



**Magiczny
Kraków**

Kraków Chamber of Tourism awarded

2022-11-21

A conference to mark the 30th anniversary of the Kraków Chamber of Tourism was held on 7 October at the Conference and Exhibition Centre at Kościuszko Mound. During the event, the Mayor of Kraków presented the Chamber with the distinction 'Wizard of Kraków Tourism', which acknowledges the Chamber's commitment to local tourism development. The Chamber is the first ever to receive this award.

In March, the Mayor of Kraków established a unique distinction, 'Wizard of Kraków Tourism'. The prize is awarded to individuals or entities for supporting Kraków tourism. It is an expression of appreciation for initiatives and projects that significantly contribute to cooperative partnership and integration of the tourism environment.

First honouree of the 'Wizard of Kraków Tourism'.

The first-ever 'Wizard of Kraków Tourism' award in our city's history was presented to the Kraków Chamber of Tourism by Kraków Mayor Jacek Majchrowski in recognition of the work, commitment and consistent action to educate and integrate the community. It expresses gratitude for co-creating conditions for tourism development in Kraków, building a rich tourist offer and co-creating the city brand. It's also a sign of appreciation for the Chamber's work, performed in a spirit of partnership, co-responsibility and effective co-governance. These elements are critical in implementing the 'Sustainable Tourism Policy of Kraków in the Years 2021-2028'.

30th Anniversary of the Kraków Chamber of Tourism

From its inception, the Chamber has been the initiator of many significant industry activities, including the tourism exchange, the Kraków Tourist Salon, the host of the 2nd Congress of Polish Travel Agencies and the organiser of the Kraków Tourism Forum. Poland's accession to the European Union and the Schengen Area posed new challenges. True, the number of tourists increased, but travel agents began to lose market share. They therefore started to avail themselves of assistance measures. Since 2009, the Chamber has received financial support from the voivodeship to carry out study tours, workshops, training courses and promotional projects as part of the 'Małopolska Gościnną' competition. In December 2019, 'Travel Meetings Kraków Małopolska' #TMKM2019 was organised, which included a series of conferences, seminars, workshops and study tours.