

Poland

If you are looking for a New destination to hold your incentive, business meeting, conference, training course, or any other event we invites you to Poland, the wonderful country in the heart of Europe. It is a country with a population of almost 40 million and the largest economic sector in central Europe, growing rapidly since 2004, when it became a member of the European Union.

Every year, Poland is visited by millions of tourists, who are delighted by its fascinating history, fabulous culture, splendid castles, elegant palaces, churches, museums with unique collections and the world-famous Polish hospitality.

There are also numerous cultural events which present rich Polish traditions. They are guaranteed fun and give a glimpse of life in the past.

The enormous diversity of the environment from the alpine-type Tatra Mountains, through the Mazurian Lake District to the Baltic See, with its golden, amber-rich beaches makes active rest possible at any time of the year.

A variety of landscapes and natural well-preserved treasures make it possible to create a variety of incentive travel programmes.

It appeals to everyone, which is why Poland is one of Europe's favourite business destinations!

Krakow & South Poland

Krakow is one of the most beautiful Polish cities visited by 8 million tourists from all over the world each year. Founded more than a thousand years ago, it served as Poland's capital until the early 17th century. With the meandering Vistula river, towering Wawel Royal Castle and a well-preserved urban mediaeval layout – Krakow is seen by many as a magical city. A visit to Krakow is a meeting with the most glorious era in Polish history. Krakow Old Town with Wawel Castle and the Kazimierz district were placed on the first World Heritage List created by the UNESCO in 1978.



The magic of the city can best be contemplated in one of the hundreds of restaurants, cafes and outdoor gardens in both districts, offering delicious original cuisine in a no less pleasing atmosphere. Krakow is not just history; this city lives 24 hours a day. Moreover, it is a strong academic and industrial centre. It has more than a dozen institutions of higher learning headed by the illustrious, 700-year-old Jagiellonian University. The city has also attracted international corporations. It has more than 9000 hotel beds, ranging from the luxurious to small family-run hotels. All this means that Krakow is an ideal venue for conferences, conventions, corporate meetings and other incentive events. Krakow can host such events throughout the year, always offering a wide variety of programmes and attractions, as well as South Poland.



No other region in Poland can offer such a wide range of attractions as South Poland. Spectacular castles, several national parks with bears and wolves, The Tatra Mountains with the most picturesque peaks in Poland, whitewater rafting in Pieniny and the Memorial Museum in Auschwitz are not the only treasures of Małopolska and South Poland.



Thanks to its location Krakow is perfectly connected with big cities in Poland, Europe, and worldwide:

- **By Plane:** Krakow (Krakow Airport - Balice (KRK)) offers direct flights to the following cities: Belfast, Bergen, Birmingham, Bristol, Brussels, Bydgoszcz, Chicago, Dortmund, East Midlands, Edinburg, Frankfurt, Glasgow, Copenhagen, Liverpool, London, Madrid, Milan, Munich, Newcastle, Oslo, Paris, Poznań, Prague, Shannon, Stavanger, Stockholm, Tel Aviv, Warsaw.
- **By car:** Many national roads and motorways intersect in Krakow, among others A4 running directly from the German border.
- **By train:** The city also offers convenient direct railway connections with most of the bigger towns in Poland, not to mention Berlin, Budapest, Bucharest, Hamburg, Kiev, Lvov, Prague, Vienna, and Žilina.