







**“Polish Tourist Brands” is an innovative project created as a result of cooperation between the Ministry of Development, Labour and Technology and the Polish Tourism Organisation for the purpose of establishing and promoting tourism regions.**

The current marketing actions in the Polish tourism sector focus mainly on individual structures, towns or voivodships that are attractive to tourists. However, the map of Polish tourism promotion lacks an offer that would concentrate the neighbouring, and often competing, local tourism organisations. The aim of the “Polish Tourist Brands” project is to initiate cooperation across divides and to establish a unit characterised by a strong image, which will be responsible for managing and promoting a given tourism region.

The project provides conditions for cooperation between tourism organisations, local governments, and tourism indus-

try entities, with the result being professionalisation of tourism management on the local level. The successful and effective performance of activities should bring a greater interest on the part of tourists, increase the numbers of visitors, and convince them to stay longer in a given region.

The participants-administrators of tourist brands, which successfully completed the qualification stage, were divided into two categories: “Polish Tourist Brand” (participant meeting the criteria related to good practices of tourist brand management and promotion) and “Polish Tourist Brand – candidate” (participant which needs advisory and expert support for meeting the above criteria). All qualified entities are granted access to the support, provided by the Ministry of Development, Labour and Technology, in the form of participation in training, expert advice, organisation of audits, studio visits, or participation in surveys concerning the image of given tourist destinations.

The laureates with the “Polish Tourist Brand” title can also use the support from the Polish Tourism Organisation for the performance of promotional activities, among others reduced cost of participation in trade fairs in Poland and abroad and in exhibitions and promotional events, production of promotional material, organisation of studio trips for enterprises and potential business partners as well as journalists.

The “Polish Tourist Brand” title during the first recruitment was awarded to: Beskids, Land of Loess Gorges, Lublin, Cieszyn Silesia, Toruń. The “Polish Tourist Brand – candidate” title was awarded to: Kraków-Częstochowa Upland, Western Masuria, Białowieża Forest, Cycling Route Around the Tatras, Zamość, Holy Cross Land.

The “Polish Tourist Brand” mark is supposed to become a prestigious certificate standing for quality, attractiveness and reliability. The Polish Tourist Brand status should guarantee consis-

tent marketing actions, unified visual identity, shared website presenting information about interesting destinations, bundle solutions that make it easier to organise a trip, and ideas for leisure time depending on various individual needs. Such a form of region presentation and promotion is supposed to encourage tourists to come, to build their trust and ensure their sense of security. The success of the “Polish Tourist Brand” initiative will open further opportunities related to tourism development of a given region and make it possible to tap its potential to an even greater extent in the future.



photo by R.Soliński

# BESKIDS



POLSKIE  
MARKI  
TURYSTYCZNE



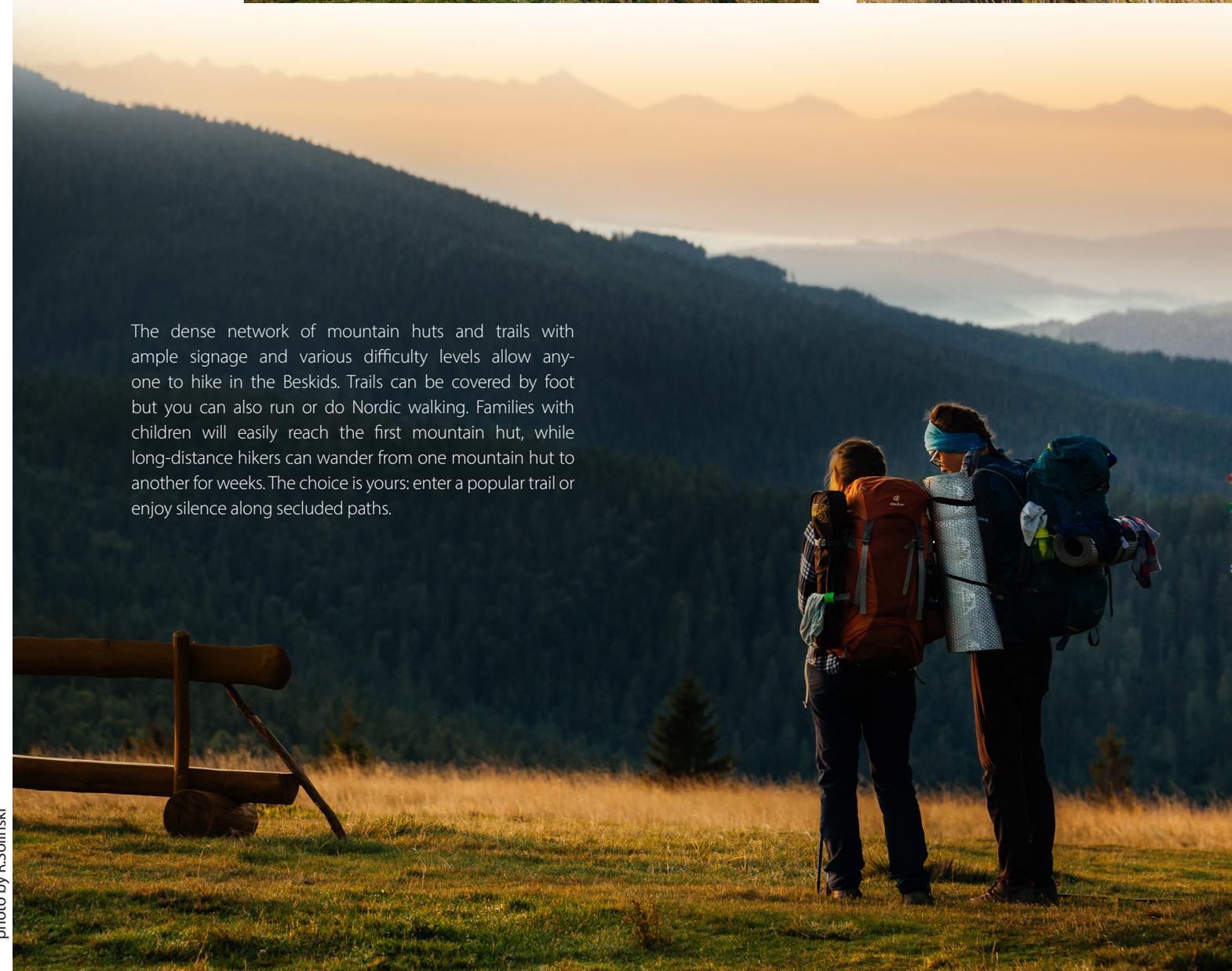
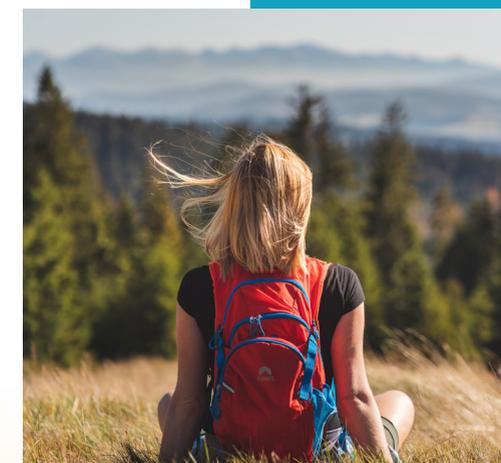
POLSKA MARKA TURYSTYCZNA

