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# MAAS

Match, Attach and Sustain:

New methods for Europe's Job Brokers

supporting Tourism businesses, Ukrainian refugees and job seekers

**TRIMTAB**



Folkuniversitetet



**RINOVA**  
innovar, crear & regenerar



WARSAW  
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**sextaplanta**



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# Tourism in Poland

why, where and who

Piotr Gabryjończyk



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MAAS CoP online session 8th

September 17th, 2024

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# Agenda

## **1) Why – tourism attractiveness:**

- ✓ attractions
- ✓ infrastructure
- ✓ transport

## **2) Where – destinations and stats**

## **3) Who – employment**





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# Why...





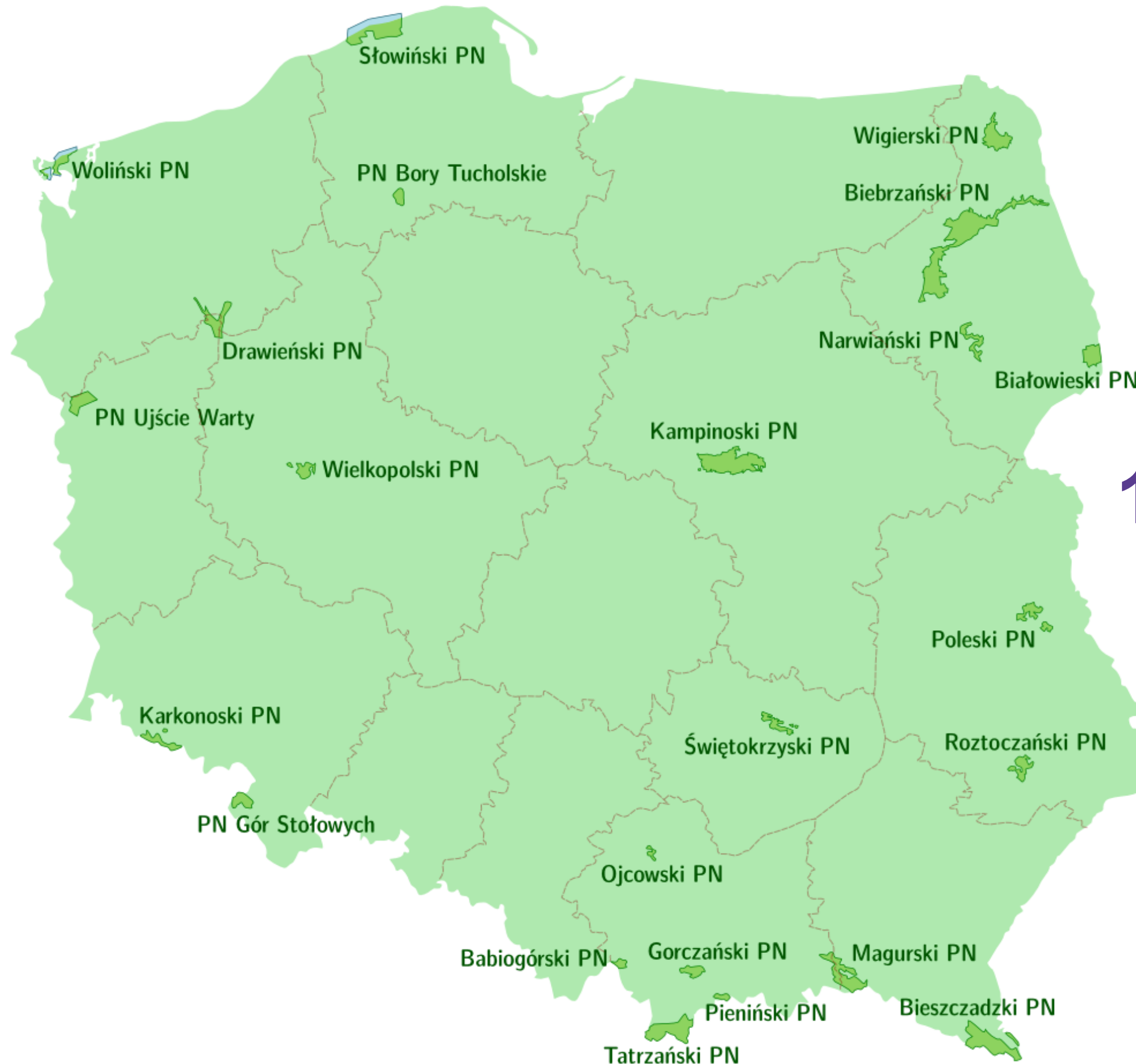


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**Forest cover: 30%**







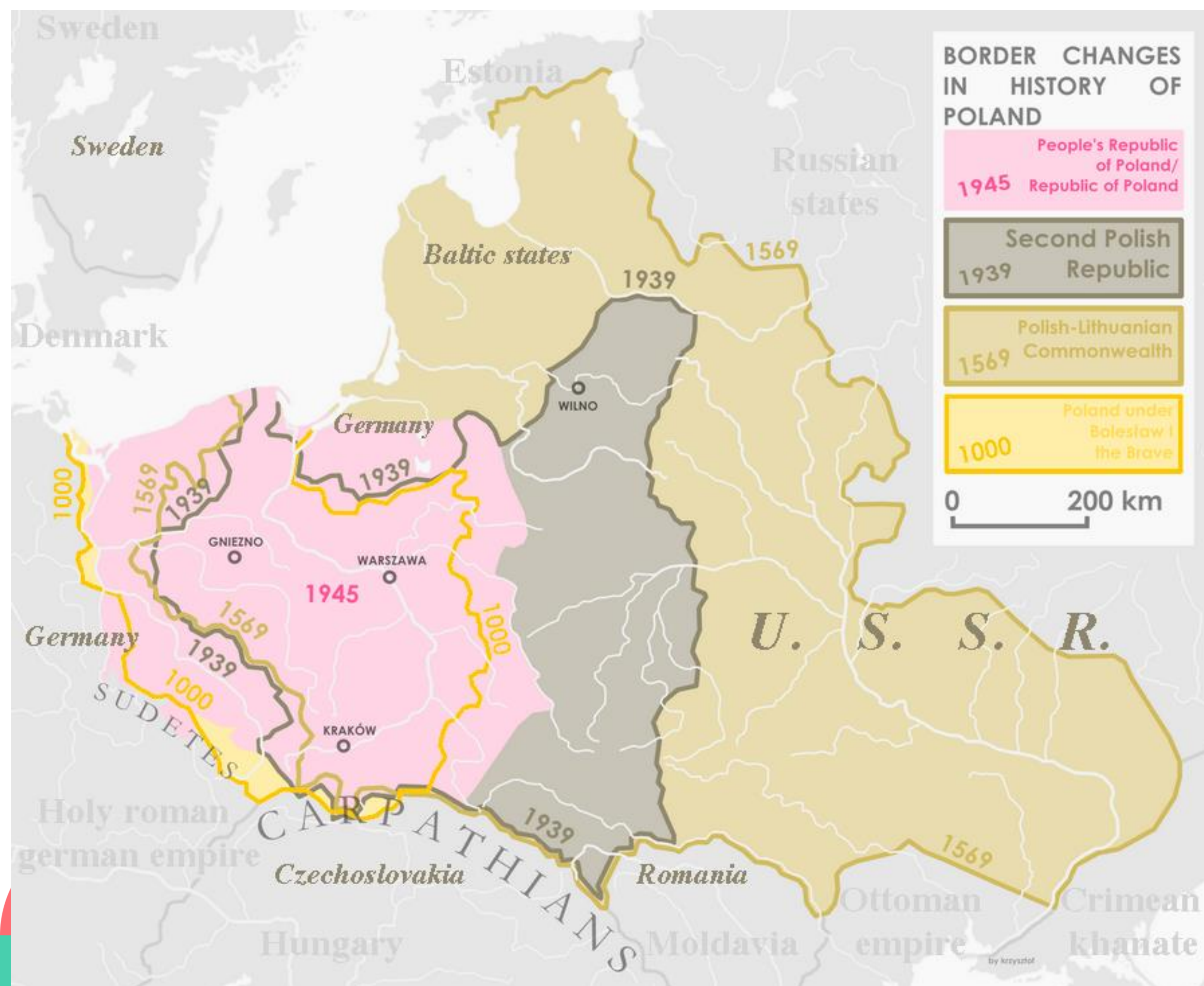
**23 National Parks (1%)**

**125 Landscape Parks (8.5%)**



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## Cultural heritage...



