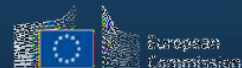


How does Kraków become Smart as a Heritage City and what does that mean for its residents?

Robert Piaskowski

Plenipotentiary of the Mayor of Krakow for cultural affairs





Krakow –800 000 population

100 000

employees of BPO,
SSC/GBS, IT, and R&D
centers

160 000

registered entities

257

BPO, SSC/GBS, IT,
centers

130

nationalities

2,0%

Unemployment rate

15 %

of inhabitants living in
Krakow are foreigners

10 000 zł

Average gross monthly
salary

36

Languages in
business

Academic city

23

Universities & high schools

129 200

Students

37 000

Graduates yearly

7 600

Foreign students

Jagiellonian University

(1364)

Oldest University in Poland



The oldest and most prestigious art schools in Poland



Krzysztof Penderecki
Academy of Music in
Kraków
1888



Jan Matejko
Academy of Fine
Arts
1818



Stanisław Wyspiański
National Academy of Theatre
Arts in Kraków
1946



a



Polish Academy of Science
Solaris National Synchrotron
Radiation Center

Krakow Technology
Park LTD

Narodowe
Centrum Nauki
Prometheus

super komputer
AGH



Alvernia
Studios



Polish city of the future

Krakow is one of the largest outsourcing centers in the world.
2017/18, The Financial Times

The best place for the modern business services sector in continental Europe.

(8 position in the world, Tholons Services Globalisation Index 2017)

Friendly atmosphere for business and economic potential.



In 1978, the historic centre of Krakow was inscribed in the UNESCO World Heritage List.



Criterion IV, as an outstanding example of an architectural ensemble which illustrates a significant stage in history.

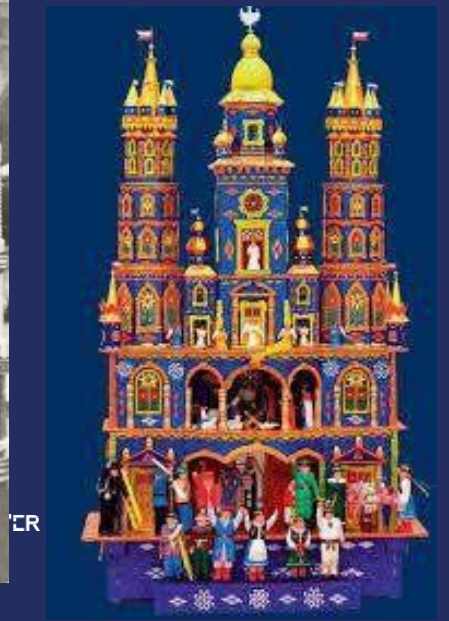
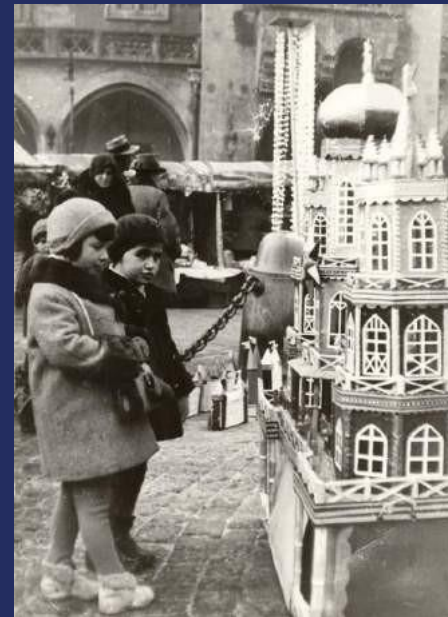
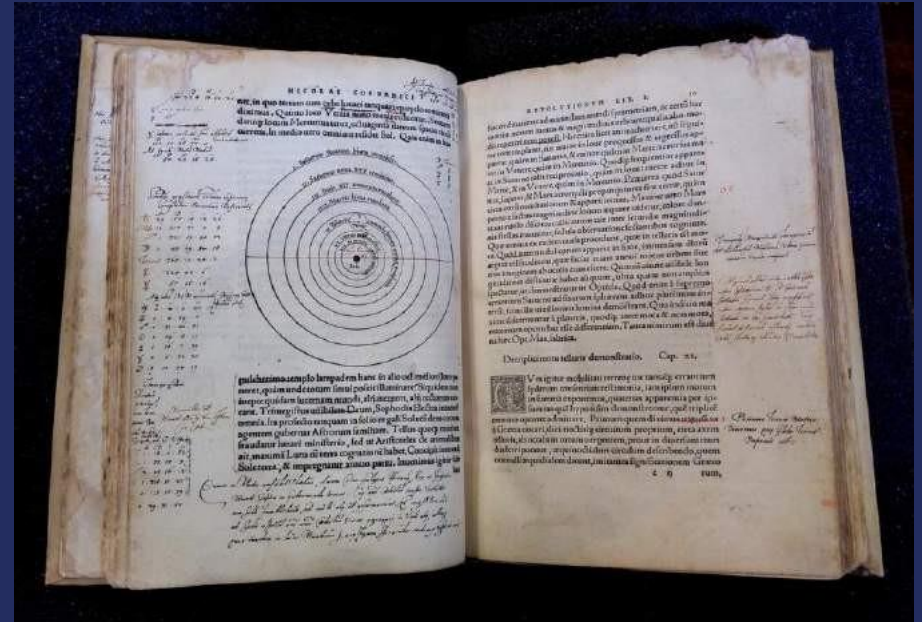


