



**Magiczny
Kraków**

Tourism promotion - Keep an eye on Kraków!

2021-06-17

The unique heritage, the cultural offer of the summer season, the urban greenery, the countless legends or the local cuisine - the tourist values of the capital of Małopolska are presented by the nationwide promotional campaign "And what do YOU see in Kraków?". The project prepared by the Municipality of Kraków in cooperation with the Małopolska Tourist Organisation was launched on 1st June 2021 and will continue until 30th September 2021.

It encourages tourists to rediscover our Royal City. The eye of the legendary Wawel Dragon reflecting various sights of the city is the leading visual motive of the summer holiday campaign. That is what makes Kraków special - a countless number of sights.

Billboards and large format posters convincing us that it is worth to keep your eyes wide open to absorb Kraków's beauty will be displayed in the largest Polish cities: Warsaw, Gdańsk, Sopot, Gdynia, Katowice, Łódź, Poznań. The attractions of Kraków will be featured in all municipal media outlets, as well as on Express InterCity trains and at train stations.

Since early June, the dragon`s eye, displayed on two PKP Intercity engines, has been travelling across Poland. "The Dragon Engine" will be operating in Poland, but it is already catching the eye of not only Polish but also foreign tourists.