

TOURIST SECTOR IN MAŁOPOLSKA





Photo archive of the Marshal's Office of the Małopolska Region

Power up Your Business in Małopolska 2

Małopolska Regional Development Agency, Małopolska Region and Krakow Technology Park jointly implement the project entitled **„Power up Your Business in Małopolska 2”**, co-financed by the European Union under the Regional Operational Program of the Małopolska Region for the years 2014-2020.

The project is a reference to the experience of projects from 2008 - 2017 implemented under the slogan „Business in Małopolska”. The project „Power up Your Business in Małopolska 2” provides for activities in the area of promoting the Małopolska business offer, supporting the exports of Małopolska enterprises and improving the investment process in the region. It is addressed to entrepreneurs from the SME sector and potential external investors.

The project assumes, among others, organization of information meetings and forums for entrepreneurs from Małopolska, training for representatives of local government units, as well as economic missions of foreign entrepreneurs to Małopolska and participation in foreign fairs.

The project is co-created by the institutions

Małopolska Regional Development Agency

The largest regional business environment institution. MARR focuses on tasks important for positive change in the regional environment: restructuring of the economy, land development, servicing European programs, cooperation with local government, servicing investments, supporting entrepreneurship, as well as international cooperation and building the image of Małopolska in Europe and the world.

www.marr.pl

Małopolska Region

The Małopolska Region as a local government unit creates directions of economic policy by acting for the region's economic development. The Department of Ownership Supervision and Economy plays a special role within this area of region competence. The Małopolska Region actively supports the service of domestic and foreign investors interested in starting a business in the region, coordinates activities in the field of internationalization of the regional economy, with particular emphasis on the development of exports, it also conducts activities in the field of economic promotion of Małopolska.

www.malopolska.pl/en

Krakow Technology Park

Technological development of Małopolska Region, development of entrepreneurship, promotion of innovation and new technologies, creation of a positive business climate, and finally support for academic projects - these are just some of the main activities of the Krakow Technology Park, which significantly contributes to strengthening the socio-economic potential of the entire region.

www.kpt.krakow.pl/en

Project implementation period:
March 2019 - February 2022



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I. MAŁOPOLSKA REGION

attractive for tourists

Małopolska is one of the most attractive tourist regions in Poland and also the most frequently visited - both by domestic and foreign tourists. This is confirmed by tourist traffic surveys conducted periodically by the region self-government, which invariably, from year to year, show an upward trend.

What attracts tourists to Małopolska is undoubtedly the unique cultural and natural heritage of the region, but also a rich, diverse tourist offer, a multitude of cultural events, still living tradition, as well as delicious cuisine.

The extraordinary tourist attractiveness of the region is inseparably connected with its geographical location. Małopolska is one of the few regions in Poland with varied natural conditions and terrain from the lowlands to the high mountains. The landscape and natural conditions make the Małopolska Region one of the most important tourist regions in Poland.

The Małopolska Region has also been implementing many projects for several years aimed at constantly increasing the tourist offer of the region. Cultural events, series of thematic events, marking of new tourist routes, as well as support for historic buildings are just a few tasks carried out with a view to ensuring that Małopolska can be successfully considered the most attractive tourist region in Poland.

We invite you to read and contact the Business in Małopolska Centre.

I.1 The potential of Małopolska Region and Krakow

Current statistics on

- the state of the population,
- unemployment rates,
- average monthly gross salary in the enterprise sector,
- average employment in the enterprise sector,

- the number of apartments completed,
- entities of the national economy,
- GDP per capita.



