

ADVISOR TOOLKIT: Travel to Gdańsk

Poland Destination Specialist Program

This toolkit equips travel advisors with comprehensive selling points, detailed itinerary frameworks, signature experiences, client-ready messaging, and practical planning insights to position Gdańsk as one of Northern Europe's most compelling coastal destinations. Defined by its maritime heritage, Baltic coastline, and layered European history, Gdańsk offers a balanced and versatile travel experience that combines culture, leisure, and lifestyle in a way few destinations can.

1. WHY SELL GDAŃSK AS A TRAVEL DESTINATION

- Distinct Maritime Heritage**
 Gdańsk's identity is deeply rooted in its history as a major Hanseatic port. This legacy is visible in its architecture, shipyards, and waterfront, offering a strong narrative for travelers interested in trade, culture, and European history.
- Coastal and Urban Dual Experience**
 Gdańsk uniquely combines a fully realized historic city with direct access to the Baltic Sea. Advisors can seamlessly package cultural sightseeing with beach relaxation, particularly in nearby Sopot.
- Powerful Modern Historical Relevance**
 As the birthplace of the Solidarity movement, Gdańsk played a key role in shaping modern Europe. This adds depth and relevance for educational, heritage, and intellectually curious travelers.
- Balanced Travel Pace**
 Compared to larger European capitals, Gdańsk offers a more relaxed and open atmosphere, making it ideal for clients seeking meaningful travel without overwhelming crowds.
- Emerging Culinary Destination**
 The city's food scene blends Baltic seafood traditions with modern Polish gastronomy, supported by a growing number of high-quality restaurants and craft breweries.
- Strong Value Proposition**
 Gdańsk delivers high-quality experiences at competitive pricing compared to Western European coastal cities.

2. KEY TRAVEL EXPERIENCES

Experience	Description	Regional Notes
Old Town & Long Market	Reconstructed Hanseatic facades, Neptune Fountain, historic merchant houses	Central Gdańsk
Motława River Waterfront	Iconic riverfront with medieval crane and promenades	Gdańsk
European Solidarity Centre	Interactive museum on modern European history	Shipyards District
Museum of the Second World War	One of Europe's most comprehensive WWII museums	Gdańsk
Baltic Coast	Sandy beaches, promenades, seaside relaxation	Sopot, Brzeźno
Culinary Experiences	Baltic seafood, craft beer, modern Polish cuisine	Citywide

Experience	Description	Regional Notes
Amber Culture	Workshops, museums, and local craftsmanship	Old Town
River & Harbor Cruises	Scenic views of historic and modern Gdańsk	Motława River

3. CITY AND REGIONAL HIGHLIGHTS

GDAŃSK AND THE TRICITY REGION

- **Old Town Reconstruction**
After WWII, Gdańsk's Old Town was carefully rebuilt, creating a visually cohesive and historically meaningful destination.
- **The Motława Riverfront**
A defining feature of the city, offering a mix of historic architecture, modern dining, and pedestrian-friendly exploration.
- **The Tricity (Gdańsk, Sopot, Gdynia)**
 - Gdańsk: Culture, history, and architecture
 - Sopot: Beach resorts, nightlife, and relaxation
 - Gdynia: Modern maritime city
- **Maritime and Industrial Heritage**
Shipyards and port infrastructure provide unique insight into the city's economic and political history.
- **Cultural Institutions**
The European Solidarity Centre and WWII Museum anchor the city's cultural and educational offering.

Best For: Cultural travelers, coastal itineraries, first-time Poland visitors, relaxed luxury travel, multi-interest FIT travelers

4. IMMERSIVE TRAVEL EXPERIENCES

- Private guided tours exploring Hanseatic trade history and architecture
 - In-depth visits to the European Solidarity Centre with expert guides
 - WWII Museum tours for historical context
 - Baltic seafood tasting experiences and culinary walking tours
 - Amber workshops where clients create custom jewelry
 - Day trips to Sopot for beach, pier walks, and seaside dining
 - Sunset river cruises along the Motława
 - Cycling routes connecting Gdańsk, Sopot, and Gdynia
 - Seasonal markets and festivals offering local engagement

5. MAJOR EVENTS AND CULTURAL MOMENTS

- **St. Dominic's Fair (July–August)**
One of Europe's largest open-air markets with crafts, food, and cultural programming
- **Gdańsk Shakespeare Festival**
International theater event attracting global performers
- **Baltic Sea Cultural Festivals**
Seasonal events across the Tricity region
- **Christmas Markets (December)**
Festive Old Town setting with strong leisure and family appeal

6. IDEAL CLIENT PROFILES

- Cultural and heritage travelers
 - Coastal and leisure travelers
 - Culinary-focused travelers
 - FIT and independent travelers
 - Multi-generational groups
 - Second-time Europe travelers seeking alternatives to crowded destinations
 - Luxury travelers looking for authenticity and value

7. SAMPLE ITINERARY BUILDER

One Day Gdańsk Experience

- Morning: Old Town walking tour and Long Market
 - Afternoon: WWII Museum or Solidarity Centre
 - Evening: Waterfront dining and river walk

Three Day Gdańsk Stay

- Day 1: Arrival and Old Town exploration
 - Day 2: Maritime heritage, museums, and river cruise
 - Day 3: Sopot beach excursion and seaside dining

Five Day Gdańsk + Warsaw Combination

- Days 1-3: Gdańsk
 - Day 4: Travel to Warsaw
 - Day 5: Warsaw exploration

Seven Day Poland Introduction

- Days 1-3: Gdańsk
 - Days 4-5: Warsaw
 - Days 6-7: Kraków

8. SELLING TIPS AND TALKING POINTS

- Position Gdańsk as Poland's coastal gateway
 - Emphasize dual experience: culture + beach
 - Highlight lower crowd density vs Western Europe
 - Use Solidarity movement and WWII history as differentiators
 - Promote Tricity as one destination with three distinct experiences
 - Pair with Kraków and Warsaw for full itineraries

9. READY TO USE CLIENT MESSAGING

- "Gdańsk offers a unique blend of maritime history, culture, and Baltic coast relaxation."
 - "Explore a beautifully restored Old Town, then unwind along the sea."
 - "A compelling alternative to Europe's more crowded coastal cities."

10. PRACTICAL TRAVEL ADVICE

- Best Time to Visit: May–September for coastal travel; December for Christmas markets
 - Accessibility: Gdańsk Lech Wałęsa Airport; strong rail links to Warsaw and beyond
 - Recommended Duration: 2–4 days standalone; 3–5 days with coastal extensions
 - Getting Around: Walking in Old Town; trams and taxis for wider area
 - Where to Stay:
 - Old Town: cultural immersion and proximity to attractions
 - Sopot: beach and resort-style stays
 - Gdynia: modern, quieter alternative

10.1 READY TO USE EMAIL TEMPLATE

Subject: Discover Gdańsk and Poland’s Baltic Coast

Hi [Client Name],

If you’re looking for a European destination that combines history, culture, and coastal relaxation, Gdańsk is an excellent choice. This historic port city offers a beautifully restored Old Town, world-class museums, and easy access to the Baltic Sea.

Highlights include:

- Exploring Gdańsk’s Old Town and waterfront
- Visiting the European Solidarity Centre and WWII Museum
- Enjoying Baltic seafood and local culinary experiences
- Relaxing along the beaches of nearby Sopot

Gdańsk works perfectly as a standalone trip or as part of a broader Poland itinerary. I’d be happy to design a customized journey based on your interests.

Warm regards,

[Your Name]

[Your Title and Agency]