



Polish Investment  
& Trade Agency  
PFR Group

# Poland. Business Forward

THE TOURISM SECTOR

Poland. Tourism



**Poland is an internationally acclaimed destination for:**



**Pristine nature**

Top 10 country to visit according to Lonely Planet



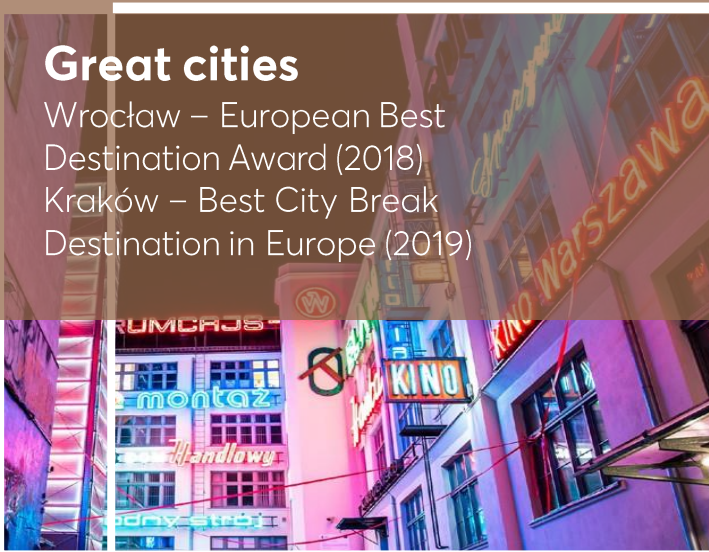
**A place where east meets west**

Dynamic business hub at the heart of Europe



**Vibrant food scene**

Warsaw among top 10 vegan-friendly cities in the world



**Great cities**

Wrocław – European Best Destination Award (2018)  
Kraków – Best City Break Destination in Europe (2019)



**Attractive place for expats**

Young, increasingly international society, with very high level of English proficiency



**Rich history**

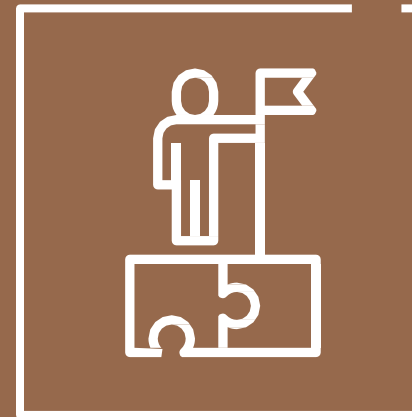
Vast legacy of bravery and resilience



**WHY  
POLAND**



**WHAT THE  
POLISH TOURISM  
SECTOR STANDS  
FOR?**



**WHAT MAKES  
US  
DIFFERENT?**



**DID YOU  
KNOW?**



**INSTITUTIONAL  
ENVIRONMENT**



**HOW WE CAN  
HELP YOU**

## Unprecedented growth

Highest growth rate in the OECD between 1990 and 2019

## Superb market access

40% of the region's total GDP and a gateway to the wider EU market

## Large, high-quality talent pool

300k+ of well-educated graduates annually

## Resilient economy

Max score for Macroeconomic Stability in the Global Competitiveness  
Almost 30 years of continuous growth  
Almost 10 years of stable growth in foreign trade turnover

## Transparent

Regional leader in the Transparency International Corruption Index

## FDI magnet

2nd in the EU, 5th in the world in terms of value of new greenfield projects (2020)  
One third of all FDI stock in the region

## Top-notch infrastructure

1st in CEE in Airport Connectivity & Quality of Road Infrastructure (Global Competitiveness Report)

## Largest share of the EU budget

EUR 160bn for Poland in subsidies and loans until 2027

## Competitive, well-developed cities

European Cities of the Future (fDi Intelligence)  
Warsaw: 7th position (ahead of Berlin and Stockholm)  
Kraków: 2nd in EU in Business Friendliness among Large Cities



# WHAT THE POLISH TOURISM INDUSTRY STANDS FOR?

Ranked **third** in the CEE Region in the 2019 edition of prestigious Travel and Tourism Competitiveness Report

	Global Rank
1. Slovenia	36/140
2. Czechia	38/140
<b>3. Poland</b>	<b>42/140</b>
4. Bulgaria	45/140
5. Estonia	46/140
6. Hungary	48/140
7. Latvia	53/140
8. Romania	56/140
9. Lithuania	59/140
10. Slovakia	60/140

## Tourism inflow to Poland

8 418 thousand foreign tourists visited Poland in 2020 and altogether spent 3.5b. USD during their stay.

ranking	country	number of tourists
1.	Germany	3.4 million
2.	Ukraine	1.0 million
3.	Belarus	391 thousand
4.	Great Britain	360 thousand
5.	Lithuania	291 thousand

## Domestic tourism

Domestic tourism is also quite popular: Poles have made over 38 570 thous. trips last year, of which 19 973 thous were longer vacations.

Sources:

The Travel and Tourism Competitiveness Report 2019 - The Report measures the factors and policies that make a country a viable place to invest within the Travel and Tourism sector; Ministry of Economic Development, Labour and Technology data, published on 26.03.2021

# WHAT MAKES US DIFFERENT?

## Modern, Smart Cities

Leading Polish metropolises can be found on the pages of prestigious Smart City rankings listed ahead of such heavyweights as Shanghai, Budapest or Milan.

