



# **Tourism: how we do it in Warsaw**



# Warsaw Tourism Office





# Who we are?

Department of the Warsaw Municipal Office responsible for promoting Poland's capital as an attractive tourist destination at home and abroad, growing the city's tourist brand and supplying comprehensive tourist information on Warsaw in order to increase visitor numbers and create jobs in the tourism sector.

What we do:

- Collecting data and analysing research on tourism,
- Promoting Warsaw in traditional media and online by holding study visits for foreign journalists, influencers and TV crews
- Promoting Warsaw at international tourism fairs and promotional events,
- Running the official Warsaw tourism website and the city's social media profiles,
- Publishing information and promotional materials on Warsaw aimed at international and domestic tourists,
- Running official Warsaw Tourist Information points,





# Promotion – study tours

2023

72 press trips for 175 guests – journalists, influencers, TV crews

More than 80 publications, reach over 372M

2024

around 50 press trips till now



## Warsaw is recapturing its reputation as the ‘Paris of the East’

Affordable, efficient and buzzing, it possesses a quality rare in European capitals these days: excitement about the future

Orlando Iliad  
19 October 2023 • 1:00pm



Irish Independent News Opinion Business Sport Life Style Enter

## Warsaw offers a visceral emotional punch – and not just at the vodka museum

Switch from a ‘medieval’ fairy tale to a war memorial to a thriving and hip town on this fascinating getaway



The royal castle and old town at sunset in Warsaw. Photo: Mike Mareen

Restyn Dee  
Sun 2 Apr 2023 at 03:30

In the small but chic retail section of one of Warsaw's prime attractions I'm waiting patiently to join my group for an escorted tour of the premises. Quite why I'm here, in this beautifully renovated 19th century building that now houses the Polish Vodka Museum, I'm not quite sure, for when it comes to alcohol I don't like spirits and – confession time – I have never tasted vodka in my life.

But there's a first time for everything and so, a few minutes later, off I go with our group and the guide to visit the museum's impressive interactive galleries, where everything you need to know about Polish vodka is revealed in an interesting and



## WARSAW

Reshaping its culinary identity with a blend of heritage recipes, classic flavours and fresh techniques, the Polish capital is ready to shed its reputation for dumplings and vodka

WORDS: SUMNER RYLANDER

Warsaw is a great, non-pretentious foodie, a classic, inspired, vibrant, modern, efficient, and buzzing city. It's a city of contrasts, of old and new, of tradition and innovation. It's a city that's recapturing its reputation as the 'Paris of the East'.

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# Campaigns

We conduct visual and sales campaigns in cooperation with airlines, OTAs (Online Travel Agents) and media groups.

## 2019-22

We prepared and ran 8 campaigns promoting Warsaw as a city break destination. Our partners were: Ryanair, Lonely Planet, Lametayel, Easy Voyage, Hotelbeds.