can be found at

krakow.stat.gov.pl/en

I.2. Małopolskie export development trends

Export is a very important element of the Małopolska economy, and its volume and significance are growing every year. This is confirmed by a significant increase in the value of exports in 2017 compared to 2016 by 8.2%, which represents 4.7% of the country's export value. According to data for 2017, the value of goods and services exported from the region amounted to EUR 9.56 billion (6th place in the country). The total number of companies exporting from Małopolska in 2017 exceeded 3.8 thousand (an increase of 6.8% compared to 2016 and 4th place in Poland). According to GDP, the most important areas of economic activity in the region in terms of export value in 2017 are: manufacturing – EUR 7.68 billion; wholesale and retail trade, repair of motor vehicles, including motorcycles – EUR 1.46 billion; information and communication – EUR 131.50 million. In terms of the structure of the value of export products according to the Combined Nomenclature (CN), the most important sections are: machinery and equipment, electrical and electrotechnical equipment – EUR 2.52 billion (26.4%), base metals and products – EUR 1.44 billion (15%), transport equipment – EUR 1.35 billion (14.2%), and plastics and products – EUR 1.09 billion (11.4%).

I.3. Who visits Małopolska

From year to year, the percentage of foreign tourists among visitors to the Małopolska Region is increasing. Data from 2017 show that every 5th foreign tourist arriving in Poland benefited from accommodation in facilities located in the Małopolska Region, which puts Małopolska the honourable first place in the country in terms of the number of overnight stays for tourists from abroad.

The majority of foreign guests are represented by: Germany (18.9 %), France (11.2 %), Great Britain and Ukraine (8.2 %). A large group of visitors are also Italians, Americans, Spaniards, Czechs and people from the Scandinavian countries.

Good communication access, a modern and wide congress and conference base supplemented by a rich offer of high standard accommodation means that people traveling for business purposes also willingly come to Małopolska.

Małopolska closed 2018 with a record tourist result. The region was visited by as many as 16.7 million people, i.e. exactly 800,000 more than a year ago. In total, domestic and foreign tourists have left over PLN 14 billion in the region.

I.4. Benefits for the region

The number of visitors to Małopolska that increases from year to year generates profits, among others for local entrepreneurs – tourists leave more and more money in our region, spending it, for example, on accommodation, entrance tickets to Małopolska attractions or simply shopping. In total, last year's spending pool for visitors to Małopolska reached PLN 14.34 billion. This amount was an increase of 6.54 % compared to 2017. Visitors from Poland spent as much as PLN 8.88 billion, or 8 % more than in the record year 2017.

I.5. Business tourism in the Małopolska Region

Małopolska is undoubtedly one of the most dynamically developing regions on the economic map of Poland and Europe. The strong position of our region is demonstrated by companies operating dynamically in Małopolska Region, recognized not only in the country but also abroad. It is not without reason that Małopolska is one of the leading destinations chosen for the organization of business and economic meetings, which only confirms the thesis that it is a perfect place for business development.

According to the latest data, the capital of Małopolska – Krakow – ranks high sixth in the global ranking for the best location for business service centres.

Business tourism is a type of tourism for people who travel and stay in a given place for business purposes. It is assumed that business tourism is practiced mainly by people with high social status (management of enterprises), as well as representatives of the world of science, with high education. A business tourist travels mainly outside the tourist season, traveling individually or in small groups, but not with their family. A business tourist is considered to be a particularly demanding tourist who chooses to stay in luxury accommodation.

Among the reasons for traveling for business purposes, the most common are satisfaction of creative, emotional and aesthetic needs, as well as the desire to learn or the need to make new acquaintances (integration).

The requirements set by business tourists oblige hotel owners to provide the highest level of service and the highest standard. Services sought by business travellers impose the need to use high standard accommodation facilities, i.e. 5- and 4-star hotels – they constitute the basic accommodation base for tourists traveling for business purposes. In 2018, 15 5-star hotels and 79 4-star hotels were operating in the Małopolska Region.

A good alternative for business tourists are 3-star hotels providing a standard of services at the appropriate level and good accessibility due to the number of places offered. In 2018, 219 such facilities were operating in the Małopolska region and they constituted 52.2% of all hotels.



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CONFERENCE FACILITIES

ICE Congress Centre in Krakow

– the ICE Krakow centre established in the capital of Małopolska is one of the most modern and prestigious congress centres in this part of Europe. It is thanks to this that it is possible to create and promote a comprehensive offer of the region as an attractive destination for business tourism. Its excellent location allows the organization of various events; from international congresses, conferences, symposia and business meetings, through cultural or social events.

