



# POLSKIE MARKI TURYSTYCZNE



Ministry of Sport and Tourism  
Republic of Poland

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**“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 industry 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 consistent 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.

#### Map of tourism brands

1. Toruń
2. Poznań
3. Łódź
4. Land of Loess Gorges
5. Lublin
6. Kraków-Częstochowa Upland
7. EnoTarnowskie
8. Cieszyn Silesia
9. Beskids







# BESKIDS



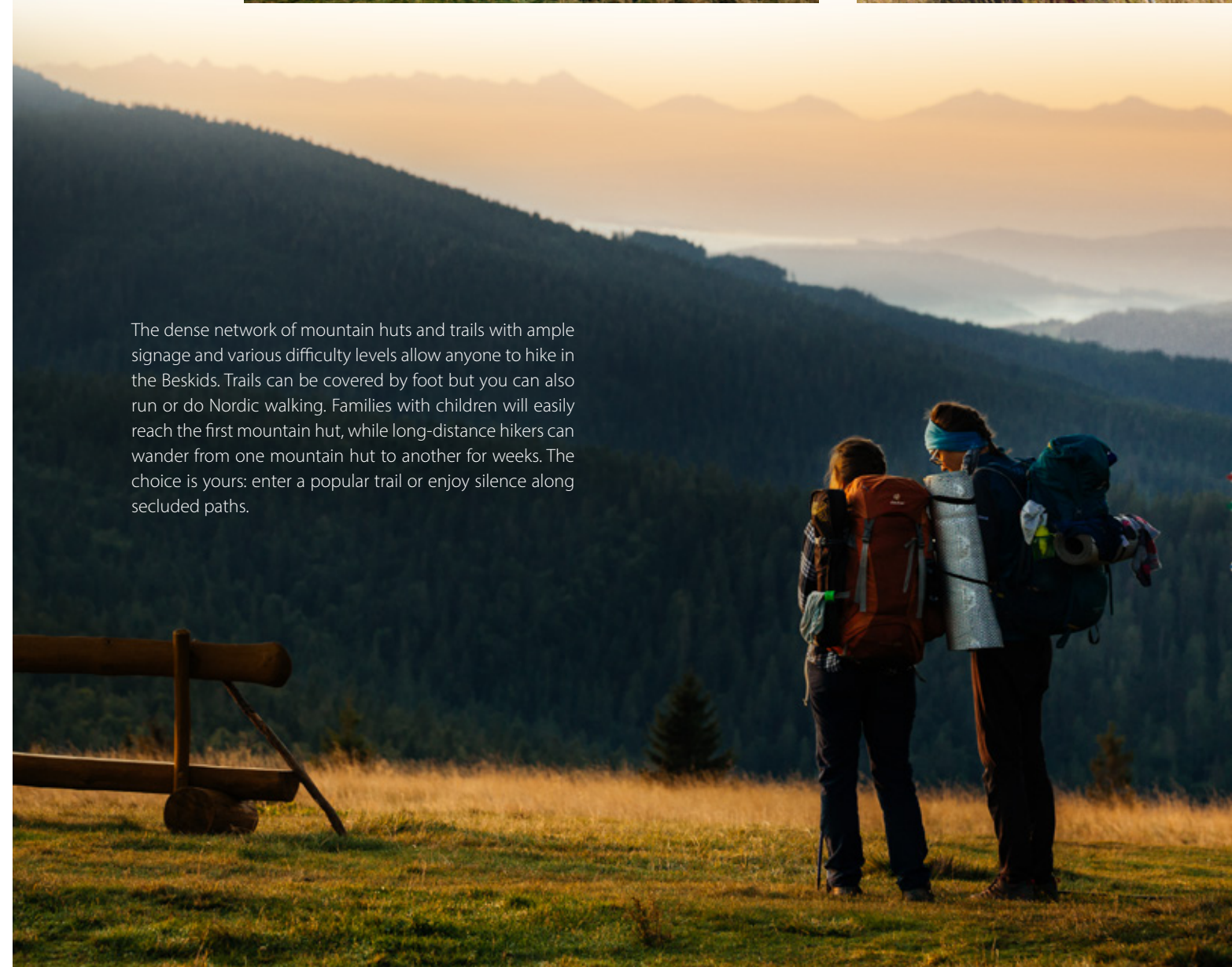
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The dense network of mountain huts and trails with ample signage and various difficulty levels allow anyone to hike in the Beskids. Trails can be covered by foot but you can also run or do Nordic walking. Families with children will easily reach the 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.

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 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, Korbielów and Istebna.



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.







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.



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.







# ENO TARNOWSKIE



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**W**elcome to EnoTarnowskie – Slow down and enjoy the warmth and flavour! We share the best we have. We're letting you in on our secret. Welcome to the unique, warmest place in Poland.

In a nutshell, EnoTarnowskie is a well-connected area rich in vineyards and local produce, with extensive accommodation options. These are activities to promote eno-tourism in our region, including popular annual events such as the Great Tarnów Dionysia, Tuchovinifest or Pleśna

Bacchus, thematic meetings, workshops, participation in tourism fairs and organised study visits. There are also ready-made tour packages. All in collaboration with the region's vineyards, local authorities and local producers and agri-tourism farms.



The cuisine of the Tarnów region has developed in a true melting pot – the result of its location at the crossroads of important trade routes in the Middle Ages, the historically large Jewish diaspora and the fact that the area was part of the Austrian partition for more than 120 years. Today, Małopolska is one of the most dynamically developing wine regions in Poland and it is here that the largest number of vineyards are registered! The Tarnów region is sometimes referred to as the „Polish Tuscany”. It is here that most of the vineyards of the Małopolska Wine Route are located. A journey through EnoTarnowskie is an opportunity to taste excellent wine and delicious local products, such as: cheeses, cold meats, breads, Piękny Jaś [runner bean] from the Dunajec Valley and its preserves (pâté, bean soup and pierogi), honeys and other local products and dishes that enhance the taste of the drink.