## 2023

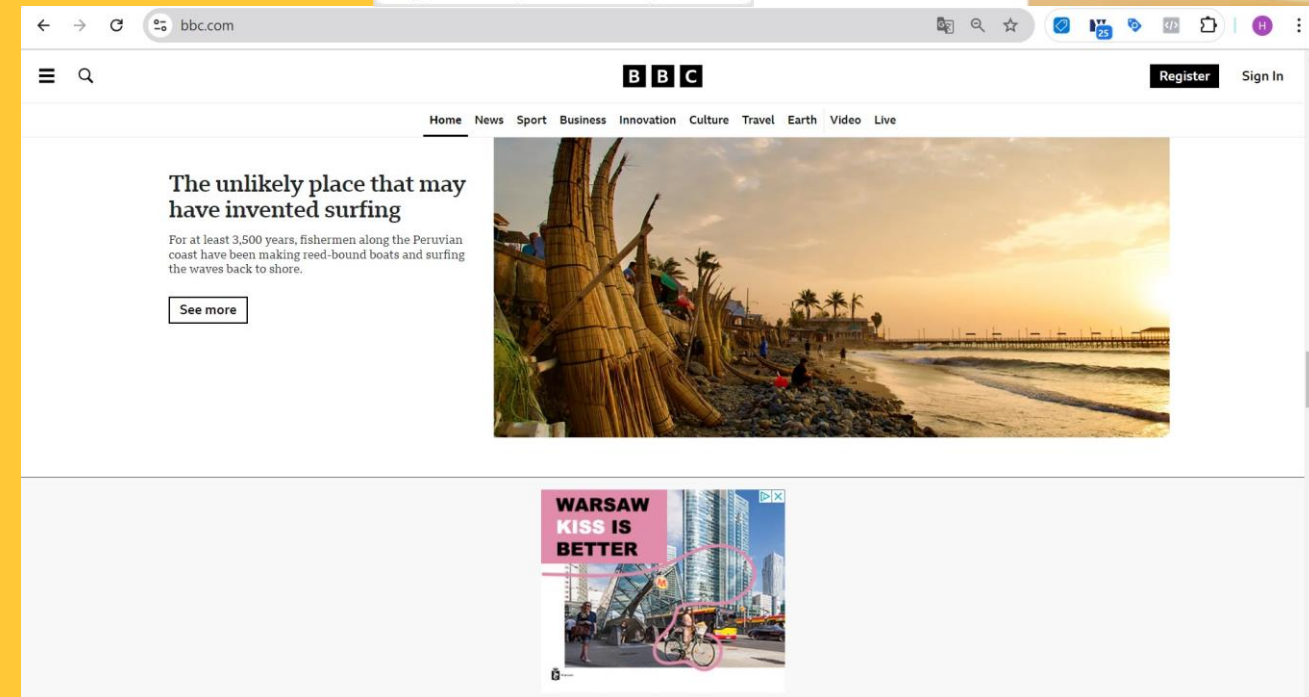
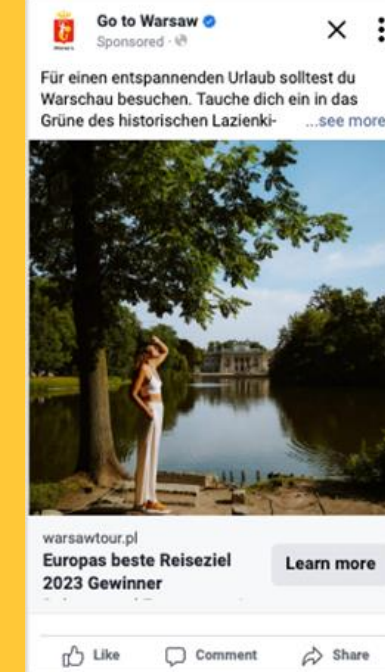
We prepared and ran 3 campaigns in social media and GDN and 1 with OTA

