

Assessment of property attractiveness for tourism purposes: the case of Krakow, Poland

Elżbieta Jasińska¹  0000-0002-9325-1938

Piotr Łazarz¹,   0009-0007-2776-9062

Amelia Rusinek¹

¹ Department of Integrated Geodesy and Cartography, Faculty of Geo-Data Science, Geodesy and Environmental Engineering, AGH University of Krakow

 Corresponding author: plazarz@agh.edu.pl

Summary

The assessment of property attractiveness for tourism purposes in Krakow, based on data collected by Booking.com and Airbnb in 2019–2024, involves an analysis of the real estate market in terms of the profitability of short-term rental investments. The aim of this article is to provide a comprehensive assessment of the investment attractiveness of properties intended for tourism purposes in Krakow, with particular emphasis on the differences between individual districts. The study adopts a mixed-methods approach, incorporating data analysis from booking platforms (Booking, Airbnb) and spatial analysis using ArcGIS Pro. Additionally, data from local registries and calculations performed in Excel were utilized, enabling a detailed evaluation of key parameters, such as location, pricing, occupancy rate, and return on investment. Key parameters examined included location, pricing, occupancy rates, and return on investment (ROI). The research focused on apartments, which constitute the dominant category of tourist accommodation in Krakow. The main findings revealed a 520% increase in the number of accommodation facilities between 2019 and 2024, with apartments representing the largest share, particularly in the Old Town district. Location proved to be the key factor influencing property attractiveness. The study also found that properties in the Old Town generate the highest monthly income (4,209.59 PLN), with an investment payback period of 21.8 years. In Krowodrza, due to the mixed-use nature of the district, long-term rental may be a more profitable option. The average annual rental income in Krakow was estimated at 91,127.72 PLN, corresponding to a return rate of 7–8% per year.

Keywords

real estate • investments • market analysis • short-term rental • Krakow • tourist real estate market

1. Introduction

1.1. Problem characteristics

The real estate market in Poland, particularly in Krakow, is one of the most dynamically developing sectors of the economy. This rapid growth results from the interdependence of various economic areas, whose boundaries are gradually being blurred. In recent years, the Polish real estate market has experienced significant expansion, influenced by macroeconomic factors, such as interest rates on loans, unemployment levels, and inflation, as well as local economic conditions. The thesis of this article assumes that investing in properties for short-term rental in Krakow is profitable, especially in districts such as the Old Town, due to the high number of tourists and the attractiveness of the location.

Krakow, being Poland's second historical capital, stands out for its tourism and cultural values. The city's popularity attracts tourists not only domestically but also from around the world, significantly contributing to the development of the tourism market. Additionally, Krakow is home to numerous prestigious higher education institutions, drawing students from Poland and abroad. It is also a location where many globally recognized companies choose to establish branches. All these factors generate significant demand for real estate for both long-term and short-term rentals [Jasińska and Preweda 2021].

The combination of Krakow's tourist appeal, historical value, and the growing number of cultural events has a significant impact on the demand for properties intended for short-term rental [Jasińska et al. 2025]. The Old Town plays a particularly important role, as it is the tourist heart of Krakow, attracting visitors from both Poland and abroad.

However, the increasing popularity of short-term rentals poses several challenges. The most significant include gentrification processes, limited housing availability for residents, and rising property prices. The growing number of properties allocated for short-term rentals leads to increased rental prices and a reduction in the number of apartments available for long-term rental, consequently raising living costs for local residents [Schäfer and Braun 2016, Barron et al. 2021, Franco and Santos 2021, Glanowska and Hanus 2016].

1.2. Literature review

Accommodation facilities, and the services they offer, including hotel services, play a key role in the development of tourism in a given area. They impact not only the quality of stay for visitors but also contribute to the growth of local communities [Kowalczyk and Derek 2010, Korombel and Krysiak 2024, Vardopoulos et al. 2023]. Providing high-quality services enhances tourist satisfaction, potentially leading to repeat visits and positive recommendations. Additionally, the development of the accommodation sector fosters job creation and stimulates the regional economy [Szostak 2008, Potocki 2024].

Investing in real estate for tourism purposes and allocating apartments for rental has become a common practice. Increasingly, purchasing residential properties is viewed as a capital management strategy [Zienkiewicz and Zalewska 2023]. Growing interest in residential tourism may lead to further changes in the hotel industry, necessitating adjustments in service offerings to meet new customer expectations [Farmaki et al. 2020, Gyódi 2021, Tussyadiah and Pesonen 2016]. Nonetheless, the impact of private tourist accommodations on the hotel sector remains negative [Gołabeska 2018, Benítez-Auriolés 2022].

