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The Tarnów Tourism Organisation has been promoting local The area of operations of the Tarnów Tourism Organisation, products for more than ten years. It was we who created the new Foothills brand – enoTARNOWSKIE, which in 2019 became one of the ten "Best Tourist Products" of the Polish Tourism Or-Brands".

The Polish Tourist Brands project was developed by the Ministry of Sport and Tourism in cooperation with the Polish Tourism Organisation and involves the creation of packages of tourism products forming a single, coherent whole promoted as a tourism brand. Currently, there are nine Polish Tourist Brands in Poland, including enoTARNOWSKIE!

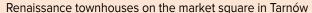
the manager of the enoTARNOWSKIE brand, includes the area of eastern Małopolska – the districts of Dabrowa Tarnowska, Tarnów, Brzesko and the city of Tarnów. The area is well-comganisation, and in 2022 it was awarded the title "Polish Tourist" municated, with the A4 motorway running through it from Sile- hills. EnoVelo is well correlated with the Małopolska sections sia via Kraków to Rzeszów and on towards Ukraine, a railway line providing direct connections to Kraków, Wrocław, Poznań, Warszawa, Trójmiasto (the Tricity), as well as Berlin, Vienna or Prague. Less than an hour's drive away are the two international airports Kraków Airport in Balice and Rzeszów-Jasionka Airport.

> It is also one of the best-looking places/areas in the Małopolska region in terms of cycling infrastructure. The main cycling route from the rain and make minor repairs.

is the still-developed EnoVelo trail running through the area of Tarnów and Brzesko districts and connecting the main cultural and natural attractions of the region with vineyards spread on the sunny hills of the Wiśnicz, Rożnów and Ciężkowice Footof international cycle routes: VeloDunajec (one of the most picturesque routes in Poland), the Vistula Cycle Route (leading along the Vistula River), VeloMetropolis/EuroVelo 4 (connecting Tarnów, Kraków and Oświęcim), VeloNatura/EuroVelo 11 (with it you will reach Czchów, Zakliczyn, Zgłobice, Szczepanów and Dabrówka). All trails are provided with infrastructure, primarily MORs, i.e. stopping points where one can rest, take shelter









Sighteeing Tarnów by Enobus



Historic bus in front of Tarnów railway station

enoTARNOWSKIE invites you

Welcome to the enoTARNOWSKIE wine region, whose capital is the city of Tarnów. A weekend full of flavours, adventures, relaxation and moments full of great fun awaits you. Immerse yourself in a magical world of nature, culture and entertainment. We have prepared an extraordinary offer for you, which will surely meet your expectations and allow you to fully relax.

What makes enoTARNOWSKIE unique is the fact that it covers a large part of the area of the former Tarnów Voivodeship, with its rich material and immaterial history and unique nature.

And although the leitmotif of the project is oenotourism, it is only the thread along which the story of the warmest region in Poland – the eastern part of the Lesser Poland Voivodship – will unfold, as Tarnów is the Polish heat pole!



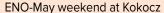




Highest, multi-year, average temperature in the country:	+8,8°C
Longest thermal summer	118 days
Polish record for warmth in September:	+36,8°C (1 September 2015)
Length of growing season:	225–230 days
Sunshine duration:	1573 hours
Number of cloudless days:	55









Wreaths on the Vineyard



Festival of Fruit and Bee Products / Pleśna Bacchus



Events with taste

For several years now, the Tarnów area has been increasingly marking its presence on the wine map of Poland. This is due not only to thriving local wineries, but also to an increasingly rich calendar of events promoting the wine heritage and, more broadly, local products of this part of Małopolska.

enoTARNOWSKIE SPRING

ENO-Mayówka on Kokocz, Ryglice commune, 25 km from Tarnów – the event, which takes place on the Kokocz hill with a magnificent view of the surrounding area, inaugurates the season of events in the Tarnów region. The event promotes the local products of this corner of Poland. Visitors can look forward to tastings of dishes prepared by countryside housewives' associations, culinary demonstrations by culinary celebrities, stands with wines from local

vineyards and a rich entertainment programme, e.g. folk band concerts.

Date: May/Spring

Organiser: Centre for Culture, Promotion and Tourism in Ryglice www.kulturaryglice.pl

enoTARNOWSKIE IN THE SUMMER

Wianki na Winnicy, Winnica Dąbrówka, Dąbrówka Szczepanowska, Pleśna commune, 20 km from Tarnów – an event organ-

ised on the occasion of the summer solstice is a good opportunity to learn about the secrets of wine production, local beliefs and customs, and to spend time creatively at various workshops, e.g. making garlands which are then let loose on the water, cheese production or clay products. All this is combined with tastings of local products and wines.