There are 25 cycling routes with a length of over 630 km that have been mapped in the Tarnów region. Those include 16 mountain trails (of which 5 start in Tarnów) as well as 9 lowland trails (of which 5 start in Tarnów). The VeloMetropolis 4, the VeloDunajec and the Vistula Cycling Route „motorways” run through the region. The EnoVelo project – vineyard cycle routes – has been developing very rapidly. EnoVelo routes, designed mainly for family tourism, are furnished with parking spaces, shelters, bicycle racks, benches, tables, litter bins, recreational and gymnastic equipment. Importantly, our routes, including infrastruc-







ture and attractions, offer one-, two- and three-day rides as well as longer passes. Thanks to the enovelo application and [www.enovelo.pl](http://www.enovelo.pl) you can plan a stay and route for more than one day. The parking infrastructure means we can leave the car and hit the trail. Good rail access also means that we can reach EnoVelo by train.

The increasing number of agri-tourism farms are becoming an important element of the tourism offer in the eastern part of the Małopolska Province. It is no longer just cheap accommodation and food, they are gradually becoming tourism centres with an extensive range of active recreational activities. The uniqueness of their proposal lies in combining local traditions with the qualities of the natural environment. Today, almost every farm offers sports equipment for hire, with many offering horse riding lessons, car-

riage rides or sleigh rides. Mushroom picking and angling are also offered as standard. The owners encourage guests to actively participate in the daily chores. Each farm also offers food, prepared in the traditional way, from their home-grown products, free of chemical additives. On the farms you can bake your own bread from homemade flour, take part in haying, mushroom picking or successful angling.

EnoTarnowskie organises cyclical events in the Tarnów region. It is a series of events aimed at presenting vineyards, spreading knowledge about wine-growing traditions, introducing wine history and culture, providing information and conducting wine-related workshops. In addition, it is a great opportunity to speak directly with winemakers and ask them questions. It is also an opportunity to take part in a sommelier or culinary demonstration.

The flagship events of EnoTarnowskie include

1. Great Tarnów Dionysia (November)
2. Tuchovinifest (August)
3. Pleśna Bacchus (July)
4. Wreaths at Vineyards (June)





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# 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.



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 Kraczewice. 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.







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".

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.

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.**





# ŁÓDŹ



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A 19th-century industrial giant, a city of four cultures, the Polish Manchester, cradle of the avant-garde, HollyŁódź dream factory, capital of Polish Street Art. How did Łódź earn all those titles? Find out for yourself by visiting a city of contrasts that intrigues at almost every step.

At the beginning of the 19th century, the small settlement on the River Łódka had just over 400 inhabitants. Everything changed with the decision of the authorities of the Duchy of Warsaw to turn this small village into an industrial centre.

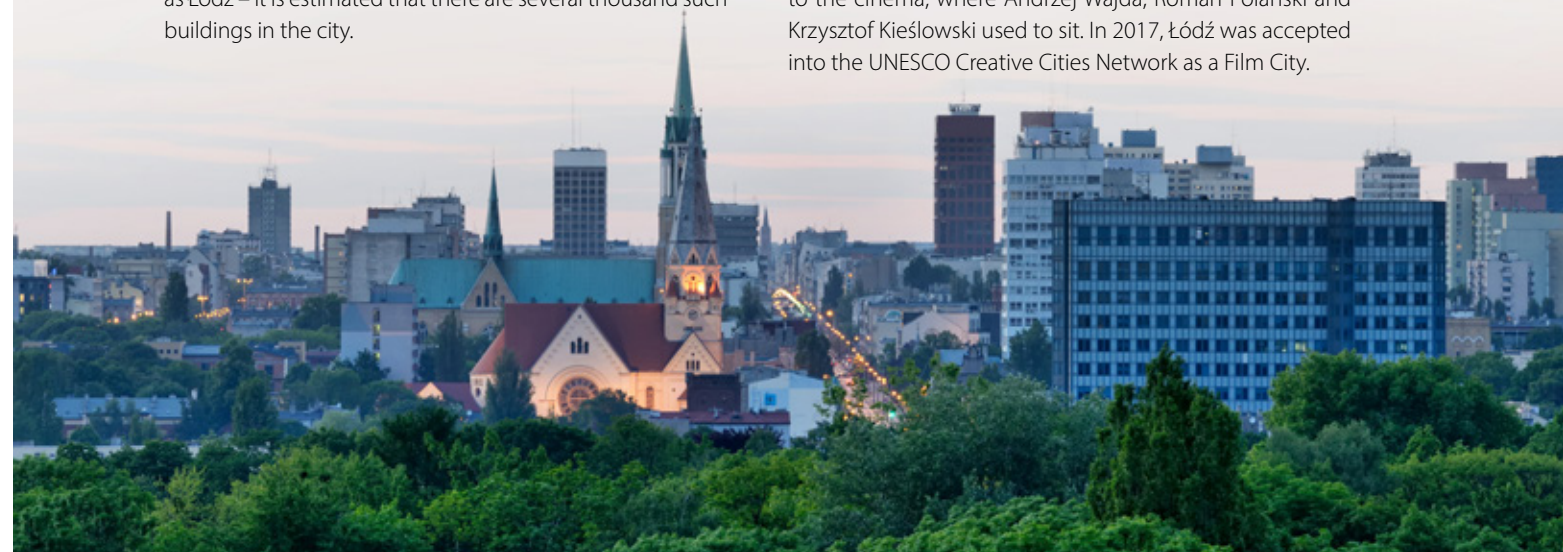
Houses and commercial buildings began to be built along the Piotrków route, which was the axis of the settlement. Today, its former course is followed by Piotrkowska Street, the longest shopping street in Europe, serving as the old town of Łódź and bringing together numerous shops, boutiques, pubs and restaurants along its length. This is the city's showpiece – one of the most famous streets in Poland and Poland's longest promenade. The townhouses and palaces along Piotrkowska Street are home to shops, restaurants, cafés, gardens, pubs and music clubs. Piotrkowska Street is vibrant all year round, it is the cultural, gastronomic and entertainment centre of the city. The