A multitude of cultural influences and invaluable historical value of the city.



In 2016, the UNESCO World Heritage Committee adopted a retrospective Statement of Outstanding Universal Value for the historic centre of Krakow.

Kraków and UNESCO



Creative Cities Network

United Nations Educational, Scientific and Cultural Organization



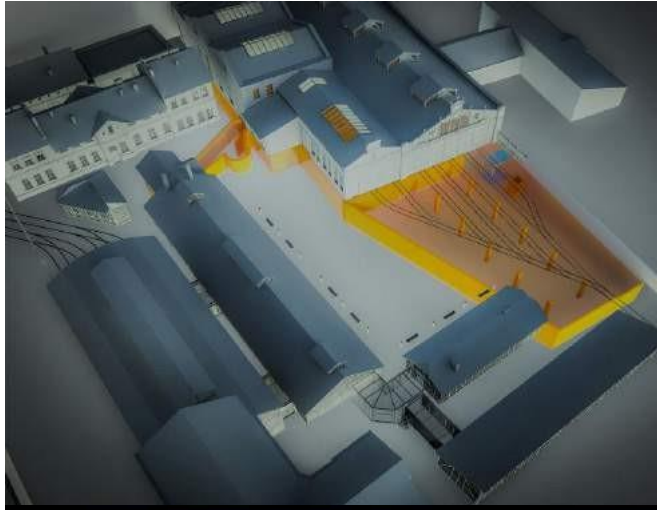
unesco

Intangible Cultural Heritage

unesco

Memory of the World





Tourist city



14,05 million
Visitors in 2019

5,5 mld zł

Revenue generated by
tourism in 2020

8% of the local GDP

Heritage: the most valuable resource for tourism

14,5 milion visitors in 2019

29%

of tourists in Kraków declare they come for **monuments and history**

19%

prioritize the **unique atmosphere** of the city

monuments + landscape + people = **an extremely fragile equation**



“The best European urban destination”

90% of visitors would recommend the city to their friends (a 2021 study)

"Which? Travel magazine"
(93% of points from readers)
- 1 st place

THE Sun WS | FABULOUS | MONEY | TECH | TRAVEL | MOTORS | DEAR DEIDRE

KRA-CKING Krakow rated best European city thanks to its fantastic value for money – and flights there cost just £10

Kara Godfrey
1 Nov 2019, 0:01 | Updated: 5 Nov 2019, 16:48

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T+L > TRIP IDEAS

7 Amazing International Vacations That Won't Cost a Fortune

BY KERRI ANNE RENZULLI & MEGAN LEONHARDT / MONEY.COM, MEGAN LEONHARDT / MONEY.COM, MONEY AND MONEY.COM 2017

INDEPENDENT SUBSCRIBE NOW LOGIN

KRAKOW VOTED BEST CITY BREAK DESTINATION FOR THIRD YEAR IN A ROW

Paris and Rome fail to make top 10

Helen Coffey | @LanniCoffey | Friday 1 November 2019 12:22 |

Krakow has been named the best city break destination in Europe for the third consecutive year, according to a Which? survey.

The consumer champion based its 2019 rankings on responses from 4,704 respondents, who rated 43 European cities they'd visited on food and drink, accommodation, value for money, and getting around. Krakow was the only destination to garner a five-star rating for value for money, thanks to an average hotel rate of £59 and beer costing around £2.

