Taste as the New Currency of Tourism

2026-05-14

In the representative halls of the Wielopolski Palace—where the city's most important decisions are made—an inspiring story of flavour, tradition, and modern approaches to tourism unfolded on 5 March. The exceptional event titled "Money can't buy experience" brought together industry representatives, experts, and enthusiasts to collectively explore Kraków's culinary DNA.

The event was the result of a partnership between Mercure Kraków Stare Miasto, Kraków Network 2.0, the Kraków Tourism Alliance, and the Tourism Department of the Municipality of Kraków. The choice of venue was no coincidence—City Hall is the place where dialogue between the public and private sectors resonates most strongly, a dialogue that is crucial for building an authentic regional brand.

The meeting was officially opened by the Deputy Mayor of Kraków, Mr. Stanisław Mazur. In his speech, he emphasised that Kraków's uniqueness is shaped not only by its historic architecture, but above all by its living traditions and collaboration. According to the Deputy Mayor, it is precisely the cooperation between the city, the tourism industry, and the culinary sector that makes it possible to create an offer that cannot be bought—it can only be experienced.

Natalia Kulec-Greń, Director of the Tourism Department, also spoke, drawing attention to the strategic importance of local partnerships. These partnerships are the foundation for promoting regional products, which are becoming an increasingly powerful magnet for conscious travellers from around the world.

A Journey Through the Centuries: From Merchants to Modern Culinary Trails

A true dose of inspiration came from the lecture delivered by Dr. Marcin Gadocha, historian and distinguished expert in artisanal traditions. As a co-creator of Kraków's culinary trail, he took the guests on a fascinating journey through time. Participants were able to follow the evolution of Kraków's gastronomy—from medieval merchant customs and the history of local products to the iconic places that have shaped the city's identity for generations. The lecture served as a reminder that every dish served in Kraków today carries its own deep narrative.

Debating the Future: Experience as the New Currency

A key highlight of the programme was a panel discussion featuring leaders from the tourism and culinary sectors. Experts analysed how authentic regional flavours can become a strong attraction for visitors, and how to build effective bridges of cooperation between hotels, restaurants, and city authorities.

Kraków's Flavours in Practice

The evening concluded with a networking session inspired by the flavours of Małopolska, perfectly aligned with the event's theme. It provided a space for exchanging ideas, establishing new business

contacts, and planning joint projects that will shape the region’s culinary landscape in the upcoming seasons.

The “Money can’t buy experience” meeting demonstrated that Kraków’s gastronomy is not merely a service industry, but above all a powerful tool for building relationships and promoting culture—one whose value is truly priceless.

The training sessions were designed for local guides, hospitality staff, and stakeholders involved in the destination. They focused on educating participants about the importance of cultural and natural heritage, best practices in sustainable tourism, and methods of effectively communicating this knowledge to visitors. The objective was to enhance the overall visitor experience by providing accurate and engaging information, while ensuring that Kraków’s culinary, cultural, and natural heritage is presented in a way that promotes its preservation and respect.