also drawn to the importance of business tourism and congress events as key components of the local economy.

Accessibility was a major point of discussion. It was noted that even small improvements can significantly enhance comfort for various visitor groups while also providing added value for entrepreneurs.

The meeting also confirmed the need for ongoing dialogue between the city and the industry. Participants emphasized that continued cooperation and exchange of experience are essential for the sustainable development of tourism in Kraków.

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