



**Magiczny
Kraków**

KRAKOW. MAŁOPOLSKA. SCENERY FOR MEETINGS

2014-10-15

***Krakow. Małopolska. Scenery for Meetings* is the advertising slogan promoting Krakow and the Małopolska Region in a campaign at the international meeting industry market. The campaign run by the Krakow Convention Bureau will continue until 20 December.**

The campaign has been launched by the Krakow Convention Bureau within the framework of a EU project entitled "Promotion of business tourism in the Małopolska Region on foreign markets" Measure 8.1 within the Małopolska Regional Operational Programme for the years 2007 - 2013. Its main aim is to promote the brand of the Małopolska Region as a recognisable destination at the international meeting industry market by encouraging receivers to organise meetings on the territory of Małopolska, promoting the offer of the meeting industry, presenting Małopolska's values in a comprehensive manner and developing the regional brand.

The main objective of the advertising campaign in press and on Internet sites is to increase the number of business tourists visiting the region and to increase the number of business meetings organised in Małopolska, including in Krakow, as well as to win them for the ICE Congress Centre. The campaign is oriented at foreign business tourism operators (especially managers) in five countries of the European Union: Sweden, Belgium, Great Britain, Germany and France. The campaign is intended to reach over 0.5 million people from the European meeting industry market.

Krakow Festival Office and the Marshal's Office of the Malopolskie Voivodeship act as the partners of the EU project.