

KRAKOW – INSPIRED MEETINGS

BUSSINES TOURISM



MEETINGS COMPENDIUM

KRAKÓW The Great
www.krakow.travel





The compelling beauty of historical surroundings, an intellectual potential and an artistic life esteemed throughout Europe, luxuriously comfortable hotels, state-of-the-art conference facilities, restaurants, pubs and clubs renowned for their matchless atmosphere, a convenient location at the geographical heart of Europe....

*Whether it's a conference, an incentive programme or a business meeting
– there's nowhere like Krakow.*

I extend the warmest possible invitation to you.

*Jacek Majchrowski
The Mayor of the City of Krakow*





Wawel Hill

KRAKOW AN EXTRAORDINARY PLACE

FOR BUSINESS TOURISM (MEETINGS INDUSTRY)



Krakow is a place that must be visited, a place that you are bound to return to. "You will find here everything that human nature can desire" – this is what German historian and geographer Hartman Schedel wrote about Krakow in his *Chronicle of the World* published in 1493. It is one of few cities in the world where the historic past is harmoniously combined and intertwined with the contemporary wealth of artistic, scholarly, business and social life. For many centuries travelers from afar have come to Krakow lured by the city's historical monuments, unique atmosphere, great traditions, indefinable *genius loci* which made exceptional individuals – artists, scholars and scientists as well as common people feel at home at the foot of Wawel Hill. They have left behind them an extraordinary urban ensemble, the largest in Poland and one of the finest in the world, comprising over 6 thousand priceless architectural monuments and the largest national collection of works of art housed in Krakow's museums and churches. Krakow is

a city of tradition effectively combining the achievements of the past with the character of a modern European metropolis. Extensive development of the city's transport and tourist infrastructure in conjunction with a large number of places of historic interest, museums, art galleries, restaurants makes Krakow a friendly place its inhabitants and as well as visitors looking for unique and original locations. This is one of the reasons why Krakow is so often selected as a venue for congresses, conferences, exhibitions and business meetings.

Krakow is the most internationally recognized Polish brand name and is sometimes called "Athens of the North", "Slavic Rome" or "Polish Jerusalem". Just like Venice or Paris it has its name in the majority of European languages. Its historic centre was included in the 1st UNESCO World Heritage List published in 1978 and was named the European Capital of Culture in 2000.

Krakow has a population of nearly 800,000 and is visited by approximately 8 million people every year. Since the reign of King Casimir the Great it has been an important stop on the east-west trade route. Krakow's Main Square is the largest medieval market square in Europe. For centuries it played a leading role in the trade exchange in this part of the continent. Krakow is a magical place bustling with history, arts, architectural heritage and traditions, filled with lyrical nostalgia, yet vibrant with the energy of ambitious young people who continuously draw inspiration from it and see it as a challenge. This is just one of the reasons why Krakow has the natural potential to become a centre of international business tourism. No wonder that its business promotion capacity has attracted attention of major international corporations such as Motorola, IBM, Philip Morris, Shell, Indensit, Bayer or Electrolux, which have their regional headquarters in Krakow.



Floriańska Street

MEETING MARKETPLACE OF THE FUTURE



In the growth strategy for Krakow the main goal is to support its role as a European centre of culture, arts, learning, tourism and modern industry and to provide conditions for its sustainable development. The advantages of Krakow as a city of business meetings, conferences and congresses are therefore, on one hand, its traditions spanning many centuries, always present in the city's historic milieu and the wealth of cultural events of the highest quality, and on the other hand the city's modernity and development of the new technologies industry and the resulting wide spectrum of business institutions as well as a large number and variety of hotels and conference facilities. For many years Krakow has been developing as a centre of advanced innovative technologies. Thus it is hardly surprising that business trips are becoming the more

and more frequent motive for coming to Krakow which is commonly viewed as a "market of the future".

The excellent geographical location in Europe, an exceptional health of cultural assets and the varied landscape of the city's environs make Krakow a new, promising place that is worth exploring. For many years Krakow has hosted highly ranked international congresses. The ongoing development of hotel facilities means emergence of new attractive venues for conferences and business meetings. In the meetings industry not only the economic conditions but also the prestige of a place, its uniqueness and special atmosphere create the value that can't be replaced by anything else – hence the unique and original quality of Krakow as a destination on the business map of Europe.



Old Town – historic centre of Krakow

TRANSPORT



Krakow is situated in the south of Poland at the very heart of Europe, at an intersection of the most important domestic and international transit roads. The A4 motorway provides fast and easy access to Germany and in the future it will also provide a link to Ukraine. The E-75 and E-462 international roads provide convenient links with the Austrian and Czech road systems. This means that a traveler can have breakfast in Krakow and lunch in Prague, Vienna or Berlin.

The modern John Paul II International Airport Kraków-Balice, the second largest in Poland, offers scheduled services to many European and worldwide destinations, e.g. New York, Chicago, London, Paris, Rome, Vienna, Berlin, Madrid and Scandinavian capitals. In 2009 the Krakow airport, which is currently being extended, handled approximately

3 million passengers. A shuttle train service provides a fast link between the airport and the city centre where it takes only 15 minutes to travel from one place to another.

The extensive rail network enables fast and comfortable travel. Railroads leading to the attractive mountain resorts in the south cross with east-west transit railway lines, and the journey by train to Warsaw takes just two and a half hours. There are direct rail connections from Krakow to several major European cities such as Budapest, Vienna, Prague, Munich, Berlin, Hamburg, Kiev and Lviv.



