



# Kraków Tourism Alliance Activities

October the 2<sup>nd</sup>, 2024

Martyna Lewandowska Kraków Tourism Alliance



**May-June  
2023**



Founding meeting,  
  
Appointment of the Council and Management Board.

**November  
2023**



Resolution on membership fees

**January  
2024**



Obtaining KTA headquarters

**February  
2024**



The KTA Council  
  
Adoption of the draft plan and budget

**March  
2024**



General Meeting of Members



# Kraków Tourism Alliance **WHO WE ARE**

**Kraków Tourism Alliance** works for tourism sustainability based on Krakow's tourism policy, cooperates closely with tourism market stakeholders, engages and supports entrepreneurs in the commercialization of tourism product, cares about improving the quality of tourism services, and implements integrated marketing communication in the areas of cultural, religious, culinary, medical, business, creative and active tourism.



# Kraków Tourism Alliance **LEGAL BASIS**

**Kraków Tourism Alliance** operates on the basis of the Law on Associations and is a part of the tourism management system in Poland, which includes: Polish Tourist Organization (POT), Regional Tourist Organizations and Local Tourist Organizations.



# Kraków Tourism Alliance **STRATEGIC DOCUMENTS**

- Statute of the Kraków Tourism Alliance.
- Sustainable Tourism Policy of Krakow for the years 2021-2028.
- Strategic Program for Communication of the Krakow Brand for the years 2023-2030.
- Development Strategy of Krakow. This is where I want to live. Krakow 2030.
- Integrated Marketing Communication Management Strategy in Tourism until 2030, POT 2023.



Kraków  
Tourism  
Alliance  
**MANAGEMENT**

**Grzegorz Soszyński,**  
Chairman of the KTA Board

**Dr Michał Niezabitowski,**  
Chairman of the Association  
Council

**Ewa Woch-Kośmider,**  
Deputy of the Association Council



# Kraków Tourism Alliance **PURPOSE**

**The main purpose of establishing Kraków Tourism Alliance is** the efficient implementation by Krakow of the tasks resulting from the recommendations defined in “Sustainable Tourism Policy of Krakow for 2021-2028”.



# Kraków Tourism Alliance

## WHAT WE DO

- Conferences
- Tourist Fairs
- Study visits for tourism entrepreneurs from the leisure and MICE segment
- Industry Trainings
- Workshops
- PR & Promotional Campaigns
- Market research and analysis





# Kraków Tourism Alliance **MILESTONES**



- Prestige. Brand. Financial stability
- Strategic Projects
- Partner Projects
- Promotional tools
- Knowledge transfer and training



# Kraków Tourism Alliance **MEMBERS**



FOUNDING MEMBERS

37



CURRENTLY

47



# Kraków Tourism Alliance **ACTIVITIES**

- Training in supporting tourists from Arabic countries (April 2024)
- Partnership project with the Krakow Metropolis
- Tailor-made grant projects
- City Helpers project
- Project Codesign the Future of sustainable culture (SCT HUB) as part of the European Urban Initiative (EUI), (2024-2028)
- IGHP conference organized jointly with the Economic Chamber of Polish Hotel Industry, (May 2024)





# KRAKÓW TOURISM ALLIANCE ACTIVITIES



# Thank you for your attention!



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#hashtag