A detailed review of national and international scientific publications indicates that in cities such as Poznań, Lisbon, Buenos Aires, and Istanbul, the average daily rental income in relation to the average price per square meter of a residential property can exceed 7% [Gajowniczek 2021, Radlińska and Sz wajca 2017, Oktaba et al. 2024, Strączkowski and Koszel 2021]. Studies conducted in New Orleans show that location plays a crucial role in the choice of accommodation. Reduced availability of properties in the city center causes demand to gradually shift towards the outskirts [Valentin 2020].

Despite the numerous studies on the real estate and tourism markets, existing analyses have primarily focused on nationwide trends or international comparisons, without comprehensively addressing the specific characteristics of the regional market for properties intended for tourism. Previous research has not sufficiently examined the impact of seasonality and local urban planning conditions on investment attractiveness. This study fills this gap by focusing on the unique features of the Krakow market and offering an innovative approach to the subject.

1.3. Research objectives and significance

The aim of this article is to analyze the Krakow tourist real estate market from 2019 to 2024 and assess property attractiveness based on data from platforms such as Booking.com and Airbnb. This research holds significant practical value as it provides investors with insights into choosing suitable locations and investment strategies. Additionally, an analysis of tourism's impact on the local real estate market can assist local authorities in developing more sustainable policies regarding short-term rental regulations.

The study examines the Krakow real estate market in terms of tourism attractiveness from January 2019 to November 2024. It utilizes data from Krakow's official records, and is supported by scientific articles. Furthermore, the investment potential of properties designated for short-term rental has been estimated using data available from platforms facilitating short-term rentals and property purchases.

The study also aims to estimate the investment potential of properties allocated for short-term rental across different districts of Krakow. The research seeks to answer which districts offer the highest profitability and what factors influence the attractiveness of tourist properties. Additionally, the study analyzes the impact of factors such as proximity to tourist attractions, public transportation, green spaces, safety, and property prices on investment potential.

The tourist real estate market is influenced by numerous interrelated factors, among which the ‘5A’s of tourism’ – attractions, activities, accessibility, accommodation, and amenities – are the most important [Kabil et al. 2022]. Attractions are the primary consideration for tourists when planning a trip. The next factor, related to attractions and location, is activities, such as scuba diving in the sea, hiking in the mountains, or reconnecting with nature in rural areas. Accessibility refers to a city’s infrastructure and its connections via land, air, and water transportation. Accommodation fulfills basic human needs such as sleep and shelter. Lastly, amenities includes elements that facilitate daily functioning and enhance life quality, such as gyms, dining establishments, and recreational areas.

2. Research methodology

2.1. Research area

The research covered the tourist real estate market in Krakow, with particular focus on four districts: Stare Miasto, Krowodrza, Nowa Huta, and Podgórze. The selection of these areas was driven by their diverse characteristics, allowing for a comprehensive analysis of different aspects of the real estate market. Stare Miasto is the historical center and main tourist attraction, Krowodrza is a mixed-use district with both students and tourists, while Nowa Huta – located farther from the city center – features lower real estate price and has unique socialist realist architecture. The analysis covered the period from January 1, 2019, to November 30, 2024. In Poland, cities that are attractive for real estate investment for both long-term and short-term rental include Warsaw, Krakow, Wrocław, Gdańsk, Poznań, and Łódź. This study concentrates on the Kraków market. Short-term rental is generally more profitable than long-term rental, with potential profits up to 50% higher in favor of the former.

2.2. Research methods

A mixed-methods approach was applied, combining qualitative and quantitative analyses. Data were sourced from multiple channels to ensure a comprehensive study of the issue. These sources included:

- short-term rental platforms: Booking.com, Airbnb, and Otodom;
- portal Krakowskie Obiekty Noclegowe (Krakow Accommodation Facilities website) [<https://ekon.um.krakow.pl>] and Gmina Miejska Kraków (Municipality of City of Krakow) (Portal MSIP Obserwatorium) [<https://msip.krakow.pl>];
- spatial analysis performed in ArcGIS Pro based on data from local property registers;
- calculations conducted using Excel.

Key property parameters such as location, pricing, occupancy rates, and return on investment were analyzed. The calculations took into account purchase costs, operational

expenses, taxes, and social security contributions. The article does not include the cost of laundry and cleaning due to the individual nature of the costs. These costs may depend on the number of apartments serviced by a given company. It should also be remembered that companies have different prices, and sometimes owners decide to perform these activities without external companies, thus they do not generate additional costs. Numerical data were obtained from portal Krakowskie Obiekty Noclegowe and intermediary platforms Booking, Airbnb, and Otodom. Spatial analyses were conducted using ArcGIS Pro with data sourced from portal Krakowskie Obiekty Noclegowe and Gmina Miejska Kraków, portal MSIP Obserwatorium. VAT on imported services (applied when using foreign short-term rental platforms) was not included in this study.

Using data available from short-term rental platforms, databases of properties used for lodging in each examined district were created. All listings were evaluated based on price reliability and availability. The Booking.com portal was utilized to build the database, as it provides information on property sizes. All analyzed properties had to be apartments with a private bathroom and either a kitchenette or a full kitchen.

