



**Magiczny
Kraków**

2014-05-16

Regional Operational Programme for the Malopolska Region

Project Name: The promotion of business tourism in Malopolska in the foreign markets, Regional Operational Programme for the Malopolska Region 08.01.00-12-036/11

Beneficiary: the Office of the City of Krakow, the Malopolska Region and the Krakow Festival Office

Project description: The project combines the partners' efforts to date, aimed at creating and promoting a comprehensive offer of the region as a business tourism destination. In the period of the project's implementation, the partners will carry out a comprehensive campaign promoting Malopolska as a destination for the organisation of business meetings (meetings industry), in which they will use promotional tools such as: conferences, websites, an extended system of PCO and DMC company recommendations, presentations and meetings during trade fairs and events, advertising materials and promotional publications.

Total cost of the project: PLN 1 146 800

Co-financing: PLN 814 050

Implementation period: 01.03.2012 - 30.06.2013

Persons to contact:

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The other person from the project team are in the [Order of the Mayor of Krakow no 1528/2012 of 2012-06-04](#) (in Polish).

Completed actions:

Multimedia presentations promoting the project:

See the spot promoting the project:

Project publications:

Regional Operational Programme for the Malopolska Region

» **Kraków. Małopolska.
Sustainable Meetings**

» **Kraków. Małopolska.
Meetings Compendium**

» **Meeting Planner Guide**