

KRAKOW FOR TOURISM

14.72 M
visitors in 2024

- ★ **1st place in Poland** in terms of the number of hotel facilities
- ★ **203 hotels**, including 23 5* hotels, 74 4* hotels and 88 3* hotels



- ★ **1st place in the Turlane 2025** ranking of Europe's most beautiful historic centres
- ★ **1st place in the Which! magazine ranking Travel 2025** as the best European city for a city break
- ★ **Krakow in the TOP 10** City Costs Barometer 2025 of the Post Office Travel Money 2025 ranking
- ★ **Krakow is the only Polish city in the Tripadvisor Travelers' Choice Awards 2025** ranking

- ★ **23 Krakow restaurants** honoured by the Michelin 2025 guide, including one as the first in the country with two stars

Krakow Airport



Poland's largest regional airport

11 km from Krakow city centre

11.08 M passengers served in 2024

160 connections/118 cities
37 countries/27 airlines

Municipality of Krakow
ENTREPRENEURSHIP AND INNOVATION DEPARTMENT

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SPECIALISED UNITS WITHIN THE KRAKOW CITY OFFICE:



Investors and Innovative Economy Support Centre
- assisting in a wide range of investment activities for foreign and domestic investors



Entrepreneurship Support Centre - support for small and medium-sized enterprises and the start-up environment



Entrepreneur Service Point - a one-stop shop for most matters relating to starting up and running a business



Stay in touch with us!
f @BiznesiNaukawKrakowie
in Invest in Krakow
www.dlabiznesu.krakow.pl

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source: GUS, MPK, ZZM, MSiT, Airport Kraków, ABSL, MotiFe, Knight Frank, UMK own materials

 **Kraków**

ABOUT THE CITY

KRAKOW IS THE PEOPLE

8 M
people within
a 100 km radius

1.14 M
people within the Krakow
metropolitan area

810,600
residents



KRAKOW FOR CULTURE

- ★ on the UNESCO World Heritage List since 1978
- ★ European Capital of Culture:
city of unique events and festivals
including Krakow Nights
- ★ UNESCO City of Literature

KRAKOW FOR CONFERENCES

nearly 200 conference venues

4,647 business events in 2024 for approximately
1.24 M participants

PLN 2.5 B estimated economic impact

26th place in Europe and in the ICCA 2024 global ranking
for the global meetings market



ICE Krakow
Congress Centre

3,200 seats

2nd place among
40 venues across Europe
in the **Meetings Star**
Award 2024



TAURON Arena Krakow

15,000 grandstand seats,
9,300 standing places
on the pitch

96,815 sqm - total area
of the venue

the first arena in Poland
to be admitted to the
European Arenas
Association

KRAKOW AS A SCIENTIFIC AND ACADEMIC CENTRE

18 higher education institutions, including 8 universities

137,000+ students, including more than 9,500 foreigners

13,250+ academic staff, including 1,327 full professor

nearly 32,000 graduates per year



The Jagiellonian University best among Polish universities in The Center for World University Rankings 2025 (CWUR) and The Academic Ranking of World Universities 2025 (ARWU).

The AGH University of Science and Technology in Krakow also featured in both rankings.

Krakow is home to, among others: the National Science Centre, the Polish Academy of Arts and Sciences, the Polish Academy of Sciences Branch in Krakow with 23 institutes, studios, centres, establishments, library and archive, numerous scientific units, including those belonging to the Łukasiewicz Research Network – Institute of Ceramics and Building Materials and the Krakow Institute of Technology, the Małopolska Biotechnology Centre at the Jagiellonian University, the SOLARIS National Synchrotron Radiation Centre, Innovation Centres, Technology Transfer Centres, the Space Technology Centre (AGH), Krakow Technology Park, the COGITEON Małopolska Science Centre, Clusters, including the LifeScience Krakow Cluster (belonging to the National Key Clusters).

MODERN OFFICE SPACE IN KRAKOW

1.84 M sqm total office space stock

24,000 sqm delivered in 2024

61,000 sqm under construction (Q1 2025)

267,000 sqm gross demand in 2024

19% vacancy rate

70,000 sqm flexible office space

10-18 euro/sqm/month – asking rents in the best buildings

KRAKOW IN BUSINESS RANKINGS

Standard & Poor's has affirmed Krakow's long-term international rating at A-/perspective stable.