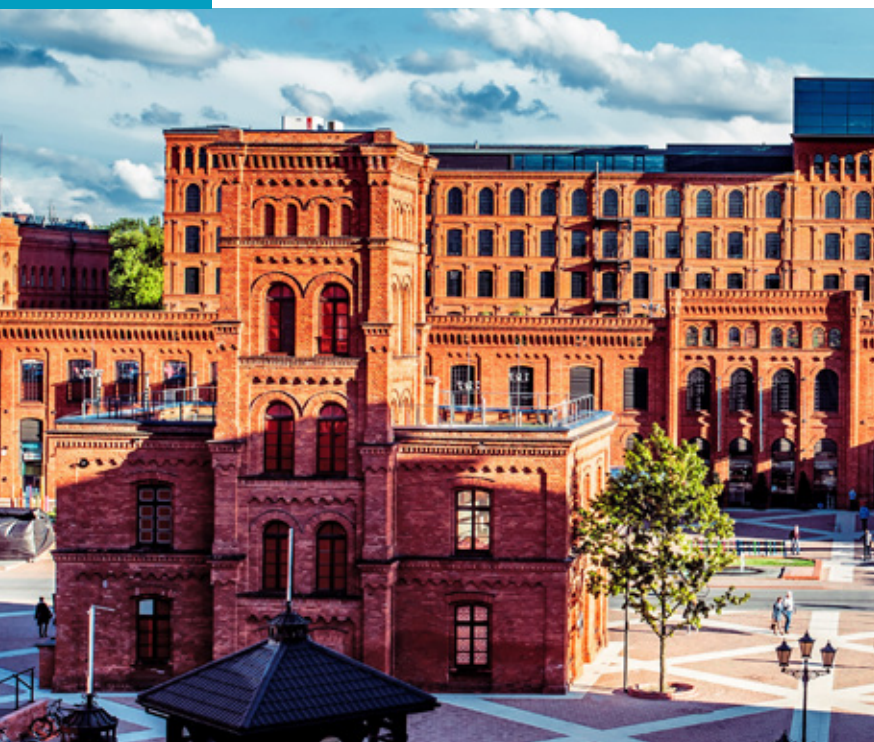
fairs and festivals that take place alongside it (including the Light Move Festival) add to its unique charm. Along the promenade, visitors can admire monuments from the Gallery of Great Citizens of Łódź, including Julian Tuwim's bench, Artur Rubinstein's piano and Władysław Reymont's trunk. Looking down, we see the Avenue of the Stars, referring to the city's film heritage, and the Monument to Łódź residents – a lane of roadway paved with almost 17,000 paving blocks with the names of the founders. It is also worth taking a look at renovated courtyards such as OFF Piotrkowska or Piotrkowska 217, now considered the heart of alternative Łódź. Those are places where lovers of culture, art and good food meet. Here we will also see historic buildings and townhouses from the 19th and 20th centuries – the oldest existing building in Łódź, once the city hall and now the city archive, was built in 1827. The townhouses themselves hide real pearls, impressing with their monumental beauty and richness of detail. There is no city in Poland with townhouses on such a scale as Łódź – it is estimated that there are several thousand such buildings in the city.

This number of monuments to the past has resulted in a flurry of revitalisation projects. In addition to townhouses, post-industrial factory complexes are being given a second life, becoming meeting centres for residents and tourists. More and more recreational spaces, pocket-size parks and green squares are being created in the city. One of the first results of this wave of revitalisation in Łódź is Manufaktura, a shopping and service complex opened in 2006, which is located in the buildings of a former cotton factory belonging to one of the fathers of industrial Łódź – Izrael Poznański.

Łódź is also a city with a great film tradition. The history of „HollyŁódź” is de facto the history of post-war Łódź. It was then that the Feature Film Studio, known as the „factory of dreams”, was established, where the majority of post-war Polish films were shot, as well as the famous Film School that educated generations of outstanding directors and actors. A symbol of the school is the famous staircase leading to the cinema, where Andrzej Wajda, Roman Polański and Krzysztof Kieślowski used to sit. In 2017, Łódź was accepted into the UNESCO Creative Cities Network as a Film City.







Poland's only Museum of Cinematography also exists there. On the film trail of Łódź is the Avenue of the Stars, modeled on Hollywood's Walk of Fame, consisting of more than 60 stars dedicated to actors, directors, cinematographers and film music composers. Łódź is also home to numerous open-air film locations. The city has starred in several hundred films and TV series, and there are more and more productions with Łódź in the background. It is enough to mention the Oscar-nominated, 'The Promised Land', 'In Darkness', 'Sexmission', the cult series 'More Than Life at Stake' and, of the most recent productions, the Oscar-winning, 'Ida', 'Afterimage' – Wajda's last great production – and, 'Inspector Alex'.

Following the cinematic trail, it is also worth visiting the Old Cinema – a hotel in one of the courtyards of ul. Piotrkowska, on the site of the very first cinema in Poland, opened in 1899. To this day, films projected from the cinematograph can still be seen there.

