



POLISH
TOURISM
ORGANISATION

Warsaw, 15 April 2026

On behalf of the Polish Tourism Organization (POT), I hereby confirm that an international promotional campaign for Poland is planned for 2026, under the slogan "Poland. More than you expected!".

The campaign, commissioned by the Ministry of Sport and Tourism and implemented by the POT, will aim to strengthen Poland's image as a modern, safe, and attractive tourist destination and increase its recognition in international markets. A key element of the planned activities will be the use of Polish athletes as campaign ambassadors, as part of the "Promotion of Poland through Sport 2026" project. Planned activities include the production of video materials, digital campaigns, and social media activities targeted at international audiences.

Sincerely,

Dyrektor
Departament Marketingu

Agnieszka Walawender

Polish Tourism Organisation

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Foreign Offices of the Polish Tourism Organisation:

Amsterdam, Berlin, Brussels, Budapest, Chicago, London, Madrid, Paris, Beijing, Prague, Rome, Stockholm, Tel Aviv, Tokyo, Vienna.

Web portals: www.pot.gov.pl; www.polska.travel; bonturystyczny.polska.travel; www.edenpolska.pl;
www.zarabiajnaturystyce.pl; www.odpoczywajwpolsce.pl