B2B OFFER FOR TRAVEL AGENCIES AND TOUR OPERATORS



NEW YEAR'S EVE 2026/2027

La Dolce Vita

AT THE "WIELICZKA" SALT MINE

DEAR SIR/MADAM,

The “Wieliczka” Salt Mine would like to extend a partnership offer concerning the marketing and sales of one of the most prestigious New Year’s Eve events in Poland. We are offering a unique opportunity for event-goers looking for unforgettable experiences – a New Year’s Eve ball held 125 metres underground, in the historic Warszawa Chamber, which is part of the “Wieliczka” Salt Mine – one of the first UNESCO World Heritage Sites.

The theme of this year’s event is ***La Dolce Vita*** – an evening inspired by Italian elegance, music and cuisine. The extraordinary setting of the underground chambers will be the backdrop for an unforgettable night full of thrills, superb entertainment and exceptional culinary experiences.

WHY SHOULD YOU INCLUDE A NEW YEAR’S EVE BALL IN YOUR OFFERING?

A UNIQUE *PREMIUM*-CLASS TOURISM PRODUCT

The New Year’s Eve Ball at the „Wieliczka” Salt Mine is a unique tourist attraction, combining the opportunity to visit one of the priceless UNESCO World Heritage Sites with the chance to take part in an exclusive event held 125 metres underground. This offer is aimed at discerning customers seeking exceptional experiences and high-quality services.

MUSIC THAT BRINGS GENERATIONS AND CULTURES TOGETHER

The star of the evening will be **An Dreo e Karina** – a tribute band to the legendary duo Al Bano & Romina Power, widely regarded as Europe’s best. Their repertoire features some of the greatest Italian hits, including *Felicità*, *Volare*, *Ci sarà* and *Baila Morena*– songs that are widely recognised and adored by audiences, particularly in German-speaking and French-speaking countries. **DJ Mauricio** will take care of the music throughout the evening, ensuring the event’s programme appeals to both lovers of live music and those keen on spending the whole night dancing.

AN *ALL-INCLUSIVE* PACKAGE

The ticket price includes a comprehensive *all-inclusive* package. Guests can expect an elegant sit-down dinner, lavish buffets, *live cooking* stations and classic Italian desserts inspired by the cuisines of Tuscany and Sicily. An open bar offering a wide selection of premium spirits, Italian cocktails and non-alcoholic beverages will also be available throughout the evening. What is more, the entertainment programme and all attractions are included in the ticket price.

PROFESSIONAL ORGANISATION AND PARTICIPANTS' COMFORT

The „Wieliczka" Salt Mine provides comprehensive event organisation services and ensures top-notch hosting standards for groups. Travel agencies can book elegant tables for groups of eight and ten visitors; optional VIP zones are also available upon request. Our professional waiting staff, efficient descent organisation, available cloakroom facilities and security ensure that participants will enjoy the evening while being safe and comfortable at all times.

ATTRACTIONS WITHOUT LANGUAGE BARRIERS

The event programme has been designed to appeal to international visitors. In addition to live performances and dance music, participants can also attend the *Flavours of Italy* Sommelier Academy, take part in the election of the King and Queen of the Ball, and ring in the New Year in a spectacular style. The character of the attractions makes them easy to understand and engaging, regardless of the participants' nationality and language.

PREFERENTIAL TERMS FOR *B2B* PARTNERS

A special rate of 1,299 PLN (including VAT) per person is available for travel agencies and tour operators; the price applies for booking a table for a minimum of eight attendees. The standard ticket price is 1,399 PLN (including VAT) per person.

Our partners can also take advantage of provisional booking, which enables them to book tables until the group is assembled. We also offer assistance with organising transit from hotels in Kraków directly to the "Wieliczka" Salt Mine. To support your sales, we provide a full set of promotional materials, including event descriptions, photographs and logos, as well as the full menu and wine list upon your request.

CONTACT

Feel free to contact the "Wieliczka" Salt Mine Event Organisation Department. We will be happy to provide you with a detailed partnership proposal, answer any questions you may have, and prepare the materials needed to promote and sell the event through your distribution channels.

EVENT ORGANISATION DEPARTMENT
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