Łódź is a city strongly associated with culture, art and the avant-garde. It is an ideal location for the development of

creative industries. Fans of this should therefore visit our city during the international Łódź Design Festival, Photofestival and visit the creative OFF Piotrkowska.

However, there are many more festivals and cultural events taking place in Łódź. The most popular are: The Four Cultures Festival in Łódź (devoted to theatre, literature, film and music, relating to the cultural heritage of the nationalities that once inhabited Łódź) or the Light Move Festival, which is the largest festival of light in Poland, showing the beauty of historic places and post-industrial architecture at night, with a combination of movement, light, animation, kinetic art and sound and colour. However, it is important to remember that those are just some of the hundreds of events taking place in the city each year. The city's cultural offer also includes theatres, a philharmonic hall, interactive museums and the modern EC1 City of Culture centre, with one of the most modern planetariums in Poland.

Those looking for opportunities for active leisure and recreation in Łódź may be intrigued by its offer. Aquapark

FALA, rope parks, climbing walls, a trampoline park, a toboggan run, skate parks and a water ski and wakeboard lift are among the attractions worth visiting. In Łódź, you can also go kayaking, ride a Łódź Public Bike and rent scooters. Nearly one-fifth of the area of Łódź is covered by green spaces. These include more than 30 city parks, the Botanical Garden, the Zoological Garden, numerous squares, green areas, newly created pocket-size parks, as well as forest areas, among which the Łagiewnicki Forest (1,205 ha) deserves special attention. It is the largest forest complex located within urban boundaries in Europe!

The parks are a place of rest and retreat from the hustle and bustle of the big city, though there is a lot going on here too. In early May, check out the Botanical Garden, where nearly 70,000 tulips are in bloom. The longest day of the year is pleasantly spent during an artistic picnic in Helenów Park organised to welcome summer. For Saturday summer mornings, on the other hand, the Breakfast Park in the oldest park in Łódź, Park Źródlika, is worth a look. In addition, photo walks – free photography workshops – as well as free sports activities, such as Nordic walking, yoga and cross-country ski walks, take place in the parks of Łódź throughout the year.

#### Transportation

Information about Łódź can be found at [www.lodz.travel](http://www.lodz.travel) and at Łódź Tourist Information – guidebooks and souvenirs are also available for purchase there. Free maps, leaflets and tourist brochures are also available.

**Flight connections** – for up-to-date information on flight connections, visit <https://www.airport.lodz.pl/pl/strefa-pasazera/rozkład-lotow>. The journey to the airport from the centre takes about 30 minutes. Transport is provided by regular bus services. Taxi services for individual passenger transport are also provided by taxi corporations.

**Train travel** – Łódź has three main stations – Łódź Fabryczna, Łódź Kaliska and Łódź Widzew. However, there are a total of 21 train stations in the city where Łódź Agglomeration Railway trains stop.

**PKS Bus Station** – bus stations are located near to Łódź Kaliska and Łódź Fabryczna railway stations.

**Public transport** – up-to-date information on bus and tram connections can be found at [www.mpk.lodz.pl](http://www.mpk.lodz.pl).

**Łódź Public Bike** – up-to-date information about the city bikes can be found at [www.lodzkirowerpubliczny](http://www.lodzkirowerpubliczny)

**By car** – Łódź is one of the best located cities in Poland in terms of the road network. The A1 and A2 motorways and the S8 express road all run close to Łódź.

A paid parking zone is in force from Monday to Friday, from 8:00 am until 6:00 pm. Detailed information can be found at: [lodz.spp24.pl](http://lodz.spp24.pl)





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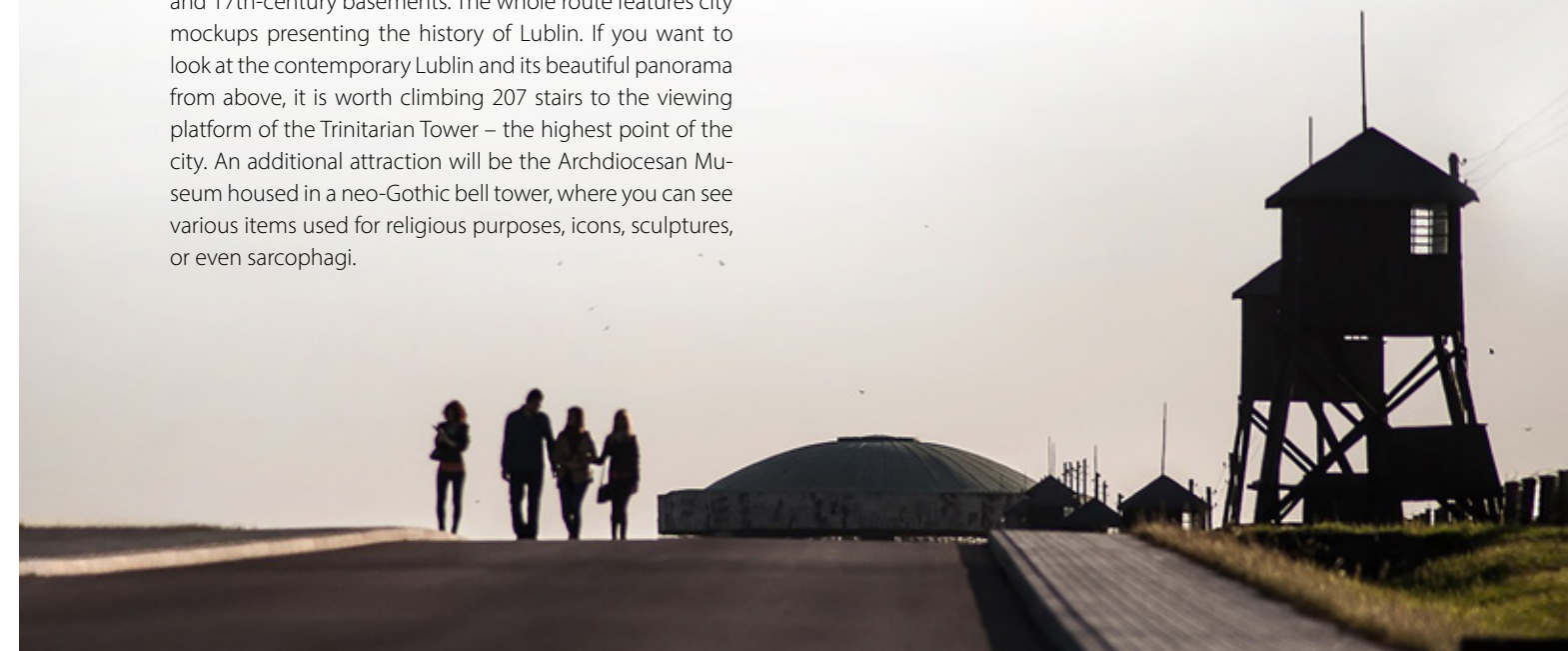


