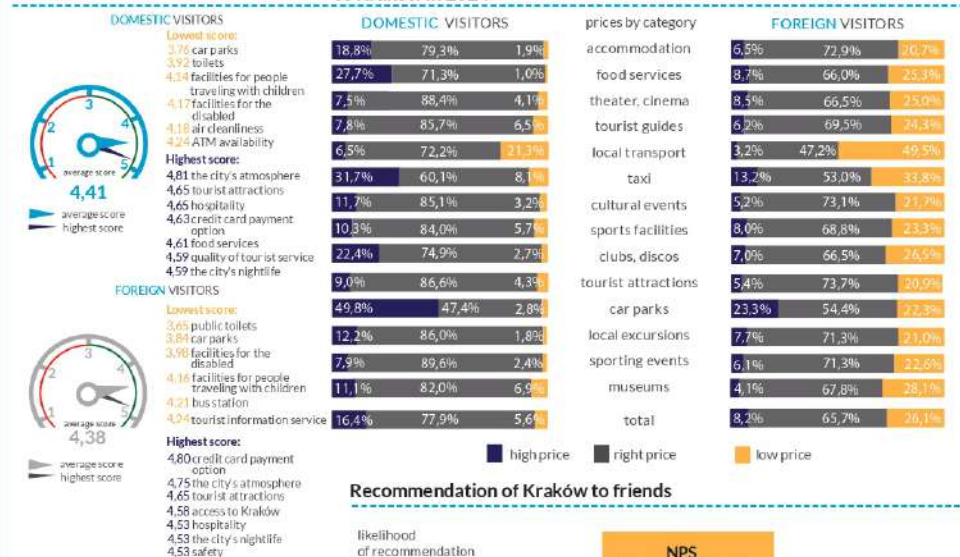


### Assessment of prices in relation to the service quality, according to visitors to Kraków in 2024



	0-1	2-3-4	5-6-7-8-9-10
domestic	90,2%	8,3%	1,7%
foreign	62,6%	30,8%	6,5%
total	79,6%	17,0%	3,4%

A bar chart comparing the responses of three visitor groups to a question about future exhibition visits. The x-axis lists five response categories: 'yes, definitely', 'yes, most likely', 'I don't know', 'no, most likely', and 'no, definitely'. The y-axis shows percentages from 0% to 90%. The legend indicates three series: 'total number of visitors' (grey), 'domestic visitors' (orange), and 'foreign visitors' (dark blue). Data labels are provided above each bar.

Response Category	total number of visitors (%)	domestic visitors (%)	foreign visitors (%)
yes, definitely	78.8%	89.6%	61.5%
yes, most likely	14.5%	8.8%	23.7%
I don't know	4.7%	1.3%	10.2%
no, most likely	1.4%	0.3%	3.2%
no, definitely	0.6%	0.1%	1.3%

Study concept, study methodology, analysis,  
compilation of results:  
WSTIEprof of Krzysztof Borkowski, PhD - scientific editor,  
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Coordinator on behalf of MTO:  
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Graphic design:  
Kinga Sienkiewicz  
photos: MTO archives

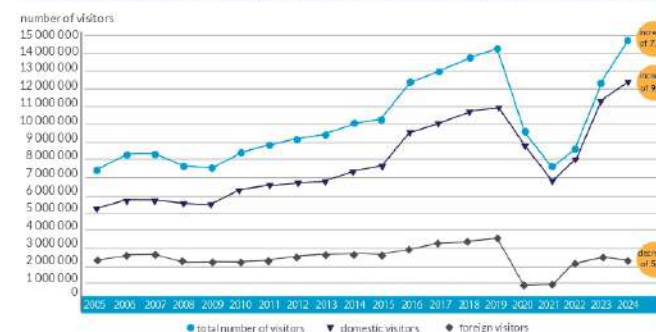
Kraków Visitor  
Study 2024

Study conducted by the Małopolska Tourism Organisation (MTO)  
for the Municipality of Kraków,  
Tourism Department of the Kraków City Office

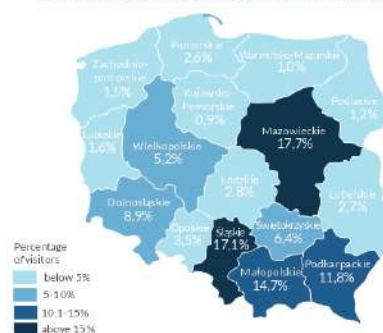


Domestic and foreign tourists: 54% of all visitors.  
Domestic and foreign same-day visitors: 46% of all visitors.  
Foreign visitors (tourists and same-day visitors): 15.8% of all visitors.  
Same-day visitors and tourists from Ukraine: 8.2% of all visitors.