## 2024

2 social media and GDN campaigns on British and UK market

2 TV campaigns on Polish market

Joint campaign with Vilnius, Riga and Tallinn with ETC founding on USA market





# Other

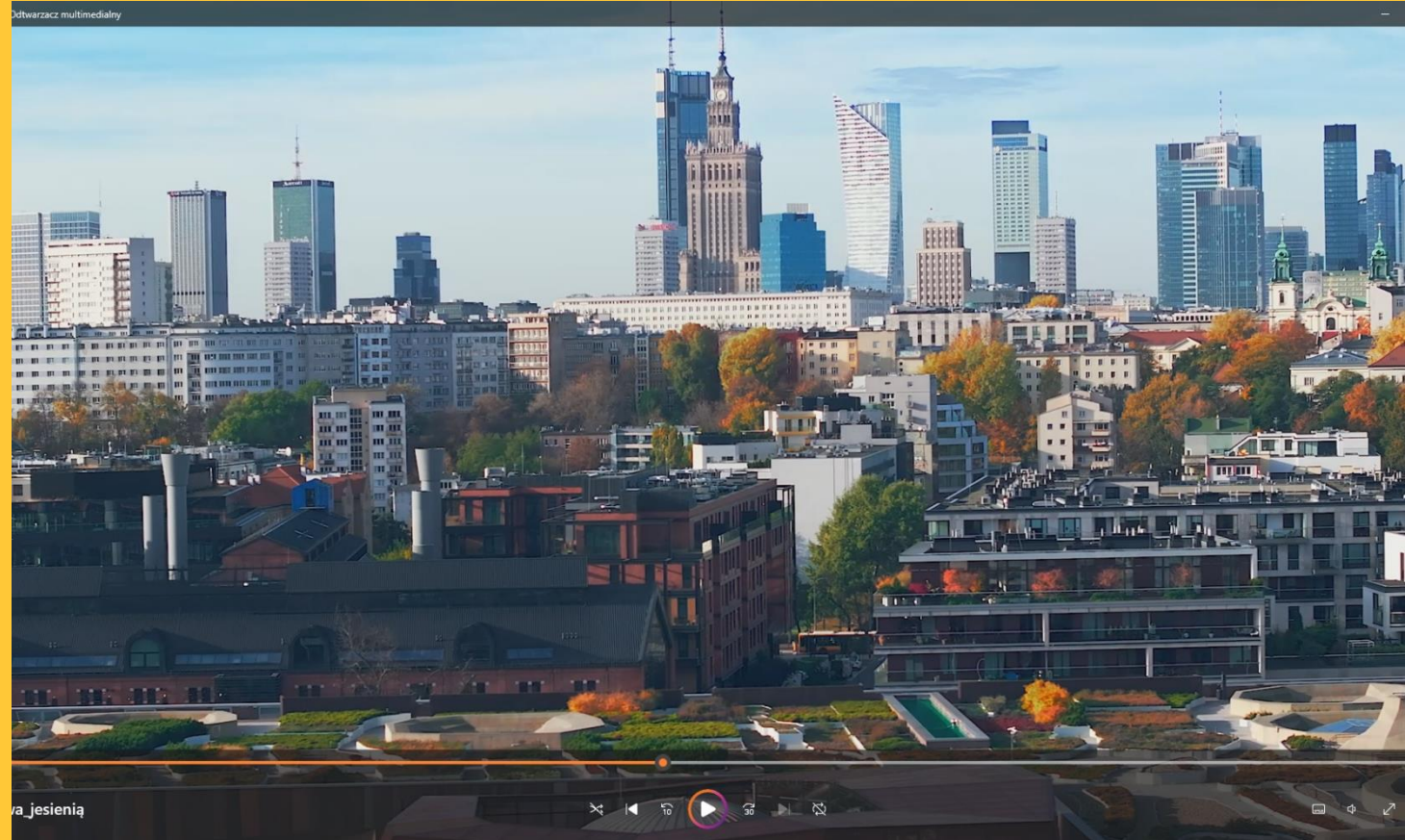
- Trade Fairs

Every year we take part in selected tourism fairs:  
ITB Berlin; WTM London

- Promotional events
- Paid publications

Several times a year we prepare so-called advertorial promotional materials for publication in Polish and foreign travel magazines, i.e.: National Geographic Traveller (UK), Kaleidoscope (LOT in-flight magazine), Désirs de Voyages (France), Travel Magazine (Poland).

- Photo shoots and promotional films
- Newsletter





# European Best Destination 2023 Winner

Among + 400 European Destinations - including 90 sustainable EDEN Destinations awarded by the European Commission - 21 shortlisted destinations have been selected

a record of 686,244 votes from 178 countries were collected

Warsaw collected a record of 142,081 votes (+66,439 votes regarding past year winner - it was a record of votes since the creation of this competition – last record of votes was for Porto and its 138,116 votes in 2017). 68% of votes came from outside of Poland.