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**L**UBLIN, CITY OF INSPIRATION – this slogan reveals much about the uniqueness of Lublin, not only as the central city of its agglomeration. Characterised by original, well-preserved architecture, Lublin is also known as “Little Kraków”, it used to 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.

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.







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.

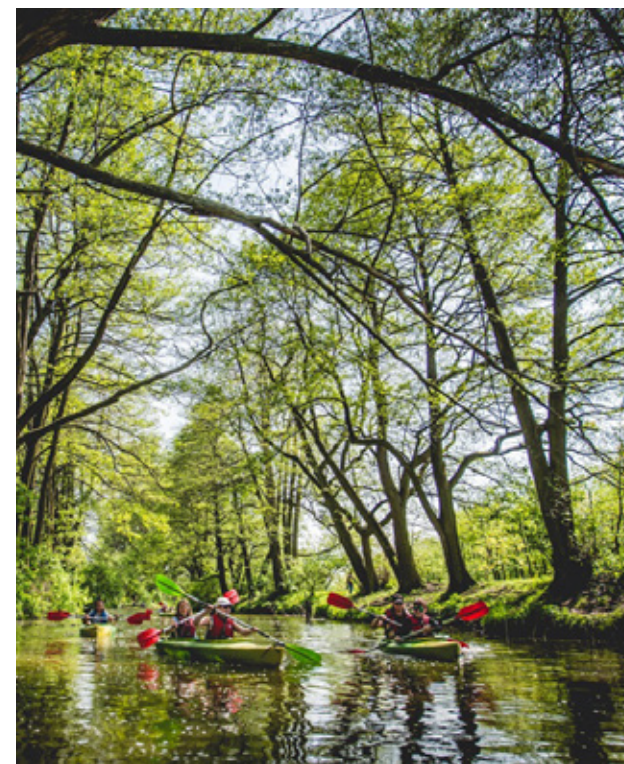
Lublin can boast the status of an exceptionally cultural city, because over 30 festivals and cultural events are held there every year. "Night of Culture", "East of Culture – Different Sounds Art'n'Music Festival", "Carnaval Sztukmistrzów" count as most popular events, which transform the streets, alleys 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.







**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.





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# KRAKOW – CZĘSTOCHOWA UPLAND







**JURA**  
KRAKOWSKO  
CZĘSTOCHOWSKA

POLSKA MARKA TURYSTYCZNA

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[www.jura.travel](http://www.jura.travel)



**J**ura Krakowsko-Częstochowska – a mesoregion called the Krakowsko-Częstochowska Upland – is, as the name suggests, located between Częstochowa and Kraków. The area is almost 100 km long and covers more than 2,500 km<sup>2</sup>. It is undoubtedly one of the most beautiful regions in Poland. Poland's smallest national park, the Ojców National Park, is located in the Jura area.



The Kraków-Częstochowa Upland is characterised by beautiful landscapes, marked by numerous white limestone monadnocks and rocky outcrops dating back to the Jurassic period. These limestones have been subjected to numerous karst processes over the years, resulting in many large caves and smaller shelters there. Apparently, there are many more still waiting to be discovered. The largest of those already known are the Wierna Cave (the longest), the Upper Wierzchowska Cave, Kraków's Smocza Jama, the Dark Cave with the largest chamber, the Bat Cave, the Deep Cave and the Łokietek Cave shrouded in legend. All of them, with the exception of the first, are open to the public.

There are a number of challenging peaks along the Jura area. The highest of these is Góra Janowskiego, also known as Castle Mountain, rising to 515.5 m above sea level. This terrain was used by medieval builders who, on the orders of Casimir the Great, erected fortified castles there. The monumental buildings were supposed to be invincible and defended the borders against invasions. Today, climbing them is no longer so difficult, but they still delight and intimidate visitors. The trail that follows their route came to be called the Trail of the Eagles' Nests in the 1930s, precisely because of their location. Eagles build their nests in places inaccessible to people.







Among these unconquerable fortresses, we can find the most famous and well-preserved or rebuilt ones, such as Wawel Castle, Pieskowa Skała Castle and Bobolice Castle, as well as those that have suffered over the years and have only their ruins left today, such as Ogródzieniec Castle (built on Castle Mountain) and Olsztyn Castle. However, the lesser-known strongholds, such as the castle in Rabsztyn, the Pilcza castle in Smoleń and the vast and picturesque Tenczyn castle in the village of Rudno, are also worthy of attention.

