

POLAND

Market Profile 2023



5.6% Market Share

No. 5
Rank



Inbound Tourists

- 2010: 12,070
- 2019: 104,228
- 2020: 40,647
- 2021: 68,172
- 2022: 143,229
- 2023: 167,113



21.9%



23.6%



24.1%



30.5%

Seasonality

Air Connectivity

Airlines

- Ryanair
- Wizzair



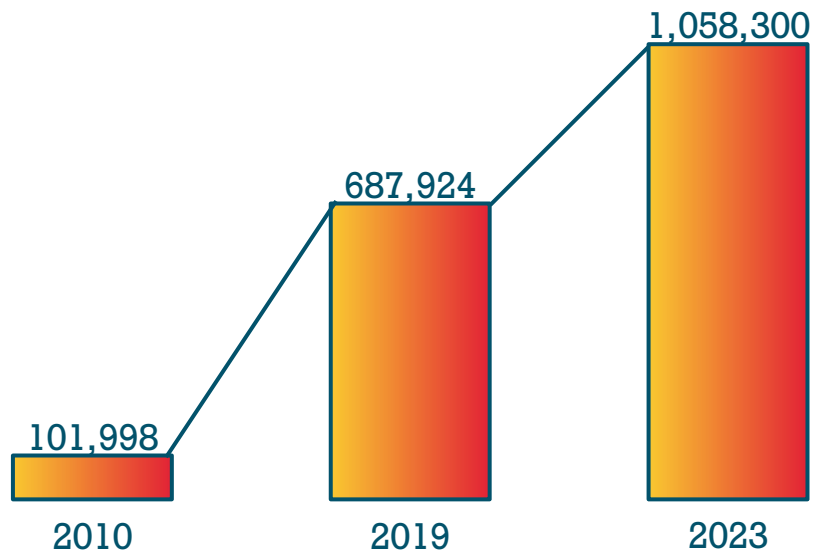
Airports

- Warsaw - Frederic Chopin
- Warsaw - Modlin
- John Paul II Kraków - Balice
- Katowice - Pyrzowice
- Wrocław - Nicolaus Copernicus
- Gdańsk - Lech Wałęsa
- Poznań - Ławica



