

Booking in Poland

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Abstracts

In order to look at the trends in booking, we look at the overall trends in travel. Polish consumers are re-embracing the opportunity to travel again after the pandemic restrictions were lifted, and we are seeing strong trends in both domestic travel and European “sun and sea” holidays in locations such as Turkey and Greece. This latter style of holiday appeals to consumers who now place a stronger emphasis on the importance of rest and relaxation than they did pre-pandemic. Moreso, Turkey is as...

Euromonitor International's Booking 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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: Booking Offline, Booking Online, Business Travel, Direct Suppliers, Leisure Travel, Travel Intermediaries.

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

Why buy this report?

Get a detailed picture of the Booking 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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