The Kraków-Częstochowa Upland also impresses with the wealth of plants and animals found there. The limestone bedrock supports a completely different vegetation than on the adjacent land. Forests occupy a small part of the area here, typically mountain beech and sycamore. It consists mainly of rocky slopes overgrown with thermophilic xerothermic grassland. Among others, the strictly protected European Michaelmas daisy and the mountain

ash grow here. The first of these is on the Red List of Threatened Species. Many valuable and rare aquatic plant and tree specimens can also be found there.

The list of animals found in the Jura area is also very impressive. In addition to mammals such as elk, beaver, wild boar, roe deer and marten, there are also over 20 species of bats living in the numerous caves. This is an impressive result and unique in Poland. Rare birds, reptiles or amphibians can also be found here.

Jura is a very diverse region, not only in terms of fauna and flora, but also in terms of terrain. Here we have challenging limestone slopes, but the region also delights with beautiful valleys. One of the prettiest and best known is the Prądnik Valley. It is located within the Ojców National Park. Tourists are drawn here by the beautiful and characteristic rock formations, such as the Hercules Mace and the Kraków Gate.



A surprisingly different area are the deserts: Błędowska and Siedlecka. The first of these is the largest in Poland. As recently as the 1930s, it was part of the Great Błędowska Desert, which has unfortunately become overgrown. Of the former 150 square kilometres, just 30 remain today. A good place to admire what is still left of the desert is the Rose of the Winds, a wooden viewing platform.

Jura Krakowsko-Częstochowska is a unique region in Poland. It delights with its natural beauty and richness, as well as its varied terrain and magnificent landscapes. The majestic buildings we can admire here are thought-provo-

king and remind us of a long-gone age of kings and dukes. It is a land firmly embedded in the tradition, culture and history of our country.





# 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.



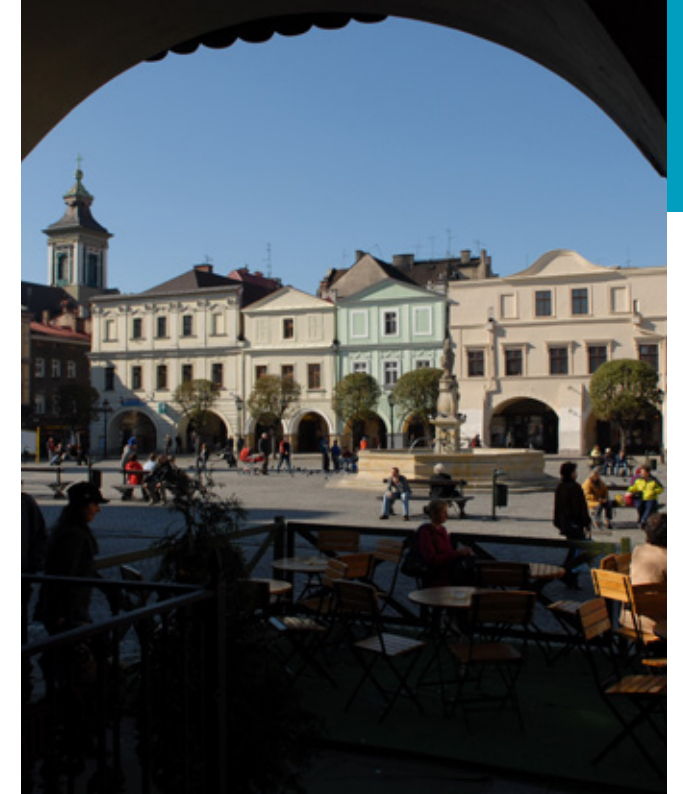
Cieszyn Silesia is an extraordinary combination of natural features, rich folk culture of Silesian highlanders, strong sense of regional identity of the residents, and interesting history of Piast and Habsburg dynasties. An undeniable attraction of the region, the Silesian Beskids invite tourists all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







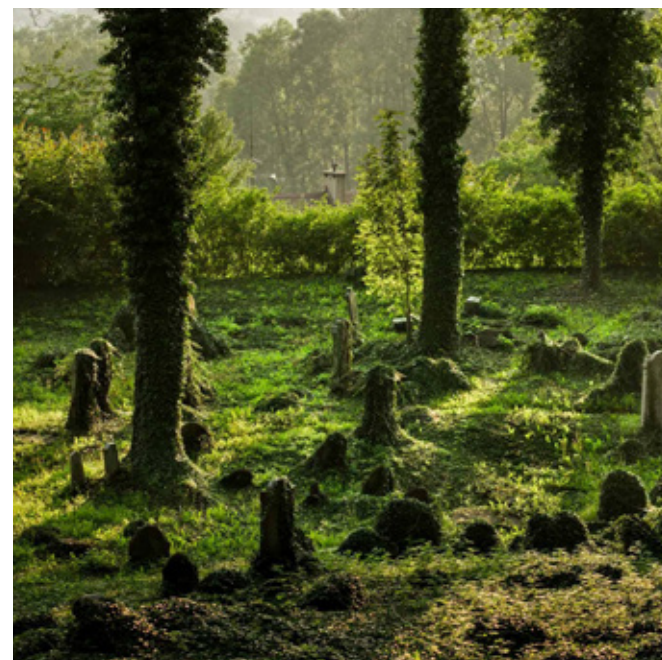
One of the oldest towns in Cieszyn Silesia, Ustroń is not only a famous spa town but also an excellent starting point for Beskid trails. This is the place where the longest trail in the Polish mountains, known as the Main Beskid Trail, begins (approx. 496 km). When you are in Ustroń, do not forget to 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.**





# TORUŃ



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**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.

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.



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.







