



**Magiczny
Kraków**

Krakow joins the #CityWillWait campaign

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The "City will wait" - announced Krakow, encouraging tourists to visit the city after travel restrictions are lifted. With the #KrakowWillWait motto our city will promote its attractions and tourist facilities in national and international social media. The aim of the campaign is to maintain the interest in Krakow's tourist offer and passion for travel.

The campaign has been launched as part of the #CityWillWait action initiated by municipal tourist organizations from Gdańsk, Łódź, Poznań and Warsaw. The communication was started by Gdansk - #GdanskWillWait with the assumption is that further partner cities gradually join the campaign invited by its participants. This way, all the tourist centres will be united by a common idea - #CityWillWait.

Activities on websites and social media are distinguished by a coherent and original visual identity. Opole, Sopot, Kielce, Toruń, Lublin, Olsztyn have also joined the action.

The Polish Tourist Organisation and international PTO centres have joined in the support and promotion of the campaign.

More information on [**Facebook**](#).