« Swipe table for more »

Europe's best cities, as voted by you

Destination	Average airfare	Average hotel rate	Accommodation	Food and drink	Culture & attractions
Kraków	£126	£59	★★★★★	★★★★★	★★★
Seville	£161	£78	★★★★★	★★★★★	★★★
Valencia	£148	£71	★★★★★	★★★★★	★★★
Berlin	£165	£78	★★★★★	★★★★★	★★★
Amsterdam	£95	£124	★★★★★	★★★★★	★★★
Budapest	£133	£68	★★★★★	★★★★★	★★★
Munich	£146	£105	★★★★★	★★★★★	★★★
Venice	£107	£80	★★★★★	★★★★★	★★★
Verona	£126	£79	★★★★★	★★★★★	★★★
Bordeaux	£101	£89	★★★★★	★★★★★	★★★

Logos: REUTERS, BuzzFeed, zoover, fDi Intelligence, BuzzFeed, Which?, INDEPENDENT, TRAVEL+LEISURE, Condé Nast Traveler, THE Sun

Tauron Arena Kraków

- 20,000 participants
- Sting, Robbie Williams, Justin Bieber, Bruno Mars, Roger Waters, Metallica, Deep Purple, Aerosmith and Elton John, Depeche Mode, Bjork



Sport events

Kraków's hosting sporting events of the world's first national championships.

The Arena's impact:

- Nearly 52% of visitors are tourists, the remaining 48% are residents.
- Total economic impact (est.): PLN 580 milion from its beginning (\$ 140 milion)



The City of Congresses and Conferences

- ICE Kraków Congress Centre, Expo Kraków and the Tauron Arena at the heart of this process.
- Congresses, exhibitions and event venues, together with a wide variety of hotel conference centres available.

Meetings Star Award
2015 & 2016 I POSITION
2017 II POSITION
2018 II POSITION



ICE Kraków - 1.8 million participants!

During the 10-year history
of ICE Kraków, a total of
almost 2,000 events took
place here



The City of MICE Industry and Great International Festivals

A city of great events, high
culture and renowned
artists



“Once attracted, twice valued”
in the world of concerts,
conferences and festivals





