

Kraków is one of Tripadvisor's 'Best of the Best' destinations

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Kraków has for years ranked among the most popular cities to visit in Europe. In the latest Travellers' Choice Awards Tripadvisor confirmed that Kraków is not only maintaining its strong position but also strengthening it on the international stage. In this year's edition, Kraków achieved high placements in as many as three of the six rankings, which may translate into further growth in interest from tourists from around the world. At the same time, it is the only Polish city to have achieved such high results.

The Travellers' Choice Awards Best of the Best destinations are presented annually by Tripadvisor based on verified user reviews and ratings collected over a 12-month period. In the 2026 edition, reviews published in 2025 were taken into account. The distinction is awarded to fewer than 1% of over 8 million listings available on the platform, making it one of the most exclusive honors in the tourism industry. This year, 270 destinations from 60 countries worldwide were recognized. Importantly, the ranking is not compiled by experts but is based on the opinions and ratings of travelers who have visited these places and assessed the quality of their travel experiences.

Kraków among the Top 25 destinations in Europe

The most prestigious category of the competition is the "Top Destinations" ranking, which includes the 25 best travel destinations worldwide as well as regional lists. It evaluates, among other things, attractions, cuisine, accommodation infrastructure, quality of services, and overall visitor experience.

Kraków ranked 20th in the European list, placing it among the continent's most popular cities to visit. The podium was taken by London, Paris, and Rome. In the global ranking, Bali, London, and Dubai received the highest scores.

Top 3 in the "Culture" category

A particularly notable success for Kraków is its 3rd place worldwide in the "Culture" category. The city was ranked just behind Singapore and London, ahead of such renowned destinations as Paris, Rome, New York, and Prague.

This distinction confirms the exceptional value of Kraków's cultural heritage, including the UNESCO-listed Old Town, Wawel Hill, the Kazimierz district, as well as its rich offering of museums, festivals, and artistic events.

Kraków for solo travelers

Based on Tripadvisor user reviews, Kraków was also recognized as one of the world's best cities for solo travelers. In the global "Solo Travel" category ranking, the city placed 24th, outperforming many well-known European and global destinations.

Travelers highlight factors such as safety, a compact city center, ease of getting around, a rich



**Magiczny
Kraków**

cultural offer, and the city's unique atmosphere.

International recognition and outlook for 2026

Kraków's presence in as many as 3 rankings of the Tripadvisor Travellers' Choice Awards Best of the Best Destinations 2026 confirms the strength of its tourism brand and its successful combination of historical heritage with a modern urban offering. These distinctions may contribute to a further increase in visitor numbers, especially international tourists, for whom Tripadvisor rankings are one of the key sources of travel inspiration.

Once again, Kraków proves that it is a city of global significance—attractive, welcoming, and diverse—ready for new challenges and continued interest from travelers in the coming year.

See the [full ranking](#).