Unique architecture, modern technologies and a wide range of international events – all this distinguishes the ICE Congress Centre in Krakow. Undoubtedly, this place is a calling card of Małopolska.

The Congress Centre was one of the projects co-financed under the Małopolska Regional Operational Program for 2007-2013.

www.icekrakow.pl/en

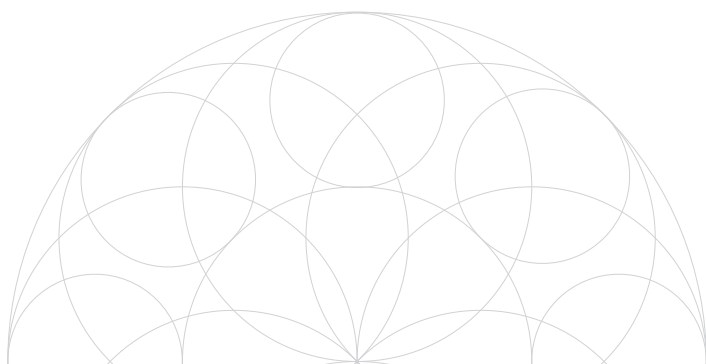
Tauron Arena Krakow

- this is the largest in Poland and one of the most modern indoor sports and entertainment facilities, opened in 2014. In a building housing 22 thousand people, sporting, cultural and religious events take place. The advantages of the building are not only its location, size and multifunctionality, but also rich technical possibilities, thanks to which it is possible to use the most advanced stage and multimedia systems during the events taking place here.

www.tauronarenakrakow.pl/en



Photo archive of the Marshal's Office of the Małopolska Region



II. MAŁOPOLSKA REGION

Tourism Industry

II.1. Characteristics of the tourism industry in Małopolska Region

Małopolska is a region with unique cultural resources on a national and European scale. Based on this unique potential, an attractive offer of the cultural sector is being built, which plays a significant role in the development of tourism and leisure industries, and thus in the economic development of the region and determines the region's competitiveness. The second undoubted advantage of Małopolska on the basis of which tourism develops is its unique geographical location, diversity in terms of landscape formation and the attractiveness of natural and landscape attributes.



Photo archive of the Marshal's Office of the Małopolska Region

In the 'Analysis of tourist attributes of districts and their immediate surroundings' presented by the Central Statistical Office in 2017, the Małopolska Region was rated as the most tourist-attractive region in the country, and as many as 6 local government units from Małopolska were in the top 15 most attractive districts in Poland.

Based on the unique cultural and natural attributes, many thematic routes are developing in Małopolska, presenting and promoting various aspects of the region's cultural and natural heritage, thematically diverse and with various levels of development and animation, including: 6 international routes, 7 supra-regional routes, over 30 regional routes, nearly 100 urban tourist routes, nearly 10,000 km of marked hiking trails.

The most important routes and thematic routes related to monuments and cultural heritage, including intangible heritage, include, among others, The Wooden Architecture Trail - one of the most recognizable heritage trails in Poland (over 1,500 km of marked roads and 253 objects), the Eagles' Nests Trail, Salt Mines in Wieliczka and Bochnia and the Małopolska UNESCO Route.

The Małopolska Region is also a region with many religious sites. There are many sanctuaries that attract pilgrims from around the world. In recent years, religious tourism has been developing around such places as: the Centre of Divine Mercy Worship in Krakow - Łagiewniki, Wadowice - the birthplace of Karol Wojtyła - Pope Saint John Paul II, one of the largest places of Marian worship in Kalwaria Zebrzydowska, Czarna, Tarnów, Tuchów, Ludźmierz, Krzeptówki, the Cistercian Abbey in Szczyrzyc and Krakow - Mogiła and the Sanctuary of the Holy Sepulchre in Miechów and numerous papal routes related to places of stay and pilgrimage of the Polish Pope to Poland and Małopolska. Krakow and Małopolska were also the site of World Youth Day in 2016, attended by about 3 million people.