Bed Nights

Total Nights



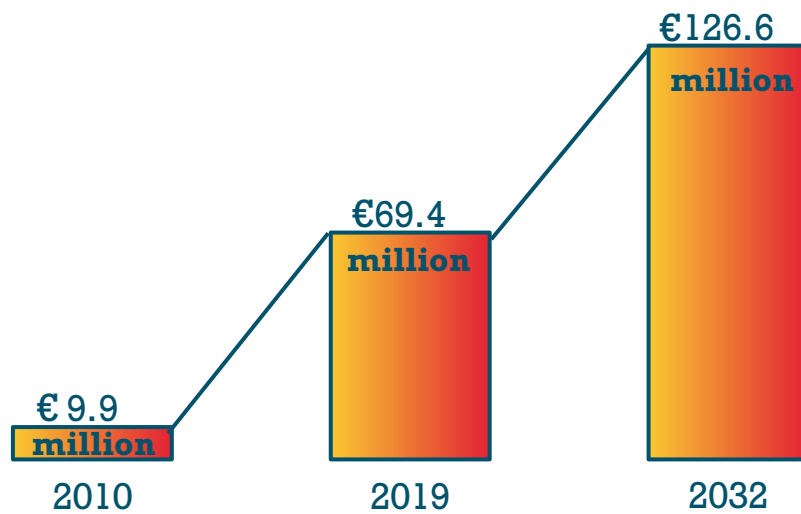
Average Length of Stay



6.3
Nights

Expenditure

Total Expenditure

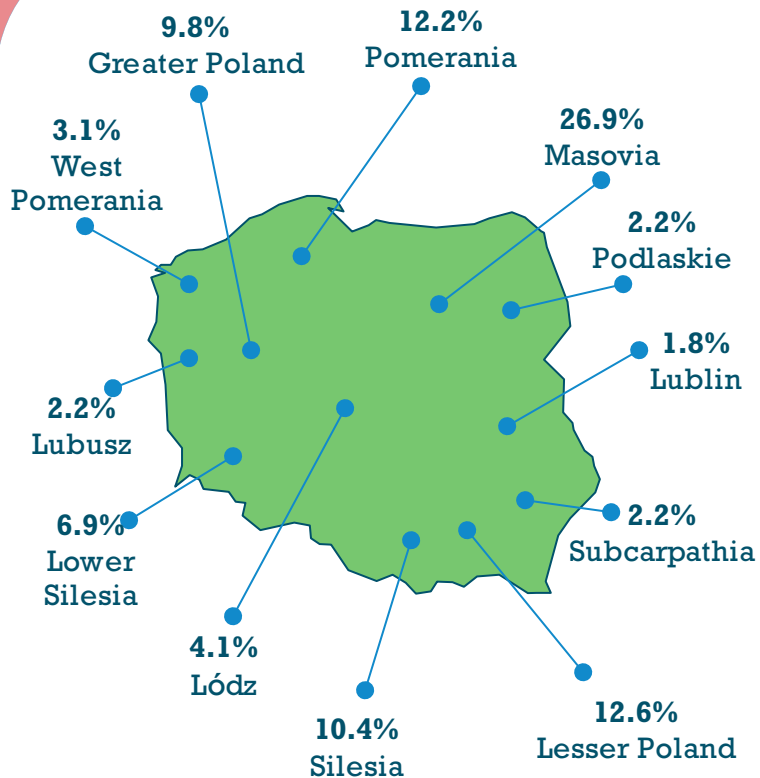


Expenditure per Capita

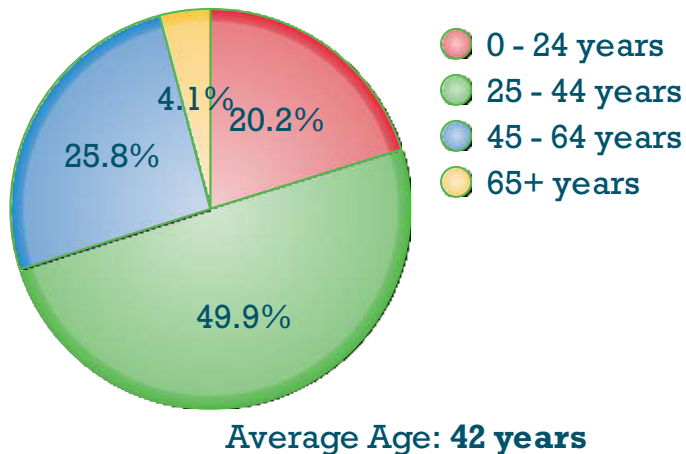


Socio-Demographic Profile

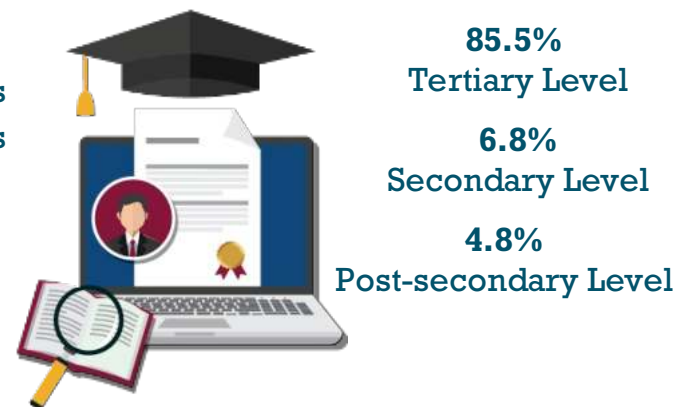
Region of Residence



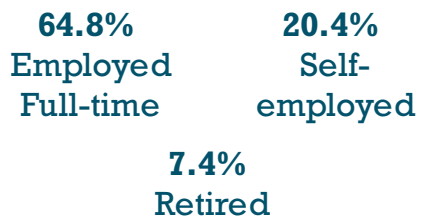
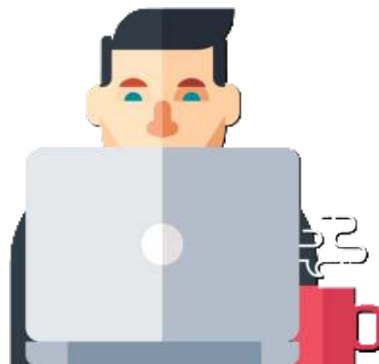
Age Groups