<b>IESE Cities in Motion Index:</b>	<b>IMD Smart City Index:</b>
<b>Warsaw 54<sup>th</sup></b>	<b>Warsaw 55<sup>th</sup></b>
<b>Wrocław 88<sup>th</sup></b>	<b>Cracow 58<sup>th</sup></b>

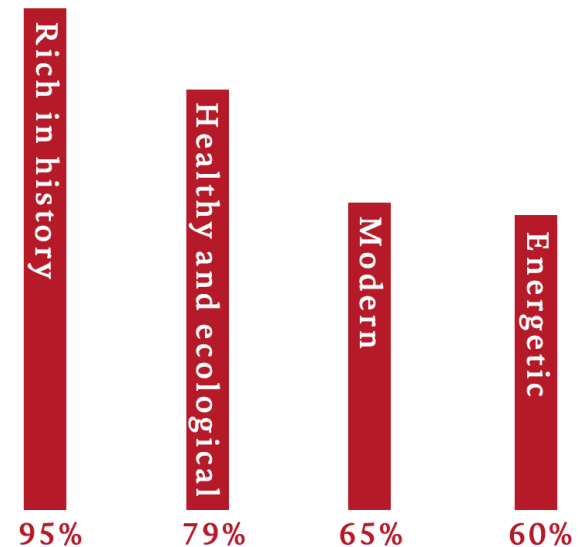
But even smaller cities embrace technology with ease: similar to Wrocław, Bydgoszcz adopted an open payment system across public transportation, while Gdańsk employed a variety of citizen-friendly solutions, including an integrated TRISTAR system, city-wide GeoPlanning portal and a wide range of pro-environmental intelligent tools.

## Discover Poland for yourself

Poland boasts a total of 16 UNSECO sites (the largest number in CEE region), including 15 cultural UNESCO sites as well as a unique primary forest of Białowieża.

## How do others see Poland

According to the Polish Tourism Organisation's annual survey, when asked about Polish tourist attractions most foreigners mention cities, forest and national parks, and heritage sites. Poland itself is viewed as rich in history and worth seeing (95%), energetic (79%), modern (65%), and healthy and ecological (60%).



Sources:  
GUS, Tourism in 2021, data for 2020; note that data was skewed by the Covid pandemic;  
IESE Cities in Motion Index; IMD Smart City Index  
Polish Tourism Organisation

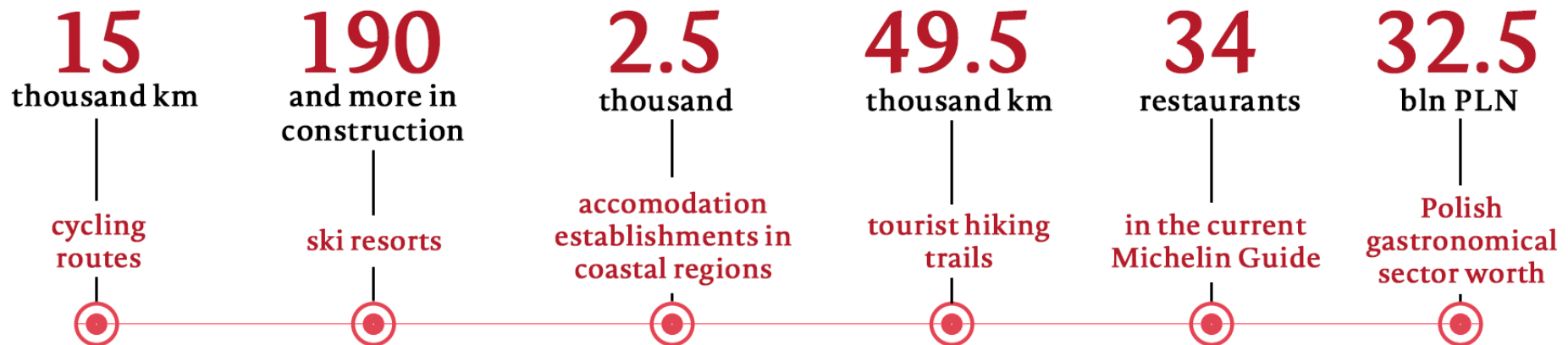
# DID YOU KNOW?

## Natural wonder

Poland has the **richest geothermal waters resources in Europe**, spread over 1/3 of the country.

## Cultural Heritage

There are **932 museums in Poland**, including the award-winning POLIN Museum, Warsaw Uprising Museum and Solidarity Museum. Poland is a great option for active recreation all year round, along with superb HORECA base:



# INSTITUTIONAL ENVIRONMENT

## Polish Tourism Organisation

The chief government agency supporting legal entities involved in tourism.

- national stands at the largest tourism fairs held both in Poland and abroad
- cooperation with regional and local tourism organisations
- promotion events, seminars, training sessions
- promotional publications about Poland



POLISH  
TOURISM  
ORGANISATION

## Department of Tourism

at the Ministry of Economic Development and Technology – is responsible for tourism development on a governmental level.

Modelled after its Western counterparts, Polish support system for tourism offers help at three different levels:

- national in the form of Polish Tourism Organisation
- regional in the form of Regional Tourist Organisations
- local in the form of Local Tourist Organisations



gov.pl



# The Polish Investment and Trade Agency

The Polish Investment and Trade Agency's (PAIH) mission as a government agency is:

- \* To enable small- and medium-sized companies to reach their full potential in exporting their products and services around the world
- \* To support potential investors in Poland by providing comprehensive and up-to-date information services regarding legal and tax aspects, location and human capital, as well as on the available financial incentives
- \* To promote 'Poland as a Brand'

## How we can help

PAIH's experienced team of experts with a hands-on approach and excellent understanding the needs of entrepreneurs will ensure that your cooperation will be as fast and smooth as possible



**Information packages**  
(macroeconomic, HR, legal, sectoral data)



**Analysis of export potential**



**Preparing information packages**



**Verifying business partners**



**Organising business missions**



**Preparing lists of possible business partners**



**Organising B2B meetings**



**Supporting in contacts with government agencies**

# Contact us

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