

Travel in Poland

Market Direction | 2024-10-07 | 46 pages | Euromonitor

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Report description:

Post-COVID-19, and supported by an increase in monthly child benefit payments and the minimum wage, Polish consumers have placed more focus on experiences. They have increased their spending on leisure activities and are eager to travel to warm and novel destinations such as Vietnam, Thailand and the Caribbean.

Euromonitor International's Travel in Poland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Booking, In-Destination Spending, Lodging (Destination), Tourism Flows, Travel Modes.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Travel market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Table of Contents:

Travel in Poland
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List Of Contents And Tables

TRAVEL IN POLAND

EXECUTIVE SUMMARY

Travel in 2024

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

MARKET DATA

Table 1 Surface Travel Modes Sales: Value 2019-2024

Table 2 Surface Travel Modes Online Sales: Value 2019-2024

Table 3 Forecast Surface Travel Modes Sales: Value 2024-2029

Table 4 Forecast Surface Travel Modes Online Sales: Value 2024-2029

Table 5 In-Destination Spending: Value 2019-2024

Table 6 Forecast In-Destination Spending: Value 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

TOURISM FLOWS IN POLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Events and trends affect tourism flows in Poland in 2024

Growth in domestic tourism hampered by desire for overseas travel

PROSPECTS AND OPPORTUNITIES

Experiential tourism will thrive in the years ahead

Geopolitical situation will continue to impact foreign tourism to Poland

CATEGORY DATA

Table 7 Inbound Arrivals: Number of Trips 2019-2024

Table 8 Inbound Arrivals by Country: Number of Trips 2019-2024

Table 9 Inbound City Arrivals 2019-2024

Table 10 Inbound Tourism Spending: Value 2019-2024

Table 11 Forecast Inbound Arrivals: Number of Trips 2024-2029

Table 12 Forecast Inbound Arrivals by Country: Number of Trips 2024-2029

Table 13 Forecast Inbound Tourism Spending: Value 2024-2029

Table 14 Domestic Tourism by Destination: Number of Trips 2019-2024

Table 15 Domestic Spending: Value 2019-2024

Table 16 □Forecast Domestic Tourism by Destination: Number of Trips 2024-2029

Table 17 □Forecast Domestic Spending: Value 2024-2029

Table 18 □Outbound Departures: Number of Trips 2019-2024

Table 19 □Outbound Departures by Destination: Number of Trips 2019-2024

Table 20 □Outbound Tourism Spending: Value 2019-2024

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Table 21	Forecast Outbound Departures: Number of Trips 2024-2029
Table 22	Forecast Outbound Departures by Destination: Number of Trips 2024-2029
Table 23	Forecast Outbound Spending: Value 2024-2029
AIRLINES IN POLAND	
KEY DATA FINDINGS	
2024 DEVELOPMENTS	
Poles focus on new destinations in Asian and Arab countries in 2024	
Wizz Air suffers engine problems with its fleet, benefiting its competitors	
PROSPECTS AND OPPORTUNITIES	
Air carriers see significant potential in the Polish airline industry	
Construction of a new Central Communication Port in Baranow is in doubt	
CATEGORY DATA	
Table 24	Airlines Sales: Value 2019-2024
Table 25	Airlines Online Sales: Value 2019-2024
Table 26	Airlines: Passengers Carried 2019-2024
Table 27	Airlines NBO Company Shares: % Value 2019-2023
Table 28	Non-Scheduled Carriers Brands by Key Performance Indicators 2024
Table 29	Low Cost Carriers Brands by Key Performance Indicators 2024
Table 30	Full Service Carriers Brands by Key Performance Indicators 2024
Table 31	Forecast Airlines Sales: Value 2024-2029
Table 32	Forecast Airlines Online Sales: Value 2024-2029
LODGING (DESTINATION) IN POLAND	
KEY DATA FINDINGS	
2024 DEVELOPMENTS	
Consumers expect a high standard of services in hotels	
Robust growth in the number of short-term rentals	
PROSPECTS AND OPPORTUNITIES	
Hotel operators set to respond to consumer expectations by modernising	
New legislative regulations are a concern for short-term rentals	
CATEGORY DATA	
Table 33	Lodging (Destination) Sales: Value 2019-2024
Table 34	Lodging (Destination) Online Sales: Value 2019-2024
Table 35	Hotels Sales: Value 2019-2024
Table 36	Hotels Online Sales: Value 2019-2024
Table 37	Other Lodging Sales: Value 2019-2024
Table 38	Other Lodging Online Sales: Value 2019-2024
Table 39	Lodging (Destination) Outlets: Units 2019-2024
Table 40	Lodging (Destination) Rooms: Number of Rooms 2019-2024
Table 41	Lodging (Destination) by Incoming vs Domestic: % Value 2019-2024
Table 42	Hotels NBO Company Shares: % Value 2019-2023
Table 43	Hotel Brands by Key Performance Indicators 2024
Table 44	Forecast Lodging (Destination) Sales: Value 2024-2029
Table 45	Forecast Lodging (Destination) Online Sales: Value 2024-2029
Table 46	Forecast Hotels Sales: Value 2024-2029
Table 47	Forecast Hotels Online Sales: Value 2024-2029
Table 48	Forecast Other Lodging Sales: Value 2024-2029
Table 49	Forecast Other Lodging Online Sales: Value 2024-2029

Table 50 □Forecast Lodging (Destination) Outlets: Units 2024-2029

BOOKING IN POLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Booking in Poland has another good year in 2024

Booking.com leads the category in 2024

PROSPECTS AND OPPORTUNITIES

Scope for growth in bookings over the forecast period

Evolving consumer needs will require adaptations in booking

CATEGORY DATA

Table 51 Booking Sales: Value 2019-2024

Table 52 Business Travel Sales: Value 2019-2024

Table 53 Leisure Travel Sales: Value 2019-2024

Table 54 Travel Intermediaries NBO Company Shares: % Value 2019-2024

Table 55 Forecast Booking Sales: Value 2024-2029

Table 56 Forecast Business Travel Sales: Value 2024-2029

Table 57 Forecast Leisure Travel Sales: Value 2024-2029

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