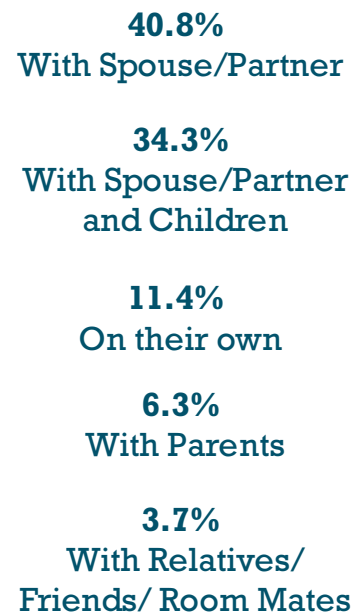
Level of Education



Occupation

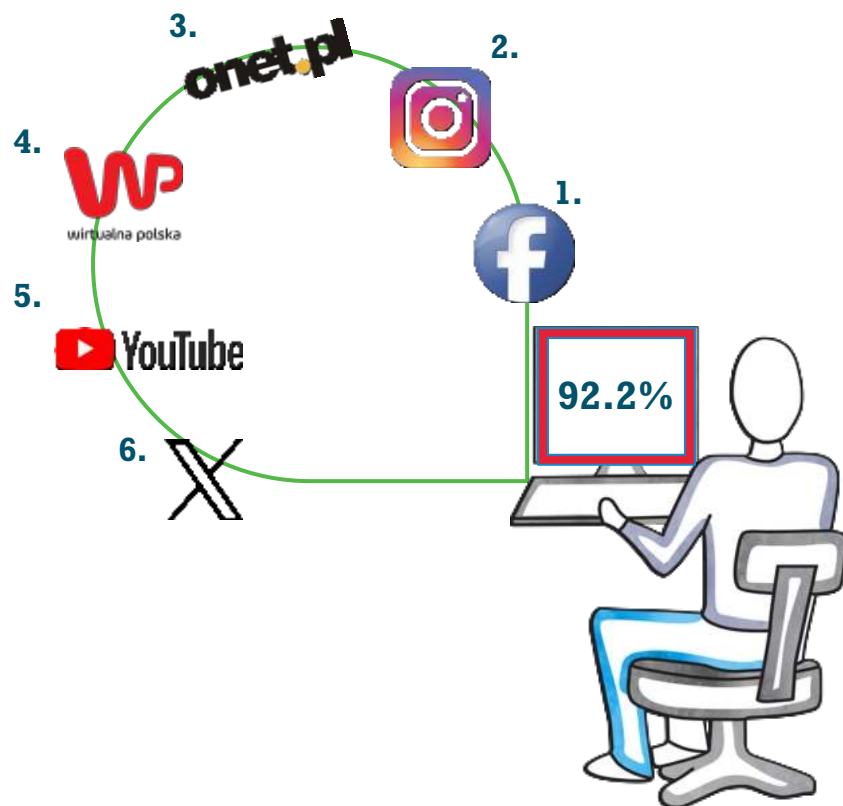