Based on the collected data, the average occupancy rate, average property size, and average price per square meter per night were calculated. Subsequently, an active real estate listing for sale in the studied district was found on Otodom, after which further calculations were performed. It was assumed that the selected property did not require renovation. The average price per square meter per night was reduced by the standard Booking.com commission (that is 15%). Then, the average nightly price excluding commission, the gross annual revenue, and the annual commission for the platform were calculated. Next, the gross costs, VAT, and net costs for the rental business were determined. Rent prices were based on listing data. Income, VAT, lump-sum tax, and social security contributions (ZUS, including health insurance) were computed. Finally, net revenue and income were determined, and taxes and contributions were deducted to obtain the annual net profit. The value of the analyzed property was then divided by the obtained annual profit to determine the investment payback period.

2.3. Characteristics of the examined group

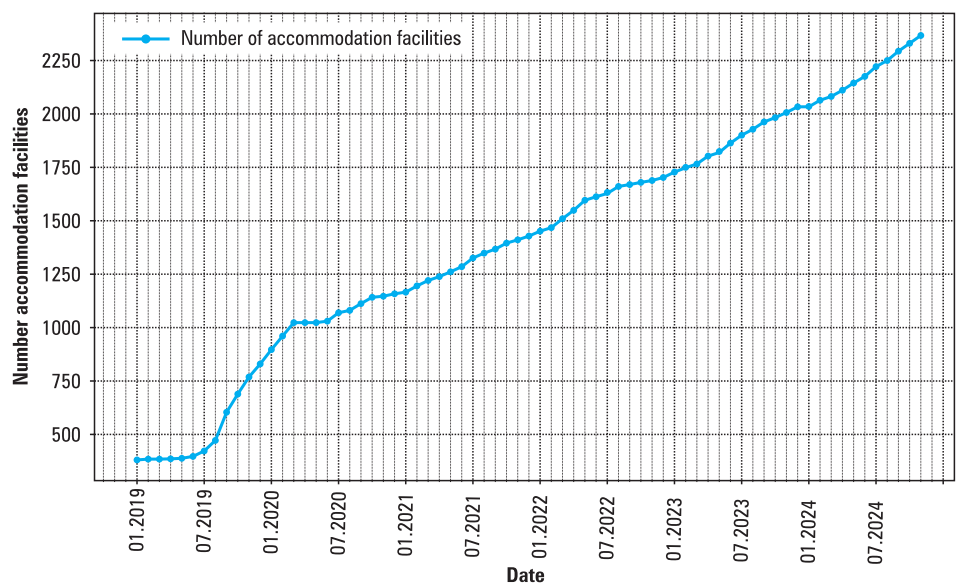
The research focused on properties intended for short-term rental, excluding hotels and other large commercial properties. Thus, the analysis concentrated mainly on apartments, which constitute the largest category of listings on Booking.com and Airbnb. Special attention was given to location, finishing standards, nightly rates, and the availability of additional amenities. The study also analyzed property attributes crucial for tourists, such as proximity to tourist attractions and public transport, finishing quality, availability of private bathrooms and kitchens, property size and number of rooms, parking availability, additional amenities, and nightly rates.

The analysis considered that most lodging facilities in Krakow operate year-round, with only 1% of properties being seasonal. This imbalance results from the fact that Krakow offers attractions throughout the year, which sustains the tourist real estate market.

3. Results

3.1. Tourist real estate market in Krakow

For simplicity, the study assumed that each registration entry corresponds to one lodging property. This simplification was adopted due to the fact that one landlord may rent several properties located on one property (building). Between 2019 and 2024, the number of lodging properties in Krakow increased by 520%, from 384 to 2,375 properties. The highest growth occurred between July 2019 and March 2020, when the number of properties increased from 421 to 1,026, a 144% rise in just nine months. In April 2020, registration entries came to a complete halt, likely due to the COVID-19 lockdown. Since July 2020, the number of new entries has stabilized.

