



**Magiczny
Kraków**

World Tourism Day

2022-09-30

On the occasion of World Tourism Day, the Mayor of Kraków Jacek Majchrowski expressed his best wishes to all of Kraków's tourists and visitors.

Every such day is an opportunity to celebrate, but also to reflect on the condition of tourism around the world, in Poland, the region and the city. The difficulties caused by the pandemic, the war in Ukraine and the worsening economic situation have a very adverse impact on the local and international tourism market. Therefore, on this special day, we express our huge gratitude to the entire tourism industry for your huge involvement in the rebuilding of the tourism market in Kraków, and we hope that your hard work brings the hoped-for results as soon as possible and that we can enjoy sustainable tourism in Kraków together.

On 29th September, the Tourism Forum was held in Kraków; on that occasion, representatives of the city, Kraków cultural institutions, experts on tourism, representatives of universities and national, regional and local tourist organisations talked about tourism management in cities, the cultural offer of Kraków and the stages of operationalisation of the sustainable tourism policy in Kraków for the years 2021–2028. As is done every year, data and forecasts concerning the magnitude of the coming season's tourist traffic, including the Kraków visitor's profile, was presented.