

VISIT GDANSK



GTO Mission

We promote Gdansk as a dynamic and sustainable tourist destination at the local, national and international level. We strive for harmony between residents and tourists and strengthen the city's position as a unique centre of sustainable and business tourism. We are inspired by new trends and seek innovative solutions, focusing on sustainable development that benefits both the local community and tourists and visitors.

GTO Vision

Our vision is to make Gdansk a model of sustainable tourism, where an innovative approach is combined with care for the local community and environment. We want Gdansk to be recognized as a leading destination for business and recreational tourism, offering unique experiences that inspire and engage visitors.



Our strategy

GDANSK
Association

- we play a key role in promoting Gdańsk locally, across Poland, and internationally
- We care about maintaining a balance between residents and tourists
- we strengthen Gdańsk's position as an exceptional business tourism destination
- we focus on the sustainable development of tourism
- we cooperate with the local industry, we care about education, development, networking
- we follow new trends, inspire, and seek innovative solutions
- we promote and uphold the values that matter to Gdańsk and to the members of our Association



Our strategy

- Sustainable development of tourism in Gdansk
- Conscious shaping of the image of Gdansk as a sustainable and accessible destination
- Development of sustainable individual tourism and leisure time offer (individual tourist, local tourist, resident)
- Development of the Meetings Industry (MICE)
- Strengthening cooperation with local entrepreneurs, universities and institutions, especially in the area of sustainable development of tourism and strengthening awareness of accessibility
- Observation, research and proposing innovative solutions in line with tourism development trends and challenges of the future



Who we are?

GDANSK
Autentycznie.

Association with 186 members





One universal platform that **integrates** various city and commercial services, provides access to information and builds knowledge, identity and user engagement in the spirit of equality and accessibility.

Platforms for residents and tourists based on the **OneCard** system operate in over 40 cities throughout Poland and are used by **over 1.5 million users**.

OneCard



- integrated system based on **software as a service (SAAS)**, connecting cultural institutions, recreational facilities, educational institutions, local government units, NGOs, social programs and other city projects
- a tool for solving **real problems** of cities based on actual data
- **a research tool** allowing for collecting and analyzing demographic and statistical data
- a platform for conducting public opinion **surveys**
- **resident = tourist**: shaping the attitude of a resident as a local tourist and compensating for inconveniences
- **resident = ambassador**: image offer of the city for residents, developing knowledge of its culture and history, building local identity and activating users
- **"city Intranet"**: a unique communication tool with residents directly in OneCard channels
- a platform presenting the offer of spending free time in the city based on a centrally managed **calendar of events** with the possibility of downloading items from other calendars and **selling tickets**
- **a nationwide leader** and a project recognizable in Europe

OneCard – Resident's Card



OneCard – Resident's Card



350 000

people have an account in the Gdansk Resident's Card system

195 000

users use the „I'm from Gdansk” application

135 000

times free entry or discount was used in Gdansk in 2024

OneCard – Tourist Card

The **Gdansk Tourist Card** is a special system created for tourists visiting Gdansk and its surroundings.

It allows for easier sightseeing in the city, providing entry to tourist attractions and museums as part of paid time packages, as well as discounts in selected restaurants, shops and other facilities offering services for tourists.

The Gdansk Tourist Organization offers the following packages: **Discoverer and Premium Discoverer**, which differ mainly in the number of attractions included.

The system also allows you to buy a ticket for public transport, which allows you to travel around the entire Tri-City.

Additionally, the system is connected to the Premium Services of Gdansk Airport - it is used to sell and service Fast Track and Executive Lounge services.



OneCard – Tourism Card

What does a tourist receive?



1. Paid package that includes:

- the possibility of visiting 26 tourist attractions/museums without additional fees
- the possibility of obtaining discounts in over 30 partner facilities

2. An account in the system, thanks to which you will be able to:

- use additional possibilities, e.g. sightseeing routes in the application
- manage your data and consents
- receive notifications and a newsletter informing about new products

The Tourist Card is available both as part of direct sales at GOT's own points, at partner points and in online sales through the website kartaturysty.visitgdansk.com and through the mobile application - Tourist Card.

OneCard – Tourist Card



20 000

Packages sold in 2024

750 000

Views of kartaturysty.visitgdansk.com in 2024

15 697

Taking advantage of free entries or discounts under the Tourist Card in 2024

Thank you!

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