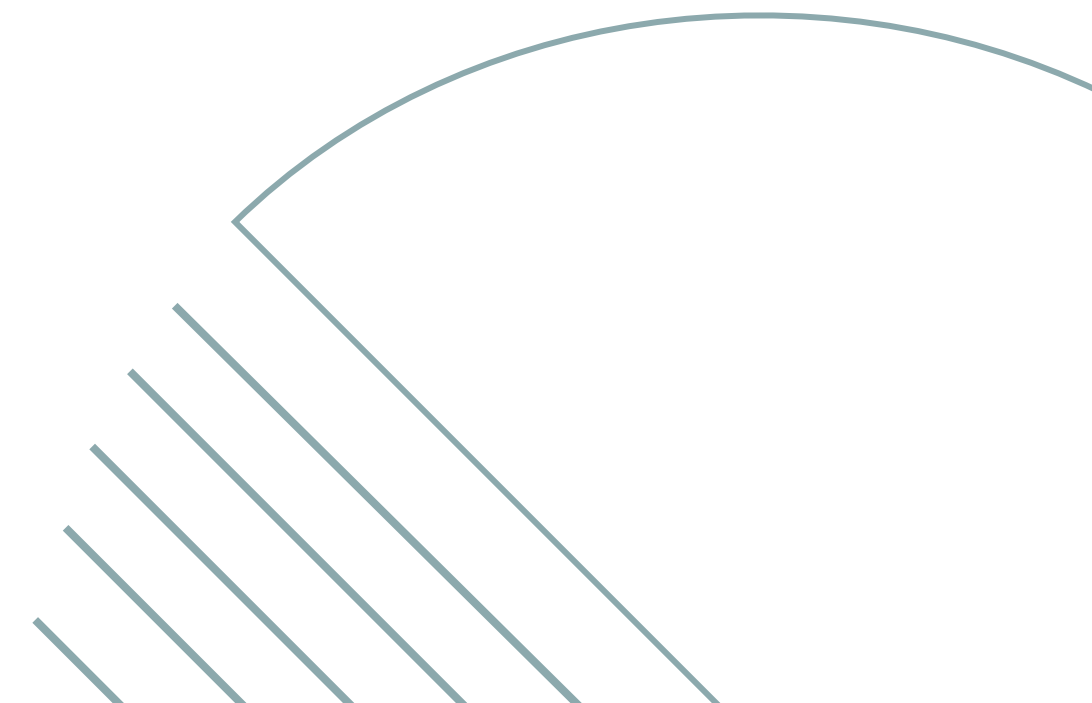
# 17 properties inscribed on the UNESCO World Heritage List (*15 cultural and 2 natural*)



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Source: <https://whc.unesco.org/>; <https://nid.pl/>







