

POLAND LAUNCHING INTENSIVE PROMOTION CAMPAIGN



Poland will increase its promotional activities to lure more tourists and capitalize on its huge tourism potential. The UEFA European Football Championship will also be an opportunity to promote the country as a tourism destination.

Poland is the sixth biggest country in the EU and it has a great tourism potential. The country has **12 UNESCO world heritage sites** as well as other tourism attractions. Nevertheless, to fully capitalize on its tourism sites Poland needs to properly promote them.

The authorities have recently announced launching an extensive marketing campaign abroad. The country is stereotypically associated with villages but Poland wants to be seen as something more than just an agricultural state. In the promotion materials the country will be presented as a modern state with fast developing economy and relatively cheap work force.

The country will be promoted as "Polska", which is Poland in Polish language. New internet portals about Polish history, tourism, economy, science, export and investments will be also launched. These portals should provide information in at least three languages. The campaign should also emphasize its political influence in the region. The markets that are likely to be developed are **MICE, medical and religion tourism**.

There are also other areas the country intends to further expand. For example a Polish hotel investment company Europejski Fundusz Hipoteczny plans to develop new golf courses. According to the company's CEO Miroslaw Wierzbowski there are only few golf courses in Poland compared to 400 golf courses in Finland. The company sees it as an opportunity and believes new golfing possibilities will draw more tourists. They are already developing a golf course in Mazuria.

Nevertheless, Poland is still a developing market and therefore in need of foreign investment. The Polish tourism industry may profit from the weaker zloty, which makes a holiday in Poland cheaper for foreign tourists. Another thing that will help Poland to promote itself as a tourism destination is the upcoming **UEFA European Football Championship** which will take place here in 2012.

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