Magiczny Kraków

TAURON Arena Kraków: A Record-Breaking 2025 and Plans for the Years Ahead

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With over 925,000 participants and 350 events, 2025 proved to be a record-breaking year for TAURON Arena Kraków. Poland’s largest multi-purpose indoor arena generated an impressive PLN 229 million in economic impact for the city, strengthening its position as one of Europe’s key event venues.

Since its opening, the venue has hosted more than 3,200 events, attracting a total of 7.6 million visitors. The Arena’s cumulative contribution to Kraków’s economy has now exceeded PLN 1 billion.

Event participants did not only make use of TAURON Arena Kraków’s facilities but also supported local restaurants, cafés, shops, and hotels. They explored the city, used public transport and taxis, and contributed directly to the local economy. TAURON Arena Kraków reinforces Kraków’s image as a modern, open metropolis, attracts visitors, supports job creation, and stimulates growth across multiple sectors.

An Arena of Diversity

“TAURON Arena Kraków is a place open to everyone. A space that constantly evolves and responds to the diverse needs of residents and event organizers alike. It can Excellence Awards in the Entertainment Venue of the Year category. The award recognized the quality of services, innovative management approach, and engagement in local initiatives. TAURON Arena Kraków is the first arena in Poland to receive this distinction.

Arena of Music, Arena of Sport: Global Stars and Major Events

In 2025, the TAURON Arena Kraków stage hosted world-class artists including Billie Eilish, Pitbull, Tyler, The Creator, Scorpions, Robbie Williams, Sting, Bryan Adams, Katy Perry, Simply Red, Tom Odell, Sabaton, Boris Brejcha, as well as leading Polish artists such as Coma, Dżem, Mata, Sylwia Grzeszczak.

The Arena is also a hub of sporting excitement. In 2025, it hosted events such as the TAURON Polish Cup, the Wagner Memorial Tournament, and the Cavaliada Final—the largest indoor equestrian competition series in Poland. The Arena served as both the start and finish point of the 11th PKO Cracovia Royal Half Marathon, and young basketball enthusiasts gathered there for the final of the GOMAR School Basketball League.

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