Date: June/Summer

Organised by: Dąbrówka Winery, www.winnicadabrowka.pl

Pleśnieński Bachus, Łowczówek, Pleśna commune, 14 km from Tarnów – the event was created to bring closer the wine traditions of the region and promote local wine producers. Its programme therefore includes tastings combined with lectures, sommelier demonstrations and culinary presentations by well-known chefs. It is also a great opportunity to stock up on local specialities and wine from local producers.





TUCHOVINIFEST International Wine Festival



Great Tarnovian Dionysia in Tarnów



Foothills Festival of Wine, Honey and Game in Gromnik

Date: July/Summer

Organised by: Cultural Centre Pleśna www.centrum-kultury.plesna.pl

TUCHOVINIFEST International Wine Festival, Tuchów, Tuchów municipality, 20 km from Tarnów – an event which is a combination of a local products fair with tastings, culinary demonstrations and presentations by local producers, and a competition for winemakers to find the best local wines. Many attractions await visitors, including concerts by music stars.

Date: August/Summer

Organised by: Cultural Centre in Tuchów, www.tuchovinifest.com

Festival of Beans and Traditional Products of the Małopolska Region, Zakliczyn, Zakliczyn municipality, 30 km from Tarnów – an event dedicated to the most famous local product of Zaklic-

zyn and the surrounding area – the Piękny Jaś bean from the Dunajec Valley – which, as local producers prove, can be used to make everything from pâtés, soups to spirits. Participants in the event will be treated to tastings, competitions, concerts and a fun zone for the family – Fasolandia.

Date: August/Summer

Organised by: Zakliczyn Cultural Centre

www.kultura-zakliczyn.pl

Festival of Dried Plums, lwkowa, lwkowa municipality, 50 km from Tarnów – the lwkowa area is famous for its fruit crops, including plums, which are used to make delicious preserves. Today, they are the hallmark of this corner of the Tarnów region. It is to them that this event is dedicated as a symbolic expression of thanks for a successful harvest. During the event, visitors can not only taste sweet

preserves, but also watch a parade of tractors. There is a children's play zone and concerts by popular bands.

Date: September/summer

Organiser: Communal Cultural Centre: gokiwkowa.pl

Gmina lwkowa: iwkowa.pl

Pogórzańskie Święto Wina, Miodu i Dziczyzny (Foothills Festival of

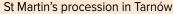
Wine, Honey and Game), Gromnik, Gromnik municipality, 30 km from Tarnów – an event showcasing the rich culinary heritage of Małopolska. Producers of local products: cheeses, cured meats, preserves, baked goods, honey from local apiaries and winemakers exhibit there. Interesting competitions, concerts and shows await visitors.

Date: September/Summer

Organiser: Gromnik Municipality: www.gromnik.pl Municipal Cultural Centre: www.gokgromnik.pl









Annual Pumpkin Festival in Rzuchowa



Music School with a "small philharmonic" in Tarnów

enoTARNOWSKIE IN AUTUMN

Foothills Festival of Regional Dishes, Ryglice, municipality of Ryglice, 20 km from Tarnów – participation in the Festival is an opportunity to taste dishes prepared by Rural Housewives' Circles, buy artistic handicrafts made by local manufacturers, listen to folk bands from the region, as well as take part in activities prepared with families in mind.

Date: September/Autumn

Organised by: Together for Joniny Association

Joniny 6, 33-160 Joniny

Annual Pumpkin Festival, Rzuchowa, Pleśna municipality, 10 km from Tarnów – pumpkin is eagerly used not only in the kitchen, but also outside, e.g. for decoration. During the event in Rzuchowa, you can taste pumpkin served in a variety of ways and admire arrangements starring the orange vegetable. The

Pumpkin Festival is also an excellent opportunity to discover other local products of the Tarnów region.

Date: October/Autumn

Organised by: Odrolnika Group Association

www.grupa.odrolnika.pl

Great Tarnów Dionysia, Tarnów – the day of St Martin, the patron saint of winemakers, is a good opportunity for Tarnów to celebrate and promote the region's wine-making traditions. The Dionysia opens with a wine procession led by St Martin. This is followed by a fair where local spirits can be purchased. Selected restaurants then organise special events: tastings, themed dinners and wine lectures.

