



Active Tourism Cluster





Active Tourism Cluster

— basic information

The **Active Tourism Cluster** is a platform of voluntary cooperation between enterprises, research units, business environment institutions, local authorities and NGOs.

The Cluster was established on **24th September 2013** in order to support the development of active recreation, tourism and a healthy lifestyle as well as to promote the touristic potential of subregions.

Running Festival Foundation is the **Leader of the Cluster**

festiwalbiegow@festiwalbiegow.pl

www.festiwalbiegow.pl





Our mission

- ❖ Implementation of **the Active Leisure Centre**, including new trails for running, skiing, cycling and Nordic Walking,
- ❖ Cooperation for the development of **tourism**, promotion of **healthy lifestyle** and **active leisure**,
- ❖ Education in the field of active leisure and mass sport
- ❖ Promoting integration of partners' activities by creating common infrastructure,
- ❖ Active support of **subregions' sustainable development**,
- ❖ Improving cooperation between members of the Cluster in terms of co-creation of **innovations and R&D activities**.





Strategic goals till 2025

- ❖ to obtain a prestigious title of **Key National Cluster**,
- ❖ to create **a local market for recreational and sports events, active leisure, tourism and healthy lifestyle**,
- ❖ to build a **community of active people**, with a membership base of **1 million**
- ❖ to develop the **"Runner's Card"** project and to create innovative **mobile apps for active people**
- ❖ to develop **educational activity**: organising conferences, seminars, educational workshops and fairs
- ❖ to run an **Internet platform** with a database on **tourism** and **active leisure**
- ❖ to cooperate on implementation of **sports, recreational and tourism programmes in subregions**
- ❖ to further expand the offer of **innovative services and solutions**
- ❖ to develop cooperation with foreign **partners**





Our members

Presently, the cluster associates **more than 90 members**, including local governments, businesses, business environment institutions, scientific/research units, NGOs and sports associations.

The following organisations are the members of the cluster:

- The City of Krakow
- The Runs Festival Foundation
- The Malopolska Athletic Association,
- The Academy of Physical Education in Krakow
- The Andrzej Frycz Modrzewski Krakow University
- The Runner's World
- Wiśniowski Ltd.
- SNOW Group Ltd.
- The Myślenice Skiing and Tourist Station
- Maspex Group
- Newag Group



RUNNER'S WORLD





Promotional activities

- ❖ Promotion of active recreation, healthy lifestyle and tourist attractions of the regions;
- ❖ Promotion of cluster members through websites, including the hugely popular: festiwalbiegow.pl, sadeczanin.info, local and national press, social networking sites;
- ❖ Creation of an application "virtual tourism", through which the tourist objects will be promoted via the Internet and available for people from the farthest parts of the world.





Runner's Card

- ❖ The **"Runner's Card"** is addressed to everyone who values active recreation. It entitles its holder to **discounts** in numerous shops, service centres, medical practice and health centres, hotels and restaurants in Poland.
- ❖ The Card is issued by the **Bank Zachodni WBK**. It is also a prepaid card.
- ❖ The Card allows its holder to **purchase goods and services** from the partner institutions at discount prices throughout the year.
- ❖ **Comprehensive offer:** the Card's holder is entitled to a discount in hotels and guesthouses, restaurants, SPA centres, gyms, fitness clubs and sports shops.





The implementation of the key project: "Active Leisure Centre with Running and Cycling Facilities"

The project is co-financed under the Lesser Poland Regional Operation Programme 2007-2013, Action 9.3 "Preparing Strategic Investments," and implemented by **14 members** of the as part of the partnership agreement.

- The project, led by The Sadecka Foundation, will allow to implement the following activities:
- **Building running and cycling routes** including basic infrastructure (**18 routes** in 11 locations);
- Building small **Active Leisure Centre** (**3 Active Leisure Centers** in 3 locations);
- Building a large **Centre for Runners**;
- Creating an IT system connecting running and cycling routes, Active Recreation Centers and the Training Centre for Runners with the Intranet.





Active Leisure Centre *Infrastructure*





Active Leisure Centre

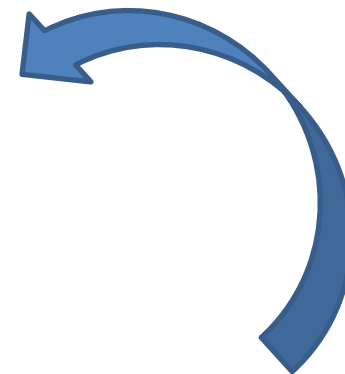
Running and cycling routes





Active Leisure Centres

IT system connecting the elements of the project with Intranet and the Runner's Card

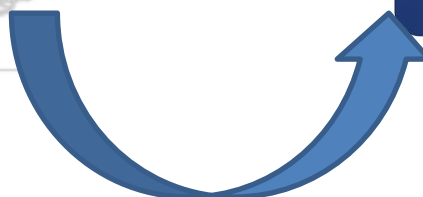


Centre for Runners

Running Routes



Runner's Card





We are creating communities of active people through IT solutions We create an active recreation ecosystem

We create an active recreation ecosystem

Running and cycling
routes

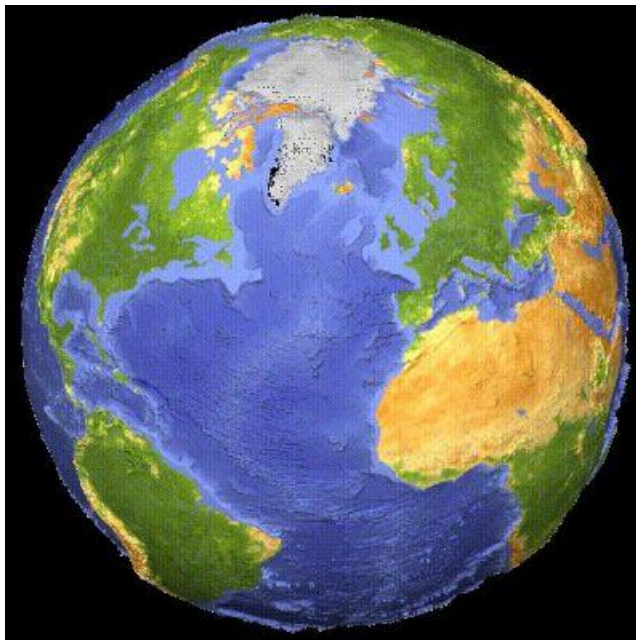
Runner's Card

Runner's terminal - Mobile
Application

Partners and partnership
offer

Cross-country
competitions

Tourist Attractions



Centres for Runners

Website





Thank you for your attention

