

Krakow for tourism



12.18^M
visitors

1st in Poland in terms of number of hotel facilities

197 hotels, including 21 5* hotels, 68 4* hotels and 89 3* hotels

1st in the Which magazine rating for the best European city for city breaks

3rd in the ranking of Europe's most attractive cities for tourism according to the Post Office Travel Money 2023

6th on Booking.com 2023 "10 Gourmet Places in Europe" and 10th in the "10 Best Places with History and Culture"

10th in Traveller's Choice 2023 according to Tripadvisor's "Trending Destinations – World" category

1st among the "Best European cities to visit in winter" 2023 according to discovercars.com

Krakow is among the 100 "Best European Metropolises" in the Resonance Consultancy report – "Europe's Best Cities in 2023"

Krakow the European Capital of Gastronomic Culture 2019

20 Krakow restaurants recognised in the Michelin 2024 guide, including the first in Poland to be awarded two stars

Krakow Airport

Poland's largest regional airport



9.4 M passengers served – a record year
10.1 M passengers forecast for 2024

161 connections / 113 cities / 123 ports /
35 countries / 25 airlines

Municipality of Krakow
ENTREPRENEURSHIP
AND INNOVATION DEPARTMENT

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Specialised units within the Krakow City Office:



Investors and Innovative Economy Support Centre - assistance in a wide range of investment activities for foreign and domestic investors



Entrepreneur Service Point - can help with most issues related to starting and running a business in one place



Entrepreneurship Support Centre - support for small and medium-sized enterprises and the startup community

www.dlabiznesu.krakow.pl

@BiznesiNaukawKrakowie

Edition 2024

Source: GUS, MPK, ZZM, MSiT, Airport Kraków, ABSL, Motife

 **Kraków**

ab**Out**
the
CiTY

Krakow is people



8^M people within 100 km



806,201 residents

Krakow for culture



Krakow a UNESCO city
on the 1st UNESCO World Heritage List since 1978



UNESCO City of Literature
Member of the UNESCO Creative Cities Network



Europa Nostra Heritage Hub
for Central and Eastern Europe
European Capital of Culture 2000



Krakow for conferences

almost 200 conference venues

4,368 business events in 2023 for more than 930,000 participants

PLN 2.3 B estimated economic impact

30th in Europe and 47th in the ICCA 2023 global meetings market ranking



ICE Krakow Congress Centre

3,200 seats

2nd among 40 venues across Europe in the Meetings Star Award 2024



TAURON Arena Kraków

15,000 seats

9,300 standing on the GA floor

total area of 96,815 sqm

The first venue in Poland admitted to the European Arenas Association.

Krakow as a scientific and academic centre



23

higher education institutions, including 7 universities



12,300

academic staff, including 3,807 full and associate professors



132,000

students, including more than 9,500 foreigners



32,300

graduates every year

The Jagiellonian University is the top Polish higher education institution according to the **Center for World University Rankings 2024** (CWUR) and the **Academic Ranking of World Universities 2024** (ARWU).

AGH University of Science and Technology in Krakow was also named in both rankings.

Krakow is also home to institutions such as: the National Science Centre, the Polish Academy of Arts and Sciences, the Polish Academy of Sciences Branch in Krakow with 22 institutes and laboratories, numerous scientific units, including those of the Łukasiewicz Research Network – the Institute of Ceramics and Building Materials and the Krakow Institute of Technology, the Małopolska Biotechnology Centre of the Jagiellonian University, the SOLARIS National Synchrotron Radiation Centre, Innovation Centres, Technology Transfer Centres, the Space Technology Centre (AGH), Krakow Technology Park, the Małopolska Science Centre COGITEON, and Clusters, including the LifeScience Cluster Krakow (of the Key National Clusters).

Modern office space in Krakow

(as at Q1 2024)



1.82 M sqm total office space stock

97,000 sqm delivered in 2023

23,000 sqm under construction

73,000 sqm in the planning phase

201,000 sqm gross demand in 2023

20.2% vacancy rate

70,000 sqm flexible office space

14-19.5 €/sqm/month asking rents in the best buildings

Krakow resources



1.9%

registered unemployment rate



77.6%

of residents at pre-working and working age



242.7 k

average workforce in the business sector (up 2.3% on the previous year)



PLN9,340.92

average monthly salary in the business sector



176.9 k

businesses registered (up 5.2% on the previous year)



112 k

persons with their own business (up by 5.9% per year)



49.7 k

companies, including 38 k commercial companies, out of which 5.6 k have foreign capital

Krakow as a modern business services centre

288

centres



101,000

employees, including:



48.5 k in SSC/GBS centres

20.3 k in IT centres

18.6 k in BPO centres

12.3 k in R&D centres

45

centres employ a minimum of 500 people

25

centres employ at least 1,000 people (58.6% of total workforce in the sector in Krakow)

351

average employment rate (highest in Poland)

22%

of BSS employees in Poland work in Krakow

9

new centres established in 2023 and 2024

104,000

forecast number of jobs in the sector in Q1 2025

Krakow is the leader in Poland in terms of the number of employees at centres specialising in Research and Development.

Krakow in business rankings

Standard & Poor's affirmed (in March 2024) Krakow's long-term international rating at A-/perspective stable.

Ranked 2nd among "Business Friendly Cities 2023" in the category of cities with a population over 300,000, organized by Forbes magazine.

In the fDi's European Cities and Regions of the Future 2024 ranking, Krakow was recognised (in the Top 10 Large European Cities of the Future 2024 list) in the following categories:

1st place in the **business friendliness** category

1st place in the **human capital and lifestyle** category

4st place in the **overall** ranking of large cities

6st place in the **economic potential** category



Krakow for startups

150+ startups in Krakow (estimated)

60% of startups formed in the last five years

11 exits of startups in the last six years

22 international unicorns with R&D teams

2nd on the startup scene in Poland (after Warsaw) according to Startup Blink Report 2024

500+ IT companies

30+ IT companies, each employing 300+ IT professionals

60,000 IT employees/specialists

60% of IT employees have more than five years of professional experience, and 80% of IT specialists have worked in international organisations

2,600 IT graduates in Krakow each year

75% of IT specialists in Krakow have a degree in IT or a related field

Krakow is home to several thriving institutions supporting the formation and development of startups, including the **Krakow Technology Park**, **#OMGKRK**, **hubraum** (Deutsche Telekom incubator), the **Krakow City of Startups Foundation**, and **#Start-up Małopolska**.

Krakow is also one of the most important Polish cities for the gaming industry. It has approximately 70 video game companies.

Digital Dragons – one of the largest game industry conferences in Europe.

Life-friendly Krakow

Krakow was recognised in the **Smart City Index 2024**, a global ranking of smart cities with a high quality of life, care for the environment, and social inclusion.

Winner of the „**European Green Capital 2023**” competition.

Krakow was named among „**EU Mission: Climate-Neutral and Smart Cities**” together with such cities as: Paris, Lisbon, Munich, Dublin and Milan.

In 2023, Krakow joined the **Green City Accord** – clean and healthy cities for Europe.



50.4% of green areas



75 parks



43 pocket parks



20 community gardens



6 parks of Krakow residents



over 30 ha of flower meadows



10 apiaries



376,028 forest seedlings in 2015-2023



1,590.39 ha of forests



229.4 km of bicycle paths (39.5 km completed in 2023)

Sustainable development of Krakow's public transportation



643 buses, including 121 electric and 34 hybrid buses



365 trams (cars)
- 27 tram lines: 24 during the day and 3 at night
- 173 bus lines: 154 during the day and 19 at night