

Occupancy of tourist accommodation establishments in Poland in June and July 2020

(concerns tourist accommodation establishments with 10 or more bed places)

16.11.2020 r.

↓ 18.9%

Decrease in the number of over-night stays provided in tourist accommodation establishments in July and August 2020 compared to the same months of the previous year

In July and August 2020, 1.5 million tourists were accommodated in tourist accommodation establishments located in coastal areas, and 7.3 million overnight stays were provided for them. Compared to the same period last year, the number of tourists was 14.3% lower, and the number of overnight stays was 18.9% lower.

Coastal gminas according to Eurostat methodology

According to the Eurostat methodology¹, 55 gminas of the voivodships: Pomorskie (26), Warmińsko-Mazurskie (6) and Zachodniopomorskie (23), are classified as coastal areas in Poland. They are situated by the Baltic Sea or are in direct proximity to the sea. They cover 2.5% of Poland's territory (7.9 thousand square kilometres) and are inhabited by 4.1% of the country's population (1.6 million people).

In Poland, 55 gminas are classified as coastal areas

Map 1. Coastal gminas



Tourist accommodation establishments in coastal areas

Accommodation establishments in coastal areas is typically seasonal in nature. As of the end of July 2020, 2,502 tourist accommodation establishments operated in these areas, i.e. almost 1/4 of all establishments in Poland. The vast majority of them (almost 70%) operated on a seasonal basis (the percentage of seasonal establishments in Poland was less than

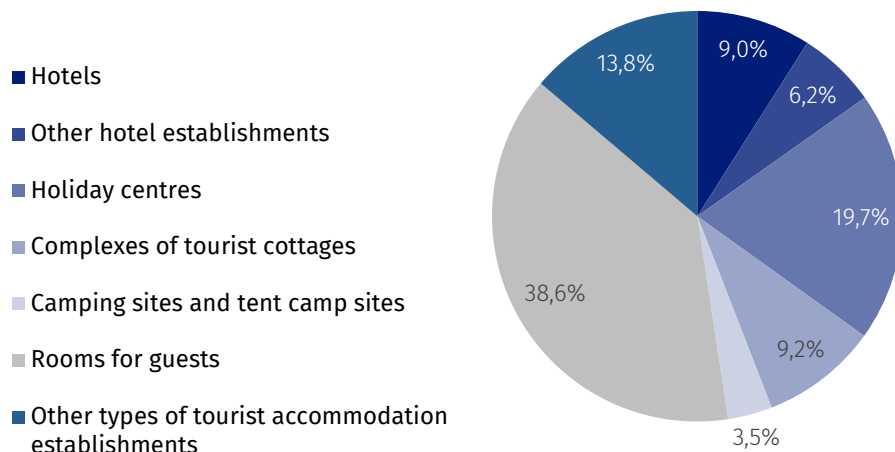
¹ According to the Eurostat methodology, coastal areas are classified on the basis of the distance of a given gmina from the sea: if a gmina borders on the sea, it is, as a rule, a coastal gmina; if a gmina does not border on the sea but 50% of its area is within 10 km from the sea, it is also considered a coastal gmina. In Poland, in agreement with Eurostat, the following gminas: Słupsk (rural gmina), Główny, Gniewino, Pruszcz Gdański (rural gmina), Cedry Wielkie, Koszalin (urban gmina) and Sianów (urban-rural gmina), are additionally considered to be coastal gminas. The list of coastal gminas is included in Annex 4 of the Methodological report "Tourist accommodation statistics" available on the website <https://stat.gov.pl/obszary-tematyczne/kultura-turystyka-sport/turystyka/zeszyt-metodologiczny-statystyka-turystycznej-bazy-noclegowej,15,1.html>

45% of rooms for guests, more than 40% of complexes of tourist cottages and holiday youth centres, and 1/3 of camping sites and tent camp sites.

Compared to the previous year, the number of accommodation establishments in coastal areas decreased by 198, i.e. by 7.3%, and decreases were recorded for all types of establishments, which was undoubtedly influenced by the COVID 19 pandemic.

