

Interurban promotional offensive

2020-08-10

Krakow together with Gdansk, Gdynia and Sopot declare promotional cooperation in the ongoing summer tourist season. Its goal is to revive the cultural and economic recovery of cities during the difficult time of the COVID-19 pandemic.

Due to the coronavirus pandemic, cultural institutions and entrepreneurs found themselves in a difficult position, and the universally understood tourism industry is one of the sectors most affected by the crisis. Together with Gdansk, Gdynia and Sopot, Krakow wants to support itself in matters of conducting information activities, organizing cultural and social events, as well as other joint initiatives aimed at improving the socio-economic situation.

Andrzej Kulig, the Deputy Mayor of Krakow and Magdalena Czarzyńska-Jachim, Deputy Mayor of Sopot informed about the inauguration of interurban cooperation.

"We hope that our joint effort will contribute to the increase of interest in the diverse offer of our cities, and thus stimulate the demand for services offered by the cultural sector and local entrepreneurs" – we can read in the declaration of cooperation.

A season different than all the rest

Research carried out at the request of the Polish Tourist Organization shows that the majority of respondents who decide to spend their vacation away from home, choose areas with relaxation and recreational functions - coastal areas, lake districts and mountains.

- The Memorandum of Cooperation is therefore for the north and south of Poland to close their promotional ranks and help each other in this difficult moment for cities and the tourism industry - admits Andrzej Kulig, Deputy Mayor of Krakow.

Magdalena Czarzyńska-Jachim, Vice Mayor of Sopot, claims that this season is unique in many ways. - We have never faced such challenges as now. Safety is the most important for us and this is why we will remind you in our campaign that Sopot also has beautiful forests, a hippodrome, kilometers of bicycle paths, grounds and parks. We will encourage you to spend your free time actively and outdoors - she says.

The slogan of the campaign which the seaside resort will use to also promote itself in Krakow will be **"Sopot Naturally Cultural"**. For summer vacation, the city has prepared, among others, Naturally Cultural events (e.g. festivals, cinema screenings on the pier, concerts) and others (beach volleyball, picnics) in the green spaces of the city.

Katarzyna Gruszecka-Spychała, Gdynia's Deputy Mayor for Economy, is pleased with cooperation with Krakow. In her opinion, it will be easier to rebuild normalcy in this way.

-It is important to be together in difficult times. How valid the words are today and how important it is that promenades, markets and boulevards are full of guests again, that there are more social initiatives for both residents and tourists to be able to choose freely from a variety of leisure activities. To this end, we will act and promote each other's cities. I am convinced that



the effects will quickly be noticeable and to a far greater extent than with the promotion conducted separately - says the Vice Mayor of Gdynia, she will be present in Krakow with the **Select a voucher in Gdynia** campaign. Gdynia hotelier proprietors, restaurateurs and leisure organizers are proposing the purchase of vouchers with a bonus for future use.

Aleksandra Dulciewicz, the Mayor of Gdansk argues that vacation is a good **time for Gdansk**. - The atmosphere of our city is created by Gdansk residents. It is thanks to their daily hospitality, openness and curiosity of other people that our city is more and more often chosen, not only as a destination of personal development, but simply an interesting tourist site. The European Solidarity Center, Hevelianum, Amber Museum - are places for whole families to visit. Wide, sandy beaches, parks, tens of kilometers of bicycle paths, jogging paths, and finally kayaking and sailing clubs - this is in turn an interesting proposal for all active tourists - he emphasizes.

What does the cooperation include?

Krakow will be present in the Tri-City public space and municipal media with the "Krakow Undiscovered" campaign combined with the #zwiedzajKrakow campaign in which visitors to our city can benefit from a 20% discount on various attractions.

The long list of discounting program partners includes museums (the Wawel Royal Castle is the exception, instead of a discount when buying an ticket, it offers an additional ticket to the Sandomierz Tower or to the Royal Gardens), accommodation facilities, cafes and restaurants, as well as shops or guide services.

As part of the recently started cooperation, we will persuade visitors to come to the capital of the Malopolska Region using publications in the city bulletin "Recipe for Sopot" and Sopot cubes, citylights in Gdansk or gantries over the roads and city sails at the Kościuszko Square in Gdynia. Krakow will also be there on websites and social media of cities - campaign partners. The Tri-City in Krakow will have similar distribution channels for promotional content.

-In Sopot Krakow will also present itself with the best export goods - there will be something musical, theatrical, related to film and we will decorate it with the most delicious symbol of the city - says Andrzej Kulig and announces that the greatest intensification of promotional activities will take place in August so that every city has a chance for the maximum extension of their tourist season.

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