



Polish National Tourist Office
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**PRESS RELEASE
29 OCTOBER 2015**



**THE POLISH NATIONAL TOURIST OFFICE AT WTM (STAND EU650)
PROMOTES NEW AIRPORT, HOTELS AND
WROCLAW – THE EUROPEAN CAPITAL OF CULTURE 2016
KRAKOW – THE XXXI WORLD YOUTH DAY**

The Polish National Tourist Office (PNTA) - Stand EU650 - will be using WTM as an opportunity to highlight significant anniversaries, celebrations and upcoming events in 2016. Poland will celebrate hosting the XXXI World Youth Day in Krakow, Wroclaw's title as the European Capital of Culture 2016, the upcoming opening of the Olsztyn - Mazury airport and the launch of the AW15 Cotswold catalogue shot in Zakopane. On 27 October 2015, the travel giant Lonely Planet announced their 'Best in Travel 2016' destinations and Poland was among the 10 countries, of which only two were located in Europe. There will be special attractions for stand visitors, including a golf simulator with daily prizes for the highest scorers. On 04 November there will be a networking party for VIP's, media and industry guests to sample Polish food and drinks from 17.00 to 20.00, all travel agents, tour operators and journalists are welcome.

Poland saw a 16.5% increase in UK arrivals to 1.5 million in 2014 and this is set to continue. Adding to its 12 current gateways will be the new Olsztyn – Mazury airport, situated in the heart of Warmia and Masuria in north eastern Poland. Modern and international, its infrastructure will have excellent facilities for passengers and carriers alike, whilst the architecture will be reminiscent of the local culture. The Olsztyn – Mazury airport will open at the beginning of 2016. Poland's first Renaissance hotel is due to open in Warsaw in 2016.

Famous for its priceless historical monuments of culture and art, Krakow will be hosting the XXXI World Youth Day from 25 – 31 July 2016. Krakow is Poland's former royal capital and one of the most attractive spots on the tourist map of Europe, making it the perfect city to hold this prestigious event that will bring together cultures and a range of nationalities from all over the world. 2016 will also see the opening of a new Best Western Hotel.

Moving further North to Wroclaw, with inspiring gothic renaissance architecture, magnificent manor houses and a university with an array of Nobel Prize Winners, Wroclaw's landmarks are witnesses to the town's splendour that has contributed to the honour of being awarded the prestigious title of European Capital of Culture 2016.

Recently launched into stores nationwide is the new AW15 Cotswold Outdoor catalogue and the PNTA is proud to have partnered with Cotswold Outdoor, the Małopolska Region and TRIP Tour Operator in Poland to organise a photoshoot in Poland's 'Winter Capital', Zakopane. As part of the catalogue and accompanying in-store promotion, the PNTA are offering Cotswold customers the chance to win a luxury weekend for two in Zakopane.

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With the news announced this week, the PNTO is delighted that Poland has been awarded a place in Lonely Planet's 'Best in Travel 2016' portfolio. A panel of experts selected the most exciting destinations for holiday makers and Poland is one of only two European destinations that made the cut, winning the prestigious award in recognition of its travel and tourism potential.

Travel agents, tour operators, online travel agents and journalists are invited to stop by the Poland stand on Wednesday evening from 5 – 8pm for networking and canapés with stand partners and the tourist office. The golf simulator will be in full swing for your chance to win a prize – closest to the pin will win!

WTM 2015 - **Stand Number: EU650**

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