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photo by R.Soliński

The Beskids are one of the most charming and most well-liked mountain ranges in Poland. They have attracted enthusiasts of beautiful views, long hikes and active leisure for decades. Enchanting landscapes on the one hand, and remarkable and often extreme attractions on the other amaze tourists in every season of the year. Thanks to excellent transport links with Poland and whole Europe, the Beskids are a popular destination for both short excursions and longer holidays. It is not a problem at all to arrive in the major towns of the region, i.e. Bielsko-Biala and Żywiec, by train or by car. You can also fly to the Beskids because the region is located near three international airports: Katowice-Pyrzowice, Kraków-Balice and Ostrava.



The dense network of mountain huts and trails with ample signage and various difficulty levels allow anyone to hike in the Beskids. Trails can be covered by foot but you can also run or do Nordic walking. Families with children will easily reach the first mountain hut, while long-distance hikers can wander from one mountain hut to another for weeks. The choice is yours: enter a popular trail or enjoy silence along secluded paths.

photo by R.Soliński

photo by D. Juranek



photo by D. Juranek



The Beskids are perfect not only for walking tours; more and more tourists come here because of cycling routes. In recent years, enduro trails have become a hit: these narrow, precisely shaped and meandering one-way paths with various difficulty levels await cyclists in Bielsko-Biała, Szczyrk or Zawoja. The cycling season in the Beskids lasts for the whole year!

In winter, the Beskids will satisfy even most exorbitant expectations of skiing fiends as they offer several hundred kilometres of attractive downhill ski runs on plentiful ski slopes and tracks dedicated to cross-country skiing. The primary skiing centres are: Szczyrk, Wisła, Korbiewów and Istebna.



photo by Szczyrk Mountain Resort



photo by M. Rychły

The Beskids are medium-high mountains featuring forests, numerous pastures, which have recently seen the return of traditional sheep grazing.

While walking along trails, you can admire diverse vegetation, which will be changing in line with the height you gain. The top parts, among dwarf mountain pines and mountain meadows, offer splendid panoramas, which can be viewed among others from the peaks of Skrzyczne, Pilsko or Babia Góra, also known as the Queen of the Beskids. Beskid forests have remained a kingdom of wildlife. If you are a bit lucky, you might spot lynxes, wolves and bears running across the Babia Góra National Park.

The region also provides opportunities for relax by the water – Żywieckie and Międzybrodzkie lakes are favourite places for the local residents to spend their leisure time.



photo by B. Pregler

Moreover, nearby towns and villages invite everyone to visit them. As the biggest town in the region and boasting beautiful architecture and excellent cultural facilities, Bielsko-Biała is often called “Little Vienna”. Apart from it, it is worth going to Żywiec or Sucha Beskidzka.