# Social Media

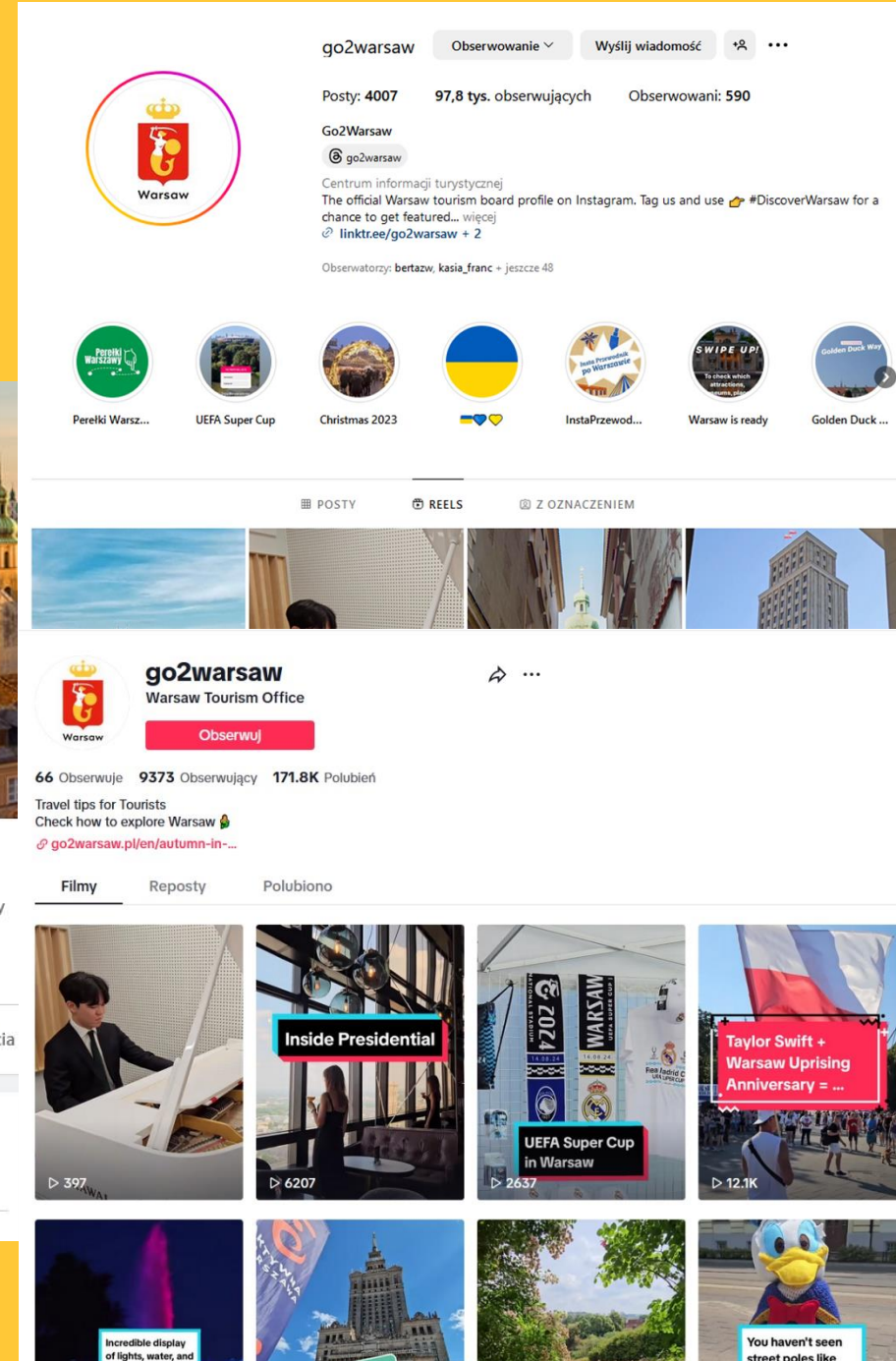


Promotional campaigns every year

Warsaw Pearls 2021, 2022... – The competition was aimed at collecting, describing and promoting local Warsaw, walking routes through less well known Warsaw attractions;

Creation of a community of photographers using the #DiscoverWarsaw hashtag, whose photos are reposted on our profile.

