



**Magiczny
Kraków**

Safe travels to Saint Petersburg and Kraków

2021-01-13

Saint Petersburg became the first city in Russia joining the international WTTC program for safe tourism - Safe Travels. As part of this initiative key players of city tourism industry receive a special sign Safe Travels SPB, recognizing them as organizations implemented health and hygiene protocols that are aligned with WTTC's Global Safe Travels Protocols.

For tourists, this sign is a guarantee that the services provided by city tourism organizations meet the requirements of sanitary hygienic standards and safety standards. By receiving the Safe Travels SPB sign, city tourism organizations become participants of the unified Saint Petersburg marketing program to promote the city as the safe destination for travel.

You can find more information about the #SafeTravels program [here](https://www.visit-petersburg.ru/en_safetravelsspb/) and visiting website: https://www.visit-petersburg.ru/en_safetravelsspb/

The City of Kraków, the most popular tourist destination in Poland, also strives to ensure the comfort of safe travel. The Krakow Chamber of Tourism, together with the Marshal's Office of the Małopolska Region, has developed the **Małopolska - Safe Tourism Certificate (Certyfikat Małopolska - Bezpieczna Turystyka)**, which aims to ensure the safety of people visiting the region for tourist purposes. The certificate will be available to entities for which one of the most important goals at present is to maintain and guarantee the highest sanitary standards and safety of travellers visiting in our city and region. The certificate will promote companies, places and tourist services with the highest safety standards. Participation in the certification programme is voluntary and free of charge for applying entrepreneurs. The application form and necessary information can be found at: www.cmbt.pl.

Another self-assessment programme, this time addressed to representatives of the meetings industry - will be coordinated by the Krakow Convention Bureau. The **Safe MICE Facility (Bezpieczny Obiekt MICE)** programme is implemented by the Polish Tourist Organisation and the Poland Convention Bureau. With the aim of building customer confidence and providing business travellers, clients and event organisers with access to information, the Polish Tourist Organisation announced the "Hygienic Facility" programme at the beginning of June 2020. The organisation then engaged in the implementation of the self-assessment programme "Safe Facility MICE". The action is addressed to all entities providing services related to the organisation of broadly defined events in Poland.