GREENERY & LIVEABILITY

PHOTO | Grzegorz Ziemiański



93% OF RESIDENTS

have at least 1 park less than
a 15-minute walk away from home

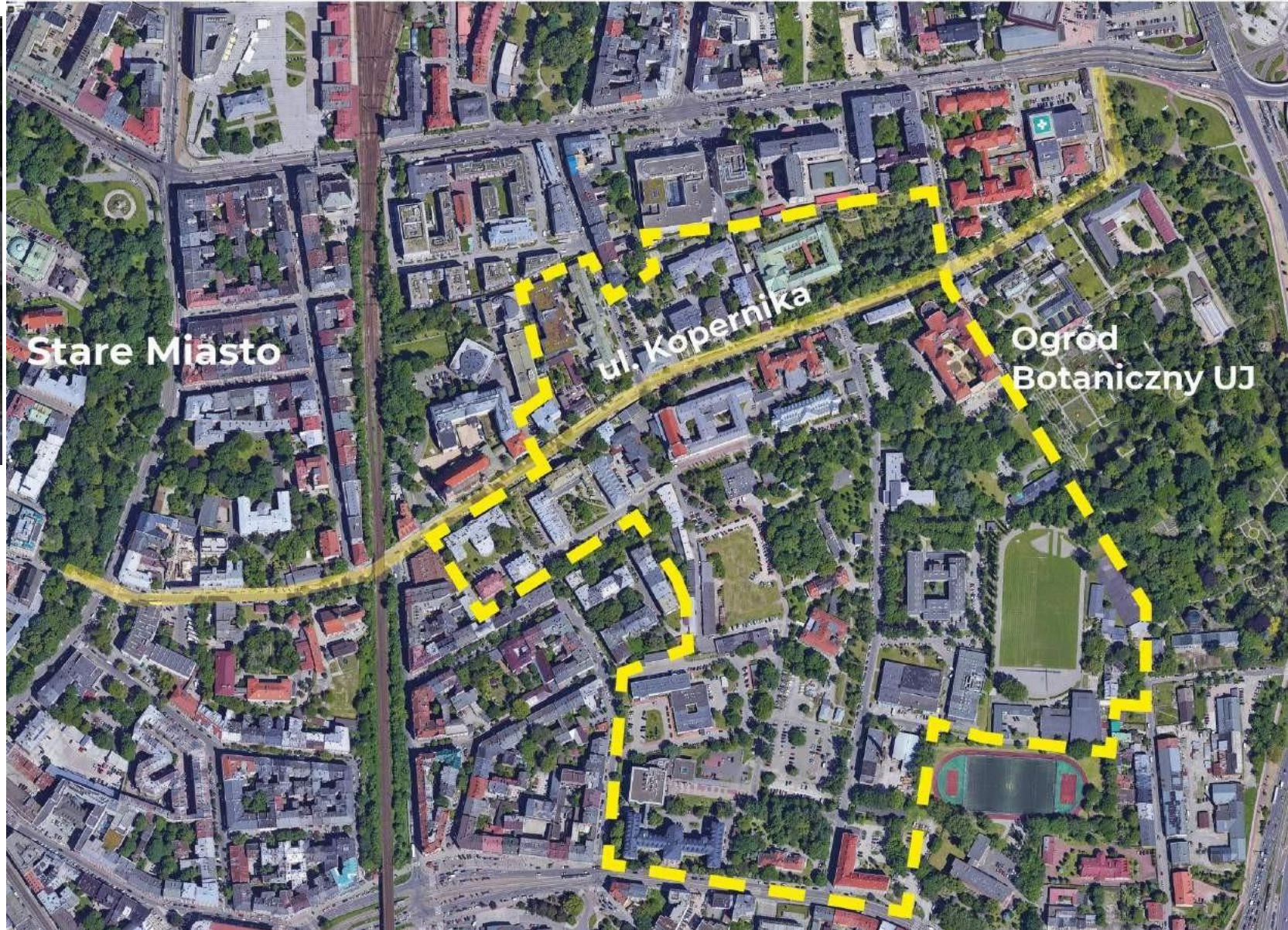


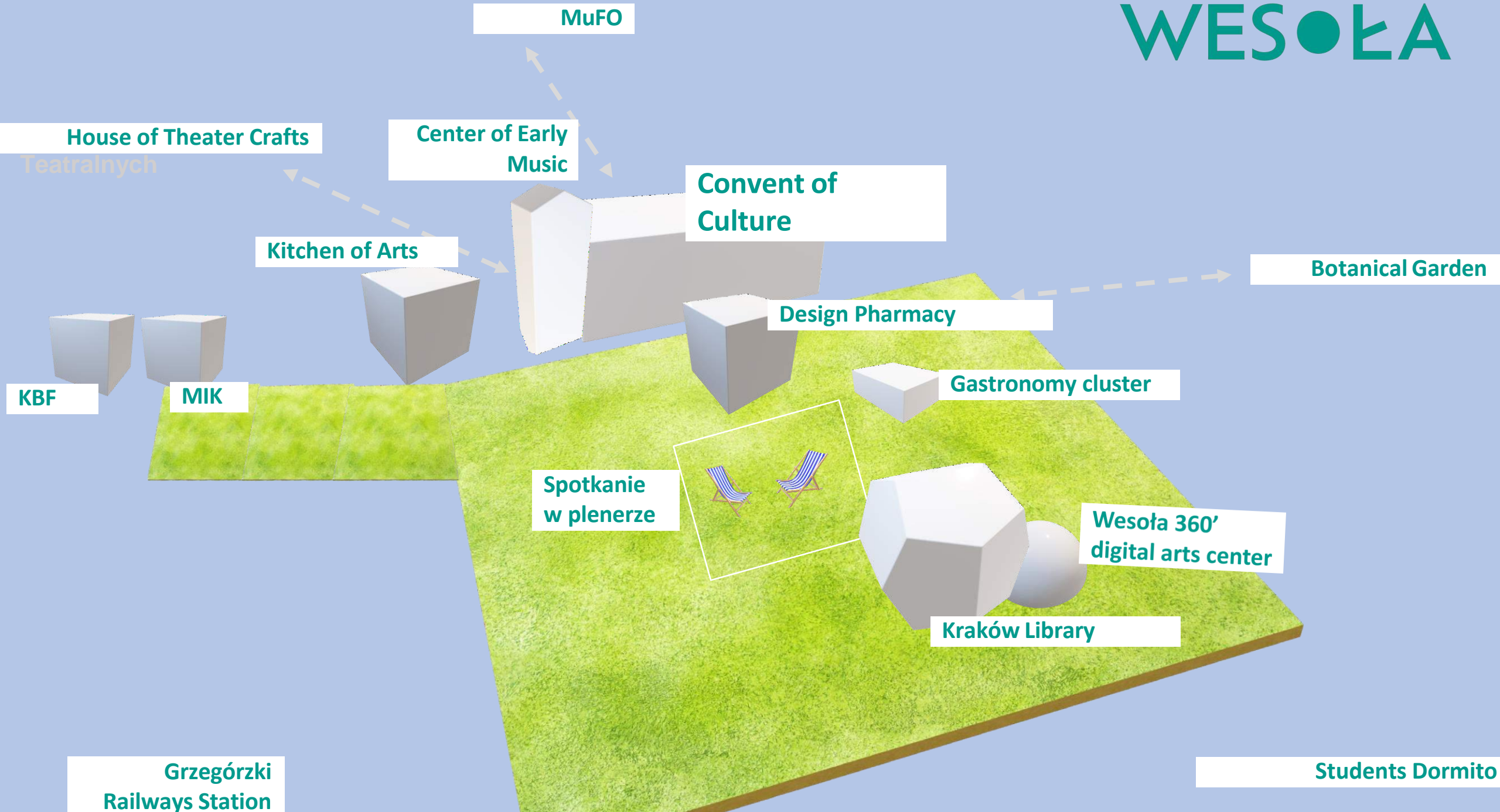


NOWE MIEJSCA DO WYPOCZYNKU
