



**Magiczny
Kraków**

Dialogue, cooperation, and shared responsibility. How does Kraków discuss tourism?

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Tourism has long been one of the pillars of Kraków's economy, and its importance to the city continues to grow. According to tourism traffic surveys, estimated tourism-generated revenues in 2025 exceeded PLN 15 billion, representing an increase of more than 70% compared with the previous year. It is a sector that is constantly evolving, encompassing an increasingly broad range of services, initiatives and entities involved in serving visitors.

This is precisely why a discussion about the future of tourism is, in fact, a discussion about the future of the city. Such a complex and dynamic sector requires more than administrative decisions and top-down development strategies. Partnership, open dialogue and the exchange of experience between all stakeholders involved in shaping Kraków's tourism offer are essential. For this reason, stakeholder dialogue is one of the key tools for implementing the "Kraków Sustainable Tourism Policy for 2021-2028."

From discussion to urban tourism policy

Kraków consistently implements its sustainable tourism policy based on partnership, dialogue and openness to grassroots initiatives. The policy adopted by the city defines long-term objectives and a framework for tourism-related activities, ensuring coherence between individual initiatives while taking into account current challenges and trends affecting the city's development.

These include, among others, the development of new technologies, challenges related to a tourist tax and short-term tourist rentals, the need for agile management in times of global crises, the necessity to combine