



Kraków among the most cost-effective Easter destinations in Europe

2026-03-13

Spring long weekends are, for many travellers, the perfect moment for a short city break. With Easter approaching, planning such trips becomes even more tempting, and the latest analyses from foreign media show that an attractive getaway does not have to involve high expenses. Among the recommended destinations in Europe, Kraków stands out in particular, placing near the very top of the ranking of the most cost-effective locations.

A ranking prepared by Which? Travel, based on more than 3,000 package holiday offers available at the beginning of 2026, indicates that the city ranks second among destinations offering very good value for money for an Easter trip. The average cost of a week-long stay with flights is around £628 per person, making Kraków one of the most financially attractive options for tourists planning a spring holiday in Europe.

Experts highlight that the city's appeal is not based solely on travel costs. Kraków offers rich cultural heritage, numerous monuments, and a wide range of events and attractions that encourage active sightseeing. In April, temperatures reach an average of around 14°C, providing comfortable conditions for exploring the city outside the peak tourist season.

First place in the ranking went to Marmaris in Turkey, with Albufeira in Portugal taking third place. The list also included Las Palmas, Benidorm, Prague, and Budapest. The highest travel costs were noted for Paris, which significantly exceeds the prices of other destinations.

The analysis was based on offers from two major British tour operators and covered week-long trips for two people departing in early April. The results confirm that Kraków continues to strengthen its position as an attractive, accessible, and competitive destination for foreign tourists, especially during holiday periods and outside the peak tourism season.

[Full ranking](#)