The Małopolska Region stands out among other regions in Poland for having the largest length of the network of marked tourist routes. In connection with the developed tourist base, attractive mountains, numerous national parks, landscape parks and national heritage sites, there are as many as 9,400 km of tourist

routes within the region's borders, including as many as 3.4 thousand km of mountain hiking trails, 2.5 thousand km of horse trails and 1.8 thousand km of cycling routes. On a national scale, in this period there were routes with a total length of 78.1 thousand km. Thus, Małopolska tourist routes accounted for almost 12% of the total for the country.

Due to the diversity of terrain, Małopolska has exceptionally favourable conditions for the development of active and recreational tourism. That is why the VeloMałopolska cycling trail is being created in the region, which will connect the most interesting tourist and nature spots in the region. The south of the region, including the Tatra, Beskids and Pieniny mountain ranges, are popular areas for mountain hiking and winter sports, and thanks to the highlands and mountainous terrain, Małopolska has good conditions for the development of all forms of specialist tourism and extreme sports.

Due to the special climate, nature and landscape attributes as well as the richness of natural healing resources, Małopolska is also, next to Lower Silesia, the second leading region of the spa offer in Poland. There are 11 areas in the region that meet the requirements of the Spa Treatment Act. Spa treatment is conducted in 47 spa facilities, which constitute 17.7% of the nationwide spa facilities base.

Business tourism is an important direction of travel to the region. Krakow, as a well-known academic centre and a place grouping scientific and outsourcing centres, is a very attractive place to organize international conferences, meetings, congresses, fairs and exhibitions. The capital of the region offers an extensive congress-conference and accommodation base as well as good transport accessibility, which means that the meeting industry is successfully developing in the city. This base at the same time complements and increases the quality of the offer in the region and stimulates the development of other places in Małopolska in this respect.

The distinctive cultural, landscape and natural richness of the Małopolska Region makes Małopolska one of the most popular tourist regions in Poland. For many years, the number of people choosing Małopolska destinations



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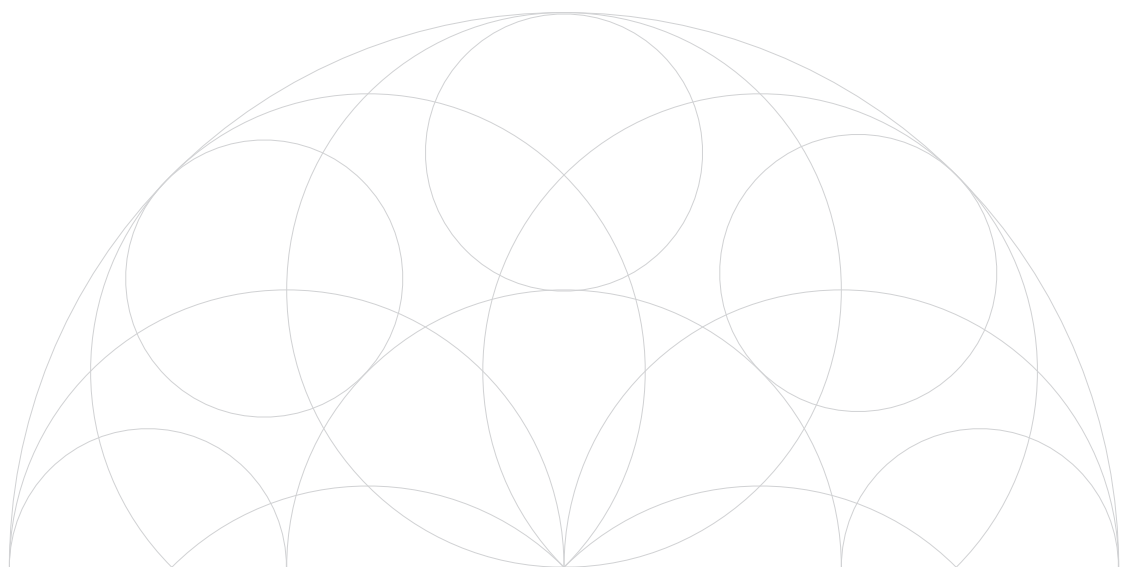
has been steadily increasing. According to estimates, the volume of tourist traffic in Małopolska in 2018 reached another record level – 16.78 million people, which was 5.14% higher compared to the previous year. The number of visitors from Poland (up to 13.28 million people) and from abroad (up to 3.5 million people) increased. In 2018, a peak was also observed in the number of tourists, i.e. guests staying overnight in the region – 5.2 million tourists came to the region, who received 13.9 million nights' accommodation (which means that a tourist's average length of stay was less than 3 days). In 2018, there was also an increase in the number of one-day visitors from abroad – of 17.02%, i.e. to 220,000 people. In the group of one-day visitors from Poland, there was a decrease – of 3.77%, to 3.37 million people.