POLSKIE  
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TURYSTYCZNE





POZnań\*

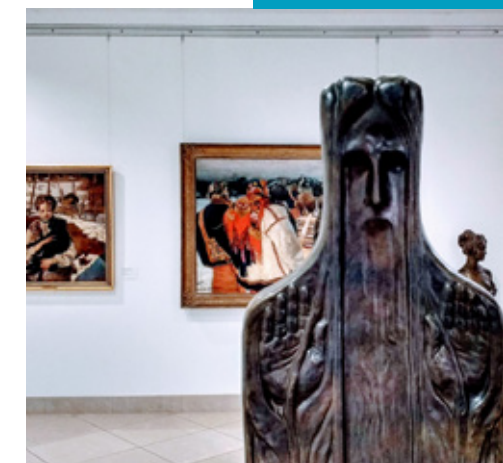
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Poznań means the mechanical goats on the tower of city hall, it is pyry [the local word for potatoes] and it is the Poznań International Fair. It is also home to Poland's oldest cathedral, Europe's youngest castle, the best shopping mall in the world, the largest artillery fort of the 19th century, a tank autographed by Steven Spielberg and the sweetest croissants, which even have their own museum. Only 20 minutes by car or train from the centre is enough to find yourself in a national park whose landscape was carved out by the ice sheet. In the Rogalin palace there is the largest Matejko painting, larger than many flats, and in Owińska there is a museum that even blind people can „see”. Poznań and its surroundings will surprise anyone and everyone!

In Poznań, everything is close by. This makes it ideal for an outing with friends, a family trip with children or a bike tour, and with the Poznań Tourist Card you can get on any tram without caring about the ticket, a way of exploring Poznań with plenty of discounts.

It is worth starting with the oldest part, i.e. Ostrów Tumski. Here was the stronghold of King Mieszko I, where he was probably baptised, and here the oldest Polish cathedral, with a thousand-year history, was built. The origins of the history of Poznań, and Poland as a whole, are brought closer at the interactive „Gate of Poznań” centre.



There are also places that simply cannot be missed. One of these is the Old Market Square – the heart of the city since the 13th century. Its highlight is the city hall, said to be the most beautiful Renaissance monument north of the Alps. It is on this tower that the famous mechanical goats ram every day at noon. There is also, among other things, the dazzling Baroque Fara (worth a visit for an organ concert), the Archaeological Museum (which presents not only Poland's prehistory, but also has unique artefacts from Egypt), the National Museum (in its extensive collection you can see the only painting by the impressionist Claude Monet in the Polish collection), the Museum of Applied Arts with its castle viewing tower and the Museum of the Wielkopolska Uprising 1918-1919 – Poznań would not be what it is now without that momentous event. In the old town streets there are not only restaurants and cafés, but also two “live” and tasty museums, bringing the history of the St. Martin's croissant and the pyry to life.

Through Plac Wolności, with the Raczyński Library (its architecture is inspired by the Louvre), you can reach the imperial quarter. The monumental edifice standing there looks ancient, but is actually Europe's youngest castle built for a crowned emperor. The building was constructed in the early 20th century for Germany's Kaiser Wilhelm II. Although it has a short history for a castle, it is very abundant. The emperor did not enjoy the castle for long. Before World War II, the University of Poznań was located there. During the German occupation, the castle interiors were made ready for Hitler, who, fortunately for Poznań, never made it there. Today it is the Zamek Culture Centre, which organises dozens of events, concerts, festivals and exhibitions.

Next door is the Enigma Cipher Centre. With it, you will not only learn how to cipher, but also learn the story of three mathematicians connected to Poznań who broke the secret of the German cipher machine Enigma.







### A walk through Poznań

Anyone looking for solid bourgeoisie should take a walk through the Jeżyce or Łazarz districts, where you can also visit the more than 100-year-old palm house. A trip to the tropics without leaving Poznań? Why not! To top it off go to Stary Browar. It is an icon of contemporary Polish architecture. It harks back to 19th century industrial traditions, combining commerce and art in its activities. In 2005, it won the award for Best Medium-Sized Shopping Centre in the World.

You can also take a break in Poznań. The Cytadela Park is 100 hectares of greenery, including the mysterious 'Unrecognised' by sculptor Magdalena Abakanowicz. In the 19th century, this was the largest artillery fort in Europe. The ruins of the fortifications can still be found there today. Speaking of militaria, you don't have to be a connoisseur of heavy equipment to appreciate the Polish Army Museum. There is the tank 'Rudy 102' from a famous Polish TV series, as well as another that starred in the Hollywood production 'Bridge of Spies' and was autographed by director Steven Spielberg.

Almost in the centre of Poznań is Lake Malta with plenty of attractions all around: an aquapark, the Maltanka narro-



w-gauge train, a year-round ski slope, and not far away is a treetop path and a zoo where you can meet the country's heaviest resident, the Niño elephant.

It can be said that Poznań has been touched by the stars. A meteor shower fell there several thousand years ago. Those precious cosmic crumbs are cared for by geologists from Adam Mickiewicz University, and anyone can see the place where they fell in the Morasko Meteorite Nature Reserve.

Crossing the borders of Poznań, you will find plenty of great places for micro-tours. For example, aboard the Mosińska Kolej Drezynowa there is a mobile gym on rails that reaches the very heart of the Wielkopolski National Park. A short walk away and we can already admire the mysterious ruins on the island of Lake Góreckie. Moving in a different direction we find ourselves at the top of the viewing tower in Mosina, looking out over everything from above. In nearby Puszczykowo, a secret garden of the Arkady Fiedler Museum stretches out among old villas, with Indian sculptures, a British fighter plane and a 1:1 scale replica of Christopher Columbus's ship. Without moving far, you will reach the National Museum of Agriculture in Szreniawa, where powerful steam locomotives are stationed.

