



**Magiczny
Kraków**

Enjoy winter in the Małopolska region. Skiing and more!

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With the first snowfall in the Małopolska mountains, a winter promotional campaign, prepared for the first time on such a scale, was launched on 11 November and broadcast via the largest national television stations.

With its capital of Krakow, the Małopolska region is second to none in winter. A taste of what Krakow and Małopolska offer in the winter season can be seen on Polish Television, Polsat and TVN. Promotional spots will be shown more than 1,000 times to viewers of these leading TV stations, highlighting the winter attractions of the region and its capital.

The extraordinary winter snapshots from Krakow and Małopolska can also be found at [visit **Małopolska.pl**](https://www.visitmalopolska.pl) and our [YouTube channel](#).

While planning your winter activities, our advertising spots encourage you to discover new places and opportunities – the number of which in Małopolska is steadily increasing – as well as visit those already well-known, which offer endless attractions every year during the winter season. Małopolska is home to nearly 60 ski stations, with more than 150 kilometres of ski slopes of varying levels available for skiers and snowboarders. It is a real paradise for enthusiasts of active tourism, including cross-country skiing, skydiving, ice skating, winter trekking and *kumoterki* sledge racing. This is the best place for spending the winter holidays with children, especially during the upcoming Christmas and New Year season, and school winter break. And don't forget about the beneficial properties of the warm thermal waters, about the delicious regional and contemporary cuisine, and the picturesque landscape of our region in the winter months. Małopolska, even in winter, is a paradise for both tourists looking for active and even extreme recreation, and those who prefer to relax in the unique atmosphere of the royal city of Krakow.

The advertising spots depict the most iconic tourist attractions, which are the hallmarks of winter Małopolska. These include, in addition to Krakow monuments and the Christmas market on the Main Square, Kasprowy Wierch, the Tatra National Park, Jaworzyna Krynicka, Słotwiny with its observation tower, Kotelnica Białczańska, and the thermal baths in Białka Tatrzańska. As part of the winter campaign, we invite you to enjoy the hospitality of our region and the people of Małopolska. Indulge yourself in skiing, and much, much more!

The campaign is run by the Małopolska Tourist Organisation, in partnership with the Małopolska Region and the City of Krakow, under the national part of the “Destination Małopolska” project. The aim of this part of the campaign is to enhance the recognition of Krakow and Małopolska in the country as attractive tourist destinations also in winter, and in the long term - to increase the number of tourists visiting the whole region.

The “Destination Małopolska” project is co-financed by the European Union under Measure 3.3. “Internationalisation of the Małopolska Economy,” Sub-measure 3.3.1. “Promotion of the Małopolska Economy” type E. promotion of the economic offer of the region - counteracting the negative effects of the COVID-19 epidemic under the Regional Operational Programme of the Małopolska Voivodeship for 2014-2020, Priority Axis 3: Entrepreneurial Małopolska.