



**Magiczny
Kraków**

Krakov Experience

2018-05-08

Krakov has launched its permanent promotional campaign in the social media. Our city's official tourism profile can be found on *Facebook*, *Twitter* and *Instagram*. The profile was created to promote Krakow's rich tourist offer and showcase the city as an exciting destination attracting tourists from Poland and around the world.

Krakov is currently one of Poland's best recognised cities and an important European tourist destination. We are annually visited by over 10 million tourists from all corners of the world. Krakow also benefits from one Central Europe's best transport connections with its well-developed rail and air network, which makes it a perfect city for both short city breaks and longer holiday stays.

The campaign we have launched in the social media is based on periodic postings and an image campaign designed to promote Krakow as an important university city boasting rich historical heritage and a vibrant cultural scene. Regular interactions with internet users will take place based on information from thematic groups such as: Krakow (e.g. *Krakov tips&tricks*, *Krakov day&night*), Lifestyle (e.g. *Culinary map*), History (e.g. *Krakov now and then*), World Youth Day (e.g. *Events*, *Numbers*), Real Time.

We encourage you to like and follow *Krakov Experience* via your social media profiles!