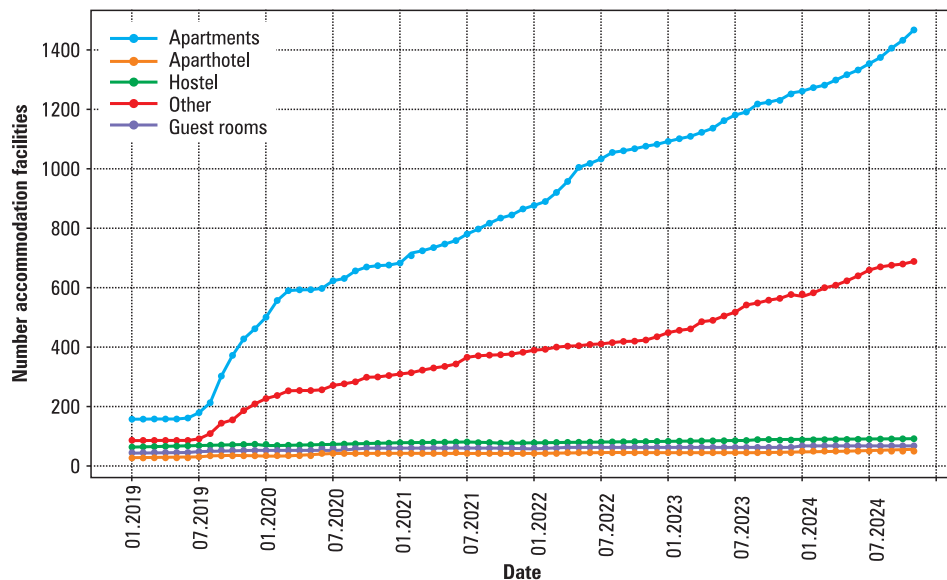


Source: Authors' own study based on <https://ekon.um.krakow.pl>

Fig. 1. Number of lodging properties in Krakow (2019–2024)

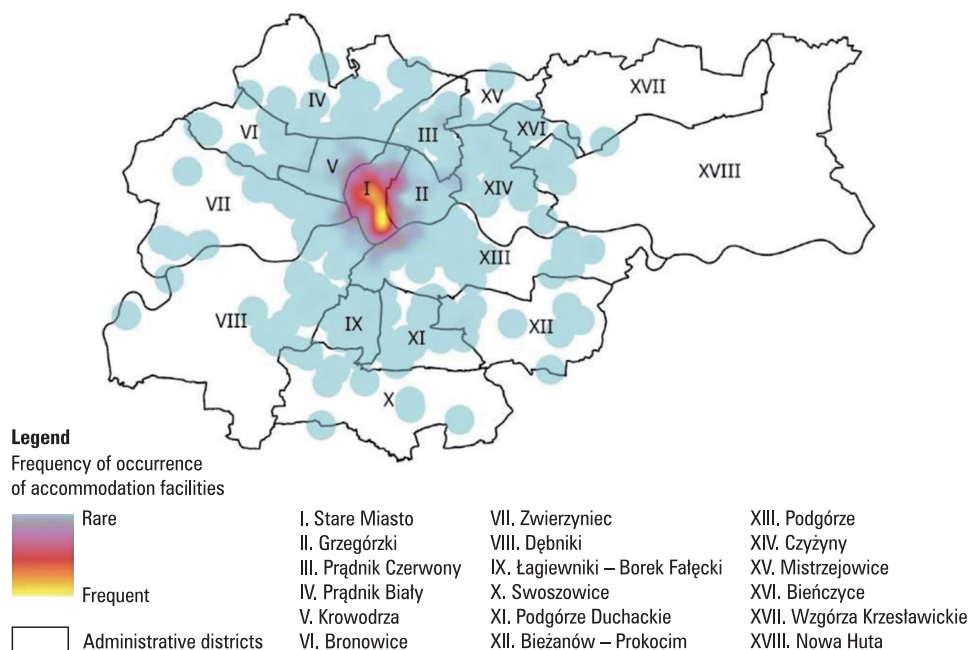
Apartments are the dominant category of lodging properties, comprising about 65% of all listings. At the beginning of 2019, the number of apartments was 178, increasing to 597 by March 2020 (a 235% increase). Other types of lodging, classified as ‘other,’ grew from 93 to 255 in the same period (a 174% increase). Aparthotels, hostels, and guest rooms constitute a minority in Krakow’s lodging market.

Stare Miasto has the highest concentration of lodging properties, accounting for 65% of all listings. It is followed by Grzegórzki (11%) and Podgórze (7%).



Source: Authors' own study based on <https://ekon.um.krakow.pl>

Fig. 2. Number of lodging properties in Krakow by type (2019–2024)



Source: Authors' own study based on <https://ekon.um.krakow.pl>, <http://msip.krakow.pl>