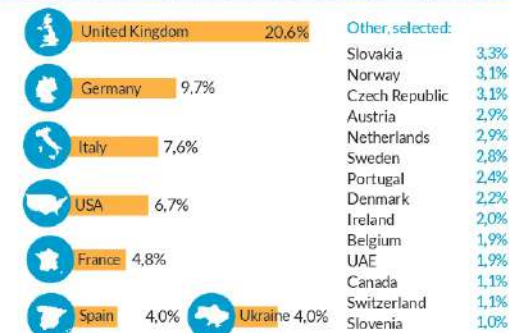
Estimated number of visitors to Kraków in the 2005-2024 period



Breakdown of Poles visiting Kraków from their place of residence in 2024, by province



### Breakdown of foreigners visiting Kraków in 2024, by country

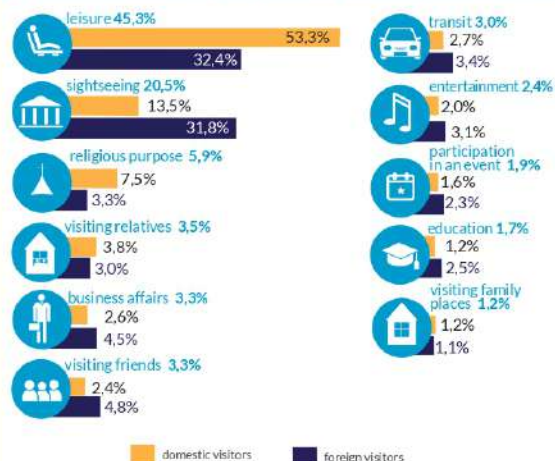




## Kraków's most frequently visited attractions/places in 2024



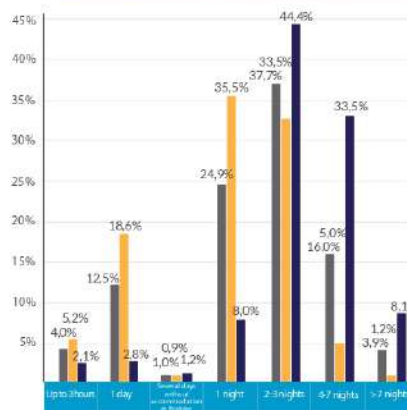
## Vital motives for visiting Kraków in 2024



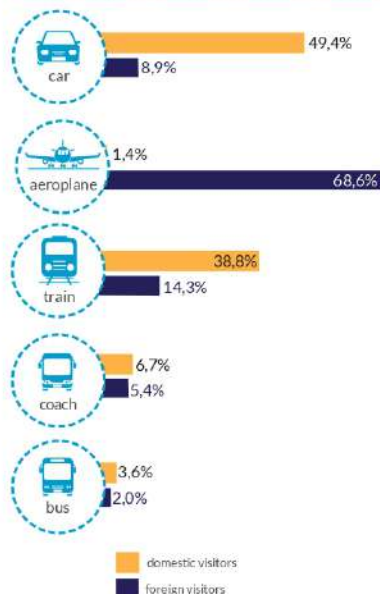
### Most vital motives for visiting Kraków declared in 2024 by:



## Percentage breakdown of the length of visitors' stay in Kraków in 2024



## Means of transport used during a visit to Kraków in 2024



## Amount spent by visitors during their stay in Kraków in 2024



## Average amounts spent by visitors to Kraków in 2024

### DOMESTIC VISITORS

PLN 437  
per person  
before arriving  
in Kraków



PLN 438  
per person  
during the stay  
in Kraków

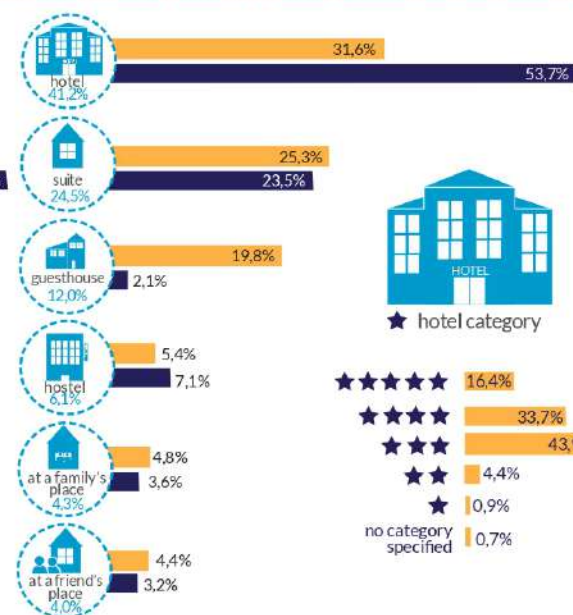
### FOREIGN VISITORS

PLN 1089  
per person  
before arriving  
in Kraków



PLN 1174  
per person  
during the stay  
in Kraków

## Type of accommodation used by tourists during their stay in Kraków in 2024



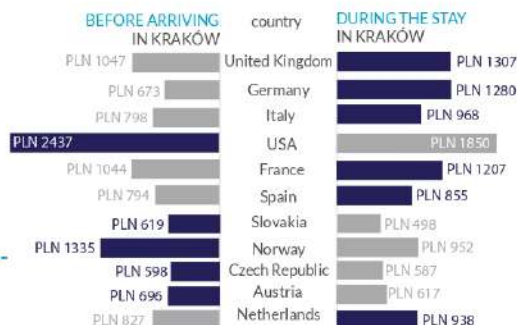
## Percentage breakdown of tourists staying overnight in Kraków in 2024 in hotels, by category



★ hotel category



## Average amounts spent by visitors to Kraków in 2024



Comparison of foreign visitors' spending before arriving in Kraków and during their stay in Kraków

■ higher spending  
■ lower spending