

The mayor invites entrepreneurs to the #sightseeKrakow program

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Krakow has launched a large, nationwide "Krakow Undiscovered" campaign, including promotional and branding activities in various Polish cities, in the media and the Internet. The campaign is accompanied by the #sightseeKrakow program, in which the city, in cooperation with local entrepreneurs, encourages everyone to take advantage of the broad offer of Krakow companies.

When planning promotional activities aimed at supporting the economy and condition of local companies, the city is focusing on the preferences of Polish citizens. In the research carried out at the request of the Polish Tourist Organization, most respondents said that if they decided to travel outside their place of residence, they would choose recreational areas as their destination. The leading choices were coastal areas, lake districts and the mountains. That is why Krakow is strengthening its presence on the domestic market – by launching the "Krakow Undiscovered" campaign and introduces the #sightseeKrakow program, motivating tourists to come to the city and at the same time encouraging residents to take advantage of Krakow's rich offers.

– Like many other cities, Krakow is facing the effects of the unprecedented crisis caused by the pandemic. It is important to us to improve the condition of enterprises operating in the broad field of tourism as soon as possible. That is why I am inviting Krakow entrepreneurs to cooperate and join the #sightseeKrakow program. Our goal is to stimulate the local economy through encouraging residents and tourists to take advantage of the rich offer of Krakow companies. The program consists of the joint participation of public institutions and entrepreneurs by offering a package of bonus services for the residents of Krakow who have a Krakow Card, Krakow N Family Card, Krakow 3+Family Card and for tourists using the #sightseeKrakow card. I am encouraging local entrepreneurs to actively participate in the program and prepare discounts – states Jacek Majchrowski, the Mayor of Krakow.

The #sightseeKrakow program will enable the use of 20% discounts offered by program partners and will be implemented from July 1st to October 31st. The first stage of the recruitment of entrepreneurs for the program will last until June 26th, but applications will be accepted almost until the end of the campaign.

The program is part of a large nationwide promotional campaign under the slogan "Krakow Undiscovered". As part of the campaign, large-format advertising inviting people to Krakow will appear in the largest cities in Poland. Krakow's invitation will be present on television programs, travel and scientific channels, on radio and in the press. Advertising activities will also be implemented using modern internet marketing tools. The invitation will also be available on smartphones and on social media. Nationwide radio stations will encourage participation in competitions in which vouchers for free accommodations in Krakow's high-standard hotels including meals and free access to tourist attractions will be offered as prizes.

The coordinator of the #sightseeKrakow program is the Tourism Department of the Krakow City Office in cooperation with the Krakow City Office Social Communication Department, Krakow Festival Office, Malopolska Tourist Organization, Krakow Chamber of Tourism, Chamber of Industry and Commerce in Krakow, Krakow Merchant Congregation, Malopolska Chamber of Craft and Entrepreneurship, Malopolska Chamber of Hotel industry Gremium and the Chamber



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Detailed information about the campaign is published on the website: <http://www.krakow.travel/en/>