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# Malbork Castle



Source: <https://www.worldisbeautiful.eu/>





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# Toruń



Source: <https://www.worldisbeautiful.eu/>





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# Wieliczka salt mine

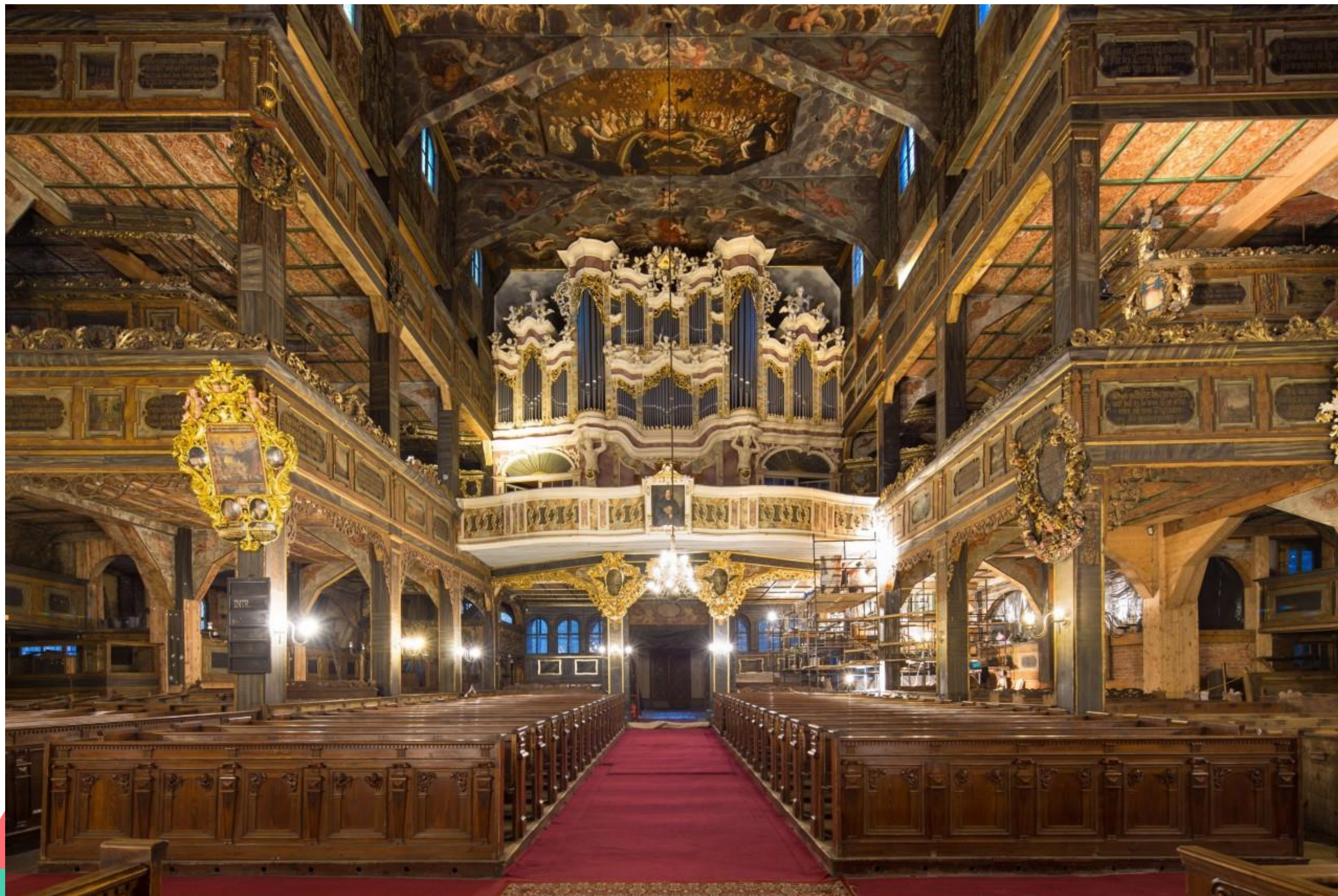






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# Świdnica church

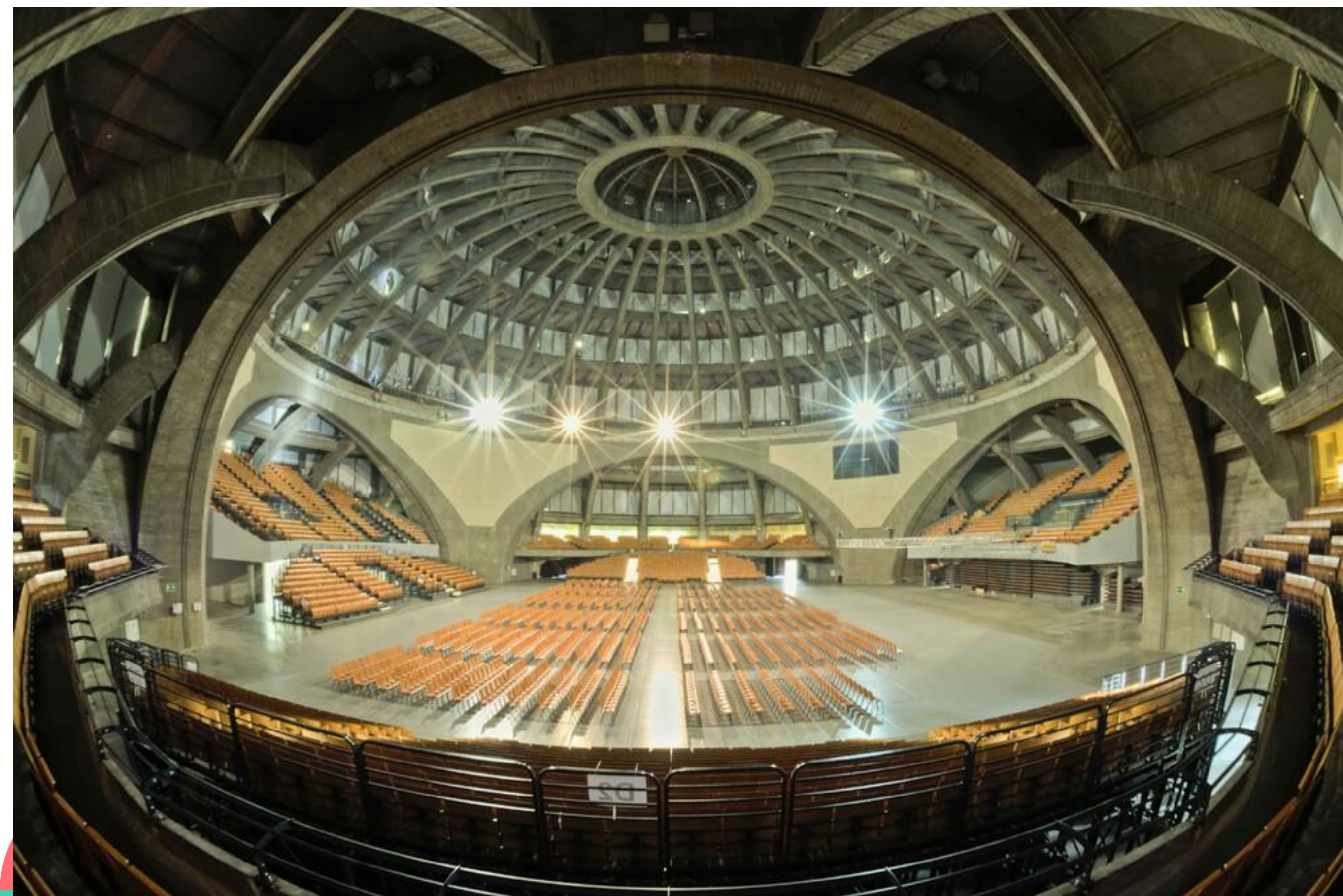






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# Wrocław Centennial Hall





# 17 properties inscribed on the UNESCO World Heritage List (*15 cultural and 2 natural*)



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## 129 Historic Monuments



**POMNIK  
HISTORII**







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# Gliwice radio station



Source: <https://zabytek.pl/>



# Elbląg Canal







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# **Festungsfront Oder-Warthe- Bogen**



Source: <https://bunkry.pl/>





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# Licheń sanctuary





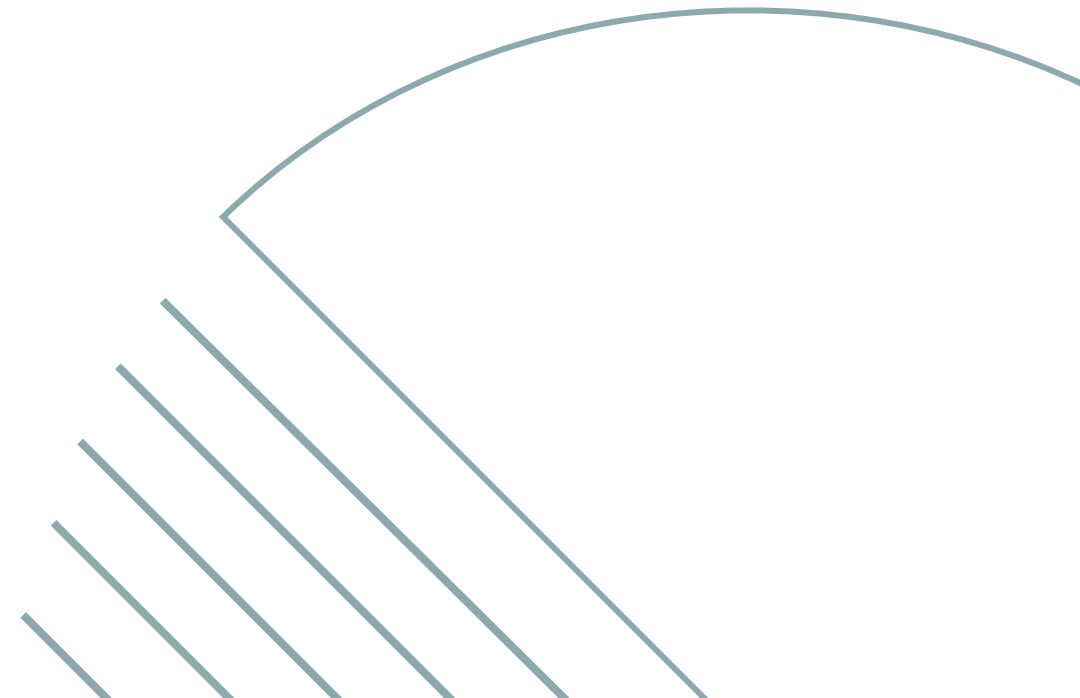


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# Accommodation (*2023*):

9,800 facilities (*7,000 open all year*) with  
790K bed places (*580K*),  
incl. 2,600 hotels (*26%*) with 315K bed  
places

+ approx. 100K bed places (*objects with  
less than 10 beds*)





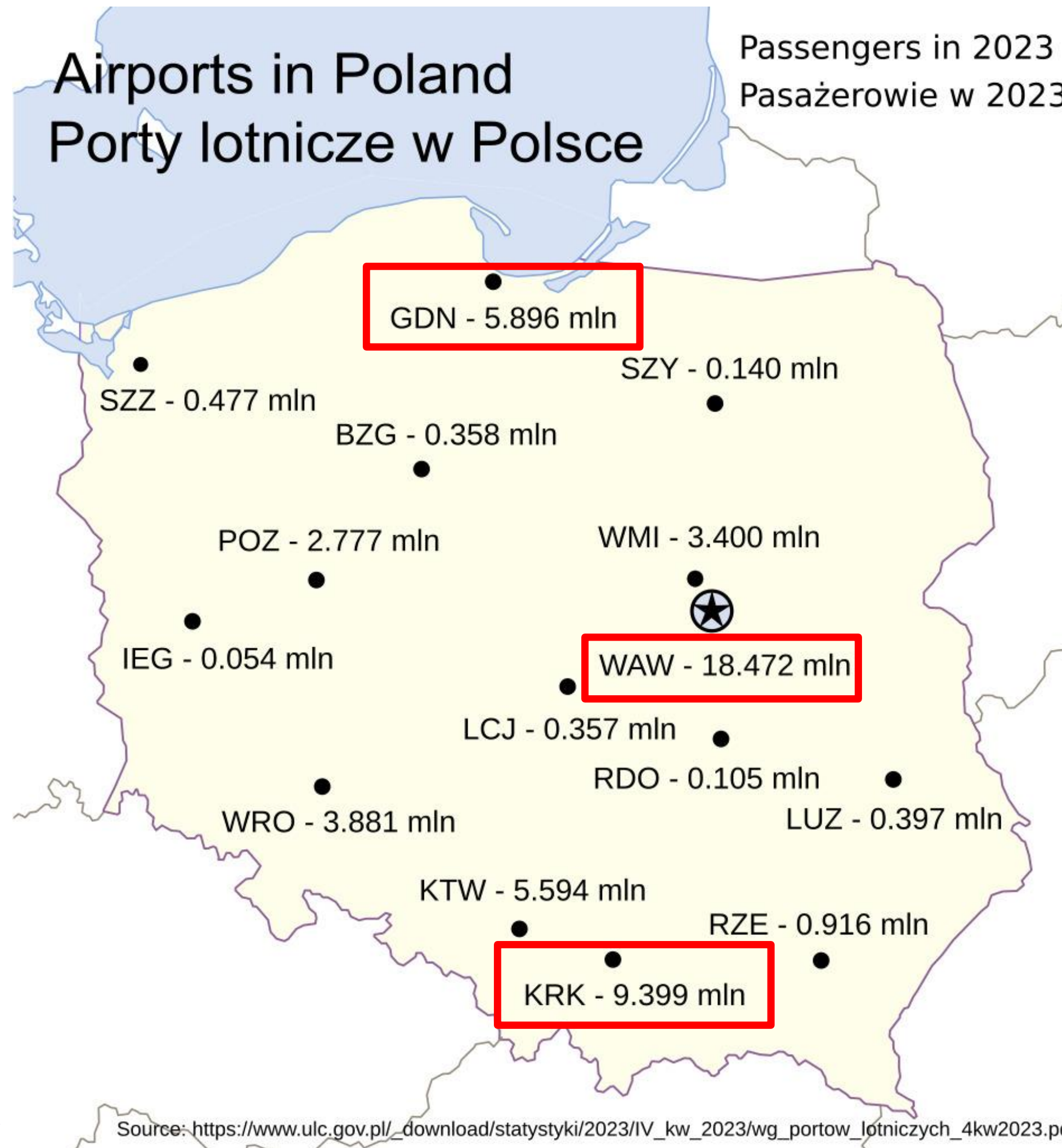
# Airports in Poland Porty lotnicze w Polsce

Passengers in 2023  
Pasażerowie w 2023



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## Airports



Source: [https://www.ulc.gov.pl/\\_download/statystyki/2023/IV\\_kw\\_2023/wg\\_portow\\_lotniczych\\_4kw2023.pdf](https://www.ulc.gov.pl/_download/statystyki/2023/IV_kw_2023/wg_portow_lotniczych_4kw2023.pdf)



Source: <https://pl.wikipedia.org/>





A map of Poland with administrative regions color-coded: green for the north and west, orange for the center, and blue for the south and east. Major cities are labeled, including Ustka, Gdynia, Kolobrzeg, Szczecin, Stargard, Poznan, Warszawa, Lodz, Wroclaw, Opole, Katowice, Krakow, Rzeszow, Lublin, Bialystok, and Wilno. A red line, labeled 'Linia kolejowa LHS' in the legend, runs from the south towards the east. Arrows indicate directions to neighboring countries: Hamburg, Berlin, Leipzig, Dresden, Prague, Brno, Vienna, Bratislava, Kosice, Lwów, Kijów, and Wilno.