Along with the development of tourism, the region's accommodation base is also increasing. Tourists had at their disposal 1510 tourist facilities, in which 101.1 thousand beds were available. Hotel facilities constituted 36.5% of the region's accommodation base and offered 52.2% of beds, of which the largest number was hotel facilities and guesthouses. All of the hotels in the region have a total of 43.5 thousand places. Apart from hotel facilities, the largest number of beds is offered by guest rooms/private lodgings (12.8 thousand). The largest number of accommodation facilities was located in Krakow and in the Tatra district – places that are the most popular among tourists.

The estimated revenues of Małopolska (in



Photo archive of the Marshal's Office of the Małopolska Region



the understanding of entities operating in the region), which in one way or another served tourists, amounted to PLN 14.34 billion in 2018. This amount turned out to be 6.54% higher than in the previous year.

II.2. Krakow – the heart of Małopolska Region

Krakow is a city with an extremely rich thousand-year history, with many valuable architectural objects, it is a former seat of the Polish kings and a former capital of the country. Today, Krakow is one of the most important European metropolises.

Krakow is located in southern Poland, in the central-western part of the Małopolska Region on the Vistula. Krakow is located at the confluence of several geographical regions: the Krakow Gate, the Oświęcim Valley, the Sandomierz Basin, the West Beskids Foothills, and the Kraków-Częstochowa Upland.

The convenient location of Krakow makes it an excellent starting point for trips to the mountains or valleys located in the Jura Krakowsko-Częstochowska.

Krakow also serves as an administrative, cultural, educational, scientific, economic, service and tourist centre.

In addition, the capital of Małopolska ranks second (just after Warsaw) in terms of modern office space (over 1 million square meters of office space), and is also one of the key railway junctions in Poland. In Balice near Krakow there is the second airport in Poland in terms of the number of passengers served annually.

Krakow – what you have to see

Rynek Główny - one of the largest medieval squares in Europe (200 × 200 m), marked out during the establishment of the city in 1257. Of the old buildings, the Cloth Hall, Town Hall Tower, St. Mary's Church and St. Wojciech and tenements surrounding the square have survived. On the Market Square, you can take a horse-drawn cab, take part in numerous cultural events, visit the Historical Museum or relax in one of the cafes. Almost all of the tenements and palaces around the Market Square are centuries-old historic buildings. They include,

among others: the Historical Museum of the City of Krakow and the International Cultural Centre, as well as shops with exclusive goods.

Sukiennice - the Gothic-Renaissance building, decorated with an attic with mascarons, designed by Santi Gucci – is the former cloth hall, and today the largest souvenir shopping arcade in this part of Europe. On the ground floor, from the east, there is the well-known Noworolski cafe, on the first floor – the Gallery of 19th century Polish Painting, and below the surface the tourist trail Under the Square.

www.podziemiarynku.com

Bazylika Mariacka - one of the largest and most important churches in Krakow, after the Wawel cathedral, from 1962 with the title of a minor basilica. It is one of the most famous monuments of Krakow and Poland, housing one of the largest Gothic altars in Europe. A polyptych measuring 11 × 13 m was made in linden wood by Wit Stwosz – an artist from Nuremberg – in the years 1477–89. The altar is opened every day at 11:50 – you can then admire scenes from the life of the Virgin Mary and Jesus Christ. The bugle call is played every hour from St. Mary's Tower.