Living Arrangements

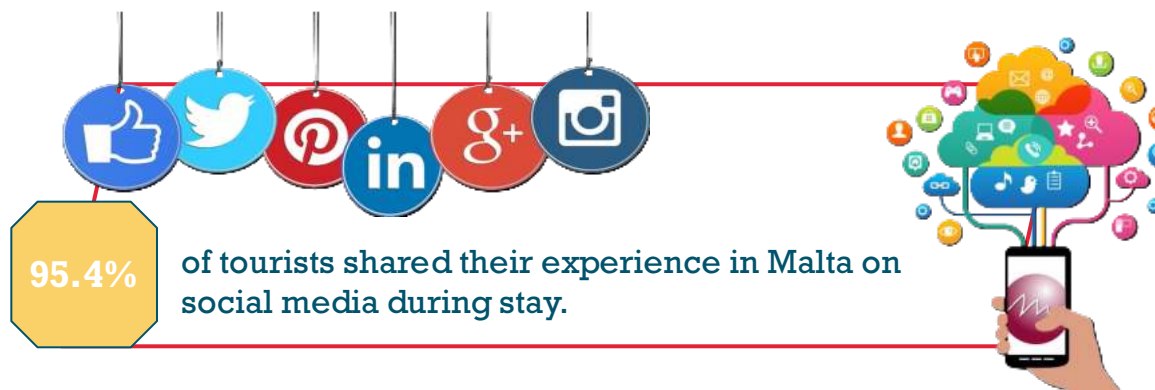
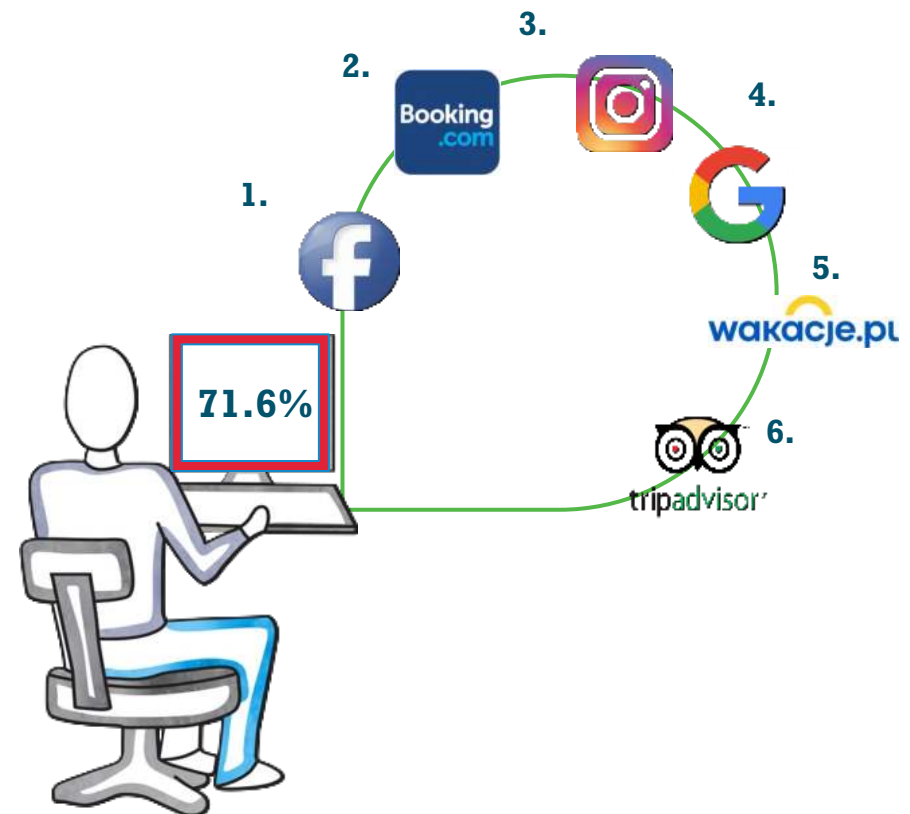


