

*Tentative program  
of the study tour (trade mission)  
to Kraków and Małopolska Region*

| Date            | Tentative Program 14-16 June 2019   |
|-----------------|---|
| <b>Friday</b>   | Arrival at Kraków Airport<br>13:00 Lunch<br>14:00 Project presentation – MAŁOPOLSKA TOURIST ORGANISATION,<br>14:30 KRAKOW CONVENTION BUREAU presentation<br>15:00 B2B workshop (10 min with each of 15-20 local tour operators)<br>19:00 Dinner<br>20:00 Transfer to a hotel, check-in<br>21:00 Presentation of the hotel   |
| <b>Saturday</b> | Hotel breakfast<br>08:00 Check-out and a transfer to a selected tourist destination (eg. The Tatra, Pieniny,<br>Beskid mountain ranges)<br>10:30 Tourist attraction / point of interest sightseeing<br>12:30 Lunch<br>14:00 Tourist attraction / point of interest sightseeing<br>17:00 Transfer to a hotel<br>19:30 Check-in<br>20:00 Dinner<br>21:00 Hotel / conference center presentation |
| <b>Sunday</b>   | Hotel breakfast<br>09:00 Check-out<br>09:40 Visit to a selected conference center in Kraków<br>11:00 City sightseeing<br>13:00 Lunch<br>14:30 Transfer to Kraków Airport<br>Departure   |

Notice:

- a. *Aim of the study tour:*
  - a. *presentation of the region's tourist offer in the following business areas: business travel, recreational and leisure trips, travel for medical reasons, spa and wellness services;*
  - b. *meeting local SMEs in travel industry (mainly incoming tour operators, hotels, travel agencies) with the intend to establish long-lasting and mutually beneficial collaboration.*

- b. The study tour is intended for maximum 8 Dutch tour operators, selling trips to Kraków and Małopolska Region within the business areas or willing to do so.*
- c. Program duration: 3 to 5 days, including weekends, mid-June.*
- d. Hotels/conference centers/tourist attractions/restaurants/ other points of interests to be visited will be selected according to their availability and guest tour operator's business profiles - business areas.*
- e. The program includes 3-5 hour workshop with local SMEs in travel industry and a 30-60 min project presentation by Małopolska Tourist Organisation.*
- f. Małopolska Tourist Organisation covers the costs of flights, hotels, restaurants, local transfers, guided tours, workshops, all of which are subject to project budget.*
- g. This program is tentative and can be modified to meet the project requirements and the needs of guest tour operators.*
- h. Final program and itinerary, flight departure and arrival times, and other trip particulars will be provided prior to study tour.*
- i. Małopolska Tourist Organisation reserves the right to select study tour participants according to project aims and requirements.*