In Rogalin, you will be impressed by the palace library, evoking irresistible associations with Hogwarts, an impressive collection of paintings and its famous aged oak-horns. Kórnik is a real gem, with a picturesque promenade by the lake, its famous arboretum full of all kinds of plants and the castle where you can sometimes meet the White Lady – Poland's most famous ghost. Amusement and education parks await parents with children: DELI Park with a sky-high eco-village and a playground in the form of a giant crocodile, and Dzieje Park, known for its thrilling historical outdoor shows.

### On the trail

Tourists can explore the area following one of many themes. The Industrial Architecture Trail in Luboń offers a visit to impressive industrial buildings, while the Swarzędz Furniture Trail is the best option to explore the secrets of the city of carpenters. The Puszcza Zielonka region offers a route following local legends, along the trail of charming wooden village churches. You can also travel along the Piast Route, visiting the twin attractions of the Skansen Miniatur and the Pobiedziska Stronghold. On hot days, relaxation is provided by numerous bathing areas, such as the Fruit Beach, famous for its giant fruit sculptures. There is plenty to choose from for fans of water adventures: from a wake park and sauna on the lake in Śrem, to canoeing on the wild Wełna River and lighter cruises on the Warta River. Still waiting in line are such curiosities as the unique Tyfological Museum in Owińska with its collection of maps for the blind, the talking monuments in Śrem and the impressive insurgent mural in Buk. There is certainly no shortage of holiday inspiration in and around Poznań!

### Poznań cuisine

Is Poznań's cuisine based on pyry [potatoes]? Certainly potatoes are important here, but you have to try the pyry with gzik or the soup called blind fish, which does not contain fish at all. There are also plynidze, or potato pancakes and szagówki. Some might say they are kopytka, but here we cut them diagonally like szaga. For a Sunday or Christmas dinner, duck served with steamed dumplings, red cabbage and apple is recommended. And then for dessert? You can go on a budget – in that case, sznoka with glanc (a yeasty bun with crumble), but we recommend the rich way, or maybe a St. Martin's croissant. The tradition of this pastry dates back to the mid-19th century. Semi-puff pastry, white poppy seeds, lots of toppings and chopped nuts are a must. Since 2008, the croissant has been a speciality protected throughout the European Union, but the real, certified croissant can only be eaten in and around Poznań.







## Events

There are hundreds of events taking place in and around Poznań. We recommend a short selection below:

**Poznań Halfmarathon** (April) – a traditional spring running event (<https://halfmarathon.poznan.pl>)

**Ethno Port Poznań** (June) – a world music festival in the premises of the former imperial castle (<https://ethnoport.pl>)

**UFO – Street Festival of Curiosities in Szamotuły** (June) – an international festival of street artists (<http://ufofestiwal.pl>)

**St. John's Fair** (June) – the oldest fair in Poznań (<https://jarmarkswietojanski.poznan.pl>)

**Malta Festival Poznań** (June) – an international arts festival, a venue for theatre performances and many other artistic activities (<https://malta-festival.pl>)

**Spectacle of the Eagle and the Cross in Dzieje Park in Murrowana Goślina** (June-July) – the largest night-time historical outdoor spectacle in Poland (<https://www.parkdzieje.pl/widowisko>)

**Animator Poznań Festival** (July) – an international animation film festival (<https://animator-festival.com>)

**National Festival of Good Taste in Poznań** (August) – a summer celebration of fine cuisine (<https://www.ofds.pl>)

**Poznań Stronghold Days** (August) – a festival for fortification enthusiasts at the end of the summer holidays (<http://www.dnitwierdzypoznan.pl>)

**Ale Kino! – the International Young Audience Film Festival in Poznań** (October) (<https://alekino.com>)

**Poznań Marathon** (October) – a classic Poznań running event (<https://marathon.poznan.pl>)

**St. Martin's Day street parade** (November) – a colourful parade and consumption of the Poznań delicacy, the St. Martin's croissants, on the city's best known street (<https://ckzamek.pl>)

**Poznań Bethlehem** (November-December) – the third best **Christmas market in Europe** (<https://betlejempoznanskie.pl>)

**Christmas Land in DELI Park** (December-February) – Christmas landscape full of winter attractions illuminated by three million lights (<http://delipark.pl>)

## Poznań Tourist Card

The best and cheapest way to get to know our city and surroundings. Free admission or discounts to almost 200 tourist attractions, restaurants, free public transport – a unique opportunity to save time and money. The card is available in three versions: one, two and three days in normal and discounted options, with or without public transport.

[www.karta.poznan.travel](http://www.karta.poznan.travel)

## Tourist information

We help you choose the most attractive places from the many tourism offerings in Poznań and the local area. We offer free materials about the city and its surroundings, we sell the Poznań Tourist Card, along with original souvenirs from Poznań (socks are especially recommended!) publications about Poznań and the Wielkopolska Region (guidebooks, maps, albums), and can help you hire a guide to show you around Poznań.

[www.it.poznan.travel](http://www.it.poznan.travel)

## How to get there?

Poznań is easily accessible by car – it is located by the A2 motorway. Poznań is also the second largest railway junction in Poland, and the Poznań Główny railway station (integrated with the bus station) is at the heart of the city (approx. 200 m from the International Poznań Fair and 1.5 km from the Old Market Square). Ławica Airport is approximately 7 km from the centre.

The city is very compact and easily explored on foot. There is a paid parking zone in the inner city, but convenient public transport is provided by buses, trams and „Pestka”, Poznań's Fast Tram network. There is more and more cycling infrastructure in the city. Poznań City Bicycle is also in operation (it requires opening an account and making a prepayment for rides (up to 30 min. – PLN 1). There are also several scooter operators.