Source: <https://geopolityka.net/>





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## Highways

09.09.2024



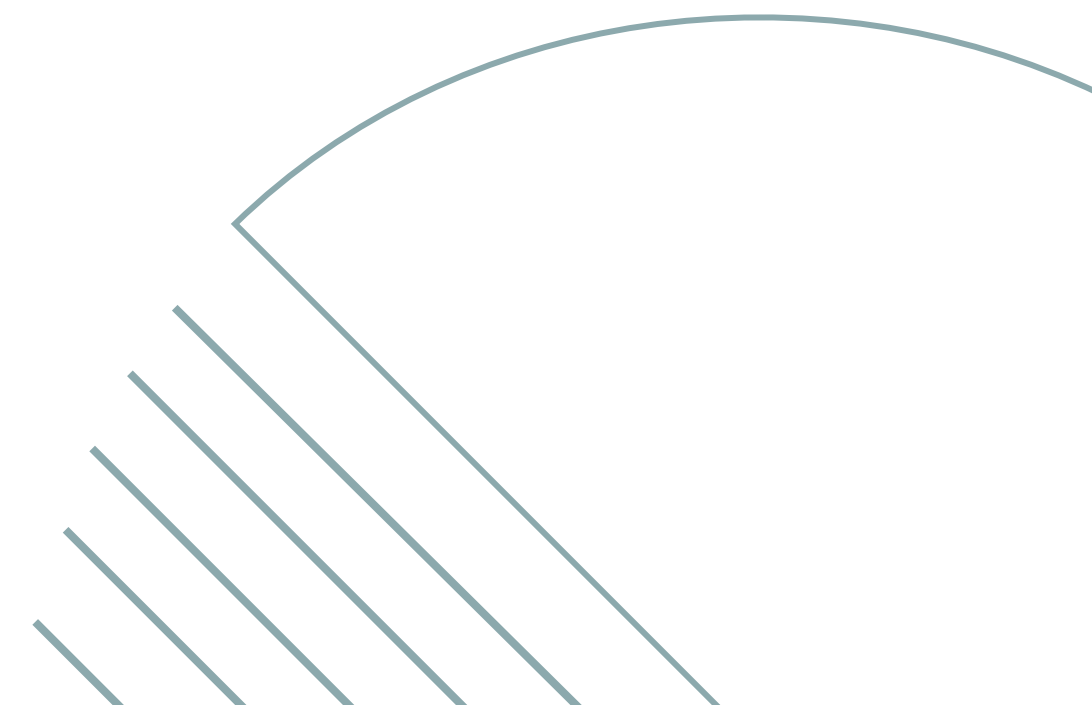


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**In 2023 there were 36.2M of tourists,  
incl. 7.1M foreigners (*19.5%*),  
from which 85% were Europeans**

