



Kraków councillors decide to set up a local tourist organisation

2022-12-29

In December 2022, the Kraków City Council established the Tourism Organisation of the Royal Capital City of Kraków. The initiative results from consultations with nearly 100 stakeholders in the Kraków tourism market.

The association will have adequate tools for carrying out joint projects aiming to improve the condition of the Kraków tourism market. The main objective of establishing the organisation is the efficient implementation by Kraków of tasks resulting from the recommendations of the "Sustainable Tourism Policy for Kraków for 2021-2028". The document was created in response to the need to rebuild tourism in Kraków after the post-pandemic collapse.

The effect of implementing these guidelines is to achieve good co-management of the City and rebuild tourism in a spirit of harmonious coexistence and reconciling the interests of residents, businesses and visitors while at the same time strengthening the brand of Kraków as a historic city that takes proper care of its unique heritage.

The fundamental task will be to find a compromise between the residents' sense of satisfaction and quality of life, the tourism entrepreneurs' expectations, and visitors' needs.

The Kraków organisation is part of Poland's tourism management system, which includes the Polish Tourism Organisation, Regional Tourism Organisations and Local Tourism Organisations.