

## **‘Lesser Poland - Travel Destination’ - EU funds for tourism recovery in Krakow and the Małopolska Region**

2021-08-10

**Counteracting the effects of the pandemic and rebuilding tourism in the spirit of sustainable tourism is the challenge facing both Kraków and the entirety of the Małopolska (Lesser Poland) Region. The tourism industry, including the MICE sector, deepened in a slump and is slowly beginning to recover.**

Nonetheless, the restrictions that have affected businesses and residents employed in these sectors in particular will be felt in their results for a long time to come. The main objective of the communication and promotional activities of the Kraków Convention Bureau is to build the image of the city as THE HOST CITY, ready to host international congresses and to show that a substantive partner and professional facilities await the organiser in Kraków. The modern city with a technical and technological background looks to the future, knows its advantages, and draws on its centuries-old heritage.

In order to increase the effect of Kraków's promotional activities, Kraków City Hall decided to implement a two-year partnership project entitled ‘Lesser Poland – Travel Destination’, financed from EU funds – the Regional Operational Programme for the Małopolska Region 2014-2020, which assumes support for the development of tourism in Małopolska and Kraków in the context of counteracting the effects of the COVID-19 pandemic with the use of the most recognisable Polish tourism brand in the world – the Kraków brand. In March of this year, a contract for project’s co-financing was signed, which means that we can officially begin the implementation of activities.

The planned promotional activities are intended to rebuild tourist traffic to Małopolska, and thus to serve the entire industry. As part of the project, in addition to marketing activities on the Internet, in the media, including trade and opinion-forming media, and public relations activities, outbound economic missions with the anticipated participation of local businesses (based on recruitment) are also planned.

The campaign will focus exclusively on external markets, since the most significant drop in the number of tourists caused by the COVID-19 pandemic concerned foreign tourists. Two main markets for promotional activities have been selected from the entire range of directions from which tourists have travelled to Małopolska so far: Germany and the UK. In 2020, namely in the pandemic conditions, Małopolska was visited by the most significant number of tourists from these two countries. The choice also resulted from a survey of tourism industry representatives, who indicated these two countries as the most legitimate and desirable in targeting promotional activities. In the MICE industry, activities will be implemented globally as business tourism does not cover individual markets. Congresses are organised by international associations, bringing together representatives of countries from all continents.

The project is of partnership nature and is realised in cooperation between the Małopolska Tourist Organisation (Leader), the Marshal Office of the Małopolska Region (UMWM) (Partner) and the Municipal Office of Kraków (UMK) (Partner).

Thanks to the synergy of the three most essential organisations’ activities in tourism promotion in Małopolska, which will implement a joint strategy, it will be possible to increase the visibility

of campaigns on target markets and thus maximise benefits against expenses. This way of operation, reinforced with a precise selection of the most effective promotion channels, is currently the best practice in the market.

As part of the Małopolska Tourist Organisation's tasks, activities common for the entire project will be carried out, specifying the visual form, communication channels, and the schedule, that is, all the elements necessary for optimum selection of message content and the channel for reaching the desired target groups of the campaign. The Marshal Office of the Małopolska Region will be responsible for the implementation of promotional activities on the Internet aimed at building/strengthening the image of Małopolska as a place guaranteeing safe recreation of the highest quality, based on the regional tourist offer of Małopolska, with particular emphasis on the cultural tourism offer, including city-breaks, active tourism, including cycling, mountain tourism, wellness and spa tourism, and culinary tourism.

The main objective of the communication and promotional activities of the Kraków Convention Bureau is to build the image of the city as THE HOST CITY, ready to host international congresses and to show that a substantive partner and professional facilities await the organiser in Kraków. The modern city with a technical and technological background looks to the future, knows its advantages, and draws on its centuries-old heritage.

In order to increase the effect of Kraków's promotional activities, Kraków City Hall decided to implement a two-year partnership project entitled 'Lesser Poland – Travel Destination', financed from EU funds – the Regional Operational Programme for the Małopolska Region 2014-2020, which assumes support for the development of tourism in Małopolska and Kraków in the context of counteracting the effects of the COVID-19 pandemic with the use of the most recognisable Polish tourism brand in the world – the Kraków brand. In March of this year, a contract for project's co-financing was signed, which means that we can officially begin the implementation of activities.

The planned promotional activities are intended to rebuild tourist traffic to Małopolska, and thus to serve the entire industry. As part of the project, in addition to marketing activities on the Internet, in the media, including trade and opinion-forming media, and public relations activities, outbound economic missions with the anticipated participation of local businesses (based on recruitment) are also planned.

The campaign will focus exclusively on external markets, since the most significant drop in the number of tourists caused by the COVID-19 pandemic concerned foreign tourists. Two main markets for promotional activities have been selected from the entire range of directions from which tourists have travelled to Małopolska so far: Germany and the UK. In 2020, namely in the pandemic conditions, Małopolska was visited by the most significant number of tourists from these two countries. The choice also resulted from a survey of tourism industry representatives, who indicated these two countries as the most legitimate and desirable in targeting promotional activities. In the MICE industry, activities will be implemented globally as business tourism does not cover individual markets. Congresses are organised by international associations, bringing together representatives of countries from all continents.

The project is of partnership nature and is realised in cooperation between the Małopolska Tourist Organisation (Leader), the Marshal Office of the Małopolska Region (UMWM) (Partner) and the Municipal Office of Kraków (UMK) (Partner).

Thanks to the synergy of the three most essential organisations' activities in tourism promotion in Małopolska, which will implement a joint strategy, it will be possible to increase the visibility



**Magiczny  
Kraków**

of campaigns on target markets and thus maximise benefits against expenses. This way of operation, reinforced with a precise selection of the most effective promotion channels, is currently the best practice in the market.

As part of the Małopolska Tourist Organisation's tasks, activities common for the entire project will be carried out, specifying the visual form, communication channels, and the schedule, that is, all the elements necessary for optimum selection of message content and the channel for reaching the desired target groups of the campaign. The Marshal Office of the Małopolska Region will be responsible for the implementation of promotional activities on the Internet aimed at building/strengthening the image of Małopolska as a place guaranteeing safe recreation of the highest quality, based on the regional tourist offer of Małopolska, with particular emphasis on the cultural tourism offer, including city-breaks, active tourism, including cycling, mountain tourism, wellness and spa tourism, and culinary tourism.

Implementation of the part concerning the promotion of business tourism is the responsibility of the Congress Bureau /Convention Bureau of the City of Kraków. The preparation of the campaign, the development of its substantive and strategic part is foreseen for this year, while the campaign itself is scheduled for 2022.

Funding percentage: 100 % grant

Value of the project: 8 000 000 PLN

Distribution of funds between project partners:

Leader (MOT): PLN 3 315 000

Partner 1 (UMWM): PLN 2 685 000

Partner 2 (UMK): PLN 2 000 000