In fDi's European Cities and Regions of the Future 2025 ranking, Krakow (in the Top 10 Large European Cities of the Future 2025 list) was recognised in the following categories:

- ★ 1st place in the business friendliness category
- ★ 1st place in the human capital and lifestyle category
- ★ 3rd place in the overall ranking of large cities – overall
- ★ 6th place in the category of economic potential

The Krakow Technology Park ranked by Global Free Zones of the Year 2024 (fDi Intelligence) as the most innovative economic zone in Europe.

Krakow maintains a strong position in global meetings industry – ranked 31st in the world in Union of International Associations (UIA) – International Meetings Statistics Report 2024.

KRAKOW RESOURCES



2.2% registered unemployment rate

77.5% of residents in pre-working and working age

248,400 average employment in the business sector (up 1.5% on the previous year)

PLN 11,290.70 average monthly salary in the enterprise sector (9.3% higher than in the previous year)

189,400 national economy entities (4.5% more than last year)

120,600 sole traders (up 4.9% year on year)

52,800 companies, of which 41,100 are commercial companies, including 5,900 with foreign capital



KRAKOW AS A MODERN BUSINESS SERVICES CENTRE

312 centres

107,800 employees, including:

- 51,000 in SSC/GBS centres
- 22,400 in IT centres
- 18,200 in BPO centres
- 14,200 in R&D centres

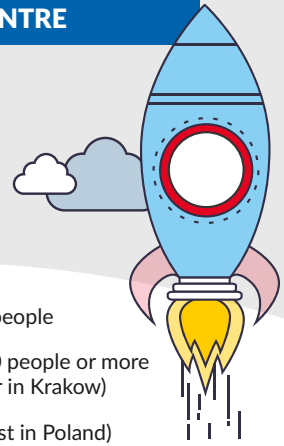
49 centres employ a minimum of 500 people

27 centres employ a minimum of 1,000 people or more (57% of total employment in the sector in Krakow)

345 – average employment rate (highest in Poland)

22% of BSS employees in Poland work in Krakow

110,800 projected jobs in the sector in Q1 2026



KRAKOW - A CITY OF STARTUPS AND IT DEVELOPMENT

250+ estimated number of startups in Krakow

50+ startups developing AI solutions in Krakow

59% of startups were founded in the last 5 years

Krakow's startup ecosystem in the Global Startup Ecosystem Index 2024, Krakow in 8th place in Europe in the digital marketing industry

Krakow in 2nd place on the startup scene in Poland (after Warsaw) according to Startup Blink Report 2024

- Key figures - IT sector in Krakow
- ★ 62,000 - the estimated number of IT professionals in the Krakow region
 - ★ 37% of IT talent employed in large IT hubs (more than 1,000 employees)
 - ★ 10 - companies employing at least 1,000 IT professionals
 - ★ 2,800 - IT graduates per year in Krakow
 - ★ 84% of IT professionals in Krakow working for foreign companies

There are several thriving institutions in Krakow that support the creation and development of startups, including the Krakow Technology Park, #OMGKRK, hubraum (Deutsche Telekom incubator), the Krakow City of Startups Foundation, and #Start-up Małopolska.

KRAKOW - A CITY FRIENDLY FOR LIVING

Krakow in the IMD Smart City Index 2025, a global ranking of smart cities with high quality of life, environmental care and social inclusion.

Krakow in the top 10 safest cities in Europe according to the Safest Destination Index 2025.

Krakow in the Resonance Consultancy's World's Best Cities 2025 list assessing quality of life (clean air, rental prices, green spaces), attractiveness (nightlife, restaurants, social media engagement) and economic development (unemployment rate, education level, GDP per capita).

GREEN KRAKOW

77 parks

44 pocket parks

26 community gardens

6 Cracovian parks

more than 30 ha of flower meadows

7 apiaries

382,343 trees planted since 2015

1,665.61 ha forest area

236.2 km total length of bicycle paths

More than 90% of residents say they have access to green spaces within 15 minutes of where they live.

Sustainable development of Krakow's public transport

647 buses, of which 121 are electric, 33 hybrid and 3 hydrogen

336 trams (carriages)

23 tram lines: including 2 night trams

202 bus routes: of which 20 are night routes