Fig. 3. Density map of lodging properties in Krakow

Table 1. Comparison of apartments listed on different platforms

| Apartment | Rental portal | | Apartment | Rental portal | |
|--|---------------|----------|---|---------------|---------|
| | Booking | Airbnb | | Booking | Airbnb |
| Apartment near Park Krakowski | 690 PLN | 775 PLN | Native Apartments Nowowiejska 9 Deluxe | 616 PLN | 530 PLN |
| Piedmont House | 760 PLN | 690 PLN | Apartment Diamond | 960 PLN | 920 PLN |
| Vistula River Apartment | 808 PLN | 751 PLN | Lovely Bubbly Apartment | 450 PLN | 399 PLN |
| Art Room Boutique Apartment | 1660 PLN | 1854 PLN | Feel The Old Socialist Style Apartment | 179 PLN | 192 PLN |
| Old New – Main Square | 1382 PLN | 1277 PLN | The Soul of Nowa Huta | 758 PLN | 941 PLN |
| Szafrana 5B by Homeprime | 799 PLN | 745 PLN | Lovely Jubbly Apartment | 450 PLN | 399 PLN |
| Exclusive Loft in the Main Square A/C p4you pl | 833 PLN | 874 PLN | CracWoW St. Thomas Apartment | 1318 PLN | 854 PLN |
| Glamorous and brand new 2 bedroom | 1404 PLN | 867 PLN | Luxury Studio with an AC – Lwowska 10 street | 415 PLN | 415 PLN |
| Królewska Deluxe Comfy Apartment | 626 PLN | 542 PLN | 3 Bedroom Apartment – Rynek Podgórski 15 | 769 PLN | 769 PLN |
| 3D Poznańska 6 Apartment | 632 PLN | 630 PLN | Lovely Madly Apartment | 415 PLN | 376 PLN |
| Krowodrza Apartment Premium with Balcony by Renters Prestige | 593 PLN | 593 PLN | Kraków Business Suite – City View with Balcony & Parking by Rentujemy | 885 PLN | 930 PLN |
| Zielona Nowa Huta Apartment | 597 PLN | 519 PLN | One bedroom apartment Kalwaryjska 34 street | 365 PLN | 365 PLN |

Source: Authors' own study

The analysis revealed that 91.0% of residential buildings are within a 5-minute walk from a public transport stop, 8.6% are within 5–10 minutes, and only 0.4% are over 10 minutes away. Since the end of the ‘Bezpieczny Kredyt 2%’ mortgage program, the number of listed properties on real estate purchasing platforms has been steadily increasing. The mortgage program stimulated the real estate market, leading to rising property prices in Poland, while Western European markets experienced declines. Despite a decrease in demand for property purchases, prices have increased compared to 2023. The number of rental properties is rising due to investment purchases made between 2020 and 2023. Meanwhile, rental prices have slightly decreased. Developer activity has also increased despite declining housing demand, largely in response to the now-canceled ‘Kredyt 0%’ government program.

3.2. Booking and Airbnb

Nightly rates for the same booking period and number of guests can vary depending on the rental platform. The comparison below highlights these differences:

- Booking.com was more expensive in 58.3% of cases.
- Airbnb was more expensive in 25.0% of cases.
- Prices were the same on both platforms in 16.7% of cases.

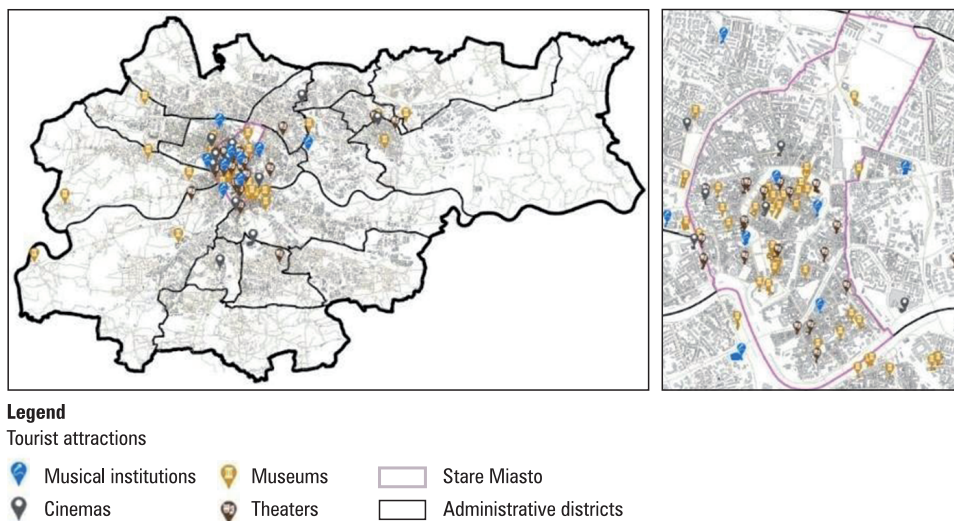
Not only do prices vary depending on the platform, but so does the method of commission collection. On Booking.com, the commission is charged at the end of the month and is deducted from the total value of all reservations, amounting to approximately 14–16%. On Airbnb, two commission models can be distinguished: a split fee between the host and the guest, and a fee charged solely to the host.

3.3. Property attractiveness

The analysis indicates that location is a key factor influencing property attractiveness. The Old Town stands out due to its proximity to tourist attractions and transport infrastructure. Most tourist attractions are concentrated within or near the Old Town district. Furthermore, there is a correlation between the frequency of tourist attractions and the availability of accommodation properties. This suggests that proximity to tourist attractions is a crucial consideration when selecting a property for short-term rental investment. Restricting the number of available accommodations in the city center enhances the attractiveness of properties located in a linear distribution away from the center [Valentin 2020].