John Paul II International Airport Kraków-Balice



Courtyard, Collegium Maius (the oldest building of the Jagiellonian University)

CITY OF SCIENCE



Krakow is a city of science with traditions going back to the second half of the 14th century. Currently it has 32 universities and higher education institutions which offer courses for about 210,000 students. Thanks to the achievements of their students and graduates, Krakow's educational institutions are well-known abroad. The Jagiellonian University, one of the world's oldest universities and the AGH University of Science and Technology are internationally renowned for their academic excellence and multidisciplinary research. Other major contributors to the splendour of Krakow's academic community are the Krakow University of Technology, the University of Agriculture, the Pedagogical University of Krakow, the Krakow University of Economics, the latter being the successor to the tradition of the prewar High College of Trade. Also internationally recognized are Krakow's arts universities: the Academy of Fine Arts, the Ludwik Solski State School of Drama, and

the Academy of Music, not to mention several institutes of the Polish Academy of Sciences, including the Institute of Pharmacology regarded as one of the world's leading research centres of this kind.

Krakow boasts a large number of highly qualified staff capable of meeting the needs of modern economy. Krakow's universities continue to expand their own infrastructure thus contributing to the development of the city. An example of this policy is the Krakow Technology Park (KPT), a special industrial zone established by Krakow's three largest universities: the Jagiellonian University, the AGH University of Science and Technology, and the Krakow University of Technology with the support of the city and regional authorities. Now, largely thanks to the KPT, Krakow is viewed in the business world as a rapidly growing high-tech centre. Several major international corporations such as Motorola, RR Donnelley or Delphi have their regional offices in the KPT.



Auditorium Maximum, Jagiellonian University



Krakow University of Economics



CONFERENCE VENUES



Auditorium Maximum, Jagiellonian University

In Krakow there are about a hundred and seventy buildings with conference facilities*. Organizers of business meetings, conferences and congresses usually look for larger auditoriums. Such facilities can be found at the Gromada Hotel and Conference Centre (total seating capacity of 4880, including a large conference room seating up to 2200 people), the Jagiellonian University's Auditorium Maximum (seating 1200) and the multi-functional conference room at the Krakow University of Economics (seating 1500). Conferences can also be held in the auditoriums of the Krakow Opera House (about 800 seats) or Philharmonic Hall (about 700 seats) that can be specially adapted for this purpose. An additional advantage of medium-sized conferences and congresses held in Krakow is the possibility of organizing them in the stylish historic setting, e.g. at the Juliusz Słowacki Theatre regarded as Krakow's "exclusive salon". It has a three-tier, air-conditioned auditorium with 570 seats. Conference and symposium participants can also be accommodated at hotels with conference rooms seating up to 700 people. Some of Krakow's museums can also serve as unique venues for MICE events.

The Congress Centre (visualization), Krzysztof Ingarden & Jacek Ewý Architekci Sp. z o.o., Arata Isozaki & Associates



The city authorities consistently support the business tourism sector. Opposite the Wawel Castle, the historic residence of Polish kings, one of Europe's most modern conference centres is currently being built. It will be completed by the end of 2013. Designed by distinguished architects: Krzysztof Ingarden & Jacek Ewý Architekci Sp. z o.o. from Krakow and the world famous Arata Isozaki & Associates from Tokyo, the new centre will comprise three auditoriums, the largest of which will have a capacity of 2090, a 600-seat theatrical auditorium and a more intimate 300-seat conference room. It will also have spacious exhibition facilities, large car parks and a lobby with a VIP reception lounge. The great advantage of the new centre is its location. The three-tier glazed foyer will allow conference participants to have a splendid view of the bend of the Vistula with the Wawel Hill and the Skalka Monastery.

Visitors coming to Krakow can use the services of numerous organizations and firms specializing in business tourism. Within the organizational structure of the City Hall there is a special department called Krakow Convention Bureau which cooperates with reputable PCOs (Professional Congress Organizers) and DMCs (Destination management Companies) that provide professional conference services.



* – For more information about conference facilities in Krakow, visit the site www.conventionkrakow.pl



MAJOR CONFERENCES



Krakow's Opera

Krakow's historic and cultural attractions, its unique atmosphere, a large variety of conference facilities, hotels and restaurants as well as the highly qualified local staff make it a popular venue for congresses, conferences, training courses, fairs, symposiums, business meetings and corporate conventions. For instance, Krakow hosted the Congress of Polish Culture, the Congress of Polish Historians and the World Mining Congress. a proof of Krakow's growing importance as a conference venue is the fact that in the autumn of 2009 it hosted the European Chapter Leaders Forum that dealt with the issue of the new formula of cooperation between European

chapters of the Meeting Professionals International (MPI) Association. It was a great honour and success for Polish organizers of business tourism events. In February 2009 Krakow was the venue of the informal meeting of NATO Defence Ministers and in October it hosted participants of the 2009 Annual CIVITAS Forum Conference that explored the future of urban mobility in the changing Europe. Also in 2009 Krakow hosted the International Congress "People and Religions" that commemorated the was the spiritual continuation of the historical World Day of Prayer for Peace held in Assisi in 1986.



Warszawa Chamber, Wieliczka Salt Mine



HOTELS



Guests visiting Krakow have over one hundred and twenty hotels at their disposal. Eight of them are five-star, seventeen are four-star, seventy-three hotels are three-star and twenty-seven are one- and two-star. Among them, there are hotels belonging to international hotel networks, e.g. Radisson Blu, Sheraton, Hilton Garden Inn, Holiday Inn, as well as small boutique hotels with unique interiors. Moreover, there are three-hundred and eighty-three facilities in the economy class (not encompassed by categorisation) in the city. Most of them are located in the city centre, whereas the prices for accommodation do not differ from prices offered in other European hotels.

The certificate of the high standard of Krakow hotels are numerous awards received by them. "Holiday Inn" was distinguished by the "2007 Quality Excellence Award" statuette. "Qubus Hotel Krakow" also received high evaluation in the industry; in 2008 it was recommended by Forbes, whereas a year later it received a distinction awarded by the Expedia booking system. Similar distinctions were also granted to accommodation facilities in the economy class, e.g. in 2008, Hostelworld.com evaluated "Hostel Flamingo" as best in the world and in 2009 distinguished "Mamas Hostel." These distinctions prove the fact that Krakow hotels have reached the international level of services*.