More than 310K followers



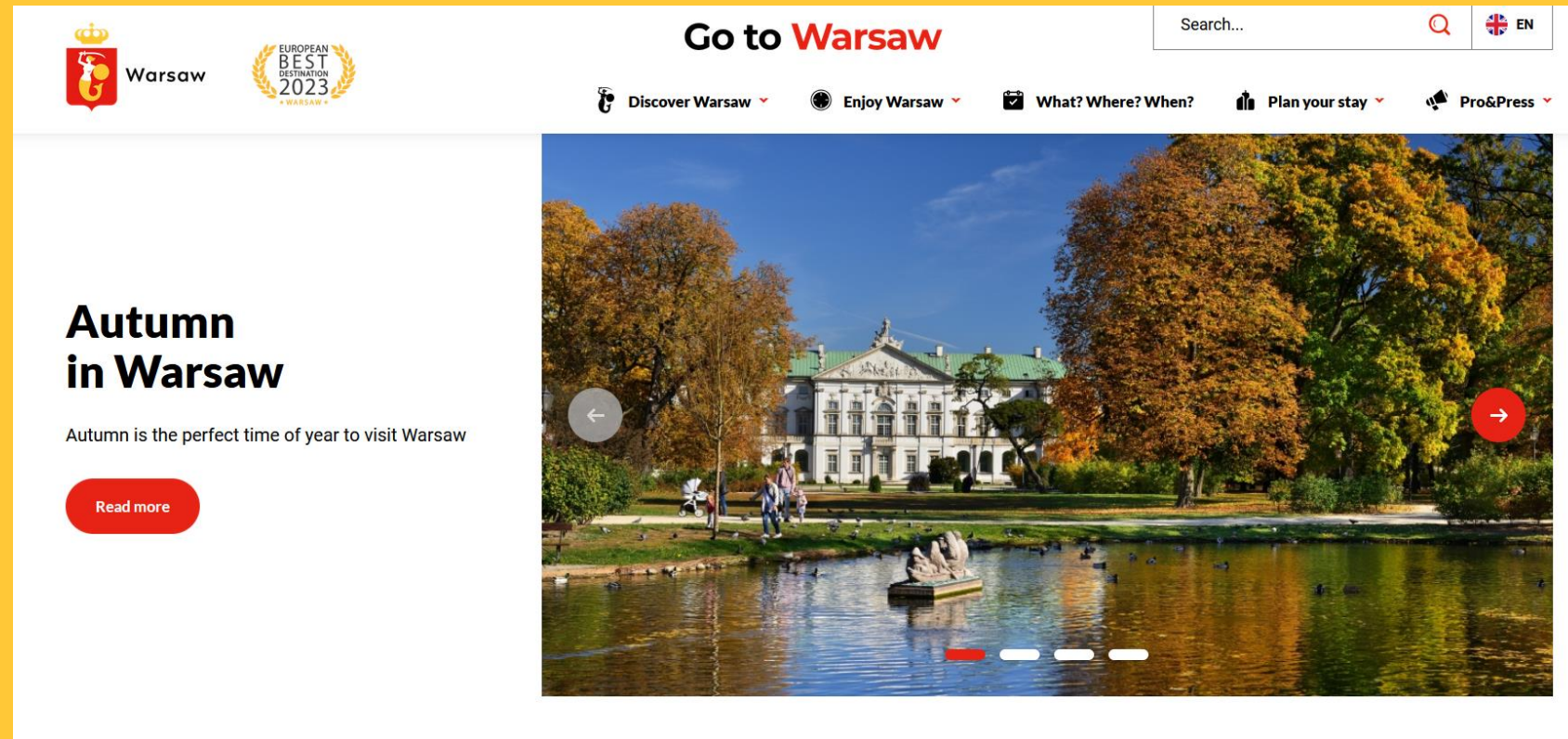


# Tourism Portal go2warsaw.pl

New portal with information about tourist attractions,  
what to do, what to eat, cultural events etc.

4 languages

Around 2M visitors every year!





# Policy and research

- The "Tourism in Warsaw" report

Compiled every year since 2016. Its aim is to provide the Warsaw tourism sector with knowledge on the state of tourism in the capital.

It contains data divided into several thematic blocks (including tourist traffic, the accommodation base, the conferencing industry, image) taken from over 200 sources;

- Warsaw Tourist Policy

Prepared using the participant and expert model and adopted in 2020. The first document of its type in Poland.

- Other





# Numbers for 2023

**15 892 000** tourists and one day visitors

**9 646 000** tourists

**6 246 000** One day visitors

**Foreign tourists: 2,3M**

The largest representation from the countries:

Ukraine, UK, Germany, USA, France, Belarus, Italy,  
Spain





# Warsaw Tourism Information

Tourism Information Centre at Palace of Culture and Science

**More than 100K visitors**

Majority from: Germany, Spain, Ukraine, Italy, France, UK

## Publications

As part of its activities, SBT prepares and prints promotional-informational publications about Warsaw for free distribution at Warsaw Tourist Information points and during promotional and trade fair events domestically and abroad. The publications are also sent to the tourism sector and cultural institutions;





# Who we work with?

## Warsaw Tourism Organisation

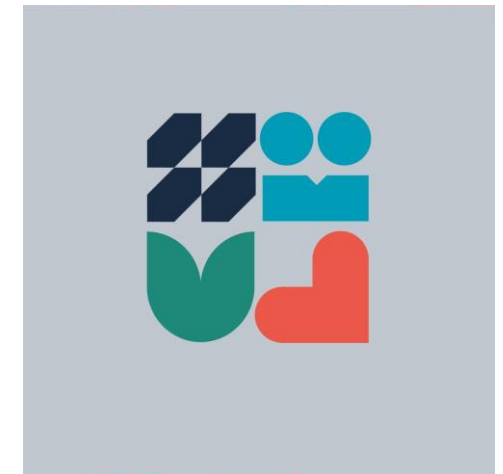
public-private association, established upon initiative of the Warsaw Municipality. The Warsaw Tourism Organization brings together all entities operating in the broadly understood tourism industry in Warsaw (tourism organizers, event agencies, hotels, conference venues, institutions of culture, restaurants, etc.)

## Mazovia Regional Organisation

non-governmental organization dedicated to promoting the attractions, and tourism products of Warsaw and the Mazovian region. As an organization, it creates a natural platform for the implementation of joint projects among its members. The association includes local governments, entrepreneurs, cultural institutions, and non-governmental organizations operating in the field of tourism and culture in Mazovia. Currently, MROT has over 100 members.

## Polish Tourism Organisation

one of several dozen national tourism organisations operating in the world responsible for the promotion of Poland as a modern attractive country offering tourists a high standard of services and appealing prices. The Polish Tourism Organisation has representatives in 15 countries all over the world (Austria, Belgium, China, Chechia, Hungary, France, Germany, Italy, Israel, Japan, the Netherlands, Spain, Sweden, the United Kingdom and USA).





# Our plans for 2025

Online Promotional Campaigns

Cooperation with European Travel Commission

Promotional spots

Events in Poland and abroad

Polish presidency in European Union







# Thank you for your attention

Warsaw Tourism Office

City of Warsaw

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