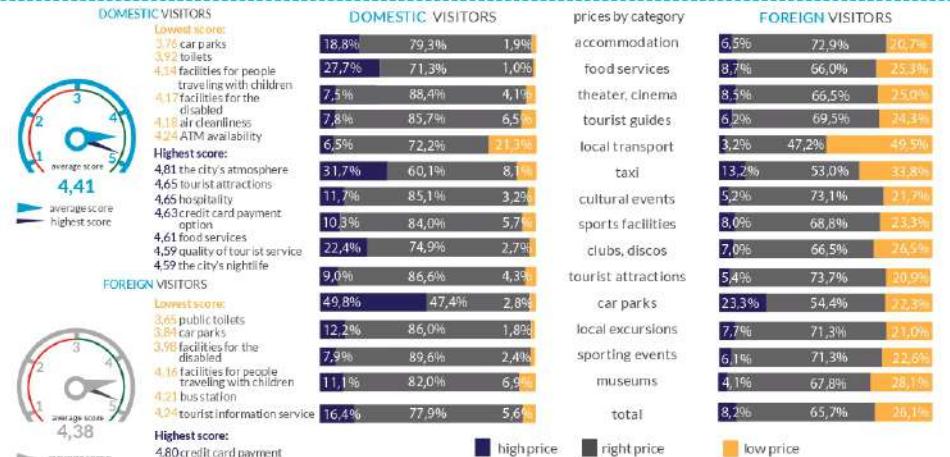
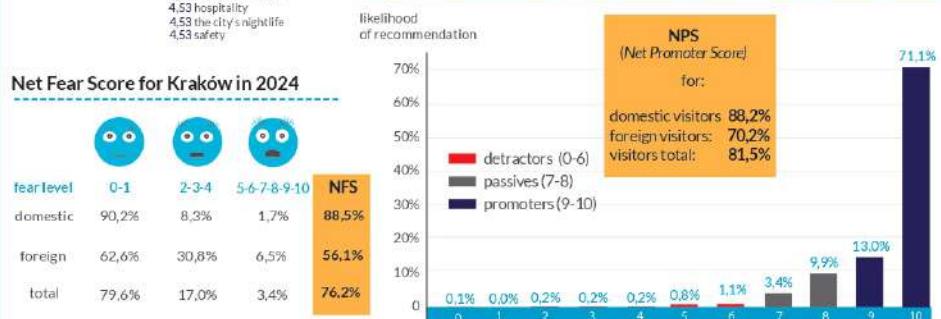


Kraków

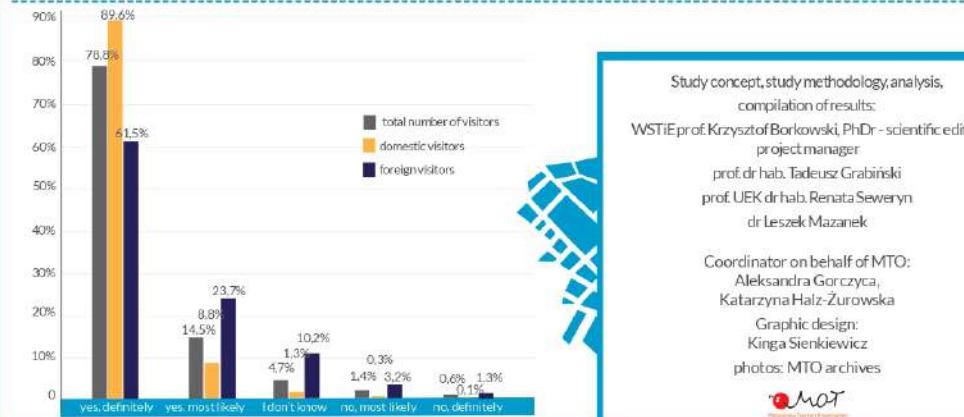
Assessment of the city's tourism offer Assessment of prices in relation to the service quality, according to visitors in 2024 to Kraków in 2024



Recommendation of Kraków to friends



Declaration of revisiting Kraków



 Kraków

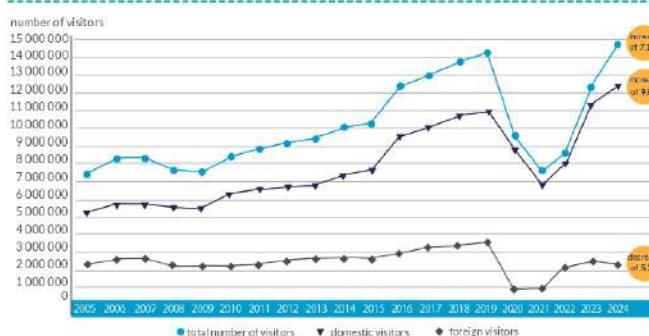
Kraków Visitor Study 2024

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.