Numerous hotels offer facilities for conferences and business meetings, as well business service centres. They ensure organisation of small meeting for approx. 50 people, as well as conferences for up to 700 participants.



* – For more information about hotels in Krakow, visit the site www.conventionkrakow.pl

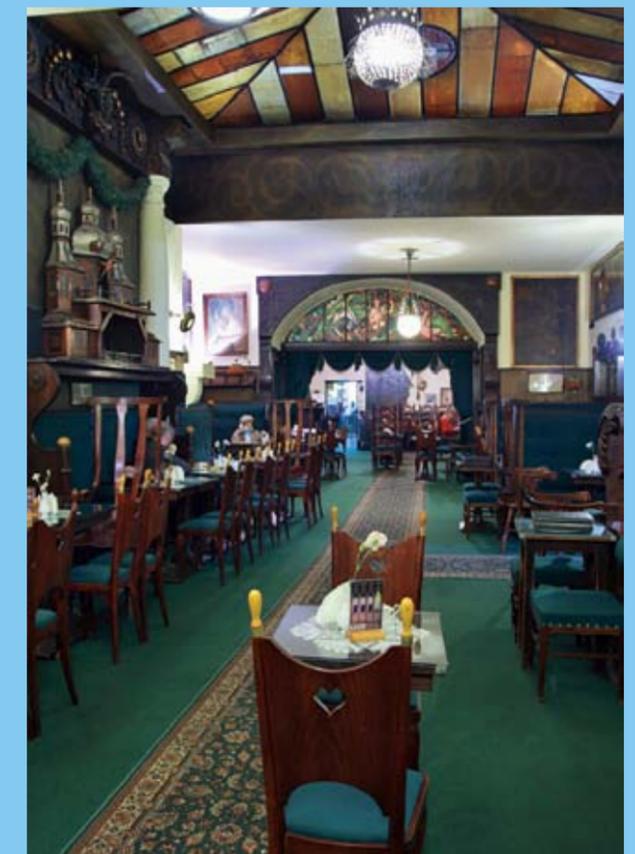


KRAKOW'S CUISINE



Recently, guests who come to see Krakow have also been attracted by the variety and richness of the local cuisine dishes that are offered here. Krakow has the longest tradition of feasting in Poland; its restaurants, cafes and pubs create a unique atmosphere, ideally incorporated in the cultural environment and the city's tradition. Stylish decoration and original adaptations of historic townhouses, palaces and cellars where they are located are

undoubtedly an extra attraction for following Krakow's culinary trail. Local restaurant owners serve sophisticated dishes of international cuisine as well as specialties of Krakow's and Galician cuisine prepared according to traditional Old Polish recipes. Selection of a place, taste and smell is not easy as there are as many as 400 facilities offering exquisite food and beverages only in the part of the Old City demarcated by the Planty.





TREASURES OF KRAKOW

THE OLD TOWN



Main Market Square



The attractiveness of Krakow – the place of business meetings results from its international rank as a centre of cultural tourism. In majority of cases, sightseeing of Krakow starts from the Medieval **Main Market Square**, one of the largest squares in Europe, with a surface area of 4 hectares, set out in 1257 when the city received a foundation charter. In 2005, the Main Market Square was classified as one of the best public spaces in the world by prestigious urban planning organisation from New York – Project for Public Spaces (PPS). Just as centuries ago, it is teeming with life, and its magical cosmopolitan atmosphere makes it a favourite meeting place of the inhabitants of Krakow and guests.

In its centre, there is the **Cloth Hall**, one of the landmarks of Krakow – well-preserved cloth warehouses. It has been performing its trade function incessantly since the middle of the 13th century. The Cloth Hall, modernised a number of times, amazes with its Renaissance attic adorned with mascarons and a characteristic arcade. Here, in 1787 the city organised a banquet for several thousand people from the entourage of the last King of Poland, Stanislaw August Poniatowski. Today, the Cloth Hall houses the Gallery of Polish 19th Century Painting and Sculpture which is a division of the National Museum, as well as booths with folk art and artistic handicraft.

The towers of Gothic **Church of St Mary** dominate over the Main Market Square. The church is the largest and the second most important (after the Royal Wawel Cathedral) temple in Krakow. From the higher tower (known as the bugle-call tower), the bugler plays the melody of the bugle call every hour to the four cardinal points. It is a part of the city's tradition and one of its symbols. According to the legend, during a Tatar invasion in 1241, the attacker's arrow shot through the throat of a municipal guard – bugler, thence the melody is broken off mid-note. The interior of St Mary's Church has multiple valuable treasures, including the altar sculpted by Nuremburg master Veit Stoss, which is the greatest polyptych in the world and at the same time the greatest

achievement of the art of woodcarving in Europe at the end of the Middle Ages.

Near the Main Market Square, at ul. Franciszkańska 3, is the **Bishops' Palace**. It has served as the seat of Krakow's bishops since the end of the 14th century. In the autumn of 1978 Cardinal Karol Wojtyła, archbishop and Krakow metropolitan, set off for Rome, where he was elected pope, from this very place. Later, during multiple visits to his homeland, the Holy Father spontaneously appeared at the window above the Baroque gate for the throngs of believers gathered at ul. Franciszkańska and at the square in front of the Franciscan Church. It is worth remembering that John Paul II nominated the sanctuary in Łagiewniki as the world centre of the worship of Divine Mercy. Today, it is one of the major destinations of pilgrimage tourism.