**Where...**

**Occupancy rate of bed places was 40.5%**

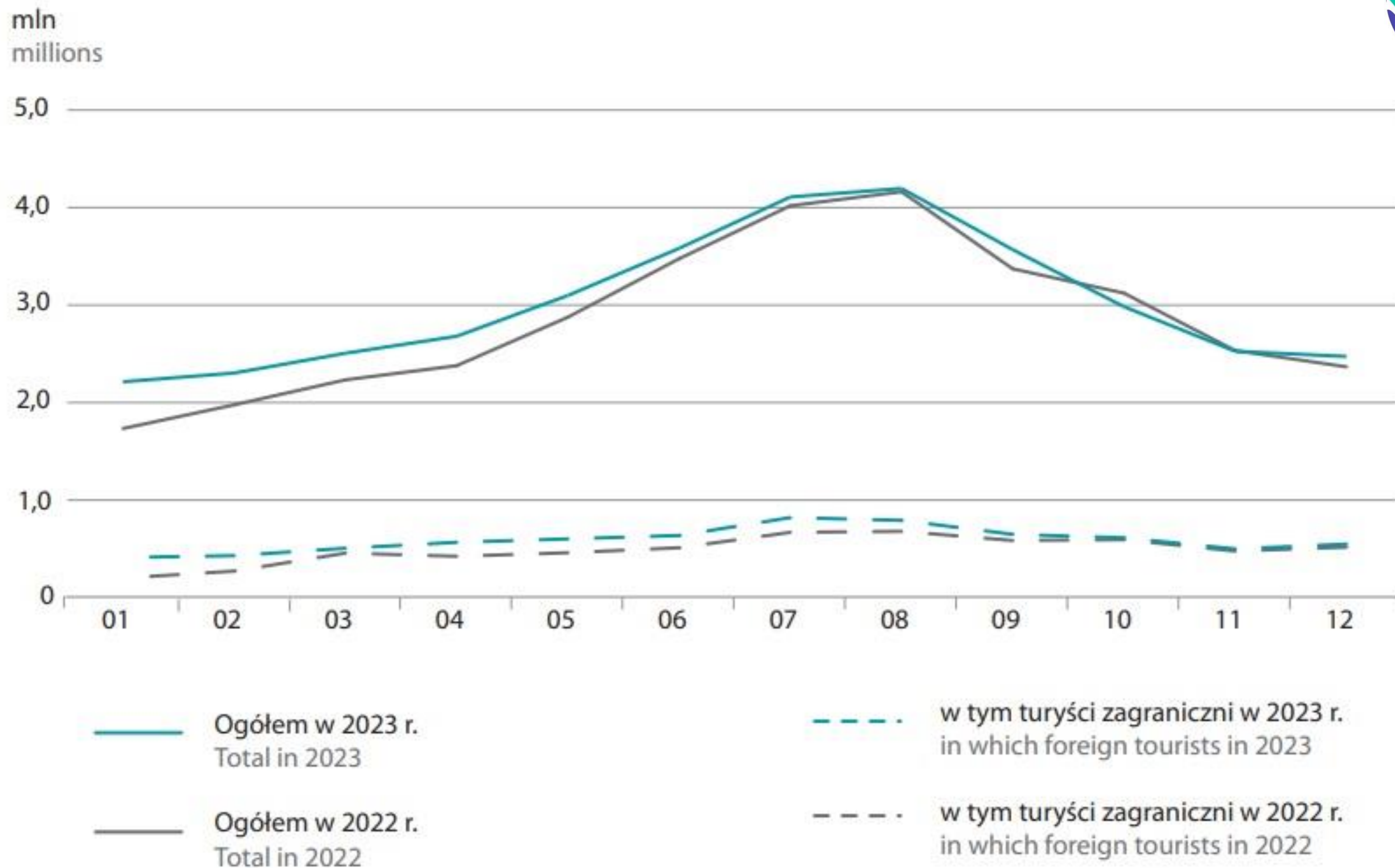




## Tourists in tourist accommodation establishments by month



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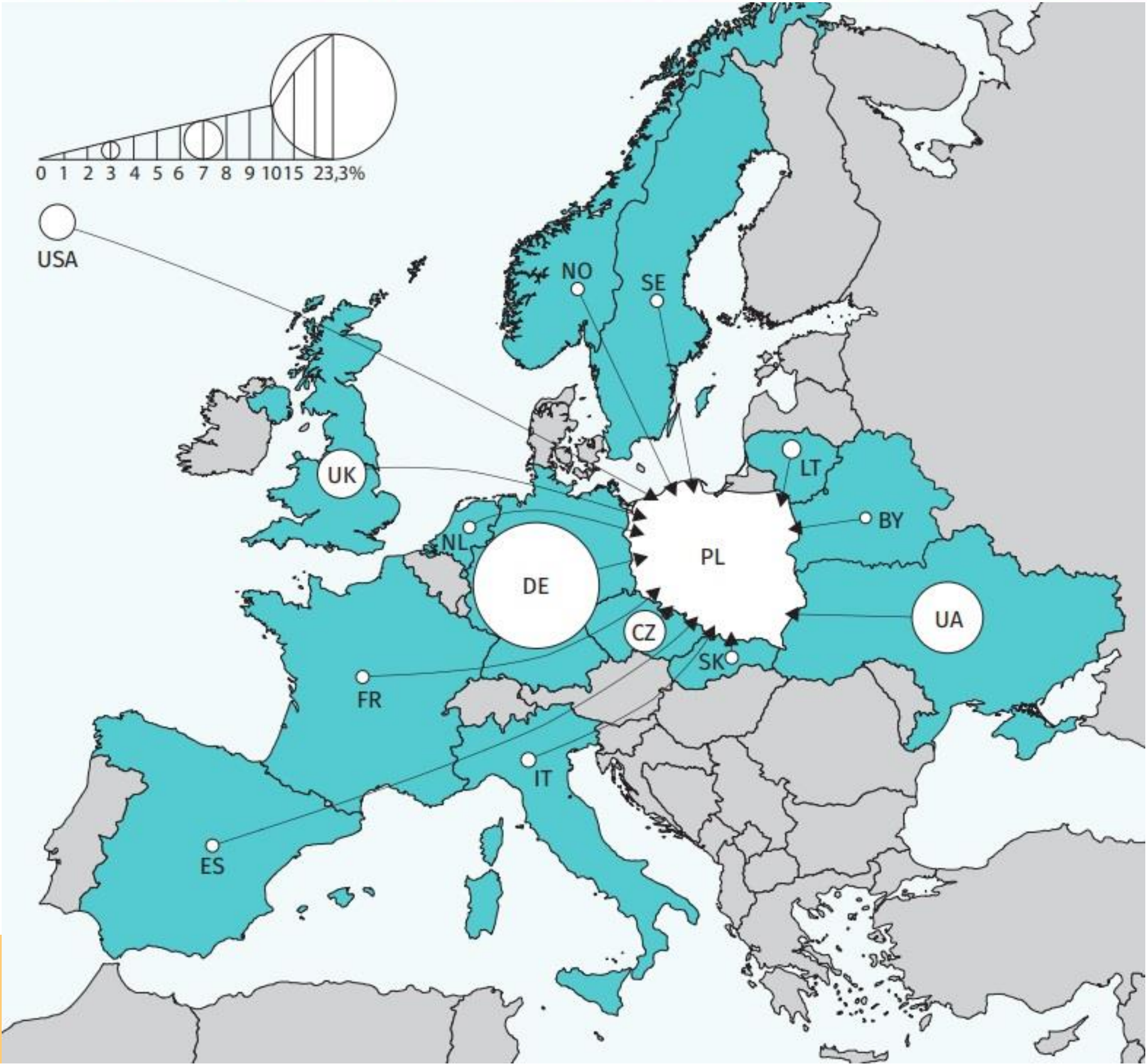




Foreign tourists in tourist accommodation establishments by selected countries in 2023



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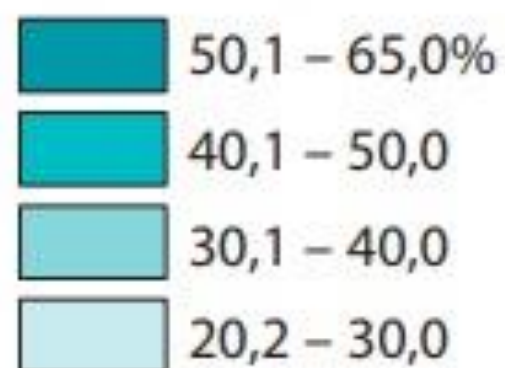




## Tourist accommodation establishments in 2023

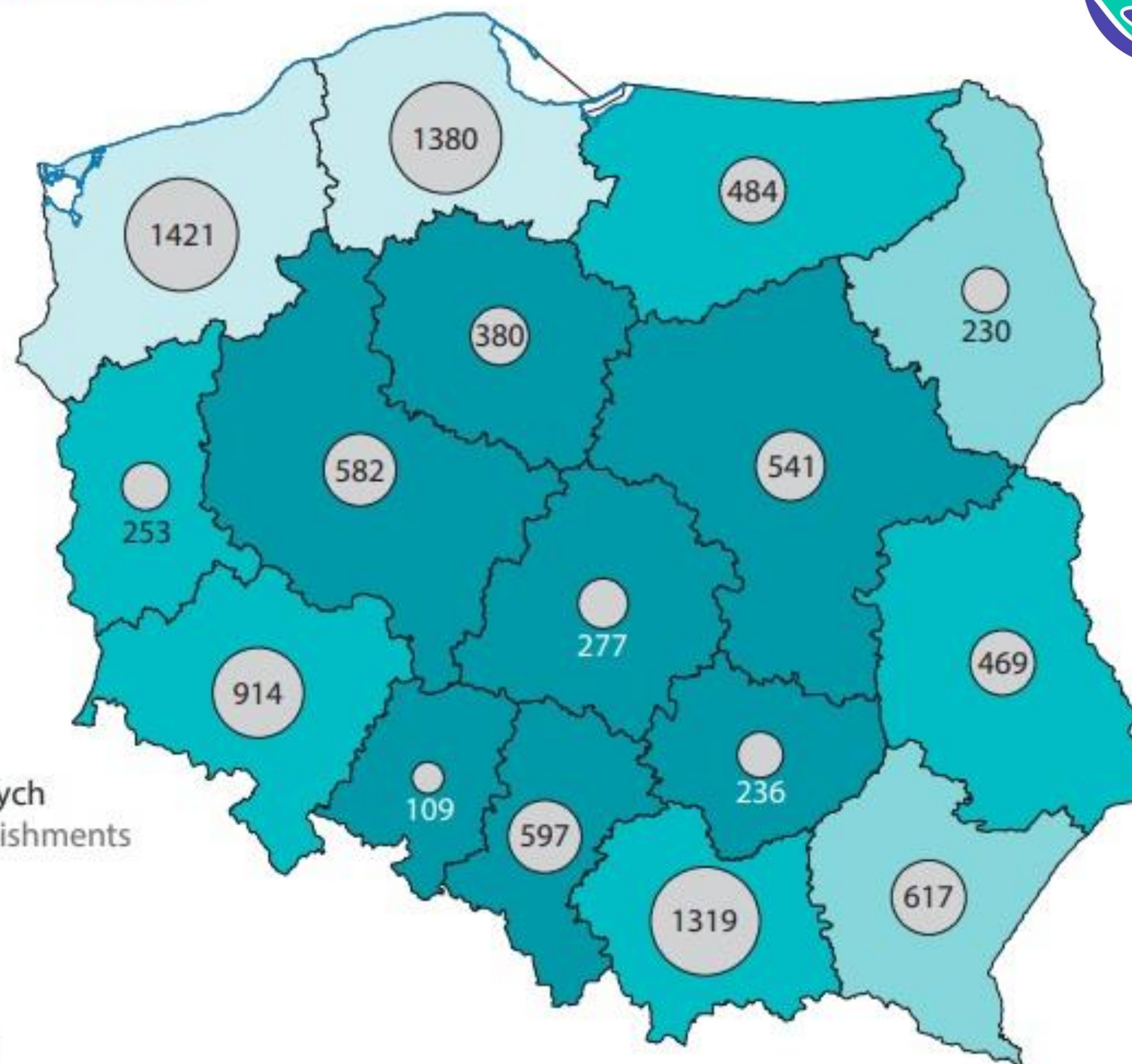
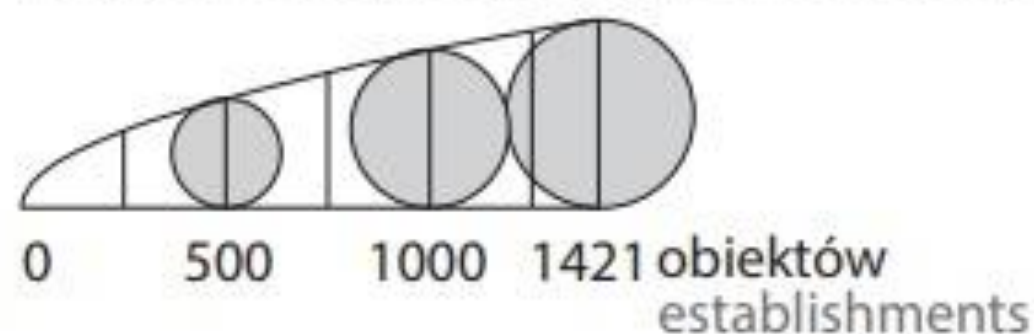
Udział obiektów hotelowych  
w ogólnej liczbie turystycznych  
obiektów noclegowych

The share of hotels and similar  
establishments in the total  
number of tourist accommodation  
establishments



Polska = 40,6  
Poland

Liczba turystycznych obiektów noclegowych  
Number of tourist accommodation establishments