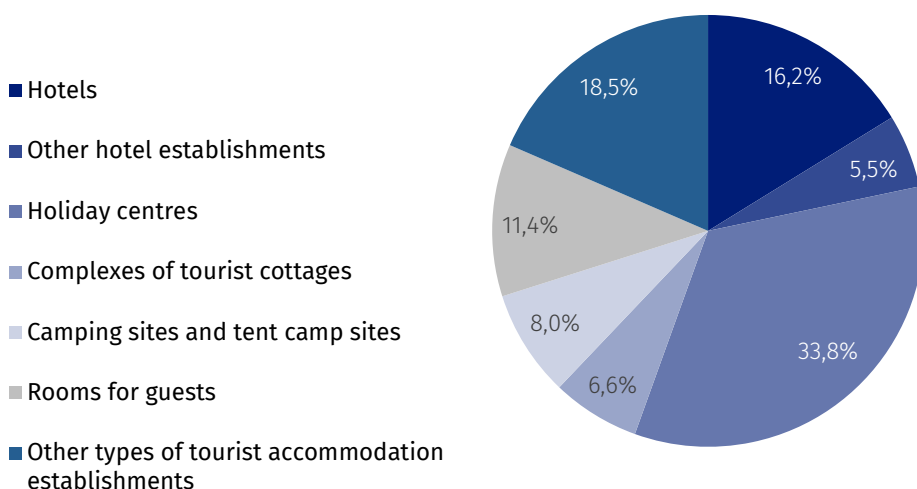
The structure of accommodation establishments in coastal areas is fundamentally different from the structure of establishments in total in Poland. rooms for guests prevail - at the end of July this year there were 967 of them and they accounted for 38.6% of all establishments in these areas. There were numerous holiday centres - 492 (19.7%) and complexes of tourist cottages - 231 (9.2%). Hotels accounted for 9.0% of tourist accommodation establishments in coastal areas (24.3% in Poland) and there were 225 of such establishments there.

Chart 1. Tourist accommodation establishments in coastal areas in 2020 – as of 31 July



At the end of July 2020, tourist accommodation establishments located in coastal gminas had 218.5 thousand bed places, which accounted for 28.2% of the total number of bed places in accommodation establishments in Poland, and it was 7.3 thousand less than a year ago (3.2%). However, not all types of accommodation establishments recorded a decrease in the number of bed places – their number increased, among other things, in tent camp sites (by 6.7%), complexes of tourist cottages (by 6.2%), hotels (by 0.7%) and holiday centres (by 0.5%), compared to the same period last year.

Chart 2. Bed places in coastal areas in 2020 – as of 31 July



The largest number of bed places was offered by holiday centres - 73.8 thousand, i.e. 33.8% of the total number of bed places in the area. Hotels had 35.3 thousand (i.e. 16.2%) places prepared for tourists, while rooms for guest had 24.8 thousand (11.4%). Among other types of

establishments, 14.5 thousand bed places were available for tourists in complexes of tourist cottages, and 12.7 thousand in camping sites.

Establishments in coastal areas are larger than the average in Poland. One establishment functioning in coastal areas had an average of 87 places (75 places in the country).

In 2020, the density index of the accommodation establishments in coastal areas was 28 places per 1 square kilometre of area (in the country - less than 3).