Without doubt, the greatest attraction that draws tourists to Krakow is **the Wawel Castle** erected at the rocky limestone hill at the bend of the Vistula River, known as the Polish Acropolis. It is the historic seat of the Polish rulers, the place of their crowning and burial. The royal castle with the Wawel Cathedral is the most frequently visited museum in Poland. In the castle, it is possible to see the royal chambers and regalia of the Polish rulers, a unique collection of Flemish arrases, extensive collections of Oriental art and militaria. In the cathedral, the tourists admire the martyr's tomb (Altar of the Motherland) with a reliquary of St Stanislaus the Martyr, one of the main patrons of Poland. In the vaults, there are tombs of national heroes and famous poets, including Tadeusz Kościuszko, Adam Mickiewicz and Juliusz Słowacki. At the Sigismund Tower, in the northern part of the Wawel Cathedral, it is possible to see the most famous Polish bell, weighing 11 tons, named after its founder, King Sigismund the Old. Tolling of this bell marks most important events in the life of Poland or the Catholic Church; most recently, "Sigismund" resounded on the day of Poland's accession to the European Union and on the day when John Paul II died. A small conference centre operates at the Wawel Hill, which supports the MICE events organised here.



TREASURES OF KRAKOW

MUSEUMS



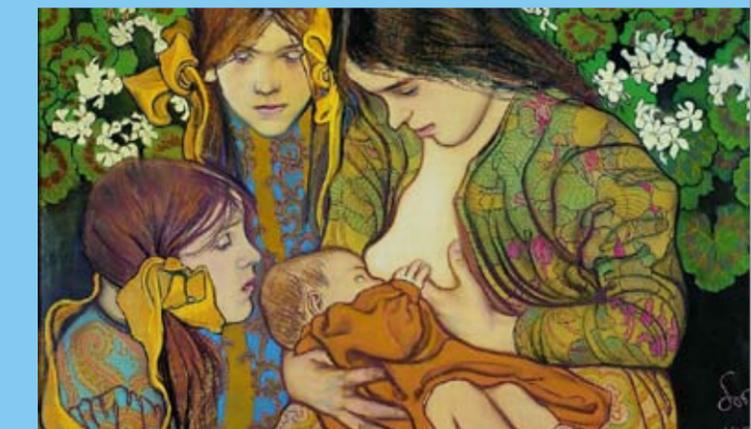
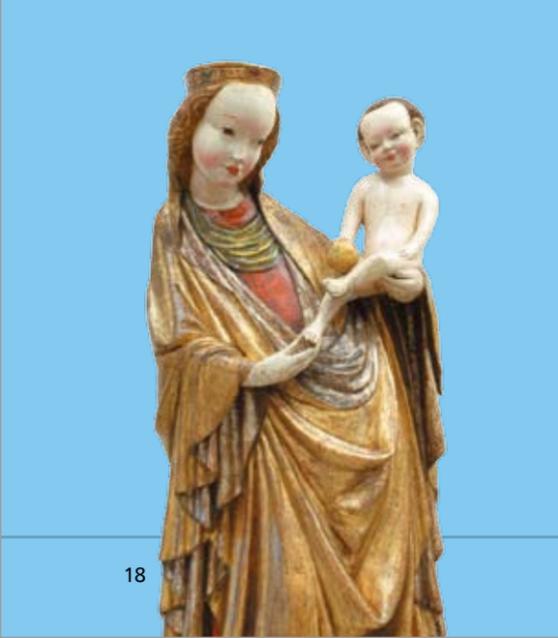
Krakow is one of the richest Central European cities as far as museum collections are concerned; the museums are also open for business customers. These original spaces are used more and more frequently for organisation of various types of business meetings, incentives, ceremonious dinners which provide their participants with unforgettable experiences.

There are over 40 museums in Krakow. Their exhibits include such true pearls as: *Lady with Ermine* by Leonardo da Vinci, one of the most precious Renaissance paintings in the world, and *Landscape with the Good Samaritan* by Rembrandt, both from the Princes Czartoryski collection.

A visit at the **Jagiellonian University**, the oldest Polish university and after the university in Prague the second oldest Alma Mater of Central Europe, will also provide unforgettable experiences. The Museum of the Jagiellonian University is located in **Collegium Maius**, where the senate meetings are held, as well as academic sessions and symposia. Collegium Maius has such valuable relics of science as

the signature of Nicolaus Copernicus (who studied here), an astrolabe of 1054, a unique globe of the sky made by Hans Dorn approx. 1480 or the "Jagiellonian Globe" (1st half of the 16th century, on which the name of America was placed for the first time in the history of globe cartography).

Enthusiasts of the art of the turn of the 19th and 20th centuries are welcome to **Stanisław Wyspiański Museum** located in the Szolayski tenement house – branch of the National Museum in Krakow. It is possible to get acquainted with the world of Young Poland and works of the most outstanding and versatile artist of that time. The gallery of Stanisław Wyspiański has the largest collection of his works in Poland. The collection includes interior design, items of utility art, self-portraits of the artist and portraits of his children and friends, set designs and theatre costumes, projects of stained glass windows and church polychromes. The artist's work can also be viewed in the Main Building of the National Museum, in the Gallery of the 20th Century Polish Art.





TREASURES OF KRAKOW

HISTORIC DISTRICTS



Nowy Square in Kazimierz



A visit at the district of **Kazimierz**, entering its unique atmosphere allows the guests to discover the wonder of the place where two cultures (Jewish and Christian) co-existed for many centuries. Kazimierz, which used to be a separate city in the past (established in 1335 by King Casimir the Great) was a Jewish city, a part of the Christian city. Today, walking along its streets offers a chance of getting familiar with the history of Krakow's Jews, their rich culture, rituals and tradition. This is a world of historic synagogues, charming courtyards, streets and squares. Whilst walking in Kazimierz, we discover the atmosphere that attracts artists, restaurant owners, young people and tourists from all over the world. It is possible to hear klezmer music and taste traditional Jewish dishes.