The Beskids are unique not only because of the beauty of the mountains themselves. On top of that they are home to people characterised by a strong sense of local identity, who still cultivate the traditions. You can still encounter vivid and authentic folklore in the charming Beskid villages and towns. What can be watched only in artificial open-air museums in other regions is everyday life in the Beskids. It includes old ceremonies, sheep grazing on mountain pastures, elaborate handicraft, local delicacies prepared according to olden recipes. Add wood architecture, which is an inextricable component of Beskid landscapes: centuries-old churches, painted cottages, roadside chapels preserved until now constitute unique heritage.

photo by K.Gogler



photo by L. Kahwa



photo by R.Soliński



POLSKIE  
MARKI  
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# LAND OF LOESS GORGES

photo from the collection of the Local Tourism Organisation "Land of Loess Gorges"





photo from the collection of the Local Tourism Organisation "Land of Loess Gorges"

The Land of Loess Gorges is located in the western part of Lubelskie Voivodship, and its name alludes to the largest cluster of loess gorges in Europe. 1 square km of area includes as many as 10 km of them on average. The most popular tourist destinations are: heritage town of Kazimierz Dolny, designated as a pearl of Polish Renaissance, spa town of Nałęczów, and vibrant cultural town of Puławy. The region does not slow down all year round as it offers delightful and unique tourist attractions.



photo from the collection of the Local Tourism Organisation "Land of Loess Gorges"

Visitors can choose from among kilometres of hiking and Nordic walking trails running inside most picturesque gorges: Korzeniowy Dół, Plabanka, Kwaskowa Góra or Norowy Dół. The routes are well maintained and are provided with legible signage, which is why they can be enjoyed and discovered in all seasons of the year. Enthusiasts of active leisure will be positively surprised by numerous scenic cycling trails connecting the most appealing locations of the region. Rivers flowing through this land: the peaceful Chodelka and the majestic Vistula, provide an opportunity to admire the nearby sights during kayaking tours. The tourist offer is complemented by horse riding trails as well as relax in the saddle and hippotherapy at stables in Kębło, Łąki, Wojciechów and Kraczevice. Tourists can enjoy rides by carts or carriages and winter sleigh rides with a bonfire. If the weather conditions are favourable, winter sports fiends have also ski slopes with snowmaking facilities and ski lifts at their disposal in Rąblów, Kazimierz Dolny and Parchatka.



photo from the collection of the Local Tourism Organisation "Land of Loess Gorges"



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Tourists who seek exceptional heritage structures will be astonished by the diverse architectural styles. Castles, palaces and manor houses, temples and places of Marian devotions as well as museums prove the rich past and multiculturalism of the region. Photography buffs will enjoy picturesque vantage points: one of them is Albrechtówka Hill, which offers a magnificent view on the Vistula, the Castle in Janowiec and on the Hill of Three Crosses in Kazimierz Dolny.

It is also worth participating in periodically organised events, festivals and fairs, which will make your stay in the Land of Loess Gorges unforgettable. The most popular of them include the Smithery Workshops in Wojciechów, the Balloon Championship in Nałęczów or the "Two Riversides" Film Festival in Kazimierz Dolny.

Amusement parks and playgrounds, educational and ornithological trails await families with children. The Iron and Blacksmith Traditions Route in Wojciechów, the Natural Museum and the Museum of Minerals in Nowy Gaj, or Quarries e.g. in Kazimierz Dolny or in Nasitów will be interesting for children and adults alike.

The wide range of attractions will be enriched by a trip onboard the Vistula Narrow-Gauge Railway. During the journey you can marvel at the Kazimierz and Wrzelowiec Landscape Parks, as well as natural reserves, which protect the rare bird and plant species, e.g. "Krowia Wyspa Reserve" and "Chodel Protected Landscape Area".

photo from the collection of the Local Tourism Organisation "Land of Loess Gorges"

