



Kraków among the best destinations in the Tripadvisor 2026 ranking

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For years, Kraków has been one of the most visited cities in Europe. The latest awards in the prestigious Tripadvisor Travellers' Choice Awards Best of the Best Destinations 2026 confirm that the capital of Małopolska not only maintains its strong position, but also strengthens it on the international arena. In this year's edition, Krakow ranked high in three out of six rankings, which may translate into further growth in interest from tourists from around the world. At the same time, it is the only Polish city with such high results.

Travellers' Choice Awards Best of the Best Destinations - what are these awards?

The Travellers' Choice Awards Best of the Best Destinations are presented annually by the Tripadvisor platform based on verified user reviews and ratings collected over a 12-month period. For the 2026 edition, reviews published in 2025 were taken into account. The distinction is awarded to less than one percent of the more than eight million listings available on the platform, making it one of the most elite awards in the tourism industry. This year, 270 destinations from 60 countries around the world were recognized. Importantly, the ranking is not created by experts but is based on the opinions and ratings of travellers who visited these places and evaluated them for the quality of their tourist experiences.

Kraków among the 25 best tourist destinations in Europe

The most prestigious category of the competition is the "Top Destinations" ranking, which includes the 25 best tourist destinations in the world along with regional lists. The evaluation includes attractions, culinary offerings, accommodation facilities, service quality, and overall tourist experience.

Kraków ranked 20th in the European list, placing it among the most frequently visited cities on the continent. London, Paris, and Rome took the top three spots. In the global ranking, the highest-rated destinations were Bali, London, and Dubai.

A podium finish in the "Culture & History" category

A particularly notable achievement for Kraków is its 3rd place worldwide in the "Culture & History" category. The city was surpassed only by Singapore and London, overtaking such iconic destinations as Paris, Rome, New York, and Prague.

This recognition confirms the exceptional value of Kraków's cultural heritage, including the Old Town listed as a UNESCO World Heritage Site, Wawel Hill, Kazimierz, as well as its wide array of museums, festivals, and artistic events.

Kraków as an attractive destination for solo travellers

Based on Tripadvisor user reviews, Kraków was also recognised as one of the best cities in the world



**Magiczny
Kraków**

for solo travellers. In the global “Solo Travel” ranking, the city placed 24th, ahead of many well-known European and global destinations.

Travellers highlight safety, the compact city centre, ease of moving around, the rich cultural offer, and the welcoming atmosphere of the city.

International recognition and prospects for 2026

Kraków’s presence in three Tripadvisor Travellers’ Choice Awards Best of the Best Destinations 2026 rankings confirms its strong tourism brand and successful combination of historic heritage with a modern urban offer. These distinctions may contribute to further growth in the number of visitors, especially international tourists for whom Tripadvisor rankings are one of the key sources of travel inspiration.

Once again, Kraków proves to be a city of global significance — attractive, hospitable, and diverse, ready for new challenges and continued tourist interest in the coming year.

[Full ranking](#)