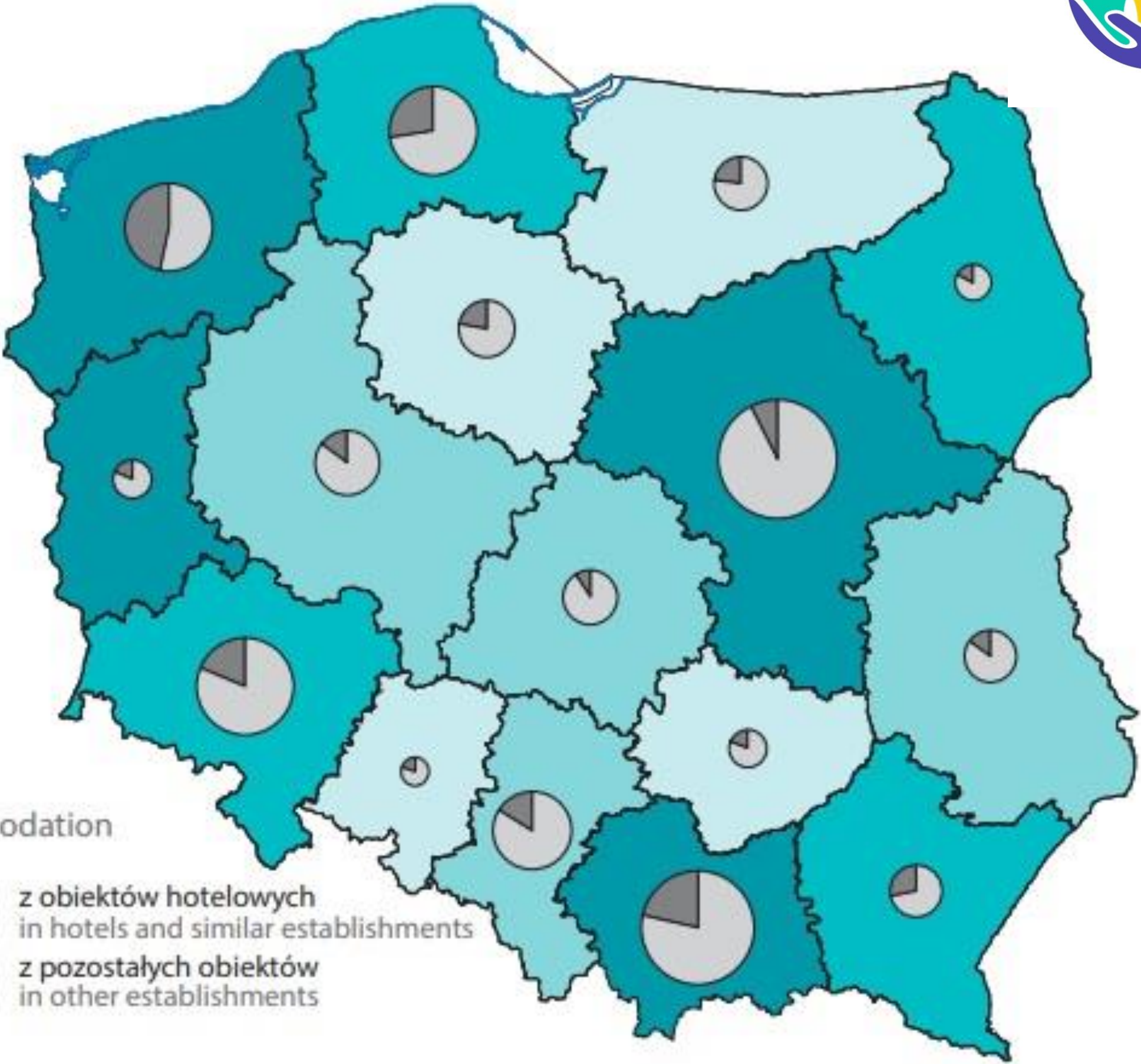
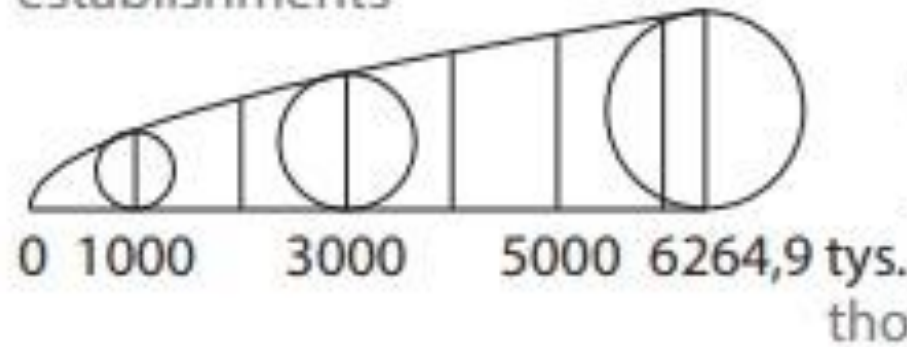
# Tourists accommodated in tourist accommodation establishments in 2023

Udział turystów zagranicznych  
w ogólnej liczbie turystów  
korzystających z bazy noclegowej  
The share of foreign tourists  
in the total number of tourists  
accommodated in accommodation  
establishments



Polska = 19,5  
Poland

Turyści korzystający z turystycznych  
obiektów noclegowych  
Tourists accommodated in tourist accommodation  
establishments





# Overnight stays in tourist accommodation establishments in 2023



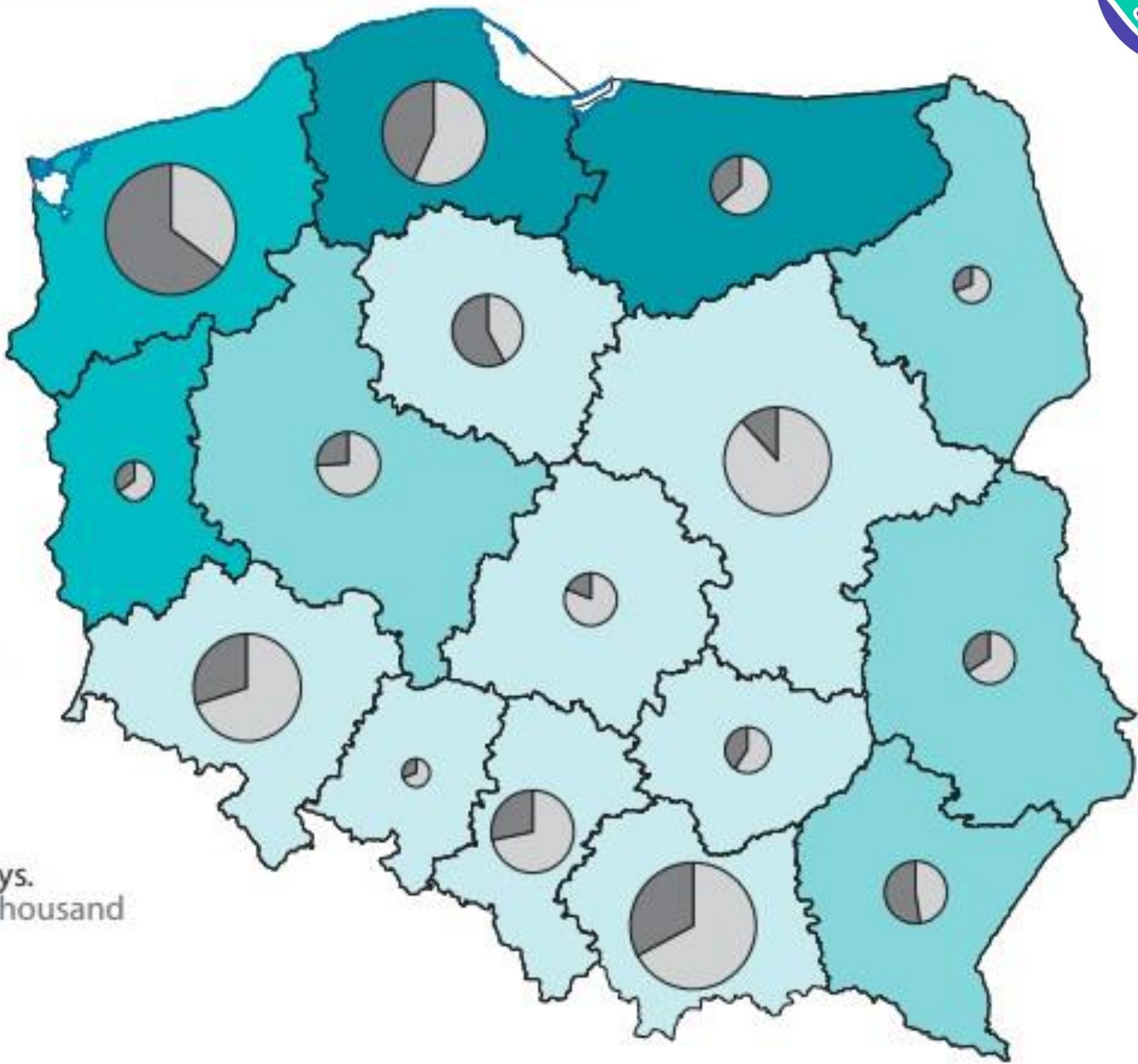
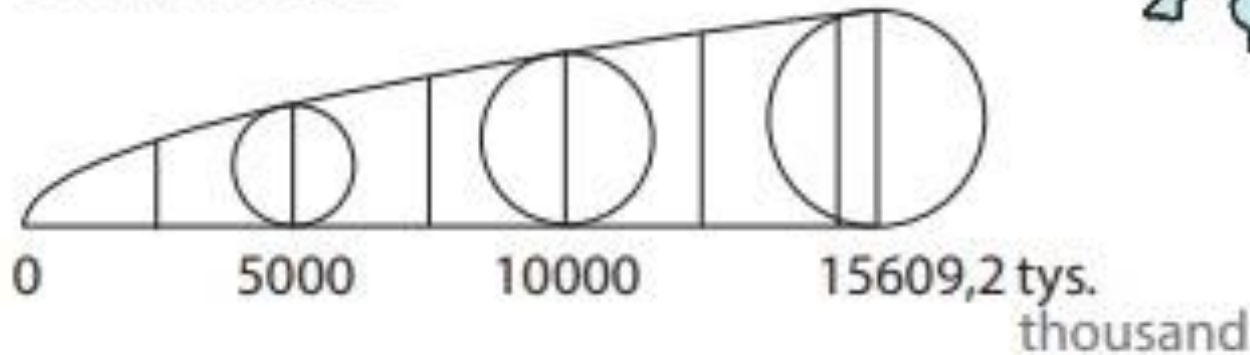
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Udzielone noclegi w lipcu i sierpniu  
w ogólnej liczbie noclegów  
Overnight stays in July and August  
in the total number of overnight stays