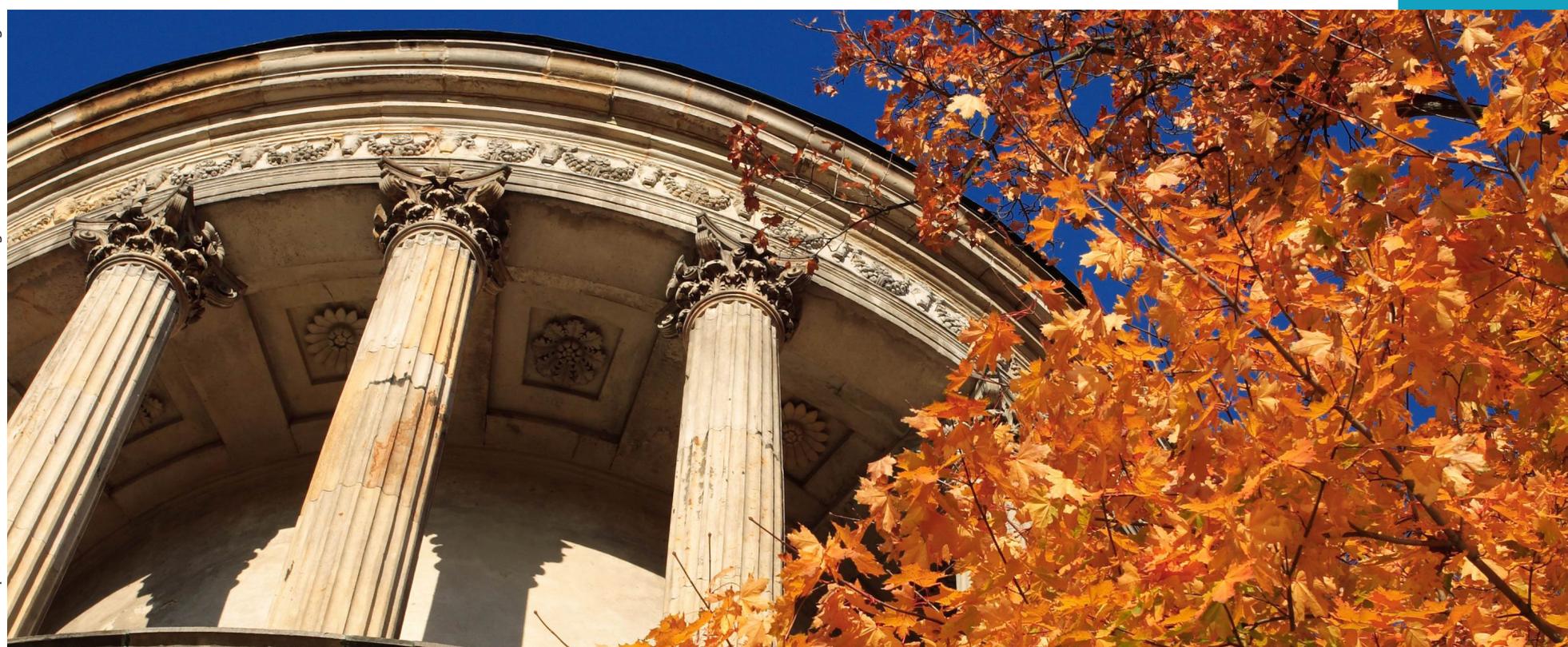




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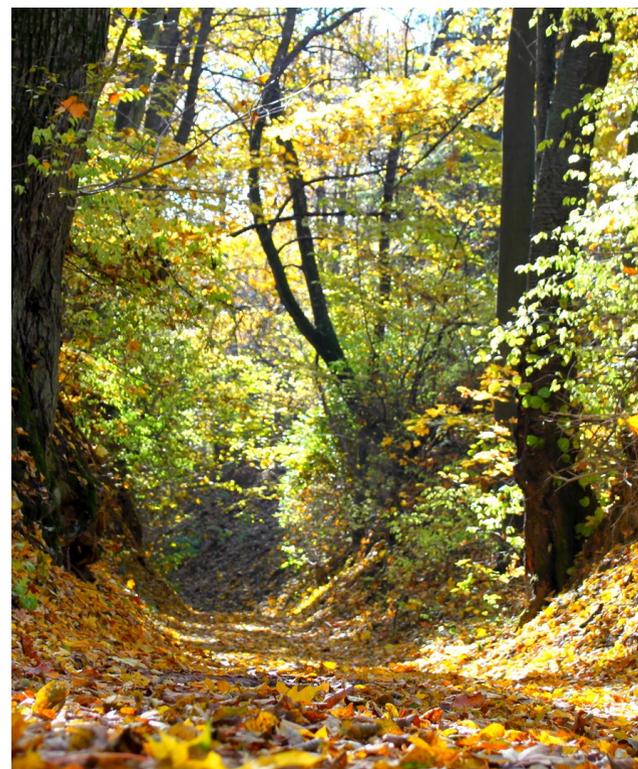


photo from the collection of the Local Tourism Organisation "Land of Loess Gorges"



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The Land of Loess Gorges is a perfect place for peaceful leisure at tourist farms and pensions, calming in an idyllic atmosphere and savouring the regional cuisine. Restaurants being members of the Carp Route in Opole Lubelskie will allow you to taste the diverse local cuisine, which will amaze you with the vast spectrum of traditional Polish dishes as well as with delicacies of other, above all Caucasian, Jewish, Italian and Japanese cuisines. Good food must be accompanied by good wine. Visit "Las Stocki" or "Solaris" vineyards to try noble beverages and learn interesting trivia related to viniculture.

If you stay in the Land of Loess Gorges, you can also undergo many kinds of treatment and rehabilitation as well as medical diagnosis in modern SPA & WELLNESS centres all year round. Apart from health and recreation programmes, the Nałęczów sanatorium will convince you of the qualities of the local spring water, which were discovered in the 18th century.

