



**Magiczny
Kraków**

Kraków wins the Zoover Award for Best European City Trip once again

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More great news for Krakow tourism reached us from the Neverlands: for the fourth time in a row Krakow has been named as the best city break destination in Europe. Our city received the highest consumer rating on holiday review site Zoover and won the Zoover Award for Best European City Trip 2017. No other city has received the title so many times before.

Krakow was the only city in this year's edition to be evaluated higher than 9 points (with the rating of 9.1 points on a 10 point scale), placing higher than cities such as Sevilla, Barcelona and Vienna. The score is even better than last year's 8.9 pts. Reviewers gave Krakow most points for its cultural attractions.

The Zoover rating is one of the most reliable worldwide – it is based solely on users' reviews (over 200 thousand every year, and 3 million since the site was launched), and the final result is a combination of the city's atmosphere and historic monuments, but also the quality of hotels, restaurants, museum offer as well as night life and entertainment. The average of all votes determines the overall winner.

Zoover is one of the greatest holiday review sites in Europe operating mainly in the Neverlands with websites in 24 other countries, including Poland, available at www.zoover.pl. The website has 200 million visitors each year.