

Polish Tourism Organization and Tour de Pologne collaborate to promote Poland

"I am proud that we have been cooperating with the Polish Tourism Organisation for a long time. This organization understands perfectly how sports at the highest level can effectively promote Poland. Their activities align seamlessly with our vision to showcase Poland to the world," says Tour de Pologne General Director, Czesław Lang.

Polish Tourism Organization (POT) is a government agency supporting legal entities involved in the tourism sector. The main activities undertaken by the POT include the promotion of Poland as an appealing tourism destination - modern, high service standards and favorable prices. The Polish Tourist Organisation organizes promotional stands at major national and international tourism fairs, where exhibitors include representatives of the tourism industry and local authorities. In addition, it invites foreign journalists and tour operators to study visits in order to present Poland as a country attractive to tourists, which is reflected in articles about Poland and offers of trips to our country.

"Cycling, as you can see while watching the Tour de France, is a sport that brings the country and its charms to the public in an excellent way. Today, with the use of modern technology, we are able to show the riders fighting on the most beautiful routes of the Tour de Pologne and promote Poland at the highest level. An elite rivalry demands a suitable backdrop, where we can extend invitations to foreign guests and unveil the hidden gems of our homeland to the Polish population." says Czesław Lang, Tour de Pologne Race Director.

The Polish Tourism Organisation in collaboration with Polish Tourist Brands will also be visible across social media platforms and outdoor campaigns. The POT will also make its mark through advertising spots featured on PKP Intercity trains and at ticket offices in railway stations .

"Over the course of nearly 20 years of cooperation, Lang Team has established itself as an ideal partner in promoting Poland. Through targeted media coverage reaching audiences worldwide, we are able to showcase the most beautiful regions of our country. I believe that, particularly this year, the Tour de Pologne will achieve tremendous success, and the spectators of the race will be inspired to explore undiscovered places." said President of the Polish Tourism Organisation Rafał Szmytko.

The most important cycling race in Poland will start on July 29th in Poznań, where a loop through the Wielkopolska region will await the riders while the winner of the jubilee Tour de Pologne will be crowned at the finish line at the renown błonia in Kraków.