



## **Kraków safe and open for tourists**

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**The challenges facing Krakow today include counteracting the effects of a pandemic and rebuilding tourism, also in the context of the ongoing war in Ukraine. The Mayor assures that our involvement in the conflict in Ukraine is all about helping. Kraków is a safe city and is open to all visitors from home and abroad.**

### **Come to Kraków**

The Kraków City Hall will be implementing a two-year partnership project entitled "Małopolska - a destination", financed from EU funds to increase the effect of Kraków's promotional activities. It assumes support for tourism development in Małopolska and Kraków in the context of counteracting the effects of the COVID-19 pandemic. The funding agreement for this project has been signed, which means that activities can begin.

The planned promotional activities will be undertaken to rebuild tourist traffic and thus will serve the entire industry. As part of the project, in addition to marketing activities in the media, there will also be away "economic missions" with the participation of local businesses.

### **Direction of promotional activities**

The most significant drop in tourist numbers due to the COVID-19 pandemic involved foreign tourists, so the campaign will only target external markets. Tourists have come to Małopolska from various directions, among which two main ones have been selected: German and British. In 2020, i.e. in the pandemic conditions, Małopolska was visited by the most significant number of tourists from these two countries. The choice also resulted from a tourism industry survey, which indicated these two countries as the most appropriate for promotional activities.

In the case of 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 has a partnership character and is realised in cooperation with the Tourist Board, the Marshal's Office of the Małopolska Region and the Municipal Office of Kraków.