



KRAKOW - MTLG Destination Update 2021

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Some destinations have fought against the corona crisis passively. On the other hand, there are agile destinations, among which Krakow undisputedly belongs. During the crisis year, the Krakow Network Protocol, an intriguing strategic document, was devised according to the ICCA Kaohsiung Protocol Framework.

The strategic document is a plan of action from 2021 to 2023 and heralds the holistic restart of the destination after the crisis. Krakow is among a handful of cities that tackled the crisis this way. The document came to be at a crucial moment during which Krakow was accepting a new tourist strategy for 2021 to 2028. Moreover, the strength of the Krakow Network, formed in 2015 under the leadership of ICE Krakow, was showcased. The protocol defines the cooperation between partners, fosters the growth of key competencies and strengthens their database in a structured manner. At the same time, it encourages the development of creative tools and solutions for hybrid and digital events. Krakow Network Protocol further serves as a series of practical tools and recommendations. Most importantly, it defines protocols for safe and healthy event organising, the policy of event cancelling for the entire city, force majeure and financial prerequisites for partnerships, and construes the pledge to organise inclusive events. Equally intriguing is the Krakow Future Lab project, connecting the local start-up scene with event organisers.

The protocol was signed by over 180 organisations whilst 50 key industry stakeholders divided into interest groups cooperated to prepare the document. On our last visit to Krakow, we saw for ourselves that the protocol is alive and not just a strategic document. The Krakow Network Protocol is already manifesting itself in numerous areas. In our opinion, the project is exceptional and will redefine the role of destination organisation while paving the way to a post-corona future. Therefore, it is no surprise that Krakow's endeavours were recognised by ICCA. The KRAKÓW NETWORK protocol - a post-pandemic strategy won two awards in the prestigious 2021 ICCA Best Marketing Award competition - success in Meeting Objectives & ROI.

More: <https://kongres-magazine.eu/2021/11/krakow-mtlg-destination-update-2021/>