

Poland Travel and Tourism Market Summary, Competitive Analysis and Forecast to 2027

Industry Report | 2023-03-13 | 70 pages | MarketLine

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Report description:

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Summary

Travel & Tourism in Poland industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The travel and tourism industry consists of revenues generated by passenger airlines, passenger rail, foodservice, hotels and motels, travel intermediaries and casinos and gaming market.
- The Polish travel and tourism industry had total revenues of \$37.4 billion in 2022, representing a negative compound annual rate of change (CARC) of 0.4% between 2017 and 2022.
- Food service was the industry's largest segment in 2022, with total revenues of \$15.5 billion, equivalent to 41.5% of the industry's overall value.
- The government of the country launched various campaigns to revive the country's tourism and hospitality industry. For instance, in November 2021, the Polish Tourism Organization (POT) launched a campaign "Poland. More than you expected" through social media channels to promote the country's tourism sector by highlighting the wealth and diversity of attractions across Poland.

Scope

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- Save time carrying out entry-level research by identifying the size, growth, and leading players in the travel & tourism market in Poland
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the travel & tourism market in Poland
- Leading company profiles reveal details of key travel & tourism market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Poland travel & tourism market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the Poland travel & tourism market by value in 2022?
- What will be the size of the Poland travel & tourism market in 2027?
- What factors are affecting the strength of competition in the Poland travel & tourism market?
- How has the market performed over the last five years?
- How large is Poland's travel & tourism market in relation to its regional counterparts?

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