**The Land of Loess Gorges provides above all diversity of landscapes and nature as well as unique terrain, while the comfortable access by all means of transport encourages all to return many times to this lovely region.**



photo by Lublin City Hall

# LUBLIN



POLSKIE  
MARKI  
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photo by Lublin City Hall

**L**UBLIN, CITY OF INSPIRATION – this slogan reveals much about the uniqueness of Lublin, not only as the central city of its agglomeration. Characterised by original, well-preserved architecture, Lublin is also known as “Little Kraków”, it used to be the capital city of Poland twice for a brief period in its history and has continued astonishing with the richness of outstanding heritage structures, numerous museums, atmospheric back streets, and mysteries concealed in the walls of the old townhouses. The seven centuries of the city’s history, its multiculturalism as well as the creativity and hospitality of the residents are reasons why you should stay here for longer.



photo by Lublin City Hall

The definitely most beautiful part of Lublin is the Old Town, listed as a Historic Monument, with over 100 heritage architectural monuments from various ages. In its heart proudly stands the Crown Tribunal with the nearly 300 metre long famous underground route, created by connecting 16th- and 17th-century basements. The whole route features city mockups presenting the history of Lublin. If you want to look at the contemporary Lublin and its beautiful panorama from above, it is worth climbing 207 stairs to the viewing platform of the Trinitarian Tower – the highest point of the city. An additional attraction will be the Archdiocesan Museum housed in a neo-Gothic bell tower, where you can see various items used for religious purposes, icons, sculptures, or even sarcophagi



photo by Lublin City Hall

photo by Lublin City Hall

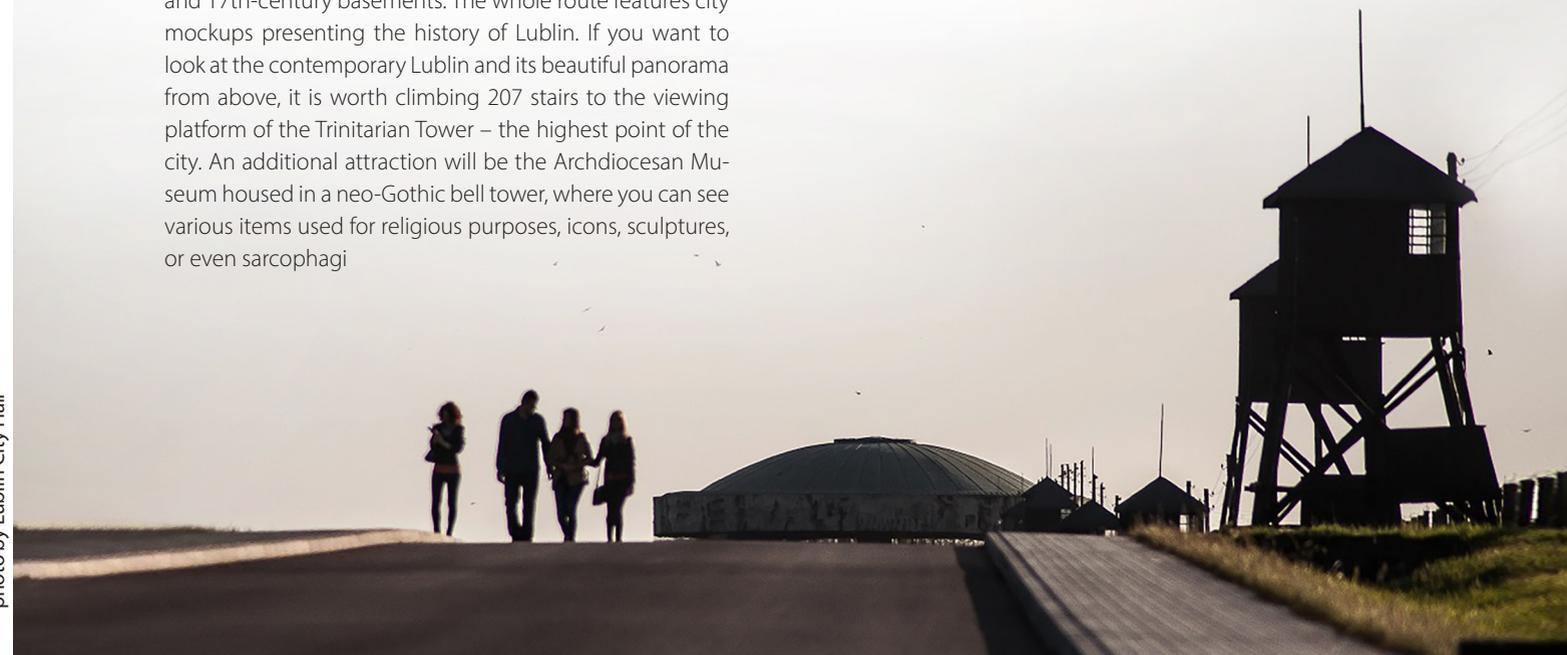




photo by Lublin City Hall



photo by Lublin City Hall

Another point on the map of Lublin that must not be overlooked is the Lublin Castle. It currently hosts the Lublin Museum. Its rich collections include the painting by Jan Matejko titled "Union of Lublin" and the table with the legendary scorched trace of the "Devil's hand". The keep and the Holy Trinity Chapel with the Rutheno-Byzantine frescoes, unique on the European scale, are also extraordinary places worth visiting.

