



**Magiczny
Kraków**

Kraków ranked among Europe's Best Cities

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Kraków has been ranked among Europe's most highly acclaimed travel destinations. In the latest edition of the Travel + Leisure World's Best Awards 2026, the city secured 4th place in Europe, ranking behind only Florence, Prague and Salzburg, while outperforming many of the continent's most renowned destinations.

This distinction is particularly significant because the ranking is based not on the opinions of tourism experts, but on the experiences of travellers themselves. More than **207,000 readers** of *Travel + Leisure* took part in this year's survey, evaluating destinations they had visited over the past three years.

A City That Delights with Its Authenticity

For many years, Kraków has been strengthening its position as one of the leading centres of culture and heritage in Central Europe.

According to readers of *Travel + Leisure*, the city's historic architecture, the unique atmosphere of the Old Town, its outstanding culinary offer and welcoming character are among its greatest strengths.

Unlike many major European cities, Kraków combines an extraordinary wealth of heritage with a compact layout that makes exploring the city easy and enjoyable.

Within a short walking distance, visitors can discover the Main Market Square, Wawel Royal Castle, the historic Kazimierz district, as well as numerous museums, galleries and cultural institutions. It is precisely this combination of history, culture and the everyday life of the city that makes Kraków an attractive destination for both first-time visitors and those who return time and again.

Standing Out Among Europe's Leading Destinations

This year's results demonstrate that Kraków successfully competes with Europe's most recognisable tourism brands.

The city ranked ahead of destinations such as **Rome** and **Vienna**, both of which have long held prominent positions in international travel rankings.

Being placed among Europe's top five cities also confirms Kraków's growing recognition on international markets. Increasingly, the city is perceived not only as an ideal destination for a weekend getaway, but also as a place offering high-quality services, a vibrant cultural scene and outstanding culinary and leisure experiences.

How the World's Best Awards Are Compiled

The **World's Best Awards** are among the most respected rankings in the global travel industry.

Every year, *Travel + Leisure* invites its readers to evaluate destinations, hotels, airlines, cruise lines and other travel experiences from around the world.

In 2026, more than **207,000 respondents** participated in the survey.

Cities are assessed on a number of criteria, including:

- landmarks and visitor attractions;
- culture and arts;
- restaurants and local cuisine;
- friendliness of local residents;
- shopping opportunities;
- value for money.

The final ranking is based on the average scores awarded by readers, ensuring that the results reflect genuine traveller experiences rather than expert opinions or statistical indicators alone.

Europe's Top Five Cities in 2026

According to the readers of *Travel + Leisure*, the five best cities in Europe are:

- Florence
- Prague
- Salzburg
- **Kraków**
- Porto

Other highly ranked destinations include Ljubljana, Rome, Funchal, Bruges and Seville.

Another Recognition of Kraków's International Position

Kraków's high ranking in the *Travel + Leisure* survey is yet another confirmation that the city is among Europe's most attractive and highly regarded destinations.

Its success is driven not only by its exceptional historical heritage, but also by its contemporary offer: a flourishing gastronomy scene, a rich calendar of cultural events, high-quality tourism services and an atmosphere that has allowed the city to preserve its unique identity.

For Kraków, this distinction is more than a prestigious accolade. It is a strong indication that the city's long-term destination branding strategy continues to earn recognition among travellers from across the globe.

[The full ranking is available on the Travel + Leisure website.](#)