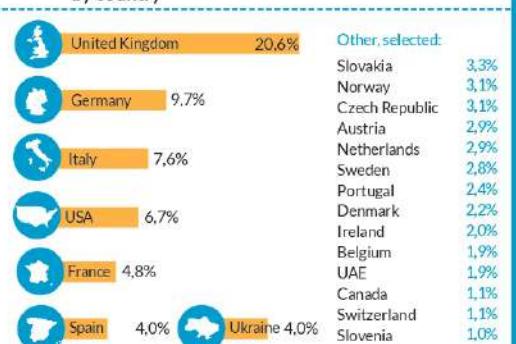
Estimated number of visitors to Kraków in the 2005-2024 period



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



Breakdown of foreigners visiting Kraków in 2024, by country

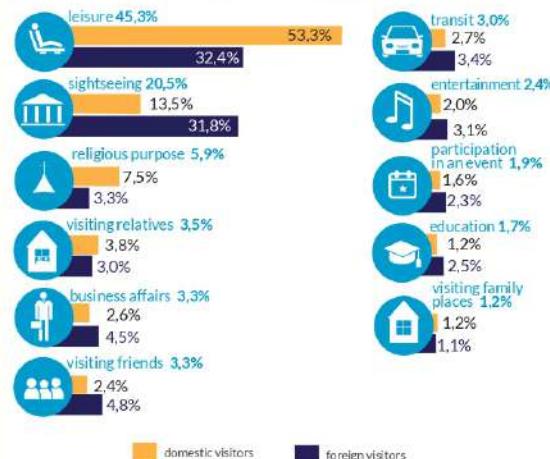




Kraków's most frequently visited attractions/places in 2024



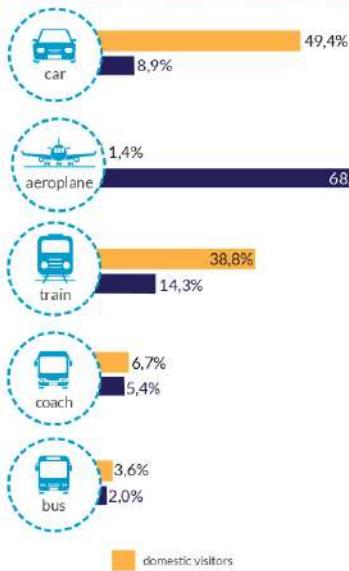
Vital motives for visiting Kraków in 2024



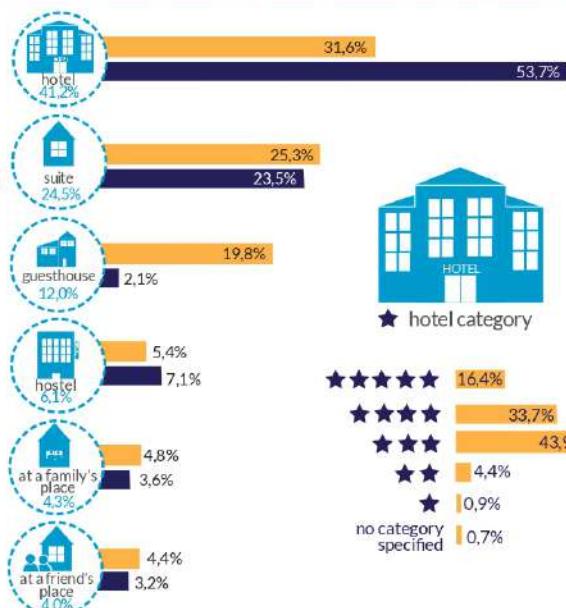
Most vital motives for visiting Kraków declared in 2024 by:



Means of transport used during a visit to Kraków in 2024



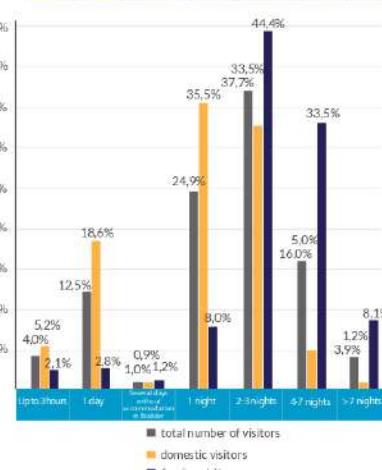
Type of accommodation used by tourists during their stay in Kraków in 2024



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



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



Amount spent by visitors during their stay in Kraków in 2024



Average amounts spent by visitors to Kraków in 2024



Average amounts spent by visitors to Kraków in 2024

DOMESTIC VISITORS



FOREIGN VISITORS



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

Higher spending
Lower spending