Tourists accommodated in tourist accommodation establishments

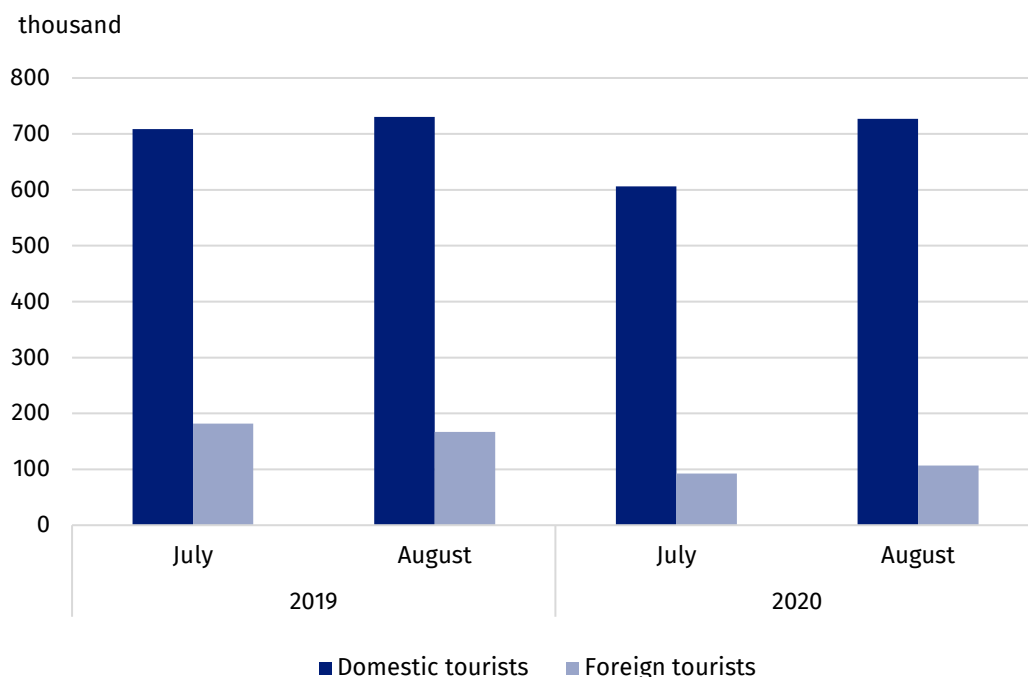
The effect of the COVID-19 pandemic is that in 2020, starting from March, the tourist traffic is much smaller compared to previous years. At the same time, during the holiday season of this year (July and August), the coastal areas were more popular than the year before. The establishments located in gminas of coastal areas were visited by 1.5 million tourists in that period, i.e. 25.9% of persons accommodated at tourist establishments throughout the country, while in the same period of 2019 this percentage was 21.3%. More tourists were accommodated in August this year - 833.4 thousand and it was 19.3% more than in July this year (698.5 thousand). Compared to the same period of 2019, the number of tourists accommodated in July and August was 256 thousand (14.3%) lower - 21.5% lower in July and 7.1% lower in August.

Nearly 1/3 of tourists (471.3 thousand) staying in these areas were accommodated in hotels. A large number of tourists chose to stay in holiday centres - 367.5 thousand (24.0%), and in rooms for guest - 156.1 thousand (10.2%).

Among the total number of tourists accommodated in tourist accommodation establishments 87.0% (1.3 million) were domestic tourists, and 13.0% (0.2 million) were foreign tourists. In relation to the same period of 2019, the number of domestic tourists was lower by 7.4%, while the number of foreign tourists decreased by 42.9%.

Tourists accommodated in establishments in coastal areas during the holiday period constituted 25.9% of all tourists accommodated in the whole country during that period

Chart 3. Tourists accommodated in coastal areas in July-August



In July and August 2020, as in previous years, the majority of foreign tourists accommodated in coastal areas were from Germany. During this period, 159.0 thousand of them arrived, but their share in the total number of foreign tourists was much higher than the year before and amounted to 79.9% - in the same period of 2019 they accounted for 58.7% of the total number of foreign tourists. The share of guests from other countries did not exceed 3%; most of them were Czechs (5.5 thousand), British (4.4 thousand) and Swedes (3.9 thousand), who constituted, respectively, 2.8%, 2.2% and 2.0% of the total number of foreign tourists accommodated in coastal areas.

