



POLISH
TOURISM
ORGANISATION

Gdańsk & Pomerania Advisor Toolkit

Poland Destination Specialist Program

Program Goal

Equip advisors with the knowledge and tools to sell Gdańsk and Pomerania as a must-visit heritage and cultural destination, combining UNESCO history, Baltic charm, and modern culinary and creative experiences.

Quick Facts

- **UNESCO Sites:** Gdańsk Historic Main Town, Malbork Castle (Teutonic), St. Mary's Church, Long Market and Long Lane
- **UNESCO Recognition:** Main Town architecture and urban layout; Malbork as the largest brick castle in the world
- **Key Districts:** Główne Miasto (Main Town), Oliwa, Wrzeszcz, Motława Riverfront
- **Top Travel Season:** May through September for festivals, Baltic waterfront activities, and fair weather for walking tours
- **Culinary Highlights:** Baltic seafood, smoked fish, amber-inspired desserts, Michelin-style interpretations of Pomeranian classics
- **Famous Chefs & Restaurants:** Restauracja Gdańska, Pod Łososiem, Metamorfoza, Sztuczka Bistro

Client-Friendly Selling Points

- Walk the streets of a living museum where every building and plaza tells a story
- Experience medieval architecture, Gothic churches, Renaissance town halls, and Baroque facades

- Discover the maritime heritage of the Hanseatic League through The Crane and Neptune Fountain
- Taste the flavors of the Baltic in both traditional and modern Michelin-style cuisine
- Explore Malbork Castle, one of Europe's most extraordinary historical sites
- Enjoy immersive hands-on experiences such as amber crafting, food workshops, and guided walking tours

Top Experiences for Clients

Cultural and Historical

- Walking tours of Głównne Miasto exploring architecture, legends, and hidden courtyards
- St. Mary's Church guided tours, including bell tower views
- The Main Town Hall with museum exhibits and panoramic city views
- Visits to The Crane and Motława River docks to trace trade and maritime history
- Excursions to Malbork Castle to explore the Teutonic Order's medieval stronghold

Culinary Experiences

- Michelin-style tasting menus at Restauracja Gdańska or Pod Łososiem
- Baltic seafood tours highlighting smoked fish, herring, and seasonal catches
- Amber-inspired desserts and sweets at local cafés and patisseries
- Local craft beer tastings paired with traditional Pomeranian fare
- Food and drink experiences at St. Dominic's Fair

Festivals and Events

- **St. Dominic's Fair:** Europe's largest open-air fair with crafts, food, music, and historic reenactments
- Gdańsk Shakespeare Festival: celebrating theater, literature, and cultural history
- Music and art events in Oliwa Cathedral and historic squares

Suggested Itineraries

1-Day Immersion

- Morning: Walking tour of Long Market and St. Mary's Church
- Afternoon: Explore The Crane and waterfront, amber workshop visit
- Evening: Michelin-style dinner at Restauracja Gdańska

2-Day Deep Dive

- Day 1: Main Town walking tour, St. Dominic's Fair or seasonal market, Neptune Fountain visit
- Day 2: Malbork Castle day trip, Baltic seafood lunch, evening wine or craft beer tasting in historic district

3-Day Premium Cultural Journey

- Day 1: Private guided tour of UNESCO Main Town and Main Town Hall
- Day 2: Full-day Malbork Castle excursion with interactive medieval experiences
- Day 3: Culinary exploration, Michelin-style dining, and amber craft workshop with tasting

Tips for Advisors

- Position Gdańsk as a city that blends history, culture, and modern culinary innovation
- Highlight UNESCO World Heritage as a tangible way to experience Europe's past
- Pair cultural itineraries with hands-on experiences like amber workshops or cooking classes
- Recommend St. Dominic's Fair and summer festivals for immersive seasonal experiences
- Emphasize the accessibility of Gdańsk by train, plane, or cruise, and the walkable city center

Client Messaging Example

Subject: Explore Gdańsk, Poland's Baltic Gem

Body:

Discover Gdańsk, a city where every street, plaza, and building tells a story. Walk the Long Market, marvel at St. Mary's Church, and explore the medieval docks along the Motława River. Taste the flavors of the Baltic with fresh seafood, Michelin-style dining, and local amber-inspired treats. Step into history at Malbork Castle, one of Europe's largest brick castles. From immersive cultural experiences to modern culinary delights, Gdańsk is a destination your clients will never forget.