



# Lodging (Destination) in Poland

October 2024

Table of Contents

## Lodging (Destination) in Poland - Category analysis

### 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 1 - Lodging (Destination) Sales: Value 2019-2024

Table 2 - Lodging (Destination) Online Sales: Value 2019-2024

Table 3 - Hotels Sales: Value 2019-2024

Table 4 - Hotels Online Sales: Value 2019-2024

Table 5 - Other Lodging Sales: Value 2019-2024

Table 6 - Other Lodging Online Sales: Value 2019-2024

Table 7 - Lodging (Destination) Outlets: Units 2019-2024

Table 8 - Lodging (Destination) Rooms: Number of Rooms 2019-2024

Table 9 - Lodging (Destination) by Incoming vs Domestic: % Value 2019-2024

Table 10 - Hotels NBO Company Shares: % Value 2019-2023

Table 11 - Hotel Brands by Key Performance Indicators 2024

Table 12 - Forecast Lodging (Destination) Sales: Value 2024-2029

Table 13 - Forecast Lodging (Destination) Online Sales: Value 2024-2029

Table 14 - Forecast Hotels Sales: Value 2024-2029

Table 15 - Forecast Hotels Online Sales: Value 2024-2029

Table 16 - Forecast Other Lodging Sales: Value 2024-2029

Table 17 - Forecast Other Lodging Online Sales: Value 2024-2029

Table 18 - Forecast Lodging (Destination) Outlets: Units 2024-2029

## Travel in Poland - Industry Overview

### EXECUTIVE SUMMARY

Travel in 2024

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

### MARKET DATA

Table 19 - Surface Travel Modes Sales: Value 2019-2024

Table 20 - Surface Travel Modes Online Sales: Value 2019-2024

Table 21 - Forecast Surface Travel Modes Sales: Value 2024-2029

Table 22 - Forecast Surface Travel Modes Online Sales: Value 2024-2029

Table 23 - In-Destination Spending: Value 2019-2024

Table 24 - Forecast In-Destination Spending: Value 2024-2029

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/lodging-destination-in-poland/report](http://www.euromonitor.com/lodging-destination-in-poland/report).