



UNESCO

**– heritage – tourism – culture –
Kraków**

Szymon Gatlik

Municipality of Kraków, Poland

Kraków. Main square and Royal Castle



Destination management **Kraków**

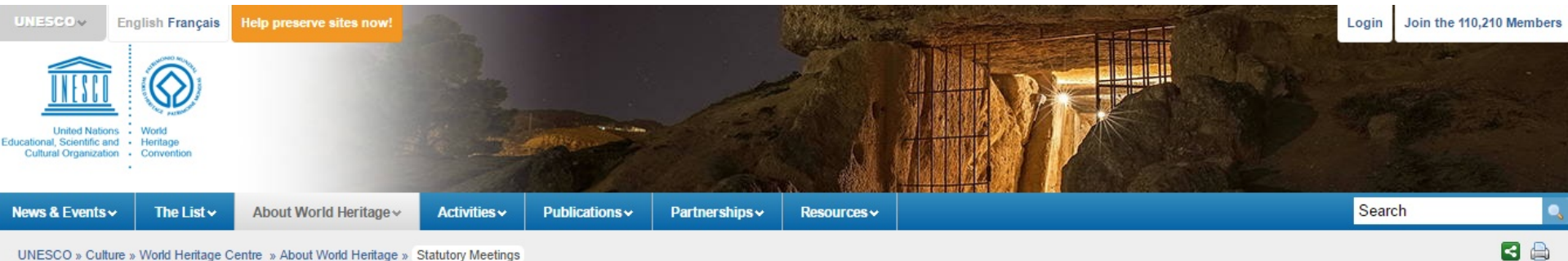
Policy/opinion making

Tourism

Culture

HERITAGE

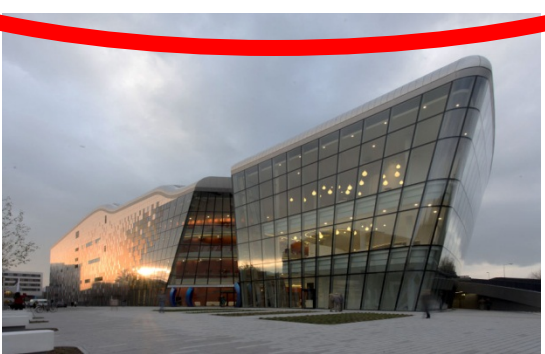
Policy/opinion making **Kraków**



Search Session Search

Advanced

41st session of the Committee
Krakow, Poland, ICE Krakow Congress Centre
2-12 July 2017



Tourist destination **Kraków**

In 1978 on the 1st ever UNESCO World Heritage List
(only 12 entries worldwide).

Multi-product city:

Heritage/religion/culture/
sport/MICE/medical...

