

# Flows in Poland

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## Abstracts

Inbound arrivals to Poland enjoyed an increase of 3% in 2017. This can be attributed to great willingness to travel to Poland to visit relatives and friends from main source markets, namely Germany and the UK. Safety was another reason to visit Poland. The British Foreign and Commonwealth Office cited Poland as one of the 14 European countries that are advised tourist destinations for 2017, due to safety and the low threat from terrorism. The geopolitical situation in Europe as well as economic..

Euromonitor International's Flows 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 2012-2016, 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 2021 illustrate how the market is set to change.

**Product coverage:** Domestic Trips, Inbound Arrivals, Outbound Departures.

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

### Why buy this report?

Get a detailed picture of the Flows 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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Executive Summary

Terrorism Threat Pushes Travellers Towards Safer Destinations

Online Travel Intermediaries Gain in Popularity

Air Passenger Transport Beats Expectations

Sharing Economy Becomes Successful Travel Model

Travel Expected To Continue Growth

SWOT

Summary 1 Destination Poland: SWOT

Market Data

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