UL. PODGÓRSKA / GALERIA KAZIMIERZ

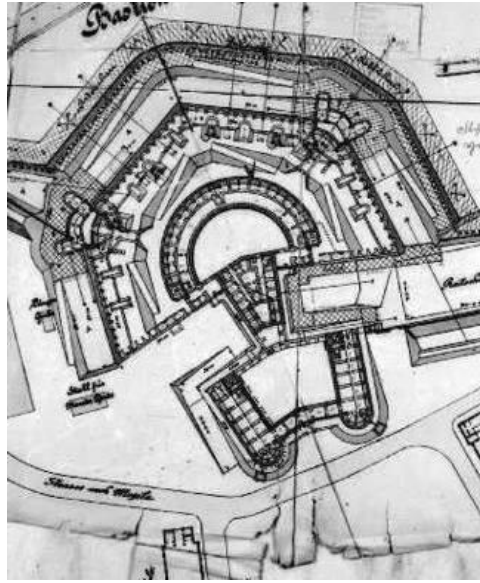


Wesoła District – Creative district?





Fortress Krakówm-disonant heritage

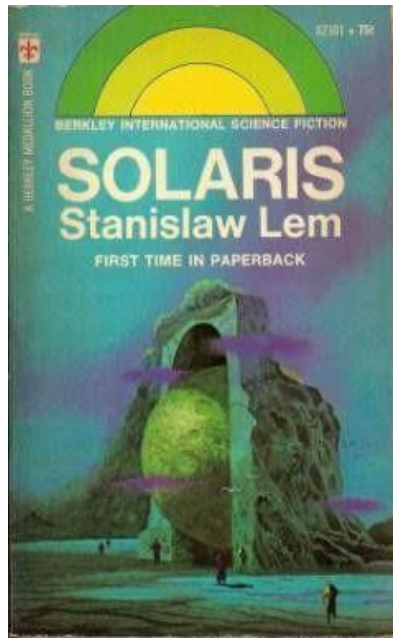
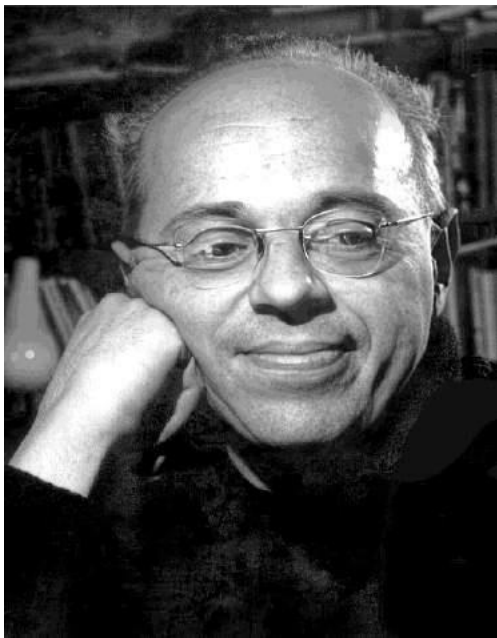
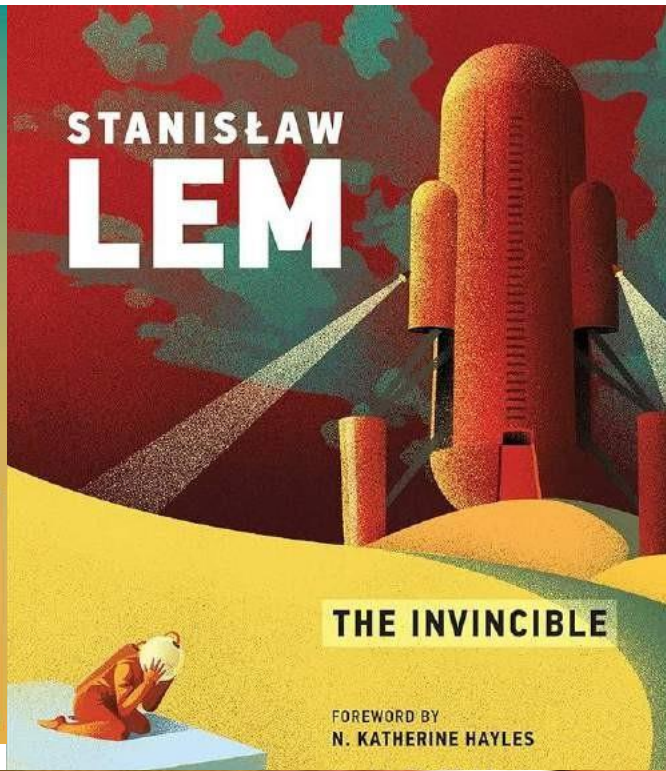