Transport accessibility also plays a significant role. As many as 91% of residential buildings are located within a five-minute walk from a public transport stop. Districts such as Zwierzyniec, Swoszowice, and Nowa Huta rank highly in ecological assessments. Nowa Huta was rated the greenest district, followed by Zwierzyniec and Swoszowice. The worst air pollution levels were recorded in the Old Town, Łagiewniki-Borek Fałęcki, and Grzegórzki, while the best air quality was found in Swoszowice,

Wzgórza Krzesławickie, and Zwierzyniec. In terms of noise pollution, the worst conditions are in the Old Town and Krowodrza, while the quietest areas are Zwierzyniec and Nowa Huta.



Source: Authors' own study based on <http://msip.krakow.pl>

Fig. 4. Map of tourist attractions in Krakow

The safest districts are Bronowice, Zwierzyniec, and Grzegórzki, whereas the least safe include Wzgórza Krzesławickie, Bieńczyce, Bieżanów-Prokocim, and the Old Town. Factors negatively affecting safety in certain districts include the presence of tourists, students, and entertainment venues.

Property prices are highest in the Old Town, Zwierzyniec, and Grzegórzki, reflecting their popularity among investors. The most affordable districts include Wzgórza Krzesławickie, Nowa Huta, and Swoszowice. In June 2024, a slight increase in long-term rental prices was observed compared to the previous month and year-over-year (with the only notable increase occurring in apartments sized 60–89 m², while prices for apartments over 90 m² decreased). Over the past three years, rental prices have risen by 60% for apartments ranging from 0–40 m² and 40–59 m².

During the pre-holiday season, a decline in the number of available listings and a corresponding increase in rental prices suggest rising demand for tourist accommodations. The lowest rental prices in Krakow in 2024 were recorded in April, with an average of 3,108 PLN, while the highest average price was in September, reaching 3,384 PLN. At the time of analysis, the average rental price stands at 3,305 PLN, and it is showing a downward trend.

Daily rates for tourist properties vary by district. The average occupancy rate in Krakow is 65%, meaning that a typical property is rented out for 20 days per month.

Properties located near tourist attractions experience higher occupancy rates [Ndaguba and Van Zyl 2024].

There are currently 6,596 active listings on platforms like Airbnb, with an average nightly rate (including cleaning fees) of 384.10 PLN. Based on this data, the estimated average annual revenue amounts to 91,127.72 PLN. The return on investment (ROI) for such a venture is approximately 7–8% per year.

3.4. Investment potential

The investment potential analysis considered monthly costs such as rent, water, electricity, gas, internet, and cleaning supplies, as well as taxes and social security contributions (ZUS). A simplified tax rate was assumed for the calculations. The study does not include VAT on imported services (which applies when using foreign platforms for short-term rentals).

Table 2. Summary of results

| District | Stare Miasto | Krowodrza | Podgórze | Nowa Huta |
|--|------------------|----------------|----------------|----------------|
| Value of property | 1 099,000.00 PLN | 819,000.00 PLN | 789,000.00 PLN | 649,000.00 PLN |
| Area [m ²] | 44.0 | 45.0 | 44.5 | 43.5 |
| Price per m ² | 24,977.27 PLN | 18,200.00 PLN | 17,730.34 PLN | 14,919.54 PLN |
| Average area [m ²] | 44.6 | 43.9 | 47.3 | 37.7 |
| Average price per m ² per night | 10.61 PLN | 9.32 PLN | 9.20 PLN | 7.70 PLN |
| Occupation of the facility | 75% | 65% | 65% | 65% |
| Gross monthly costs | 1,120.00 PLN | 980.00 PLN | 1,120.00 PLN | 720.00 PLN |
| Monthly income | 4,209.59 PLN | 2,662.96 PLN | 2,441.56 PLN | 1,739.82 PLN |
| Payback time (years) | 21.8 | 25.6 | 26.9 | 31.1 |

Source: Authors' own study

Summary of results by district:

- **Old Town:** Generates the highest monthly profit (4,209.59 PLN) with an investment return period of 21.8 years. The property value is 1,099,000 PLN, with a size of 44 m². The average nightly rate before commission is 406.01 PLN, and the annual gross revenue before commission is 111,145.63 PLN. The annual commission fee for Booking.com amounts to 16,671.84 PLN.
- **Krowodrza:** Has a return period of 25.6 years for short-term rentals and 21.0 years for long-term rentals. The property value is 819,000 PLN, with a size of 45 m². For short-term rentals, the average nightly rate before commission is 364.82 PLN, gen-

erating an annual gross revenue of 86,553.81 PLN. For long-term rentals, the average nightly rate is 116.04 PLN, with an annual gross revenue of 42,353.22 PLN.

