



**Magiczny
Kraków**

How the City Encourages Visitors to Explore

2026-08-20

Kraków offers a broad and diverse tourism portfolio designed to respond to contemporary trends and visitor needs. Today, tourism promotion is about much more than showcasing historic landmarks. Above all, it is about inspiring people to rediscover the city, often beyond the traditional tourist routes.

Kraków is one of the leading tourism destinations in Poland and Europe, attracting millions of domestic and international visitors every year. For this reason, the Municipality of Kraków develops and promotes forms of tourism that encourage visitors to discover the city's heritage in a more conscious and in-depth way, while also contributing to a more balanced distribution of tourist traffic across Kraków.

Creating an up-to-date tourism offer tailored to visitors' needs is one of the many responsibilities of the Tourism Department of the Kraków City Office. This work is carried out in close cooperation with tourism organisations, industry representatives and experts in specific fields, including museum professionals, archivists and organisations dedicated to promoting local heritage.

Thanks to this cooperation, the city highlights not only its most important attractions, but also lesser-known places worth discovering, as well as Kraków's culinary and craft traditions.

As a result, the city's tourism offer continues to expand and improve every year. In recent years, this cooperation has led to the development of a number of city tourism routes that have become highly popular with both visitors and residents.

Most of these routes are virtual or point-based, offering considerable