Date: November/Autumn

Organiser: Tarnów Tourism Organisation

www.lot.tarnow.pl

SELECTED CONFERENCE AND CONCERT CENTRES

Arena Jaskółka Tarnów	5 000 persons Audience capacity 4 317
Municipal Stadium (football and speedway) in Tarnów	16 000 persons
Tarnów L. Solski Theatre	3 stages – 290/90/50 persons
Mościce Arts Centre in Tarnów	2 halls – 570/106 persons
Concert Hall of the Complex of Music Schools in Tarnów	approx. 240 persons
Sports and Entertainment Hall Youth Palace in Tarnów	1 000 persons
AmfiQ – Tarnów Amphitheatre	275 permanent seats + 120 additional seats
European Music Centre – K. Penderecki European Music Centre in Lusławice	650 persons
Paderewski Centre Kąśna Dolna including a concert barn:	300 persons
Goetz Palace in Brzesko	5 conference rooms for 30-200 persons
Sports and entertainment hall at Primary School no. 3 in Brzesko	auditorium for 200 persons
Sports Hall named after Agata Mróz-Olszewska in Dąbrowa Tarnowska	auditorium for 1,200 persons









Summer concert at the vineyard



"Galicjaner Sztetl" – concert at the Bimah in Tarnów



Encounters with culture

Although it is generally accepted that Kraków is the cultural centre of the Małopolska region, Tarnów and its surroundings also have much to offer in this area. Throughout the year, the Tarnów region hosts many concerts, competitions and festivals, which in terms of their level, variety and attractiveness are not inferior to events held in larger centres. What does the Tarnów area offer to tourists in the area of culture?

Undoubtedly many musical experiences. Over the years, Tarnów and its surroundings have produced a considerable number of interesting events, which appeal to fans of various sounds: from folk to modern, from classical to avant-garde. Over this time, the events have managed to gain recognition and make a strong name for themselves, thanks to which some of the biggest names in the music world now also take part in them.

TO THE RHYTHM OF JAZZ, BLUES AND CLASSICAL MUSIC

Jazz fans can look forward to the Baszta Jazz Festival organised in Czchów and a series of concerts of the traditional genre JAZZowy Rynek – Jazz na Starówce held in Tarnów. The city also regularly plays host to the blues during the "Był sobie blues" Summer Meetings with the Blues series, as well as to

classical music, thanks to the International Festival of Rediscovered Music, which brings lost works by Polish and foreign composers back to concert life. The International Piano Festival, the Ambassador of Tarnów, Maestro Krystian Tkaczewski and His Guests, has also established a strong position for itself.

Classics can also be heard outside Tarnów. Every year in the summer, chamber music concerts are held in various places in the region as part of the EMANATIONS Festival, organised by Krzysztof Penderecki's European Music Centre. Another important musical centre in the region is Kąśna Dolna, which hosts the Bravo Maestro Chamber Music Festival presenting unique interpretations of the most outstanding works of classical music and the Talent Week Festival. In the latter event, the most talented students of music schools in Poland compete for attractive prizes.





REACHING BACK TO THE ROOTS

OF THE TARNÓW REGION

However, the Tarnów region is not only about musical events. The calendar of events promoting the cultural heritage and history of this part of Małopolska is equally interesting. It is certainly worth visiting Ryglice, which hosts two interesting events of this type: the Pogórze Cultural Festival – an event dedicated to folk artists, bands and ritual groups, which focuses on fidelity to local traditions and customs. The second event, the Sobótkowe Festival of Youth, on the other hand, combines folk traditions associated with Midsummer Night rituals with contemporary times. The Easter Palm Competition, organised for over 60 years in Lipnica Wielka, also goes back to the region's roots. The parade of richly decorated palms, followed by the competition itself, is an extremely colourful spectacle that at-

tracts crowds of tourists to the village every year. Tarnów, on the other hand, hosts the Koralobranie festival. Its name refers to the creation of characteristic sloe beads, which are a trademark of the Tarnów area. During the event, visitors can make their own necklaces, as well as take part in competitions and lectures on ecology. A slightly different perspective on history is provided by the International Tournament of Knights "For the Golden Braid of Tarłówna" held in Dębno. The event with the participation of knightly brotherhoods from Poland and abroad, competing in duels and archery tournaments, is an interesting journey into the past, especially as the event programme also includes demonstrations of knightly customs, dances, games and music. All this in a historical entourage and to the sound of old music.

