



**Magiczny
Kraków**

#KrakowIsReady for new campaign

2023-05-12

#KrakowIsReady is a continuation of the #KrakowWillWait campaign. Krakow announced that the "City is ready " encouraging tourists to visit the city after travel restrictions have been lifted. Under the #KrakowWillWait slogan, our city promoted its attractions and tourist facilities on social media on domestic and foreign markets.

The campaign is implemented as part of the #CityWillWait campaign, initiated by metropolitan tourist organizations from: Gdansk, Lodz, Poznan and Warsaw. Gdansk started communication - #GdanskWillWait. The assumption is that subsequent partner cities appointed by participants will systematically join in the campaign. In this way, all centers will be combined in one project with a common idea - #CityWillWait.

Activities on websites and social media are distinguished by a coherent and original visual identification. Opole, Sopot, Kielce, Toruń, Lublin, Olsztyn, Poznań, Gdańsk, Warszawa, Łódź are also taking part in the campaign.

The Polish Tourist Organization and POT centers abroad have joined to offer their support and promotion