



**Magiczny
Kraków**

Study tour for journalists from Austria and Switzerland

2014-07-22

From 11-13 June 2014, Kraków played host to five journalists from Austria and Switzerland, who were invited for a Study Tour within the framework of the project "Steering the meetings industry in Kraków - Appraisal and monitoring of the economic influence of the meetings industry on Kraków's economy, using good practice from Switzerland".

For three days, we had the opportunity to host journalists from prestigious magazines and blogs that specialise in business tourism: ravelblogger.ch, Wendezeit, Wiener Zeitung, Traveller, T.I.P.. The main purpose of the visit was to present the potential of the City of Kraków as the perfect place for organising all kinds of business meetings. During the visit, the journalists had the chance to become acquainted with the virtues of the Old Town, Kazimierz, Podgórze and the Wieliczka Salt Mine. They also visited selected 4 and 5 star hotels and the largest conference facilities in Kraków, i.e. Kraków Arena, ICE Kraków and Kraków EXPO.

The project is co-financed by Switzerland within the framework of the Swiss programme of cooperation with new EU member states.