FOR CINEMA AND THEATRE FANS

The memory of a slightly closer time is cultivated by the "Galic-janer Sztetl. Days of Remembrance of Galician Jews' – a series of events and cultural actions carried out in various corners of the region, which are intended to familiarise residents and tourists with the history of Polish-Jewish relations in Galicia. In Bobowa, for example, actors reconstruct the wedding of the daughter of the tzaddik Ben Cion Halbersztam; klezmer music concerts are held in the synagogue in Dąbrowa Tarnowska; Tarnów organises walks in the footsteps of the Tarnów ghetto, concerts at the Bima and exhibitions in the Old Synagogue Square. The cultural offer of the region is supplemented by: Tarnów Film Award – Festival of Selected Polish Full-length Films, which popularises the achievements of Polish cinema-

tography by presenting the most valuable pictures and organising meetings with the creators of Polish cinema, and the All-Poland Comedy Festival TALIA – a competition for the best theatrical comedy, accompanied by exhibitions, concerts and cabaret reviews. In Brzesko, the Brzesko Okocim Festival is organised, during which popular performers can be heard during the city days. The event is accompanied by many attractions, games and competitions for children, young people and adults.

ABOUT CULTURE OVER WINE

As befits a wine region, there is no shortage of events combining culture and cuisine in the broadest sense. At the end of spring and the beginning of summer, Tarnów hosts "Zdearzenia" including concerts, plays, competitions and exhibitions, film screenings and the Galician Fair, where local delicacies and handicrafts can be purchased. In the summer months, selected vineyards of the Tarnów area invite to concerts combined with tastings, e.g. the Janowice vineyard organises the Vitis Music Sfera Festival with concerts of classical and jazz music. The calendar of events on the enotarnowskie.pl website, also on the enoTARNOWSKIE Facebook profile, publishes detailed information on this and other events planned in the vineyards on an ongoing basis. In the summer, the manor-park complex in Brno hosts the Night of Butterflies. In the garden, which is part of the Lesser Poland Garden Route, there are walks crowned with concerts as well as tastings and culinary demonstrations in which local products play leading roles.

♀ Find out more at: www.enotarnowskie.pl











Family bicycle rally "Małopolska Tour"



Sports events

Tarnów and its surroundings are not only beautiful landscapes or a rich culinary heritage, they also offer excellent conditions for sports. Suffice it to mention that Tarnów is successfully represented on professional arenas by volleyball players from Roleski Grupa Azoty AT Tarnów and speedway riders from Unia Tarnów. Thanks to climbers from AZS AT, the city is also an important sports climbing centre.

The Tarnów region is not short of amateur athletes who, thanks to the commitment of local authorities and associations, can develop their skills in more or less well-known sports. This is the case with cycling, among others. There are 25 cycling routes in the region with a length of over 630 km. The choice is great for cycling, whether alone or in a larger group. The Sokół Tarnów Sports Association, which

organises cycling rallies throughout the year, invites you to join them. In the summer, the authorities of the Malopolska Region organise a cycle tour under the name Małopolska Tour, in which whole families can take part. For those who prefer hiking, numerous hiking trails have been marked out. These can be explored, among others, during rallies organised by PTTK Tarnów. There is also no shortage of places

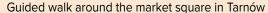
for joggers. In Tarnów, jogging can be done in city parks, at athletics stadiums and in the most popular "Marcinka" Running Park. The karting community is also thriving here. Lovers of this discipline compete in the professional Tarnów Karting League.

SOMETHING FOR FANS

Those who prefer to cheer can follow the struggles of athletes at sporting events. The Tarnów Climbing Centre regularly hosts sports climbing competitions of championship rank, at the national and European level. In the summer, a Beach Volleyball Tournament is organised in Zgłobice, in which athletes representing the uniformed services compete, and for Arabian horse lovers, an All-Polish Arabian Horse Championship show is held at the stud in Klikowa.









Guided walk around Tarnów



Guided walk Tarnów Cathedral



Walks in Tarnów and the region

Are you in the Tarnów region for the first time? Or maybe you have been here before, but a long time ago, and now you want to refresh your memory on the tourist attractions of this area? If you have answered yes to any of the above questions, it means that you need a guide who will familiarise you with the most interesting places in the region. In the summer months, you can take advantage of the "Tarnów and Region Walks" prepared by the Tarnów Tourism Organisation together with the Tarnów Information Centre.