- **Podgórze:** A property valued at 789,000 PLN and measuring 44.5 m², with an average nightly rate of 356.14 PLN before commission, will generate an annual gross revenue of 84,494.28 PLN, leading to an investment return period of 26.9 years.
- **Nowa Huta:** The least profitable district, with a return period of 31.1 years. The property value is 649,000 PLN, with a size of 43.5 m². The average nightly rate before commission is 291.41 PLN, generating an annual gross revenue of 69,137.42 PLN.

Based on the analysis of monthly costs, it is evident that tourism influences housing expenses depending on the touristic nature of a district. The highest monthly costs are observed in Old Town and Podgórze, followed by Krowodrza. Among the analyzed districts, Nowa Huta, which has the lowest number of tourist accommodations, exhibits the lowest housing costs.

4. Summary and conclusions

The conducted research confirmed the profitability of investing in short-term rental properties in Krakow, particularly in the Stare Miasto district. Factors such as local tourist attractions, accessibility to public transportation, and the popularity of intermediary platforms like Booking.com and Airbnb play a key role in determining the attractiveness of properties and the level of generated income. The analysis demonstrated that properties in Old Town achieve the highest monthly revenue and the fastest return on investment, whereas in mixed-use districts like Krowodrza, long-term rental may present a more viable alternative.

The average annual rental income in Krakow amounts to 91,127.72 PLN, translating to a return rate of approximately 7–8% per year, which aligns with findings from similar studies in other cities. A comparison of rental prices revealed that Booking.com offers higher rates in 58.3% of cases, while the average occupancy rate of rental properties stands at 65%, which is approximately 20 rented nights per month. The highest monthly income is generated by properties in Old Town (4,209.59 PLN), although the payback period in this district is 21.8 years. In contrast, Nowa Huta exhibits the longest payback period (31.1 years) and the lowest profitability.

The analysis also confirmed the significant impact of short-term rentals on the local real estate market. The number of tourist accommodations increased by 520% between 2019 and 2024, indicating the dynamic growth of this sector has and having far-reaching implications for both investors and local authorities. The rising popularity of short-term rentals is pushing up property prices, reducing housing availability for residents, and creating inequalities in access to the housing market. The study's findings provide investors with valuable insights regarding optimal location selection and investment strategies, as well as form a basis for further analyses on market regulation by municipal authorities.

The limitations of the study primarily stem from the continuous changes in the real estate market, which can vary significantly from quarter to quarter and may not reflect the current market shifts. Additionally, the local specificity of the Krakow market means that the results may not be fully generalizable to a national or international scale. However, the methodology developed for this research, combining quantitative analysis with spatial studies, can also be applied to the analysis of the tourism real estate market in other cities. This would highlight the universal nature of the proposed approach. Future research should focus on analyzing dynamic seasonal changes and long-term trends in the short-term rental market. It is also essential to investigate the impact of changing legislative and economic conditions, which may significantly affect the profitability of investments in tourism-related properties.

In conclusion, this study offers a comprehensive analysis of Krakow tourist real estate market, highlighting both its high investment potential and the challenges associated with ensuring the sustainable development of this sector.

However, future studies should analyze the impact of seasonality on the real estate market in more detail and analyze running a business with different taxation options. Due to the dynamics of the real estate market, which changes from quarter to quarter, the authors will include more up-to-date data in future studies.

References

- Barron K., Kung E., Proserpio D. 2021. The effect of home-sharing on house prices and rents: Evidence from Airbnb. *Marketing Science*, 40, 1, 23–47. <https://doi.org/10.1287/mksc.2020.1227>
- Benítez-Aurioles B. 2022. Is Airbnb bad for hotels? *Current Issues in Tourism*, 25(19), 3076–3079.
- Braun N. 2016. Misuse through short-term rentals on the Berlin housing market. *International Journal of Housing Markets and Analysis*, 9, 2, 287–311. <https://doi.org/10.1108/IJHMA-05-2015-0023>
- Farmaki A., Miguel C., Drotarova M.H., Aleksić A., Časni A.Č., Efthymiadou F. 2020. Impacts of Covid-19 on peer-to-peer accommodation platforms: Host perceptions and responses. *International Journal of Hospitality Management*, 91, 61, 102663. <https://doi.org/10.1016/j.ijhm.2020.102663>
- Franco S.F., Santos C.D. 2021. The impact of Airbnb on residential property values and rents: Evidence from Portugal. *Regional Science and Urban Economics*, 88, 103667. <https://doi.org/10.1016/j.regsciurbeco.2021.103667>
- Gajowniczek K. 2021. Rynek nieruchomości w kontekście pandemii Covid-19. *Przedsiębiorczość i Zarządzanie*, 22(1), 33–58.
- Glanowska M., Hanus P. 2016. Możliwości wykorzystania geoportali w planowaniu przestrzennym. *Infrastruktura i Ekologia Terenów Wiejskich*, II/1, 457–471. <http://dx.medra.org/10.14597/infraeco.2016.2.1.032>
- Gołabeska E. 2018. Sieć ryzyka inwestycyjnego na rynku nieruchomości. Oficyna Wydawnicza Politechniki Białostockiej.
- Gyódi K. 2021. Airbnb and hotels during Covid-19: different strategies to survive. *International Journal of Culture, Tourism and Hospitality Research*. <https://doi.org/10.1108/IJCTHR-09-2020-0221>