768 000 inhabitants

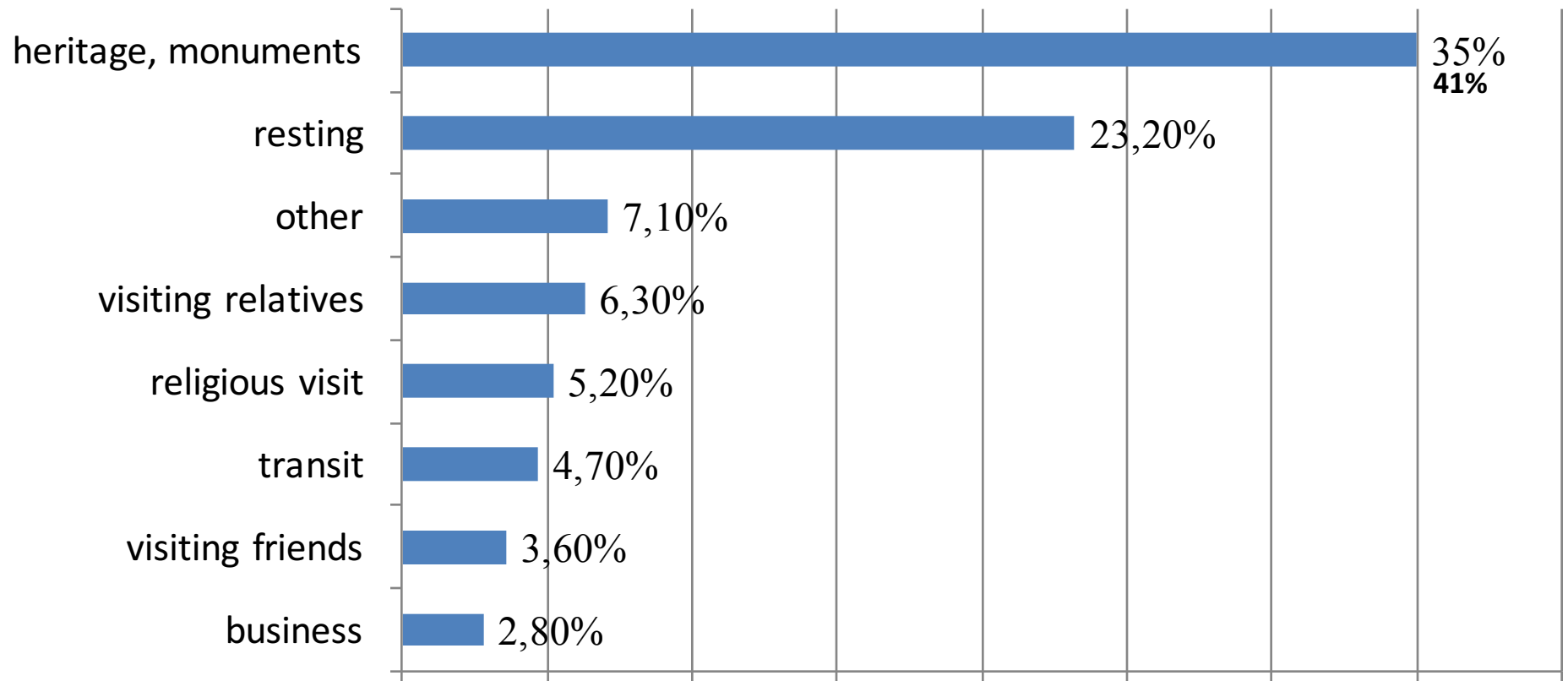
12.15 million visitors

(all numbers 2016)



Tourist destination **Kraków**

Incoming tourism survey 2016 – main reason to visit Krakow



Tourist destination **Kraków**

HERITAGE TOURISM

MONUMENTS

MUSEUMS

**FESTIVALS/
EVENTS**

**RELIGIOUS
TOURISM**

AUTHENTIC EXPERIENCE



Conservatory protection **Kraków**



Conservatory protection **Kraków**



Culture park **Kraków**



Culture park **Kraków**



Culture park **Kraków**



Culture park **Kraków**



Destination management **Kraków**

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Destination management **Kraków**

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Destination management **Kraków**

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List

Destination management **Kraków**

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Culture

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Destination management **Kraków**

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Culture

Kraków 2000 – European Capital of Culture

Praha – 2000

Graz – 2003

Pecs – 2010

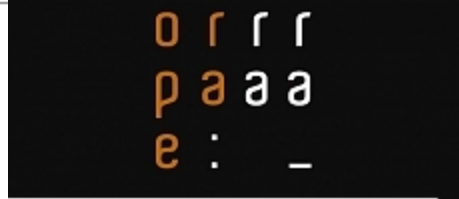
Kosice – 2013

Plzen – 2015

Wrocław - 2016



Culture/Festivals **Kraków**





The Creative Cities Network is currently formed by 116 Members from 54 countries covering seven creative fields: Crafts & Folk Art, Design, Film, Gastronomy, Literature, Music and Media Arts.

[All](#)[Crafts & Folk Art](#)[Design](#)[Film](#)[Gastronomy](#)[Literature](#)[Media Arts](#)[Music](#)



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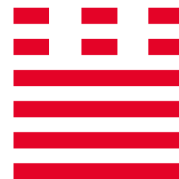


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UNESCO/Literature **Kraków**



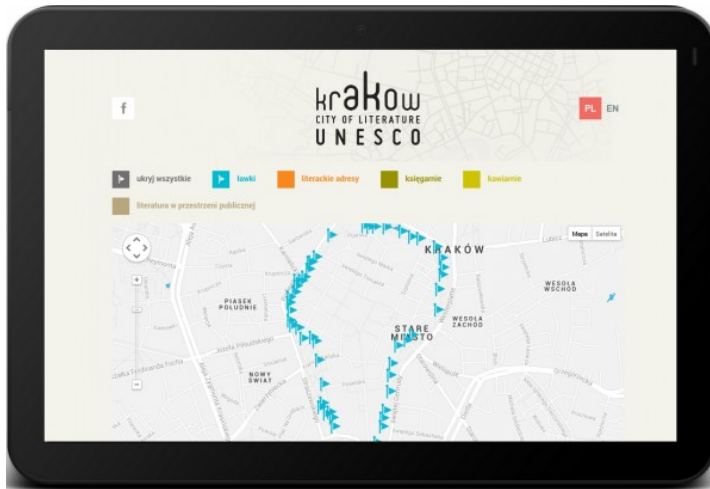
United Nations
Educational, Scientific and
Cultural Organization



KRAKOW
UNESCO CITY
OF LITERATURE

- Member of the UNESCO
- Creative Cities Network
- Since 2013
-

UNESCO/Literature **Kraków**



UNESCO/Literature **Kraków**



UNESCO/Literature **Kraków**



Culture – Heritage – UNESCO

Heritage – UNESCO – Culture