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Kraków**

Otwarta Bracka - a new dimension of dialogue and cooperation in Kraków tourism

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We are creating a space for real cooperation. Launched in July 2025, “Otwarta Bracka” (Open Bracka) is an innovative initiative of the Tourism Department of the Kraków City Office that redefines how relationships are built within the tourism industry, including the business tourism (MICE) sector. The project was created in response to the need for a new quality of communication between the city and industry representatives—more direct, accessible, and based on regular dialogue.

“Open Bracka” is a series of monthly meetings organized by the Tourism Department and the Kraków Tourism Alliance – the Local Tourism Organization. It provides a space for exchanging experiences, discussing current challenges, and jointly developing solutions that have a real impact on Kraków’s development as a modern and responsibly managed destination.

Bracka connects - a symbolic and practical space for dialogue

The name of the project is no coincidence. The Tourism Department is located at 10 Bracka Street, and the Kraków Tourism Alliance at 1 Bracka Street. Their central location in the heart of Kraków and the informal format of the meetings make “Open Bracka” a place of real contact between local authorities and the industry. It is not a one-off event, but a long-term process of building relationships and a sense of community around the future of tourism in the city.

At the Tourism Department (10 Bracka Street), interested participants can meet representatives of the team responsible for the strategic management of tourism in Kraków: Natalia Kulec-Greń – Director of the Tourism Department; Katarzyna Gądek and Martyna Lewandowska – Deputy Directors; Małgorzata Przygórka-Skowron – Head of the Kraków Convention Bureau Unit; Bożena Zaręba-Marczyk – Head of the Tourism Economy Unit; Jacek Jordan – Night Mayor; Michał Janaś – Head of the City Tourism Policy Unit; and Beata Wilk-Woderska – Head of the Tourism Marketing Unit.

At 1 Bracka Street, at the Kraków Tourism Alliance headquarters, participants can meet Grzegorz Soszyński – President of the Kraków Tourism Alliance, and Olga Potempa – Tourism Project Manager.

This is a unique opportunity to speak directly with those responsible for the development and promotion of Kraków’s tourism, share experiences and current challenges, and jointly consider how to responsibly develop Kraków as a modern, sustainable, and competitive destination.

Responsible tourism management begins with dialogue

The initiative is based on the principles of the “Sustainable Tourism Policy of Kraków for 2021–2028,” which forms the foundation of the city’s actions in responsible development. The document assumes balancing the needs of visitors, residents, entrepreneurs, and urban space, so that tourism remains a driver of development rather than a source of tension.



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This approach involves conscious planning, transparency of actions, and creating cooperation mechanisms that allow for effective responses to changing social and economic conditions. “Open Bracka” is a practical example of implementing this policy—a place where strategic assumptions translate into real conversations, actions, and partnerships.

Join the next meeting - already on June 18

The next “Open Bracka” meeting will take place on June 18. All industry representatives, partners, and those interested in the future of Kraków tourism are invited to participate in this unique form of cooperation—responsible, sustainable tourism begins with open dialogue. A specific meeting time can be arranged by email or phone by contacting the Tourism Department (email: wt.umk@um.krakow.pl, tel. +48 12 616 60 52) or the Kraków Tourism Alliance (email: office@krakowtourism.pl, tel. +48 12 26 33 142).

In a world where discussions about tourism too often become polarized, “Open Bracka” shows that another model is possible—one based on cooperation, responsibility, and a shared search for solutions.

This article is part of a publication series by the Municipality of Kraków on the state of tourism in the city. The aim of the series is to organize key concepts and phenomena and to analyze the advantages and disadvantages of Kraków tourism based on data. It also encourages active participation in social dialogue between residents, entrepreneurs, and local authorities.