www.mariacki.com/en

Zamek Królewski - the Wawel Royal Castle together with the Wawel hill is one of the places of greatest historical and cultural significance in Poland. The centuries-old seat of kings and the symbol of Polish statehood, in 1930 the Castle also became one of the most important museums in the country, storing a valuable



Photo archive of the Marshal's Office of the Małopolska Region



Photo archive of the Marshal's Office of the Małopolska Region

set of paintings, graphics, sculptures, fabrics, works in gold, militaria, porcelain and furniture. The chambers display the famous tapestries of Zygmunt August and magnificent Renaissance Italian paintings from the Lanckoronski collection, while the Wawel collection of Eastern art includes the excellent and largest collection of Ottoman tents in Europe.

The collections of the Castle are presented at several permanent exhibitions, presenting the appearance of the royal residence in the 16th and 17th centuries. Each exhibition is visited separately.

www.wawel.krakow.pl/en

Kazimierz – Krakow's Kazimierz is a place shaped by centuries as a Christian-Jewish neighbourhood. Jewish people appeared in Kazimierz in the mid-fourteenth century and until the beginning of the nineteenth century they lived in the „Jewish city”, enclosed within today's streets: Miodowa, św. Wawrzyńca, Wąska, Józefa and Bożego Ciała. It was an autonomous enclave – the Jewish residents ruled it themselves – they were only ruled over by the

king on whose behalf the Kraków voivode was in authority.

Nowadays Kazimierz is one of the most recognizable places in Krakow. This bustling cultural and artistic district attracts especially those who want to feel the spirit of Krakow's bohemia. The most crowded cafes as well as well-known art studios and galleries are concentrated around the streets: Szeroka, Izaaka, Miodowa, Józefa, Podbrzezie and around Plac Nowy.

www.krakow.pl/english

II.3. Tourist treasures of Małopolska Region

Zakopane – the winter capital of Małopolska – this is the mountain capital of Poland, a centre of active rest and recreation that invites you all year round. Undoubtedly, Zakopane is one of the most popular destinations for spending free time in the winter season. Every year, the town attracts crowds of tourists hungry for winter adventures both from Poland and abroad. Numerous ski lifts, cross-country tracks, ice rinks, sledge hills, sleigh rides and snowmobiles are just some of the attractions that Podhale offers in the winter season.

Supporters of slightly less active recreation will also find something to suit them. A walk along the trail to Morskie Oko lake, to the Chochołowska Valley or a ride on a cable car to Kasprowy Wierch mountain – is an ideal alternative for admirers of breath-taking views.

www.zakopane.pl

Kopalnia Soli „Wieliczka” – is undoubtedly one of the most valuable monuments of material and spiritual culture in Poland. Every year, more than a million tourists from all over the world come to the Wieliczka Salt Mine. It is also a world-class monument, inscribed in 1978 on the first UNESCO World Heritage Site List. Currently, the Wieliczka Salt Mine is a symbol of many ages of tradition and centuries of history on the one hand, and on the other a manifestation of modernity with an impressive infrastructure.

The Wieliczka mine has 9 levels with a network of pathways about 300 km long, which is accompanied by about 3000 chambers,



Photo archive of the Marshal's Office of the Malopolska Region



Photo archive of the Marshal's Office of the Małopolska Region

reaching up to 327 m deep. The mine is characterized by a unique microclimate, which consists of – in addition to high humidity – a constant temperature (approx. 14-16°C), pressure, ionization and high potassium, magnesium and calcium content in the air.

www.wieliczka-saltmine.com

Nowy Sącz – is a dynamically developing town. It is located in a vast mountain valley at the confluence of the Dunajec and Kamienica. At the fork of these two rivers are the remains of the castle and the old town. The oldest monument of Nowy Sącz is the Gothic collegiate church of St. Margaret from the turn of the 14th and 15th centuries. Other historic buildings include: the Gothic House, the Classicist town hall, fragments of the defensive walls from the 14th century, and eclectic-Art



Photo archive of the Marshal's Office of the Małopolska Region

Nouveau tenement houses in the so-called Hungarian suburb. Behind the market square, the so-called Gothic House houses the District Museum with a permanent exhibition of guild art from the fourteenth century, folk art from the eighteenth century, and a collection of church art.