Overnight stays provided at tourist accommodation establishments

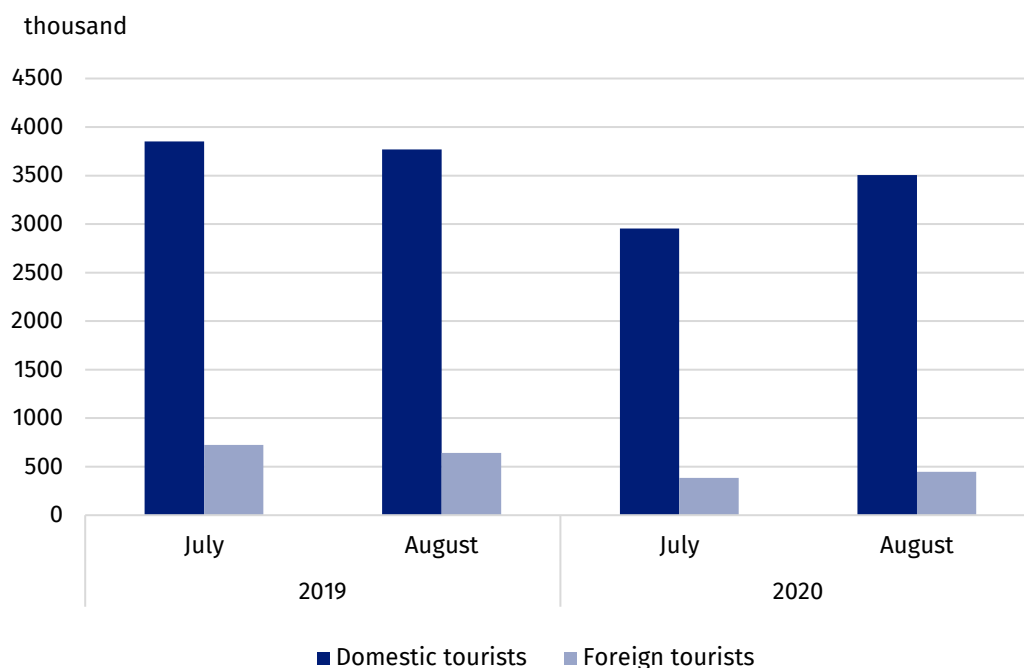
A total of 7.3 million overnight stays were provided for tourists staying in coastal areas in July and August this year, which accounted for 36.9% of all overnight stays provided at tourist accommodation establishments in Poland during that period. In the same period last year, the share was 3.2 percentage points lower.

This year significantly more overnight stays were provided to tourists in August - 4.0 million, i.e. 18.4% more than in July (3.3 million). Compared to the same period in 2019, the total number of overnight stays provided in July and August this year was 18.9% lower (i.e. 1.7 million) - 27.0% lower in July (1.2 million), and 10.4% lower in August (0.5 million).

On average, 5 overnight stays were provided for tourists during their holiday trips, while the average length of a tourist stay in Poland during that period was just over 3 nights.

In the period July-August 2020, 6.5 million overnight stays were provided for domestic tourists (15.2% less than in July and August last year) and they accounted for 88.6% of the total number of overnight stays in coastal areas and 35.9% of the total number of overnight stays provided for domestic tourists in the same period in Poland. A total of 831.6 thousand overnight stays were provided for foreign tourists, which was 39.2% less than in the previous year. Most overnight stays were provided to tourists from countries neighbouring Poland, i.e. Germany (698.8 thousand - 84.0% of overnight stays of foreign tourists), Czechia (20.7 thousand - 2.5%) and Ukraine (18.5 thousand - 2.2%).

Chart 4. Overnight stays provided tourist accommodation establishments in coastal areas in July-August