Lublin can boast the status of an exceptionally cultural city, because over 30 festivals and cultural events are held there every year. "Night of Culture", "East of Culture – Different Sounds Art'n'Music Festival", "Carnaval Sztukmistrzów" count as most popular events, which transform the streets, alleys and squares of Lublin into a magical artistic space. The Jagiellonian Fair held in August, in turn, will amaze you with booths full of handicraft and folk art. Traditional craft and folk traditions await visitors also in the Lublin Village Open Air Museum – one of the largest open air museums in Poland, which is a fantastic delight for families with children and history buffs.

photo by Lublin City Hall



photo by Lublin City Hall



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photo by Lublin City Hall



**Apart from cultural attractions, Lublin offers unique delicacies of the local cuisine, the most famous of which is the onion roll. Originating from Jewish cuisine, this snack is a wheat pie covered with diced onion and strewn with poppy seeds.**

You can release the cultural and culinary infatuation acquired in Lublin by strolling around the Saxon Garden or giving yourself over to relax and leisure by the Zemborzyce Artificial Lake. Bicycle fiends can enjoy the numerous cycling trails along the Bystrzyca river and around the lake. The city features also Aqua Lublin, a modern swimming pool complex with a SPA zone, which makes it easier for you to relax after the long hours of sightseeing.

It is not difficult to encourage anyone to try such a diverse tourist, cultural and culinary offer of Lublin. The character of this city will allow everyone to discover it in an unobvious and sophisticated manner and will certainly provide you with unique inspirations.

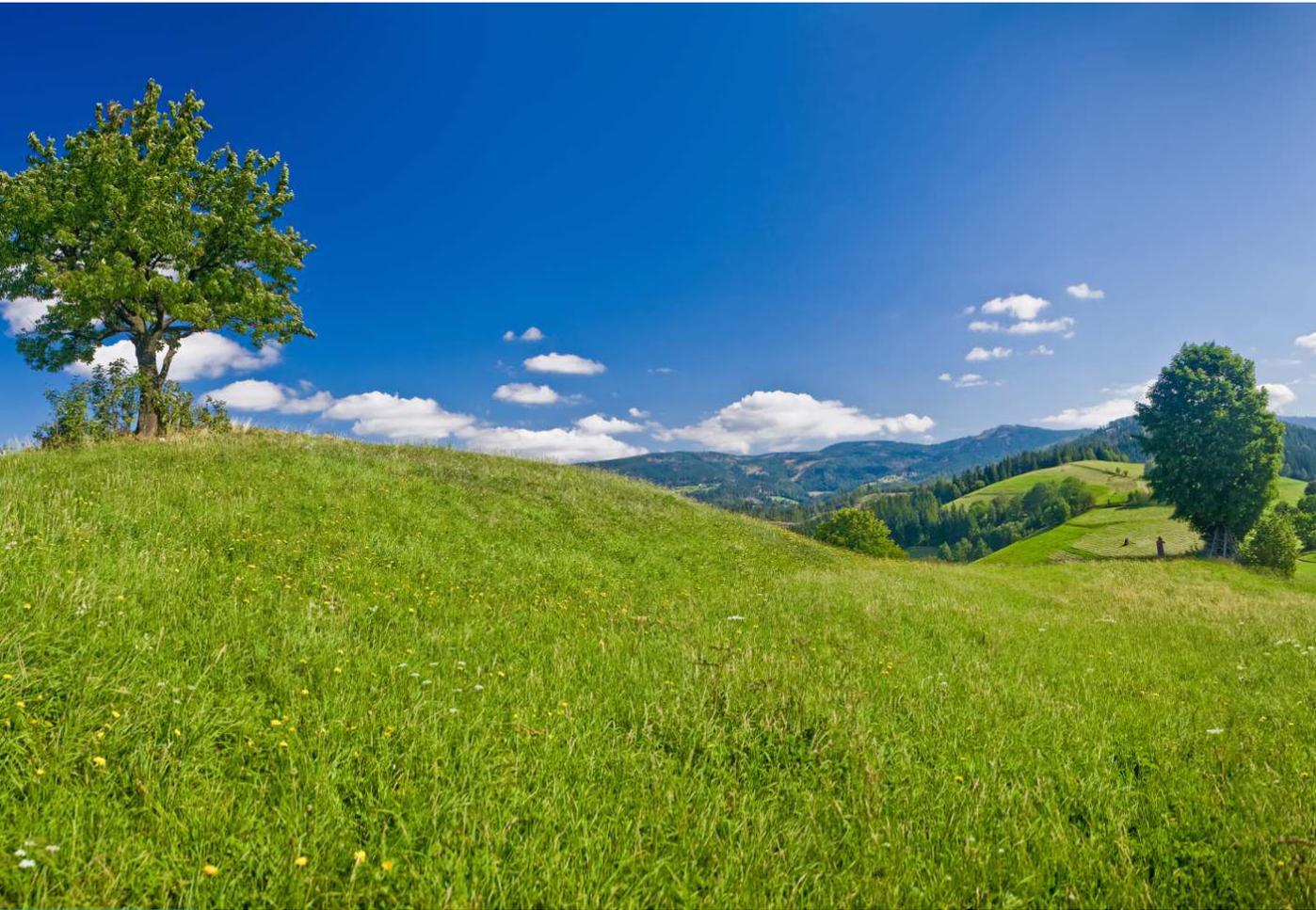


photo by Szczyrk Mountain Resort

# CIESZYN SILESIA



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Cieszyn Silesia is a historic land within the boundaries of the former Duchy of Cieszyn, encompassing the south-eastern part of Silesia and centred around the town of Cieszyn, the Silesian Beskids region and the Olza and the Vistula rivers.