- Jasińska E., Preweda E., Łazarz P. 2025. Analiza rynku nieruchomości w zakresie zakwaterowania studentów w Krakowie (Polska). *Przegląd Geodezyjny*, 96, 2, 22–26.
- Jasińska E., Preweda E. 2021. Statistical Modelling of the Market Value of Dwellings, on the Example of the City of Kraków. *Sustainability*, 13, 16, 9339. <https://doi.org/10.3390/su13169339>
- Kabil M., Abouelseoud M., Alsubaie F., Hassan H.M., Varga I., Csobán K., Dávid L.D. 2022. Evolutionary Relationship between Tourism and Real Estate: Evidence and Research Trends. *Sustainability*, 14, 16, 10177. <https://doi.org/10.3390/su141610177>
- Korombel A., Krysiak K. 2024. Ryzyko najmu na rynku nieruchomości mieszkaniowych – perspektywa najemcy. *Humanitas, Zarządzanie*, 25(2), 139–158. <http://dx.doi.org/10.5604/01.3001.0054.6949>
- Kowalczyk A., Derek M. 2010. *Zagospodarowanie turystyczne*. PWN.
- Ndaguba E.A., Van Zyl C. 2024. Data-driven approach to optimizing property management strategies: spatial modeling analytics of short-term rentals. *International Journal of Housing Markets and Analysis*, 17, 7, 44–75. <https://doi.org/10.1108/IJHMA-08-2024-0117>
- Oktaba P., Grzywińska-Rąpca M., Wojtowicz K. 2024. Wynajem krótkoterminowy nieruchomości mieszkaniowych w wybranych miastach świata – modelowanie i implementacja wybranych wskaźników oceny rentowności. *Journal of Modern Science*, 55.1. <https://doi.org/10.13166/jms/185332>
- Potocki P. 2024. Postrzeganie polityki mieszkaniowej w kontekście poglądów politycznych Polaków w 2022 roku: między potrzebami człowieka a wolnym rynkiem. *Studia Politologiczne*, 72(72), 149–175. <https://doi.org/10.33896/SPolit.2024.72.8>
- Radlińska K.M., Szwajca J. 2017. Analiza zarządzania nieruchomościami apartamentowymi – studium przypadku. *Zeszyty Naukowe Wydziału Nauk Ekonomicznych*, 1(21), 199–212.
- Schäfer P., Braun N. 2016. Misuse through short-term rentals on the Berlin housing market. *International Journal of Housing Markets and Analysis*, 9, 2, 287–311. <https://doi.org/10.1108/IJHMA-05-2015-0023>
- Strączkowski Ł., Koszel M. 2021. Rynek mieszkaniowy i polityka mieszkaniowa w dużym polskim mieście – studium przypadku Poznania. *Studia BAS*, 2(66), 147–172. <https://doi.org/10.31268/StudiaBAS.2021.21>
- Szostak D. 2008. *Hotelarstwo i gastronomia*. W: *Gospodarka turystyczna*. A. Panasiuk (red.). PWN, Warszawa, 109–132.
- Tussyadiah I.P., Pesonen J. 2016. Impacts of Peer-to-Peer Accommodation Use on Travel Patterns. *Journal of Travel Research*, 55(8), 1022–1040. <https://doi.org/10.1177/0047287515608505>
- Valentin M. 2020. Regulating short-term rental housing: Evidence from New Orleans. *Real Estate Economics*. <https://doi.org/10.1111/1540-6229.12330>
- Vardopoulos I., Papoui-Evangelou M., Nosova B., Salvati L. 2023. Smart ‘Tourist Cities’ Revisited: Culture-Led Urban Sustainability and the Global Real Estate Market. *Sustainability*, 15(5), 4313. <https://doi.org/10.3390/su15054313>
- Zienkiewicz T., Zalewska A.M. 2023. Dylematy inwestowania w nieruchomości w Polsce w kontekście zarządzania finansami osobistymi. *Journal of Modern Science*, 5(54). <https://doi.org/10.13166/jms/176185>

Online sources:

- Gmina Miejska Kraków. Portal MSIP Obserwatorium. <https://msip.krakow.pl/> [accessed: 28.01.2025].
- Krakowskie Obiekty Noclegowe. <https://ekon.um.krakow.pl> [accessed: 28.01.2025].