



POLISH
TOURISM
ORGANISATION

ADVISOR TOOLKIT: Ski, Hike, Bike and Outdoor Adventures in Poland

Poland Destination Specialist Program

This toolkit equips travel advisors with selling points, itinerary ideas, signature outdoor experiences, client messaging, and practical planning tips to position Poland as a versatile, accessible, and rewarding destination for active travel across all seasons.

WHY SELL POLAND AS A SKI, HIKE, BIKE, AND OUTDOOR DESTINATION

- **Diverse Landscapes in One Country:** Poland offers mountains, forests, rivers, coastlines, and countryside within manageable travel distances
- **Accessible Adventure:** Trails, bike routes, and ski areas support a wide range of ability levels
- **Year-Round Activity:** Hiking and cycling in spring, summer, and fall, with skiing and winter walking in colder months
- **Strong Infrastructure:** Marked trails, bike paths, ski resorts, and protected national parks
- **Urban and Nature Integration:** Cities connect seamlessly with outdoor environments
- **Excellent Value:** High-quality outdoor experiences at competitive pricing compared to Western Europe
- **Ideal for FIT and Groups:** Suitable for individuals, families, multi-generational travelers, and incentive-style active programs

KEY SKI, HIKE, BIKE, AND OUTDOOR EXPERIENCES

Experience	Description	Regional Notes
Mountain Hiking	Alpine and foothill trails with scenic viewpoints	Tatra Mountains, Lower Silesia

Experience	Description	Regional Notes
Forest Walking	Protected woodland trails and nature reserves	Mazovia, Lower Silesia, Baltic Region
Cycling Routes	River paths, coastal routes, countryside touring	Warsaw, Gdańsk, Wrocław
Alpine Skiing	Downhill skiing and winter sport infrastructure	Tatra Mountains, Zakopane
Cross Country Skiing	Forest and park based winter routes	Nationwide
Coastal Walking and Cycling	Dunes, beaches, and seaside paths	Gdańsk and Baltic Coast
National Parks	Marked trails and protected landscapes	Across all regions

CITY AND REGIONAL HIGHLIGHTS

GDAŃSK AND THE BALTIC COAST

- Coastal cycling routes connecting Gdańsk, Sopot, and Gdynia
- Walking trails through dunes, beaches, and forests
- Access to Tricity Landscape Park for hiking
- Winter cross-country skiing and forest walks
- Outdoor activity balanced with seaside culture

Best For: Coastal cycling, walking, accessible outdoor travel

WROCLAW AND LOWER SILESIA

- River-based cycling networks along the Odra
- Hiking in the Sudetes foothills and protected parks
- Cross-country skiing and gentle downhill skiing in winter
- Forest and countryside routes near historic towns
- Balanced terrain suitable for varied ability levels

Best For: Cycling, moderate hiking, seasonal skiing

WARSAW AND MAZOVIA

- Extensive cycling paths along the Vistula River
- Walking and hiking in Kampinos National Park
- Urban parks supporting daily outdoor activity

- Winter cross-country skiing and winter walking
- Easy integration of culture and outdoor movement

Best For: Cycling, walking, accessible year-round activity

KRAKÓW AND LESSER POLAND

- Hiking in Ojców National Park and surrounding valleys
- Alpine hiking and skiing in the Tatra Mountains
- Cycling along the Vistula River and countryside routes
- Winter sports centered in Zakopane region
- Strong contrast between city culture and mountain terrain

Best For: Hiking, alpine skiing, multi-activity itineraries

IMMERSIVE OUTDOOR EXPERIENCES

- Guided hiking in national parks and protected landscapes
- Multi-day cycling routes through the countryside and along rivers
- Alpine hiking and ski programs in the Tatra Mountains
- Cross-country skiing in forested regions
- Coastal walking and cycling along the Baltic Sea
- Combination itineraries pairing outdoor activity with cultural visits
- Seasonal outdoor experiences adapted to weather and ability

MAJOR OUTDOOR AND ACTIVE TRAVEL SEASONS

- Spring Hiking and Cycling Season, April to June
- Summer Mountain and Coastal Travel, June to September
- Autumn Walking and Cycling with foliage, September to October
- Winter Ski and Snow Activity, December to March
- Year-Round Forest Walking and Urban Cycling

IDEAL CLIENT PROFILES

- Active FIT Travelers seeking flexible itineraries
- Hikers and Walkers value marked trails and scenery

- Cyclists interested in river, coastal, and touring routes
- Ski Travelers looking for alpine and cross-country options
- Families and multi-generational groups seeking accessible activity
- Incentive and Corporate Groups incorporating outdoor experiences

SAMPLE ITINERARY BUILDER

One Day Urban Outdoor Experience

- Morning cycling along river paths
- Afternoon walking in a national park or forest
- Evening cultural dining

Three-Day Active City and Nature Escape

- Day 1: Cycling and walking in city green spaces
- Day 2: Hiking or coastal walking
- Day 3: Optional winter ski or countryside cycling

Seven-Day Poland Outdoor Journey

- Days 1–2: Warsaw cycling and forest walking
- Days 3–4: Wrocław hiking and cycling
- Days 5–7: Kraków and Tatra Mountains hiking or skiing

SELLING TIPS AND TALKING POINTS

- Emphasize accessibility and variety rather than extremes
- Match regions to client fitness and interest levels
- Promote Poland as a multi season outdoor destination
- Highlight integration of culture and outdoor activity
- Position Poland as ideal for first time and repeat active travelers
- Combine outdoor travel with food, history, and wellness

READY TO USE CLIENT MESSAGING

- Discover Poland through forests, mountains, rivers, and coastlines
- From alpine hikes to coastal cycling, Poland offers active travel for every pace
- Experience outdoor adventure woven naturally into culture and daily life

PRACTICAL TRAVEL ADVICE

- Best Time to Visit: April to October for hiking and cycling; December to March for skiing
- Accessibility: International airports in Warsaw, Kraków, Gdańsk, and Wrocław
- Recommended Duration: 4–10 days, depending on the number of regions
- Transfers: Excellent rail and road connections between cities and regions
- Where to Stay: City hotels for cycling access, mountain lodges for hiking and skiing, coastal resorts for walking and biking
- Pacing: Build in rest days and cultural balance

READY TO USE EMAIL TEMPLATE

Subject: Discover Poland's Outdoor Adventures

Hi [Client Name],

If you are looking for an active European destination that combines hiking, cycling, skiing, and outdoor exploration with culture and comfort, Poland is an outstanding choice. From the Tatra Mountains and forested national parks to coastal bike paths and river routes through historic cities, Poland offers outdoor adventures for every season and ability level.

Highlights include:

- Alpine hiking and skiing near Kraków
- Coastal cycling and walking in Gdańsk
- River based cycling in Warsaw and Wrocław
- National parks and protected landscapes across the country
- Year round outdoor travel opportunities

Whether your clients seek a gentle walking journey, a cycling focused itinerary, or a multi activity outdoor adventure, Poland delivers variety, accessibility, and value. I would be happy to design a custom itinerary tailored to your travel style and interests.

Warm regards,

[Your Name]

[Your Title and Agency]

[Contact Information]