Polska = 27,1  
Poland

Udzielone noclegi w turystycznych  
obiektach noclegowych  
Overnight stays in tourist accommodation  
establishments







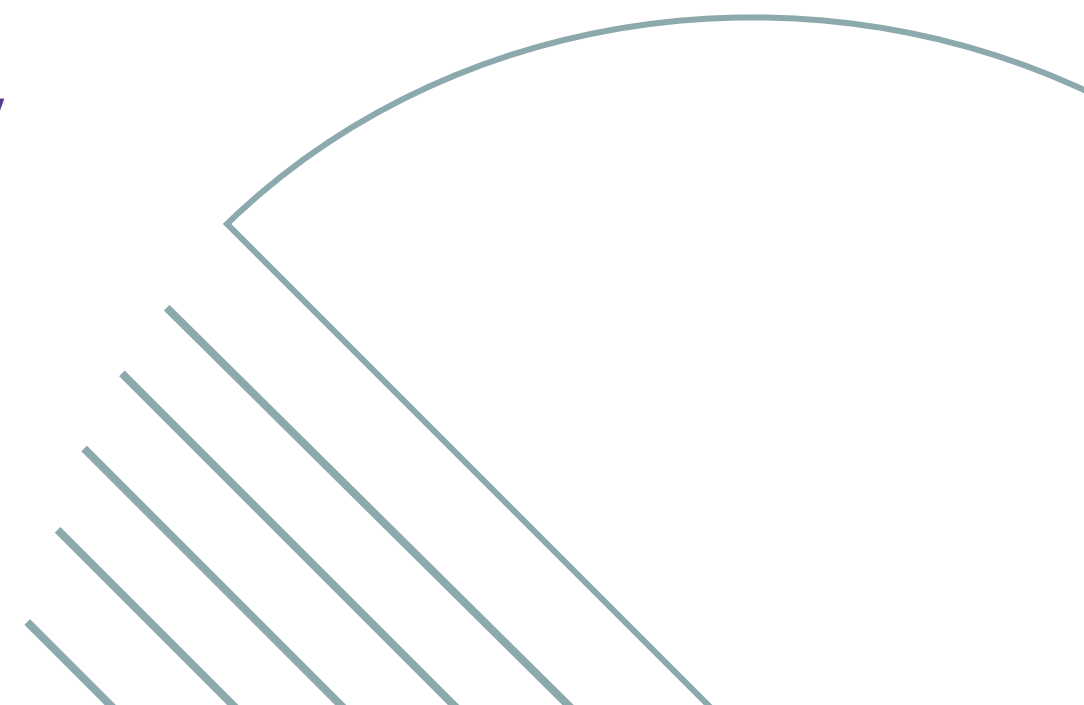
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In Poland in 2021 approx. 420K people  
worked in tourism sector  
(*4.1% of all employed*)

Who...

In the 2020 the employer cost in the  
tourism sector in Poland was 8.4 € per  
hour (*10.9 € in the entire economy*)

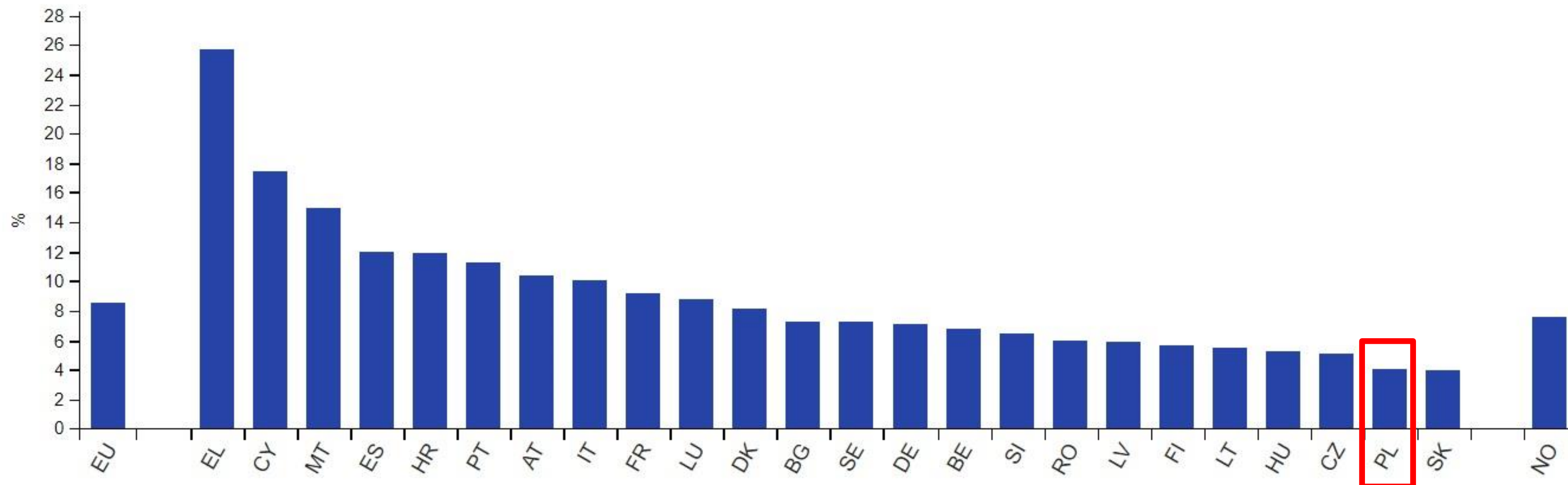
Tourism employees were paid less only  
in Bulgaria (*4.5 €*) and Romania (*5.9 €*)







## *Persons employed in total tourism industries 2021 (%)*



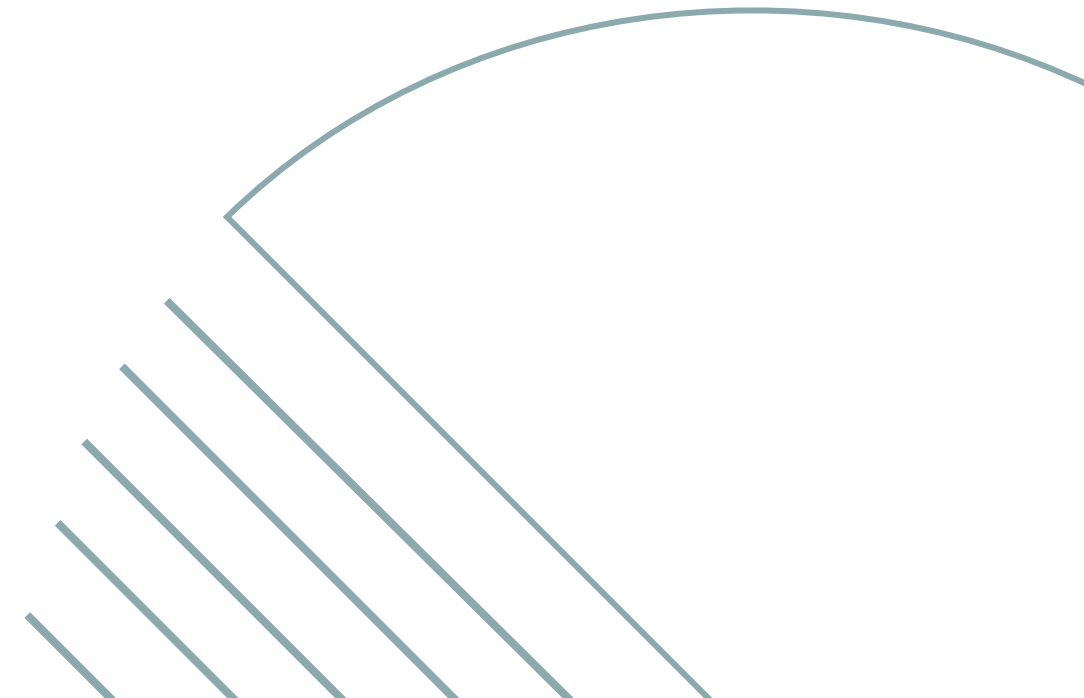




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## According to Human Capital in Tourism report (2022):