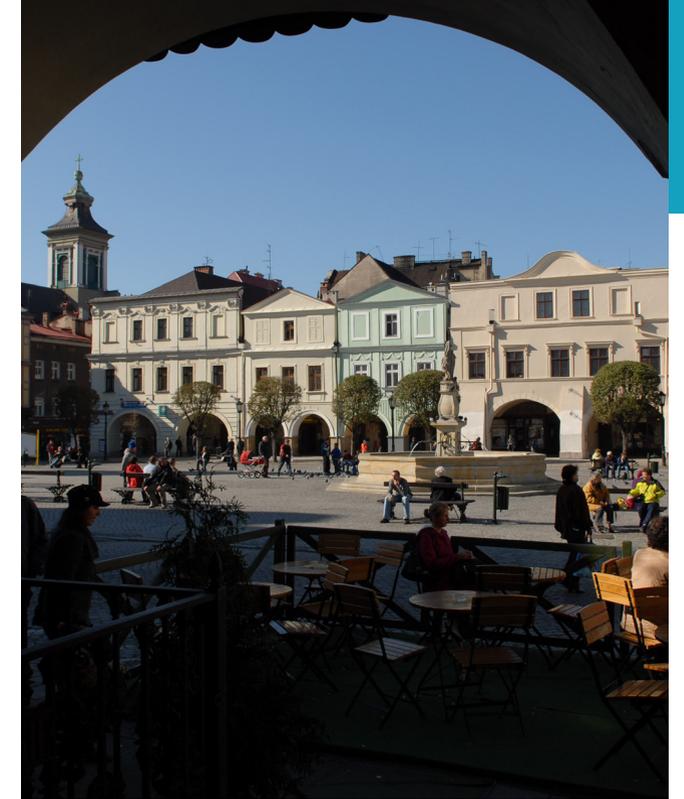


Cieszyn Silesia is an extraordinary combination of natural features, rich folk culture of Silesian highlanders, strong sense of regional identity of the residents, and interesting history of Piast and Habsburg dynasties. An undeniable attraction of the region, the Silesian Beskids invite tourists all year round. The most popular mountain peaks include Skrzyczne, Klimczok, Barania Góra, Czantoria, Stożek and Równica.



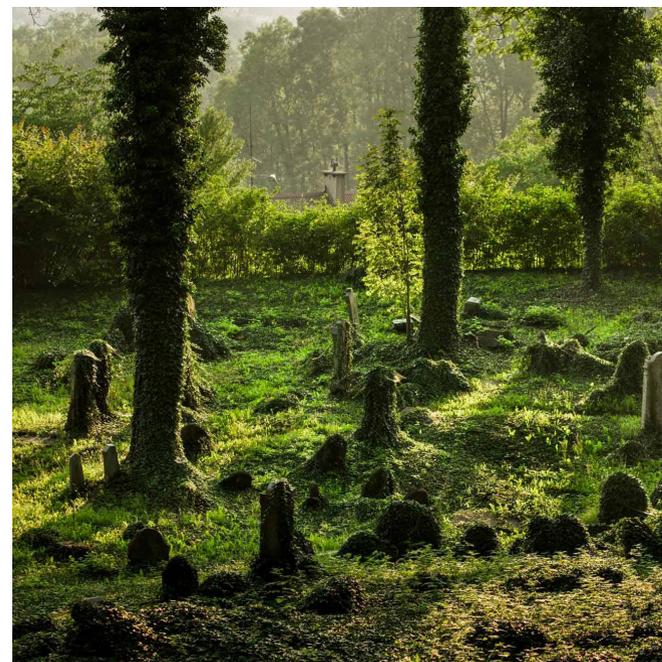


One of the oldest towns in Cieszyn Silesia, Ustroń is not only a famous spa town but also an excellent starting point for Beskid trails. This is the place where the longest trail in the Polish mountains, known as the Main Beskid Trail, begins (approx. 496 km). When you are in Ustroń, do not forget to stroll around Daszyńskiego street, where you can see a huge, over three-hundred-year-old oak overgrown with ivy.



The capital city and the centre of Cieszyn Silesia is obviously Cieszyn and you can start your stay there by pulling a twenty zloty note out of your wallet. Its reverse side contains an image of the most precious heritage structure of Cieszyn Silesia, i.e. the 11th-century Romanesque Rotunda of Saint Nicholas located in Cieszyn, one of the oldest Christian temples in Poland. Other noteworthy structures include the Piast Tower, which is at the same time the best vantage point on the town and its vicinity, and the 13th-century Tower of Ultimate Defence, the Hunting Castle – the manor house of the Habsburgs erected in the 19th century, as well as the buildings of the Cieszyn Brewery.





