



## **More than 14 million tourists have visited Krakow**

2019-12-18

**According to research conducted by the Malopolska Tourist Organization for the Krakow City Office 14,050,000 people have visited Krakow in 2019. This is 550,000 thousand people more than last year.**

The research results were presented on Wednesday, December 4 during the Travel Meetings Krakow Malopolska conference. According to research conducted by the Malopolska Tourist Organization for the Krakow City Office 14,050,000 people have visited Krakow in 2019. This is 550,000 thousand people more than last year. The research results were presented on Wednesday, December 4 during the Travel Meetings Krakow Malopolska conference.

Among the visitors to Krakow, 10,750,000 are domestic and 3,300,000 are foreign visitors. This year, the largest number of foreign guests came from Germany 14.2% and Great Britain 13.9%, Italy 11.5%, France 11.2%, Spain 10.4% and Ukraine 5.4%.

Among domestic tourists the largest numbers came from the Malopolska, Mazovia and Silesia Regions. There was an increase in arrivals from our country's capital.

The respondents traditionally indicated monuments (30.5%), leisure (18.6%), entertainment (8.8%), visiting friends and relatives (6.8%), transit (6.7%) and business trips (6.1%) as the main purpose of their trip to Krakow).

During their stay in Krakow in 2019, guests spent PLN 7.5 billion. This is over PLN 1 billion more than in 2018 (the sums are given without travel costs).

The main attractions that are visited by those arriving in Krakow in 2019 include: Wawel (the hill, castle, cathedral), Main Market Square, Sukiennice, Kazimierz, the Old Town, and the tourists who also visited the Malopolska Region most often visited the Mine Salt in Wieliczka, Auschwitz-Birkenau, Energylandia, Zakopane and Wadowice.

The extension of guests' stays is an important trend: domestic tourists usually sleep 2-3 nights, while foreign tourists sleep 4-7 nights. In recent years, the importance of apartments and hotels has increased, and the number of nights declared by tourists in hostels has decreased.

It is worth mentioning that more than 69.6% of guests declare that they will come back to Krakow in the future, and 75.7% will recommend Krakow to their friends - this is very significant as it shows how well our city and the offer addressed to tourists are perceived. Individual elements, such as: e-payments, hospitality, guide services, service, atmosphere and information, were also very highly graded by respondents.

And last but certainly not least, Krakow is perceived by respondents as a safe city. 96% of respondents feel at ease here and do not feel anxious.