The charms of history are also worthwhile discovering at the old Krakow district of **Podgórze**, located at the right bank of the Vistula River; between 1784 and 1915 Podgórze was an independent city. Here, at the highest hill of Krzemionki (Góra Lasoty), it is possible to climb the Mound of Krak, also known as Rękawka. According to the tradition, this is the grave of the mythical founder of Krakow and the powerful duke of the Vistulans. At a small distance from the Mound, there is a small Romanesque church of St Benedict, built in the place of the original temple in the

shape of a rotunda from approx. 1000. Nearby, it is worth visiting the fort of St Benedict – the cannon tower, which formed a part of the Austrian fortifications of the Krakow Stronghold. Nevertheless, the place that is visited most often is the Sanctuary of Divine Mercy in Krakow Łagiewniki, related to the person of St Faustyna Kowalska. This is a rapidly developing pilgrimage centre. On August 17, 2002 John Paul II consecrated the basilica erected by the nunnery of the Congregation of Sisters of Our Lady of Mercy. Currently, the complex features a two-level temple, a view tower, the Way of the Cross with bas-reliefs by Czesław Dźwigaj and rest and refreshment facilities, including a parking lot and a commercial centre.

Another unusual district of Krakow is **Nowa Huta** also known as a „different world”; after World War II, it was a model of socialist realist city, built completely from scratch. Its architecture from 1949-1958, typical for socialist realism, is a tourist attraction today. Apart from it, it is also worth visiting the legendary church known as “Arka Pana” which played an important role as the cradle and mainstay of “Solidarity.” There is also the 13th century Cistercian Abbey in Mogiła, where the visitors can admire the Chapel of Jesus of Mogiła, the basilica, the gallery, the chapterhouse and the catacombs.



Podgórze District



Nowa Huta District



INCENTIVES

Krakow and its surroundings offer an almost unlimited potential for organisation of incentives. It is the place where the treasures of the Old City, the monuments of Zwierzyniec and the Jewish district Kazimierz as well as the so-called realistic climate of Nowa Huta can be discovered. It is also possible to escape from the bustle of the metropolis and contemplate silence in the Benedictine Abbey of Tyniec, enjoy the idyllic 20th-century atmosphere of Lanckorona, admire picturesque landscapes of Krakow

Valleys and the Niepołomicka Forest or become immersed in the landscape of the Ojców National Park. The offer of incentives is very diversified, covering huge open-air staging of the original scenography of medieval castles, municipal integrative games with participants following the paths of kings, artists and scholars and tracing historical riddles, and prestigious closed-circle banquets for VIPs in stylish museum interiors.

KRAKOW'S SURROUNDINGS

The surroundings of Krakow form a cultural landscape with an unusual abundance of natural and historical resources, which is attractive for tourists and offers ideal conditions for outdoor meetings. The variety of experiences guaranteed to guests is as wide as the variety of the landscape of the Krakow surroundings. In the **Salt Mine in Wieliczka** – the only mining facility in the world which has been operating without interruption since the Middle Ages till today – we can watch a mysterious underground world of salt chambers, a brine lake and salt-carved chapels. Original headings with the total length of approx. 300 km are situated on 9 levels and reach the depth of 327 m, illustrating all stages of development of mining technology in successive historical epochs. This was one of the arguments for entering the Wieliczka Salt Mine into the 1st international World Heritage List maintained by UNESCO among the first

12 sites in the world on 8 September 1978. Big salt chambers are proven places for organization of conferences, official banquets and other events in an unusual scenery, and intricately carved salt chambers of Wieliczka can turn into unique auditoriums on that occasion.

In the **Niepołomicka Forest**, which is situated east of Krakow and used to be a favourite hunting place for Polish kings, a reserve of bison exists today. It is the site of the castle erected by King Casimir the Great; originally built in Gothic style, it was reconstructed in the 16th century and houses a beautiful Renaissance mansion. Currently it functions as a cultural & business centre, and in its refurbished historical interiors and on its arcade courtyard conferences, business meetings, parties, knightly tournaments and theatrical performances are organised.



St Kinga's Chapel, Wieliczka Salt Mine



KRAKOW'S SURROUNDINGS



Ojców National Park (with castle in Pieskowa Skała)

An equally old historical place is the medieval **castle in Korzkiew** near Krakow, which is located picturesquely on the hill among forests near the Prądnik Valley. This old 14th-century fortress is today a very fashionable place of social and business meetings as well as a hotel offering luxurious accommodation in stylish and beautifully arranged rooms whose decorations and atmosphere are exceptional.

The Korzkiew castle lies close to the **Ojców National Park**. The area of this park contains many objects worth sightseeing, including karst valleys, ravines, outliers and fantastic forms of calciferous rocks, such as Igła Deotymy or Brama Krakowska. In the charming landscape of calciferous rocks and undisturbed nature it is particularly worth visiting the ruins of the 14-century royal castle in Ojców and the magnificent Renaissance castle in Pieskowa Skała, which now houses the Division of National Art Collections in Wawel.

The same charming Jurassic landscape can be found in **Krakow Valleys**, which are shaped as rocky and winding ravines: Bolechowicka, Kobylańska, Będkowska, Kluczwydy and Szklarki valleys. Steep calciferous rocks, gentle elevations, forests and streams flowing down valley bottoms create an undeniably charming picture. Due to their landscape values, Krakow Valley are compared to calciferous ravines in the Tatra and Pieniny Mountains. These areas have served as an open-air climbing school for a number of world-famous Polish mountaineers until today.

An exceptional attraction on an European scale is **rafting down the Dunajec river**. Situated within a distance of approx. 100 km south of Krakow, the river intersects the Pieniny mountain range and transgresses the rocky ravine, forming a picturesque gorge. The 23 km long rafting route runs from Sromowce Niżne to Krościenko or (in its shorter version) to Szczawnica and lasts approx. 3 hours. Participants are transported by raftsmen in rafts with 10 persons each. It is a perfect opportunity for them to photograph, film and

admire wonderful views of Trzy Korony, Sokolica and other summits of the Pieniny Mountains.