In the area it is also worth seeing the Old Market Square in Stary Sącz with the historic Monastery of the Poor Clares, the wooden church in Ptaszkowa, the wooden church in Bogusza, and the wooden Orthodox church and stone Orthodox church in Łabowa.

www.nowysacz.pl/gb



Photo archive of the Marshal's Office of the Małopolska Region

Tarnów – is the second largest city in Małopolska, which shaped its character in the cultural melting pot that its inhabitants created over centuries. The most valuable monuments of Tarnów, founded in the 14th century, were built in the 16th century during the heyday of the city. The set of tombstones of the city owners (Tarnowski and Ostrogski families) located in the 15th-century cathedral is second only to the tombstones from the Wawel cathedral. The other interesting monuments of the city include the modernist Mościce buildings, on the Wooden Architecture Trail, and one of the oldest cemeteries in Poland. Tarnów was one of the largest Jewish communities in Małopolska for centuries. To this day, the following survived: the bimah (the elevation from which the Torah was read) from the seventeenth-century

temple, the cemetery with the tombstones of the finest Jewish families, and the mikvah (ritual bathhouse) erected in the Moorish style in the early 20th century.

www.tarnow.pl

Oświęcim – is an attractive and friendly town of nearly 40,000 inhabitants located in the valley of the Soła River. The convenient location between Małopolska and Silesia makes it an important communication route connecting both regions. The atmosphere of the Galician town is created by a turbulent 800-year history, whose traces can be seen walking on the castle hill and in the old town. The character and climate of the town are determined by its ancient history dating back to the 13th century.

The panorama of the town and the surrounding area can be admired from the restored Gothic defensive tower, which is one of the oldest brick buildings in Małopolska. When in Oświęcim, it is also worth seeing the Market Square with medieval buildings, the historic parish church of the Assumption of the Blessed Virgin Mary, and also visit the Chevra Lomdej Misznajot Synagogue and the Jewish Centre.

An extremely important place on the map of Oświęcim is the Auschwitz Birkenau State Museum. Marked by the tragic history of World War II, Oświęcim is still struggling with the heritage of the past. Built here in World War II, the largest German Nazi Concentration and Extermination Camp - KL Auschwitz-Birkenau is today a place of Remembrance and Education of future generations. Every year, the Auschwitz Birkenau State Museum is visited by over a million tourists, pilgrims and important personalities who want to pay tribute to the victims of the „hell” of Auschwitz. Bearing in mind the memory of what happened, contemporary Oświęcim consciously creates its image as the Centre of Peace, from which numerous initiatives and projects calling for dialogue, tolerance or reconciliation are derived.

www.oswiecim.pl/en

www.auschwitz.org/en

Energylandia – is the largest family theme park in Poland, and at the same time one of the biggest tourist attractions in western Małopolska. The park offers dozens of attractions for all ages, children, adolescents and adults.



Photo archive of the Marshal's Office of the Małopolska Region

The construction of the investment was possible thanks to the Innovative Economy Operational Program for the years 2007 - 2013.

www.energylandia.pl/en

VeloMałopolska – is the largest project in Poland to build an integrated network of cycling routes implemented by the Małopolska Region. The project involves the construction of almost 1,000 kilometres of well-marked paths that will connect the most interesting tourist and nature spots in the region. The planned project completion date is 2020. However, several hundred km of routes of the highest European standard have already been put at the disposal of the fans of two wheels.