Digital Media Usage

Regular



Travel Purposes



Travel Motivations

Sun & Culture



58.0%

Sun



20.5%

Special Occasion



9.0%

Culture



5.1%

Scuba Diving



3.8%

Visiting Friends & Relatives



3.0%

TEFL



2.9%

Business



2.7%

Other Sports



1.8%

Wellness



1.7%

Destination Choice Influencers

Communication Channels



81.6%
Digital Media



42.7%
Recommendation by
Friends/Relatives



17.2%
Tour Operator
brochure/website



15.1%
Travel
Guide book



6.0%
Books



5.5%
Recommendation
by travel agent



4.6%
Newspaper/
Magazine Advert/
Article



4.2%
TV

Other Factors



75.5%
New Destination



73.0%
Good flight connections



38.7%
Cost/ Value for
Money



36.7%
English Spoken
Widely



16.6%
Maltese
Hospitality



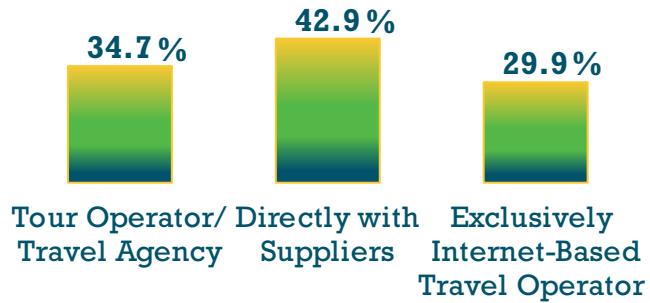
13.5%
Previous Visit



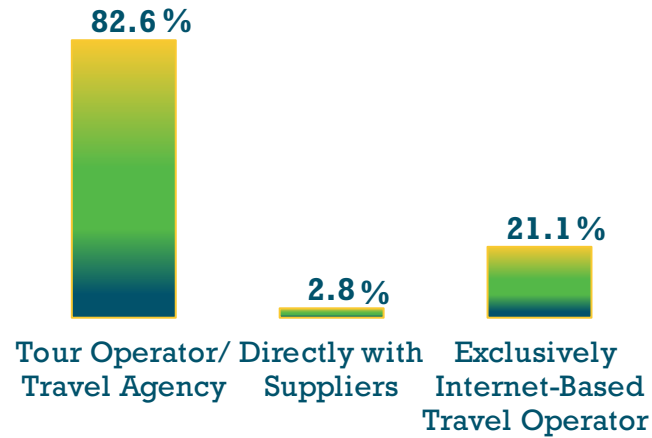
3.5%
Film Shot Locally

Type of Booking

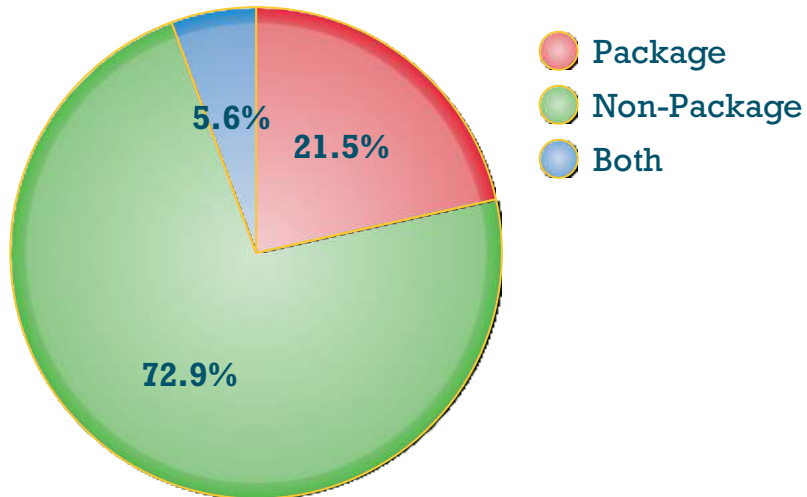
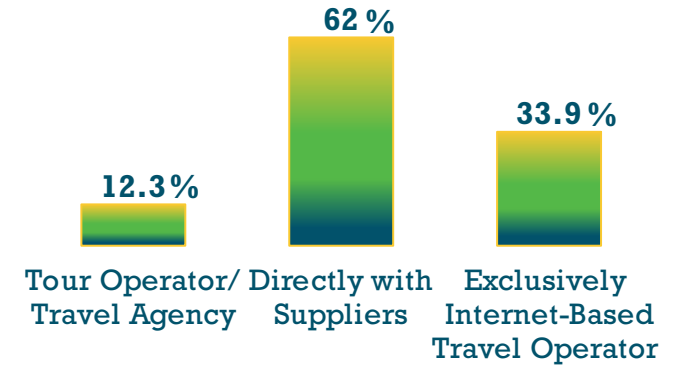
Trip Bookings Made With



