



Opole is involved in the #CityWillWait campaign

Dla Turysty

The promotion of cities under the slogan #CityWillWait focuses on the tourist offer of local governments. The initiator of the action are four tourist organizations operating in major cities (Gdańsk, Warsaw, Poznań, Łódź), which in the current situation have undertaken joint actions to counteract the effects of the progressing crisis. Opole also joined the campaign.

The campaign's assumption is to maintain interest in travel among recipients of websites and profiles in social media and to invite fans of national tourism to the cities participating in the campaign after lifting the current restrictions on travel.

The campaign promotes primarily tourist products and attractions, such as: museums, cultural institutions, hotels and accommodation facilities, amusement parks, shopping centers, art galleries and events. There is also an incentive to discover cities online using virtual walks, panoramas, city games.

The action consists in "calling" subsequent cities, which under a joint hashtag #CityWillWait and a coherent graphic design, promote their attractions. In Opole, the action will be implemented through the city's official tourist profile on Facebook: Discover Opole and other municipal social networking sites, as well as the city's website: www.opole.pl



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Lokalizacja

Tagi

CityWillWait

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