This area lies close to the highest range of the Carpathians – the Tatra Mountains, which are the rocky Alpine type of mountains. At their feet lies **Zakopane** – a big winter sports centre, which has been called the winter capital of Poland for a long time. Within the administrative limits of the town there is a large part of the Tatra National Park. The Tatra Mountains are visited by approx. 3 million tourists every year. Zakopane has organised many important sport events, including one of the FIS Ski Jumping World Cup competitions, which is held annually on Wielka Krokiew.



Rafting down the Dunajec river



KRAKOW'S SURROUNDINGS



Kościuszko Fort and Kościuszko Mound

West of Krakow there is the area of the former complex of Nazi concentration camps and extermination camps **KL Auschwitz-Birkenau** (1940–1945), which are a symbol of the Holocaust.

In 1979, the former camp area within the limits marked by the museum was entered into UNESCO's World Heritage List. The Committee decided that it would be the only such place entered on the list on behalf of all other places of genocide in the world. In the same year, Pope John Paul II celebrated a mass in the camp area in the presence of half million people and announced the beatification of Edyta Stein, which died in Auschwitz in the bunker no. 2.

KL Auschwitz-Birkenau is a significant testimony of the Nazis' policy, which led to the extermination of more than 1.2 million people of various nationalities in camp crematories.

Old monasteries are monuments to 1000 years of presence of Christianity in Polish lands. The monastic tradition of old religious orders had a tremendous impact on the civilizational development of Poland and Krakow, including salt mining, farming and cultivation technologies introduced by Cistercians. The most famous site of this kind in the Krakow area is the monastery & pilgrimage complex of Bernardines in Kalwaria Zebrzydowska, which was entered into UNESCO's World Heritage List, but there is also a number of other monasteries worth visiting, including those of Camaldolese Fathers in Bielany near Krakow, of Benedictines in Tyniec, of Cistercians in Mogiła and Szczyrzyc, of Carmelites in Czerna and the former monastery of Fathers of the Holy Sepulchre in Miechów.

There are also many interesting places to see for enthusiasts of old **fortifications**, because Krakow maintained a regular fortification system called the Krakow Fortress from the beginning of the 19th century till the end of World War I. Many interesting defence structures forming a part of this system survived till today, including gun sites of artillery and infantry, bunkers, stores and barriers.

Those who love recreation in a landscape environment are invited to visit **golf playing fields** in Ochmanów and in Paczółtowiec near Krakow (two fields with 9 holes and one field with 18 holes). Golf playing fields offer also a number of other attractions to guests.

Lovers of extreme sports can try their skills on the **mountain canoeing route** built near the Vistula river bed, at the foot of monasteries in Bielany and Tyniec. It constitutes a part of the sports facilities complex and is one of the best routes of this type in Europe. The route can also be used in the winter season, because its part is roofed.

Outside the outskirts of Krakow dozens of kilometres of **cycling routes** have been built. Part of them is incorporated into the municipal cycling route system, therefore cyclists can set out on a countryside tour on their own bicycle or a hired bicycle.

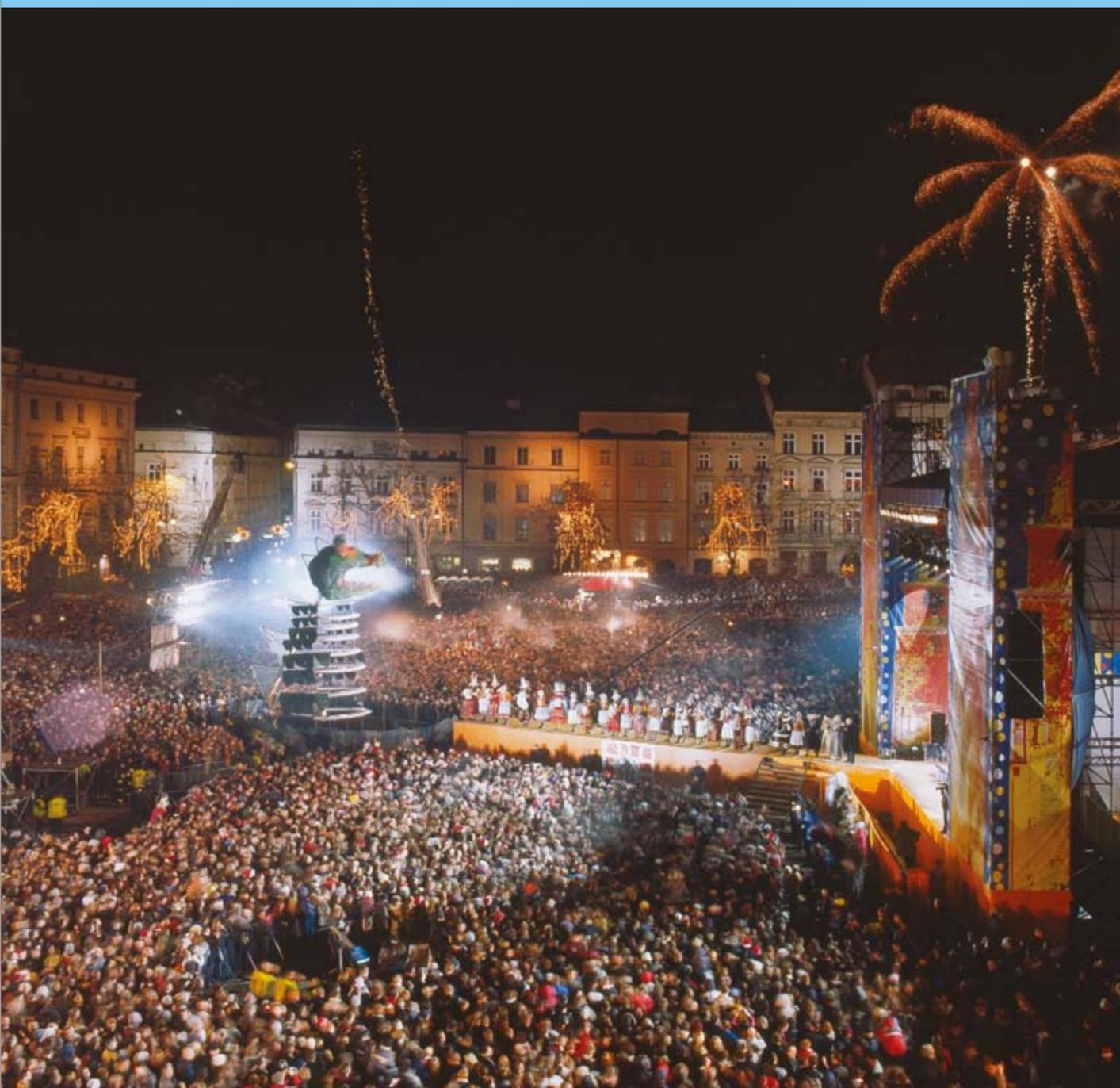
For all of those who want to refresh their strength, we suggest a stay in the Swoszowice health resort – a picturesque oasis of greenery in the south-eastern part of Kraków, which covers the historical spring park, forest lands and the green strip of the Wilga river. You can also improve your condition in numerous Krakow fitness clubs, gymnastic centres, body-building centres, swimming pools and saunas.