Located at the foot of Barania Góra mountain, Wisła is another popular town of the Silesian Beskids region, beside Ustroń. The must-sees in Wisła include the Habsburg hunting castle from the 19th century, the Museum of Parachuting, the Adam Małysz Gallery and the Beskid Museum established in a former inn built in 1795. In Winter, Wisła is definitely a mecca for skiers, snowboarders, as well as fans of ski jumping and the World Cup, which is held there every year.

Going farther south, you can reach the so-called Beskid Tri-Village, composed of Jaworzynka, Koniaków and Istebna villages. All three are typical highlander villages, where local traditions have been cultivated until now. Moreover, a cross-country skiing centre can be found there. Kubalonka Pass is a dynamic sports centre, which offers some of most state-of-the-art cross-country trails of the whole Europe. Koniaków, in turn, is famous for its lace.

**Cieszyn Silesia is a fascinating region, which will attract visitors with both the leisure offer and the historical character, as well as the rich tradition and varied regional cuisine. An additional merit will be its cross-border potential. In summer, many festivals and cultural events are organised both on the Polish and the Czech side of the border. Therefore, diverse, interesting and valuable attractions and many unforgettable experiences await tourists in this region.**



photo by L. Klimkiewicz

# TORUŃ



POLSKIE  
MARKI  
TURYSTYCZNE



**C**hcesz runąć? TORUŃ! [Do you want to fall? THEN FALL!] – according to the legend, these words were uttered by the Vistula to the “Leaning Tower” and contributed to the city’s name. The tower itself not only did not fall but has still been leaning towards the paved streets of the Old Town and enticing thousands of tourists every year.



The Leaning Tower is definitely not the only reason for visiting Toruń. Above all, this is a perfect place for enthusiasts of Medieval history but also Gothic, Renaissance and Baroque architecture, which can be admired virtually on every corner. Everyone must see the Medieval Town of Toruń, which is entered in the UNESCO World Heritage List. It is composed of three elements: the ruins of the Teutonic Castle, the Old Town, and the New Town.



photo by S. Kowalski



While in Toruń, do not hesitate to visit the Artus Court – a monumental edifice, which today houses the Cultural Centre and once upon a time hosted grand feasts of the patriciate of large Prussian towns.

Astronomy-related attractions must not be omitted in Toruń: after all it is the home town of Copernicus, so it is worth beginning with a souvenir photo by his monument. After that you can go to the Planetarium and to his former home, which now hosts an interactive museum. The astronomical observatory of the Nicolaus Copernicus University operates in Piwnice near Toruń, in turn, and boasts the largest radio telescope in this part of Europe.

Apart from Nicolaus Copernicus, the city commemorated also its other famous and distinguished citizens. Contemporary names designated with the famous “Katarzynka” [Catherine’s gingerbread], such as Małgorzata Kożuchowska, Leszek Balczerowicz, Grażyna Szapołowska, Bogusław Linda or Janina Ochojska, can be found in the Gingerbread Boulevard of Stars.



Gingerbread is the most famous product of Toruń, which is why it is present in the names of many local attractions. Toruń has been filled with the smell of this treat for centuries, so let’s visit one of the museums of gingerbread, learn about its history and the associated traditions and take part in baking workshops.

Toruń has much to offer also to enthusiasts of cultural events, good cuisine and rich nightlife. The cultural repertoire covers theatre shows, classical and popular music concerts, performances by international stars, as well as exhibitions by world-famous artists, which can be viewed year by year in the Centre of Contemporary Art. This is where the “Contact” International Theatre Festival, the “Camerimage” International Film Festival or the Jazz Od Nowa Festival are held. Bella Skyway Festival, the International Festival of Light, is a unique event. Toruń’s Old Town transforms for a few days into a fairy-tale scenery of outstanding light and sound spectacles. Regardless of the season, the city and its plentiful cafés, restaurants and outdoor seating areas teem with life until late night.





photo by M. Litwin

Toruń has a new icon: the Cultural and Congress Centre Jordanki, which will draw your attention with the interesting architectural form and astonish with its original concert hall. If you want to see it in all its glory, you had better go to one of the numerous repertoire concerts: from classical music to jazz, rock or pop.

In addition, Toruń provides ample opportunities for spending time in nature and to enjoy its beauty. About thousand hectares of green areas are at the visitors' disposal, including forests, parks, squares and wild areas such as Kępa Bazarowa – an island in the Vistula with a natural reserve. Other popular spots for rest in the bosom of nature include: City Park with the very popular Martówka oxbow lake, and Barbarka – a large forest complex and a centre for environmental education, equipped with sports and recreation infrastructure.

Toruń is undoubtedly an exceptional place on the map of Poland. Currently it is an appealing academic, economic and tourist centre, which has preserved its authenticity and originality dating back to Medieval times and has remained one of the crucial monuments of general history, development of architecture, culture and art – and these are the reasons why you should become one of millions of tourists visiting Toruń every year.