This is a series of free tours of the region carried out for individual tourists by professional guides. The walks take place on selected days of the week at fixed times. In 2023, electric cars were introduced on some of the routes, thanks to which the tours take place in comfort, and allow access from Tarnów to the surrounding vineyards.

Which specific places in the Tarnów region are on the walking routes? Tarnów itself, of course. Due to the multitude of monuments, attractions and places worth seeing, the city can be explored along a number of thematic routes. Tarnów walking tours include above all the oldest part of the city: the Old Town with its preserved fragments of city

walls and Renaissance architecture, as well as the Art Nouveau buildings of the city. A separate guided tour includes the Gothic Cathedral Basilica of the Nativity of the Blessed Virgin Mary.

HISTORY OF THE PAINTED VILLAGE

Thanks to the walks, you will also reach Zalipie. This place has become known as the most colourful village in Poland. All thanks to the local housewives who, back in the 19th century, under the leadership of Felicja Curyłowa, began decorating their cottages with floral patterns. The buildings and their interiors – also richly decorated – delight the eyes of tourists to this day. A museum has been set up in Mrs Curyłowa's home, where you can find out what prompted the women to decorate their cottages, and buy a souvenir – handicrafts made by local artists.









Guided walking tour around Czchów



A walk through Skamieniałe Miasto in Ciężkowice

ATTRACTIONS OF THE CIEŻKOWICE FOOTHILLS

A completely different attraction awaits you during a walk: to the Skamieniałe Miasto (Petrified City) in Ciężkowice. It is a reserve of inanimate nature located on the river Biała. The place is worth a visit because of the unusual rock formations. In the reserve you will "meet" maces, mushrooms and pulpits, between which smaller platforms, slabs and rocks grow. Quite a few legends have been written about the Petrified City and its individual buildings. A walk is a good opportunity to get to know at least some of them.

Also on the Ciężkowice Foothills is Ryglice, known for hosting events promoting local cuisine. During walks you will get to know the history of this small centre, which, as it turns out, is long and intricate. Today, monuments remind us of past events: an 18th-century palace and park complex, a granary, and a World

War I cemetery. Also noteworthy is a fountain with a statue of the Pogórze Penelope (the so-called mother-in-law statue) and... the Szwedka stream, whose name commemorates the victorious battle against the Swedes fought here in the 17th century.

IN THE LAND OF PLUMS AND VINES

Czchów, which is another town where the walks take place, lies on the Dunajec River. Its long history is evidenced by its characteristic urban layout and selected monuments – the parish church of the Nativity of the Blessed Virgin Mary and, above all, the ruins of the 13th-century royal castle on Baszta Hill. It is the story of this castle that the guide focuses on during the tour of the area.

Not far from Czchów is lwkowa. Situated picturesquely in a valley along the Bela and Białka rivers, it has become famous for the production of fruit preserves based on dried plums, the so-called lwkowska susorka. It is in its honour that the Dried Plum Festival is organised every year, which attracts crowds of gourmets to the town. The chapel of St. Urban and the Church of the Visitation of the Blessed Virgin Mary with its stained-glass windows of the Madonna and Child are definitely worth a visit in lwkowa.

With a guide you can also reach Tuchow, which is famous for the TUCHOVINIFEST International Wine Festival promoting local wines and their producers. The town is also a pilgrimage destination, or rather the Basilica of the Visitation of the Blessed Virgin Mary and St Stanislaus the Bishop and Martyr. Next to it are the buildings of the Redemptorist congregation taking care of the shrine with an interesting Mission Museum.

♥ Find out more at: www.enotarnowskie.pl







enoTARNOWSKIE, here you will find:

- Pearl of the Polish Renaissance
- The tallest and most beautiful Renaissance gravestone monuments
 - Polish heat pole
 - Wine village
 - Every tenth Polish vineyard
 - Breathtaking vineyard views
 - The first hills of the Carpathian Mountains
 - The largest and smallest wooden church
 - The painted village of Zalipie
 - The Fossilized City and a kilometre-long path in the treetops
 - The most magnificent family residence in Galicia
- One of the most beautiful railway routes in Poland "Kryniczanka"



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Read more at:

www.tarnow.travel

The "enoTARNOWSKIE! – Polish Tourist Brand
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building its offer, and promotion in 2023' public task,
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