Spa House, Krynica-Zdrój



CITY CALENDAR



New Year's Eve on the Main Market Square

FAIRS

The schedule of Krakow events is filled in with many fair events, which are a perfect opportunity for business meetings and conclusion of contracts. Exhibitors are interested in the tourist market, which is developing here much more dynamically than in other parts of Poland, including hotels, restaurants and cafés which present their offer in the **HORECA** Fair (Hotel/Restaurant/Café). Overviews of tourist offers are held every spring in Krakow under the name **Krakow Tourist Salon**. The **Krakow Book Fair**, which is held every autumn, attracts the biggest number of exhibitors in Poland, and at the end of summer the **Folk Art Fair** and a number of other fairs are held at the Main Square.

CULTURAL AND SPORT EVENTS

Nowhere in Poland, except Krakow, is there such a rich offer of cultural and artistic events addressed to guests. In Krakow there are more than 40 festivals and approx. 3,000 performances and concerts held every year, which are inspired by the unique atmosphere and the rich history of the city.

During Easter, the town invites its inhabitants and guests to the **Misteria Paschalia** festival, which presents early music thematically related to the spiritual experience of the Holy Week and Easter. Music lovers have an opportunity to hear the most outstanding musical works from the Renaissance and Baroque period interpreted by top European artists specialising in the performance of early music.

In the first decade of May, Krakow becomes the arena of the public street marathon race **Cracovia Maraton**, which is usually accompanied by other sport events, e.g. World Championships of parliamentary members in marathon race. The route of the marathon race held "with history in

the background", as its official motto states, always runs through the most interesting places of Krakow.

Some time later, in mid-May, we invite our guests to participate in the **Museum Night**, during which they can admire collections of works of art in Krakow museums and galleries in an exceptionally mysterious night entourage. Organisers prepare also special attractions for participants, including the sightseeing of normally unavailable facilities, concerts in historical interiors, knight fight shows, snacks, workshops and multimedia shows.

Late spring is the time where sport prevails again. The Polish Olympic gold medalist in racewalking, Robert Korzeniowski, organises an event called "**Na Rynek marsz**" (**March onto the Market Square**), where everyone can check their physical condition. During this event world records are beaten, too, e.g. the women's world record in 10 km racewalking. As in marathon races, both amateurs and professionals can take part in this event.

Between May and June one of the most important European festivals of short films and documentary films – the **Krakow Film Festival** begins. For seven days spectators have an opportunity to see approx. 250 films. The festival is accompanied by numerous non-competition exhibitions and shows, such as retrospectives of recognised directors' movies, projections of art schools, short works of cinema masters as well as students' etudes and thematic blocks.

In mid-June it is worth participating in the **Theatres Night**, which is a presentation of the most interesting performances of the season, dance theatres, street performances as well as theatrical workshops and meetings with actors. Performances and shows are held on stages of institutional and non-institutional theatres in rooms, cellars, gardens and the biggest squares of Krakow. Many of them are based on non-verbal communication, which is easy to understand by foreign tourists.



CITY CALENDAR



Sacrum Profanum Festival

An equally interesting proposal for tourists visiting Krakow in the summer solstice period are **Wianki (Garlands)** – an open-air mass event arranged in the bend of the Vistula under the Wawel Castle, which is accompanied by concerts of international music stars and an impressive show of fire-works. It refers to the tradition of an early Slavonic rite of fire, water, sun, moon and fertility, which is commonly called Kupala Day and is celebrated on the shortest night of the year at the end of June.

The beginning of the summer is celebrated mainly in the Kazimierz district, which changes into the stage of the **Jewish Culture Festival** on that occasion. It is one of the biggest festivals of this kind in the world, which popularizes Jewish culture, folk and classical music, klezmer music, synagogue music, Chasidic music as well as films, shows and exhibition devoted to Jewish topics. Its attractions include occupational workshops of Chasidic dance and songs, the study of klezmer, Hebraic calligraphy, Jewish cutouts and cuisine, which are conducted by people having their origins in Ashkenazi culture and Sephardic culture. Seminars and lectures are also held, but guests are primarily invited to have good fun together in the rhythm of music originating from Jewish culture.