- ✓ lack of employees (*high expectations; dismissals, changing preferences, low interest among youth*);
- ✓ lowering employer's expectations (*experience, trainings*)...;

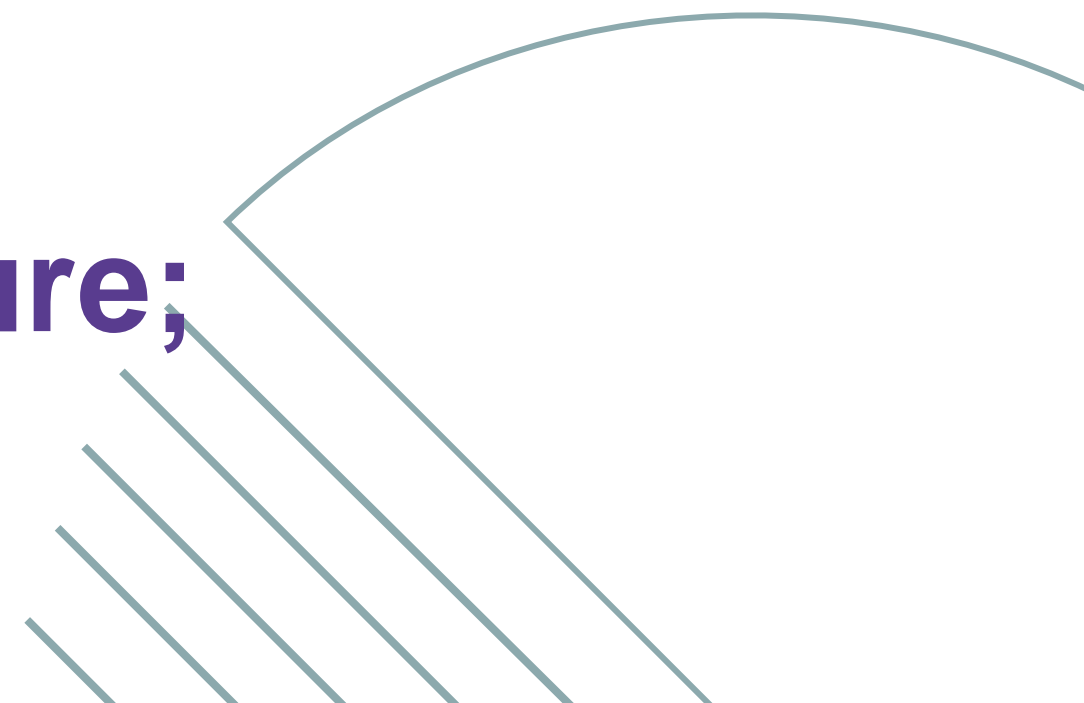






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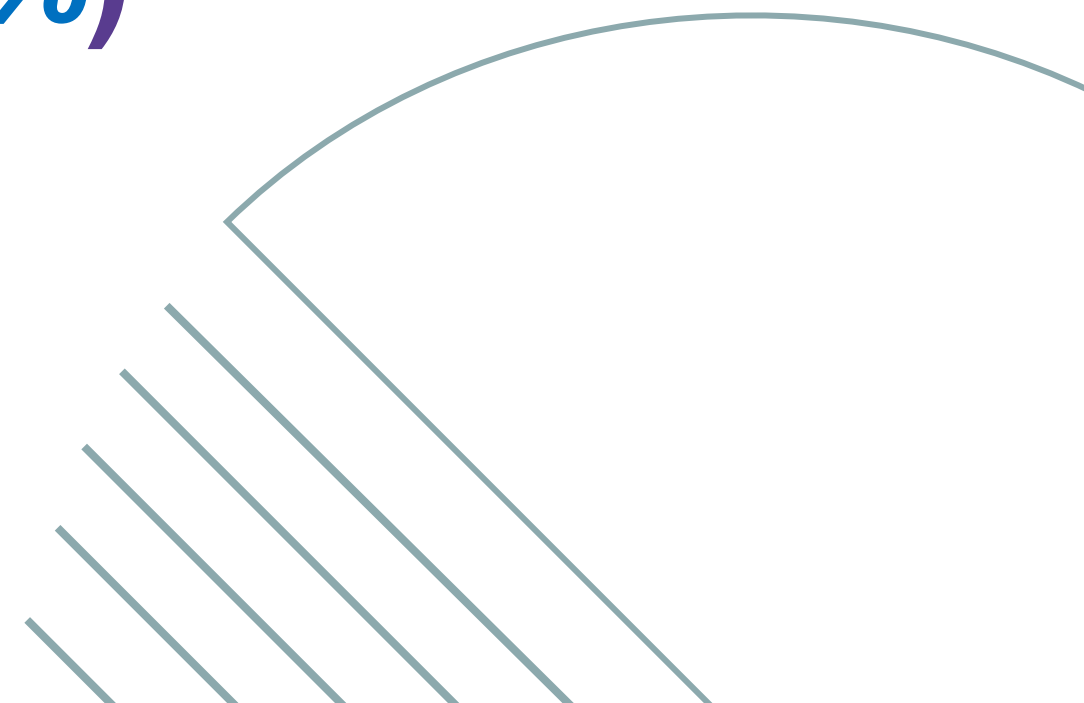
- ✓ **26% of companies were employing foreigners (*93% were Ukrainians*);**
- ✓ **15% of companies employed Ukrainians after the outbreak of the war (*20% of hoteliers, 23% of restaurateurs and only 2% of tour operators*);**
- ✓ **12% of employers wanted to employ refugees from Ukraine in the near future;**







- ✓ refugees from Ukraine could count on work primarily as kitchen help, maid, cook and waiter;
- ✓ among the difficulties linked with refugee employment, employers pointed out primarily the language barrier (**41%**) and formal obstacles (**8%**);

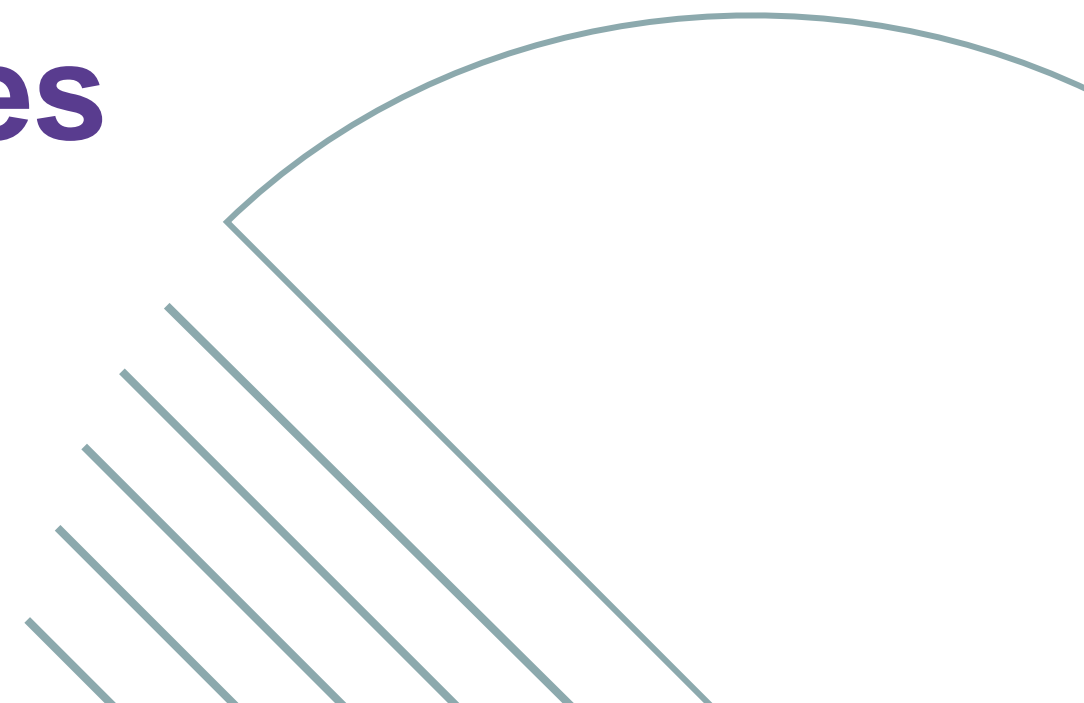






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- ✓ every 4th company was looking for employees in the last year preceding the survey;
- ✓ half of the recruiting companies encountered problems in filling vacant positions (*money*);
- ✓ in the 3-year forecast, employment growth was expected by 16% of the companies (*only 7% in one year*).







# Thank you for your attention!

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