Museum of Photography





STANISŁAW LEM



Lem's Planet – creative center of literature and language



Kraków Music Center

creative music village

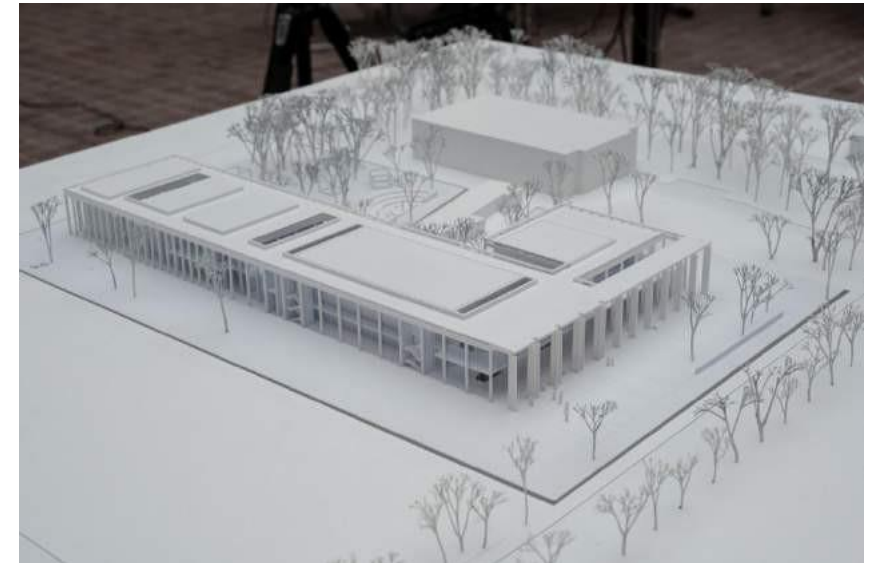




PHOTO: lukasz Goch

- 1 NO POVERTY
- 2 ZERO HUNGER
- 3 GOOD HEALTH AND WELL-BEING
- 4 QUALITY EDUCATION
- 5 GENDER EQUALITY
- 6 CLEAN WATER AND SANITATION
- 7 AFFORDABLE AND CLEAN ENERGY
- 8 DECENT WORK AND ECONOMIC GROWTH
- 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
- 10 REDUCED INEQUALITIES
- 11 SUSTAINABLE CITIES AND COMMUNITIES
- 12 RESPONSIBLE CONSUMPTION AND PRODUCTION
- 13 CLIMATE ACTION
- 14 LIFE BELOW WATER
- 15 LIFE ON LAND
- 16 PEACE, JUSTICE AND STRONG INSTITUTIONS
- 17 PARTNERSHIPS FOR THE GOALS

Robert Piaskowski
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for Culture & Heritage
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