Magiczny Kraków

Kraków has the most charming old town in Europe

2025-12-08

The travel portal Tourlane has published a ranking of the most beautiful historic city centers in Europe. At the very top is Kraków, whose Old Town was recognized for its exceptional cultural value and its unique atmosphere, which allows visitors to experience the city’s history at every step.

Krakow's Old Town is a treasure trove, packing an impressive number of sights into a surprisingly compact area. This makes it easy to explore on foot. From the Main Market Square, with its historic Cloth Hall, it's just a short stroll to St. Mary's Church. Your path up to Wawel Castle will lead you through charming alleyways filled with cafes. Along the way, discover hidden squares, ancient gates, and picturesque courtyards, each step revealing more of the city's unique character.

Top 3 of the ranking of Europe’s most beautiful Old Towns:

1. Kraków, Poland
2. Naples, Italy
3. Regensburg, Germany

Warsaw also made it into the top ten, making Poland one of the best-rated countries in the ranking.

The Tourlane ranking was based on an analysis of 65 cities, taking into account such factors as historical and cultural significance, the age of the city center, popularity on social media, and walkability.

This is yet another confirmation that Kraków’s Old Town not only captivates with its beauty, but also remains one of the key destinations on Europe’s tourist map.

See the full ranking