Unforgettable experiences are always guaranteed to guests who take part in the **Churches Night** – a night exploration of Krakow and its surroundings which presents their religious phenomenon and is held every August. Visitors have an opportunity to enter most beautiful temples and monasteries of Krakow and its surroundings, see places that are normally not made accessible to ordinary people, learn about the secrets of monks' life and listen to oratorio and chamber music concerts.

In the second half of September, we invite you to **Sacrum Profanum** – a festival of contemporary music that lasts one week. Each of its editions culminates in shows organised in one of the halls of the Tadeusz Sendzimir Steelworks in

Nowa Huta, which are aimed at confronting classical works with industrial space.

According to the annual tradition, the Historical Museum of the City of Krakow organises a **competition for the most beautiful Krakow crib** on the first Thursday of December. Authors of such cribs meet at the foot of the Adam Mickiewicz Monument at the Main Market Square. The tradition of construction of Krakow cribs dates back to the 19th century. The Krakow crib is a richly decorated, colour, tower-shaped symmetrical model whose form refers to the architecture of the well-known monuments of Krakow and which presents the miracle of Christmas. Exhibitions of Krakow cribs enjoy huge popularity all over the world.

During Advent, the **Christmas Fair** is held at the Main Square, attracting crowds of Krakow inhabitants and tourists with the warm atmosphere of Christmas shopping and colourful stalls filled with Christmas decorations and regional delicacies. Thousands of lamps, the smell of the Christmas tree and the melodies of Christmas carols make us all feel the mood of the coming Christmas. It is an ideal place for everyone who lacks a good idea for unique Christmas gifts for their family, relatives and friends.

Another proposal for visitors of Krakow is a unique project called "6 Senses", consisting of various artistic events addressed to an audience of different generations. It is an extension of the rich cultural offer of Krakow, which enriches it with unconventional methods of promotion. It includes projects such as the **ART BOOM Festival of Visual Arts**, the **Selector Festival** presenting latest tendencies in world electronic music, **Sacrum Profanum**, **Misteria Paschalia**, **Film Music Festival**, **Photomonth in Krakow 2009**.

A New Year's Eve party traditionally takes place on the Main Market Square.

For more information about events in Krakow, visit the site www.krakow.pl/kalendarium



RECOMMENDATIONS

FOR KRAKOW



Courtyard, Wawel Castle

In the 17th century Matthäus Merian, a well-known European engraver, created a panoramic view of Krakow, at the bottom of which he inserted an inscription: *Cracovia totius Poloniae urbs celeberrima, atque amplissima Regia, atque Academia insignis* – i.e. Krakow, the most famous city of Poland with a magnificent royal castle and the famous Academy. Many centuries have passed since then, but the feelings and impressions of those who arrive at the Wawel castle still confirm the artist's favourable opinion.

In 2006 Krakow was ranked fifth in the ranking of the American monthly *Travel & Leisure* issued by American Express, which presents the most interesting cities of Europe. In the same year, experts from ORBITZ, one of the biggest tourist service portals in the American market, acknowledged Krakow as the most fashionable city of the Old Continent.

In the *Forbes* ranking for the year 2007, Krakow was ranked second among Polish towns attractive for the business sector, losing only to the capital of Warsaw. This serious and versatile evaluation made by professionals is very prestig-

ious. Also in 2007, readers of the renowned British editorial group *The Observer, Guardian & Guardian Unlimited* put Krakow in the Top 10 of most favourite cities among the British. a year later, readers of the *Guardian* chose Krakow as the second most interesting tourist city in the world – after Sydney and ahead of Singapore, Vancouver etc.

In June 2009 Krakow occupied one of the top places in the world ranking conducted by the Gadling tourist service website. The Polish city was distinguished alongside Osaka, Goeteborg etc.

In the same year, it turned out that as many as sixteen out of thirty two Polish restaurants listed in the renowned red guide Michelin 2009 are based in Krakow.

Krakow has recently received yet another distinction by being entrusted with the role of the host of the conference of members of national Meeting Professionals International associations – the biggest world organisation involved in the expansion of the meetings sector. Being a prestigious event for the meetings industry, this conference opens for Krakow the perspective of further growth of potential in favour of business tourism.





St Mary Church on the Main Market Square

RECOMMENDATIONS

ROB DAVIDSON

SENIOR LECTURER – BUSINESS TRAVEL AND TOURISM,
UNIVERSITY OF WESTMINSTER, LONDON



As a frequent visitor to Krakow, I have no hesitation in recommending this city as a perfect destination for anyone who is looking for a charming, historic location for their conference or incentive. Krakow has a unique combination of all the elements that meetings and incentive planners look for: a delightful appearance; excellent atmosphere; easy international access from many key European cities; a distinctive heritage and culture; and friendly, professional people who speak English

well and have a highly developed sense of service. Only in Krakow will you find a meetings venue as beautiful as the Jagiellonian University; and only in Krakow will you find such a wide choice of fine hotels with outstanding meetings facilities, including my two personal favourites – the Radisson SAS Hotel and the enchanting Hotel Copernicus. I am very excited to hear that Krakow will soon have a new purpose-built convention centre: wonderful news!

TOM HULTON

DIRECTOR OF INTERNATIONAL RELATIONS FOR IMEX
WORLDWIDE EXHIBITION IN FRANKFURT



I attended a conference in Krakow last April and having done many site inspections in different cities around the world over many years with ICCA (the International Congress and Convention Association) as their CEO. I was enormously impressed with Krakow as a possible venue for conferences. It was the appeal of the city and its wonderful historical attractions that struck me including one of the most memorable evenings that I have ever spent when we visited and had a dinner at the Salt Mines.

But almost more importantly was the enthusiasm, commitment and professionalism of the people involved

from the hotel to the Krakow Convention Bureau. All were totally aware of the importance of the conference and did everything possible to make it a huge success – which it certainly was.

I would be totally confident that any international meeting held in Krakow would be a success and be a memorable experience for the participants.

I wish Krakow every success in the future.

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