



## **TAURON Arena Kraków sums up 2025**

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**In 2025, TAURON Arena Kraków once again confirmed its strong position on the international events map and its importance for the city. The offer of the largest sports and entertainment hall in Poland combined great shows, industry events, and activities for residents as part of the Arena of Diversity strategy. Since the beginning of the year, TAURON Arena Kraków has been visited by over 900,000 guests who took part in 340 events.**

– This year's strategy for the Arena of Diversity is based on skilfully combining large concerts, sporting events, trade fairs, conferences, and projects aimed at the local community. We often hold events one after another, and if possible, simultaneously, which allows us to fully utilize the potential of the facility. We are creating an open space where everyone can find something for themselves. At the same time, we are consistently developing our offer to make it attractive both to residents and visitors to Krakow, who are drawn to events that are only available here," emphasizes Małgorzata Marcińska, president of Arena Krakow SA.

This approach to facility management is recognized and appreciated both locally and internationally, as confirmed by the Innovation & Excellence Award in the "Entertainment Facility of the Year" category. The award for TAURON Arena Kraków was granted for the quality of services, innovative approach to management, and involvement in local initiatives. The Krakow facility is the first arena in Poland to receive this distinction.

### **One of the most important music venues in Europe**

In the past year, TAURON Arena Kraków has once again proven that it is one of Europe's leading concert venues. In recent months, the Kraków Arena, known as the concert capital of this part of Europe, has hosted performances by Billie Eilish, Pitbull, Tyler, The Creator, Scorpions, Shawn Mendes, Robbie Williams, Sting, Bryan Adams, Katy Perry, Simply Red, Tom Odell, Sabaton, and Boris Brejcha, among others. For many of these artists, these were their only concerts in Poland, which further emphasises the importance of the venue. Of course, the Arena has also hosted Polish stars, including Coma, Dżem, Mata and Sylwia Grzeszczak.

A special place in this year's calendar was taken by the Arena's original project – the concert "To Kraków tworzy metamorfozy feat. Smolik" (It is Krakow that creates metamorphoses feat. Smolik), which featured artists representing different generations and musical styles. Grzegorz Turnau, Krzysztof Zalewski, Piotr Rogucki, Brodka, Natalia Przybysz, Miuosh, Kev Fox, Wiktor Waligóra, Dawid Tyszkowski, Kasia Kurzawska, and Atom String Quartet performed songs arranged especially for this concert by Andrzej Smolik. The unique show was accompanied by visual effects created by Adam Nyk.

### **An arena for sporting excitement**

Sport also plays an important role in TAURON Arena Kraków's offering. In 2025, the venue was filled with fans during events such as the TAURON Polish Cup, the Wagner Memorial, and the final of



Cavaliada, Poland's largest indoor equestrian competition series. This is where the 11th PKO Cracovia Royal Half Marathon started and finished, and young basketball enthusiasts met at the GOMAR School Basketball League finals.

The Arena also hosted spectacular events confirming the facility's sporting versatility, such as wrestling and karate tournaments, fitness marathons, and Street Jam 2025, full of snowboard acrobatics. Roller skating classes are held here regularly, and curling classes in the winter months. There was also no shortage of sports and recreational activities during outdoor events held in the summer months as part of the Arena Garden program.

### **Congresses, trade fairs, and industry events**

TAURON Arena Kraków is a modern, multifunctional complex that is perfect for congresses, conferences, and business events. The Main Arena, Small Hall, modern conference rooms, spacious foyer, and outdoor Arena Garden allow the space to be flexibly adapted to the needs of organizers of various events, depending on whether they are attended by dozens, hundreds, or several thousand participants.

In 2025, the facility hosted the Job and Entrepreneurship Fair, the RELacja - HejTY reaguj! campaign, which attracted crowds of young people, HackYeah - the largest stationary hackathon in Europe, Cybersec Expo & Forum - the largest cybersecurity fair in Central and Eastern Europe, as well as numerous conferences and company meetings. The Arena's calendar also included fairs covering a wide range of topics, from real estate and construction, through plant, terrarium, and wedding fairs, to Ryucon, which is very popular among fans of Asian pop culture.

### **Arena of Diversity - for residents**

At the same time, TAURON Arena Kraków is developing activities aimed at the local community. The highly popular original series The Art of Good Living consists of monthly meetings and workshops devoted to emotions and mental health. It is a space where experts discuss important, though often difficult, topics. This year's meetings were devoted to topics such as burnout, wise self-love, adulthood on the autism and ADHD spectrum, challenges related to gender inconsistency, addictions, coping with stress, and coming to terms with change. The panel discussion was accompanied by workshops.

The Arena also hosted, among others, the 13th Krakow Family Festival, the 9th Great Ecology Lesson, the Carnival Revue, the Drag Queen Revue, the dance project In Love with Dance, and several editions of Silent Disco. Interactive lessons for primary school students - Discover Music at Arena - allowed young people to experience and learn about different music genres, from classical and jazz to R&B and Latin.

Thanks to the cooperation with the Bunkier Sztuki gallery, which began this year, sculptures by Małgorzata Markiewicz (Przekupka) and Maurycy Gomulicki (Bestia) were temporarily displayed in the Arena space. The gallery also prepared a rich program of artistic activities for the Neighborhood Art Picnic organized by the Arena in cooperation with its partners.



## **Full calendar for 2026**

Visitors to TAURON Arena Kraków can also look forward to many interesting events in the coming year 2026. MGK, Florence + The Machine, Hans Zimmer, Eros Ramazzotti, Eric Clapton, The Neighbourhood, One Republic, Lady Pank, Mrozu, and Taco Hemingway, among others, have already announced their concerts. There will also be festivals – Impact and Generation.

There will be no shortage of sporting events – the next editions of the TAURON Polish Cup, Cavaliada, and the Wagner Memorial. Next year's Arena calendar also includes the ADCC World Championship 2026, one of the most prestigious and longest-running esports tournament series in the world – Intel Extreme Masters, and Healthy Day with Anna Lewandowska.

Projects aimed at residents have a permanent place in the Arena's program – subsequent editions of meetings as part of the Art of Good Living, Town (not only for) women, Silent Disco, and outdoor and picnic events.

## **Impact on the economy and city brand**

TAURON Arena Kraków is now one of the key elements of the city's cultural, sporting, and economic ecosystem. The facility's activities strengthen Kraków's image as a modern, open metropolis, attract tourists, support job creation, and stimulate the development of many industries.

It is here that global stars, sports enthusiasts, and the local community come together. And thanks to its Diversity Arena strategy, TAURON Arena Kraków proves that the largest entertainment hall in Poland can also be a center for major events, excitement, inspiration, and community building.