Package Bookings



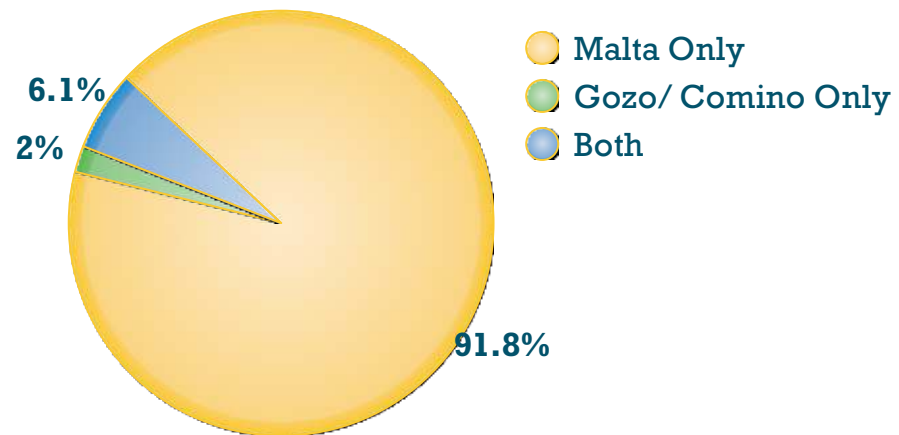
Non-Package Bookings



85.4%

Completed Trip Bookings Online

Type of Trip



1st Time vs Repeat Tourists



86.4%
First Time



13.6%
Repeat

Travelling Party



3.5%
Alone



43.9%
Spouse/Partner



32.7%
Family



14.3%
Friends



5.0%
Organised Group



0.6%
Business Associates

Type of Accommodation Used

Malta & Gozo



4.6% of Polish tourists spending nights in Malta & Gozo stayed in 5* hotels.

42.1% stayed in 4* hotels.

21.7% stayed in 3* hotels.



6.1% utilised guesthouse/ hostel.

26.5% utilised self-catering apartment/ farmhouse/ villa.

Activities Engaged In

Cultural



75.7%
Visit Historical
Buildings



66.2%
Visit Churches



58.8%
Visit temples/
archeological sites



46.0%
Visit Museums



17.5%
Attend Local
festival/ event



16.6%
Visit arts/
craft sites

Outdoor



61.5%
Trekking/
Hiking



60.2%
Swimming/
Sunbathing



50.4%
Leisure Boat
trip/ tour



4.0%
Scuba Diving

Recreational



68.4%
Dine at restaurants



46.0%
Shopping



9.9%
Nightlife/
Clubbing



6.6%
Spa/ Wellness

Tourists' Expectations of Malta

Exceeded



22.5%

Met



74.5%

Not Met



3.0%

96.9%

Would recommend the Maltese Islands to their friends/ relatives