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Photo archive of the Marshal's Office of the Małopolska Region

The project involves the construction of eight cycling routes:

- Vistula Cycling Route – WTR
- VeloDunajec
- VeloMetropolis (Małopolska section of the EuroVelo 4 route)
- VeloNatura (Małopolska section of the EuroVelo 11 route)
- VeloSkawa
- VeloRaba
- VeloPrądnik
- VeloRudawa

The creation of an integrated network of major cycling routes will increase the

competitiveness of Małopolska's tourist offer and encourage representatives of local government units, non-governmental organizations and entities operating in the tourism sector to build new cycling routes.

www.malopolska.pl/narowery/trasyrowerowe/velomalopolska

14 objects inscribed on the UNESCO World Heritage List are located in the Małopolska Region:

- Krakow Old Town
- Wieliczka salt mine
- Saltworks Castle in Wieliczka
- Salt mine in Bochnia
- Kalwaria Zebrzydowska - a Mannerist architectural and landscape complex as well as a pilgrim park
- Auschwitz-Birkenau Former German Nazi Concentration and Extermination Camp (1940-1945)
- Dębno - church of St. Archangel Michael
- Sękowa - church of St. Philip and St. James the Apostles
- Binarowa - church of St. Archangel Michael
- Lipnica Murowana - church of St. Leonardo



Photo archive of the Marshal's Office of the Małopolska Region

- Orthodox church of St. James in Powroźnik
- Greek Catholic church of the Protection of the Mother of God in Owczary
- Orthodox church of St. Paraskeva in Kwiatów
- Orthodox church of St. Archangel Michael in Brunary Wyżne

Małopolska, UNESCO World Heritage Trail - ENG

Why it is worth visiting Małopolska Region

- Małopolska Region is one of the most attractive tourist destinations in Europe and in the world (Krakow, Wieliczka, Tatras, Wadowice and the Auschwitz-Birkenau Museum), attracting several million tourists annually.
- developed communication and convenient location in the central part of Europe; Krakow Airport offers over 50 direct flights to major European cities.
- one of the most frequently chosen directions of business tourism in Poland and the place of organization of large international events, among others: Economic Forum in Krynica-Zdrój, world congresses and European festivals.
- diverse, constantly developing offer of conference facilities (over 400 in the entire region), from historic to modern to completely unconventional; from intimate to very large.
- a well-developed accommodation base: renowned hotels of international chains, spa & wellness hotels
- rich cultural events calendar. In Krakow alone, more than 50 festivals are held annually.
- excellent cuisine: a wide range of dining options, of which 19 are recommended by the Michelin Guide 2014. In addition, 11 regional products have been registered in the EU.
- unique nature with an unusual landscape, which consists of a wealth of fauna and flora and valuable monuments, which makes ideal conditions for meetings in the field.
- cultural attributes: in Małopolska there are as many as 14 places inscribed on the UNESCO World Cultural and Natural Heritage List.
- huge scientific facilities – numerous universities, colleges, scientific institutes and research institutions.





Photo archive of the Marshal's Office of the Malopolska Region

The examples described in this study do not exhaust the full range of the industry. The information contained herein is an invitation to contact the employees of the Business in Małopolska Centre, who have a full database of companies from Małopolska Region and provide assistance in establishing business relations.

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e-mail: contact@businessinmalopolska.pl

This publication has been prepared as part of the implementation of the „Power up Your Business in Małopolska 2” project, sub-measure 3.3.1 of the Regional Operational Program of the Małopolska Region for the years 2014-2020.

Free publication.

Main sources of information:

- *Information from websites of local government units*
- *CeBiM own information*
- *Information from malopolska.pl*
- *Information from visit.malopolska.pl*
- *Data from the Statistical Office in Krakow*
- *Tourism in the Małopolska Region in 2017 and 2018*
- US publishing house in Krakow
- *Report - Tourist traffic in Małopolska in 2018*
- *Małopolska Region Development Strategy*
„Małopolska 2030”. Public consultation project of 29.08.2019
- *the photographs used in this publication are taken from the Marshal's Office of the Małopolska Region (UMWM) photo database and a free photo stock*

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