



100 Most Influential People in Polish Tourism

2025-01-16

The 9th edition of the prestigious "List of 100 Most Influential People in Polish Tourism" prepared by the Wasza Turystyka magazine took place on January 10, 2024. This distinction is not only a documentation of achievements, but also an inspiration for the further development of the Polish tourism industry.

This year's edition paid special attention to the growing role of women in the tourism sector - 27 women were on the list, which is an increase of 4 compared to last year. These women play a key role in creating sustainable development and promoting Poland on the international stage.

We are pleased to announce that the list includes many people associated with Krakow and Małopolska, whose commitment and initiatives influence the development of tourism in the region and throughout Poland. Among them was Małgorzata Przygórska-Skowron, head of the Krakow Convention Bureau, who, thanks to projects such as Krakow's accession to the Global Destination Sustainability Movement (GDS-Movement) or the implementation of the "Sustainable Tourism Policy for Krakow for 2021-2028", contributes to the promotion of sustainable tourism development in the city.

Below is a list of distinguished representatives of Kraków and the Małopolska region:

Michał Fijoł – 2nd place, Procurator of PLL LOT, member of Kraków Tourism Alliance

Anna Jędrocha – 17th place, president of Symposium Cracoviense, vice-president of SKKP | Association of Conferences and Congresses in Poland

Grzegorz Soszyński – 28th place, president of Kraków Tourism Alliance

Paula Fanderowska – 29th place, president of SKKP, vice-president of the TUGETHER Meetings and Events Industry Council

Krzysztof Jędrocha – 69th place, vice-president of Jan-Pol and Symposium Cracoviense

Piotr Laskowski – 80th place, president of the Małopolska Branch of the Polish Chamber of Tourism

Grzegorz Biedroń – 82nd place, president of the Małopolska Tourism Organization Małgorzata

Przygórska-Skowron – 97th place, manager of the Kraków Convention Bureau

The year 2024 is a time of rebuilding the tourism industry after the pandemic and at the same time a period of growing interest in Poland from foreign tourists. Key figures in Polish tourism prove that cooperation and innovation are the foundation of success in this industry. We would like to congratulate all those distinguished for their enormous contribution to the development of Polish tourism and creating the image of our country as an attractive tourist destination.



**Magiczny
Kraków**

We would like to express our special appreciation to the representatives of Kraków and Małopolska, who promote our region around the world! The full list of distinguished is available on the website [Wasza Turystyka](#).