

# Poland Travel and Tourism Market Summary, Competitive Analysis and Forecast to 2027

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## Abstracts

Poland Travel and Tourism Market @Summary, Competitive Analysis and Forecast to 2027

### SUMMARY

Travel & Tourism in Poland industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The travel and tourism industry consists of revenues generated by passenger airlines, passenger rail, foodservice, hotels and motels, travel intermediaries and casinos and gaming market.

The Polish travel and tourism industry had total revenues of \$37.4 billion in 2022, representing a negative compound annual rate of change (CARC) of 0.4% between 2017 and 2022.

Food service was the industry's largest segment in 2022, with total revenues of \$15.5 billion, equivalent to 41.5% of the industry's overall value.

The government of the country launched various campaigns to revive the country's tourism and hospitality industry. For instance, in November 2021, the Polish Tourism Organization (POT) launched a campaign "Poland. More than

you expected” through social media channels to promote the country’s tourism sector by highlighting the wealth and diversity of attractions across Poland.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, and leading players in the travel & tourism market in Poland

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the travel & tourism market in Poland

Leading company profiles reveal details of key travel & tourism market players’ global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Poland travel & tourism market with five year forecasts by both value and volume

## **REASONS TO BUY**

What was the size of the Poland travel & tourism market by value in 2022?

What will be the size of the Poland travel & tourism market in 2027?

What factors are affecting the strength of competition in the Poland travel & tourism market?

How has the market performed over the last five years?

How large is Poland’s travel & tourism market in relation to its regional counterparts?

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