Occupancy rate of bed places in tourist accommodation establishments

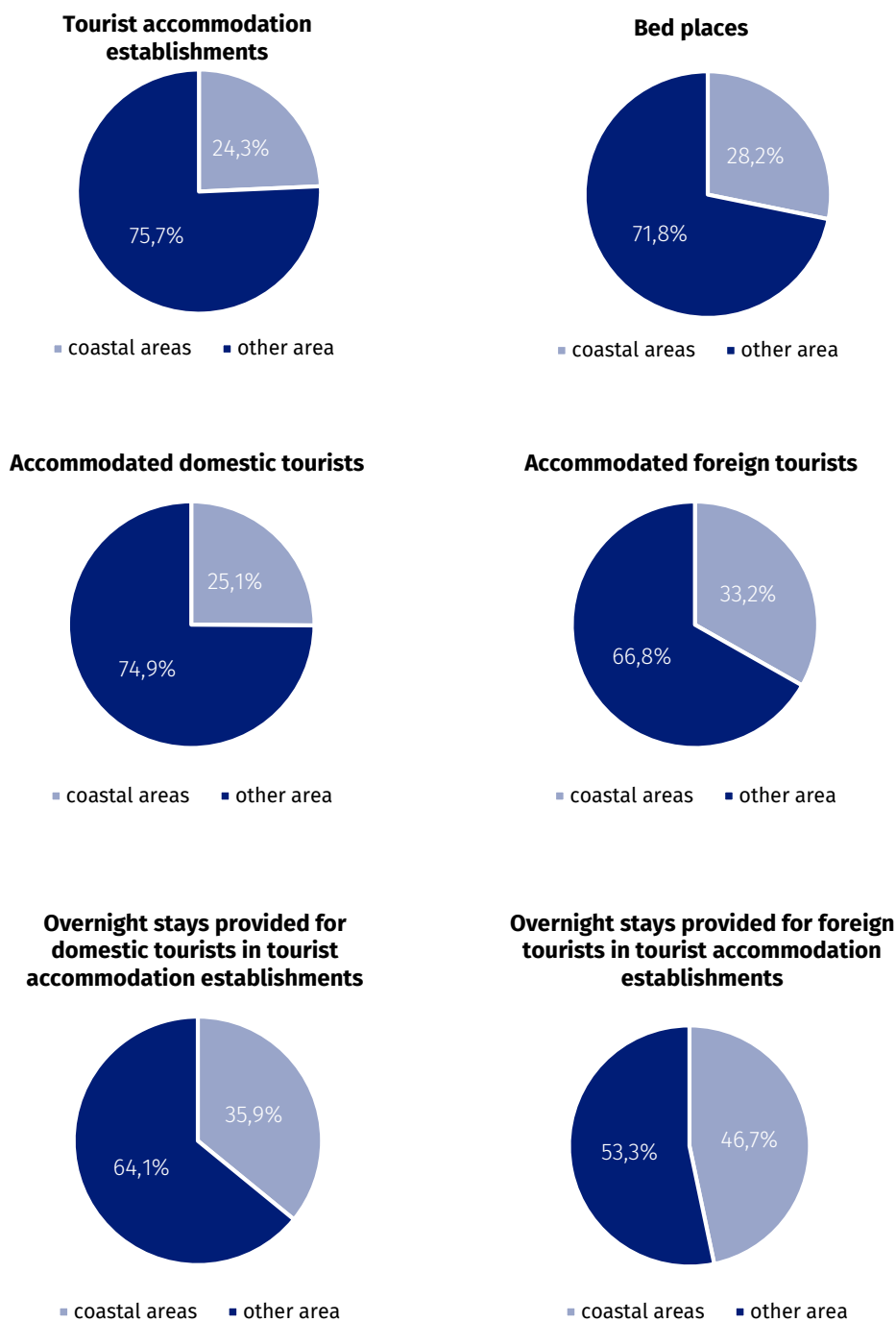
During the holiday season (July, August), places in tourist accommodation establishments located in coastal gminas are usually better occupied than in other areas of the country. In addition, in recent years the degree of occupation of accommodation establishments, both for the country and in coastal areas, was higher in July than in August. This year, however, during the holidays, the places in tourist accommodation establishments were better occupied in August than in July. In coastal gminas, the occupancy rate of bed places in August this year was 58.5%, and in July 49.6%, while the average for the whole country was 44.5% and 38.3% respectively. In the corresponding months of 2019, the ratio was higher - in July in coastal gminas it was 65.3%, in the country 51.8%, and in August 64.1% and 53.2% respectively.

Between 400 thousand and 600 thousand overnight stays were provided in 4 gminas: Mielno - 573.5 thousand, Rewal - 549.6 thousand, Władysławowo - 489.0 thousand and Świnoujście - 465.4 thousand. Around 300 thousand overnight stays were recorded in tourist accommodation establishments in the following gminas: Łeba, Dziwnów, Ustronie Morskie.

Overnight stays provided in July and August in coastal areas accounted for 36.9% of all overnight stays in Poland during this period

The occupancy rate of bed places in coastal gminas was higher than the national average and amounted to 49.6% in July and 58.5% in August

Chart 4. Tourism in coastal areas in comparison with the country in July-August 2020



Occupancy of tourist accommodation establishments in gminas located in coastal areas in July and August 2020

In coastal areas, in July and August, the largest number of overnight stays was provided in establishments located in Kołobrzeg - 729.9 thousand, which accounted for 1/10 of all overnight stays provided in the area. Over 128 thousand tourists were accommodated in them. This means that during the 2 months of the summer holidays there were 278 tourists and 1579 overnight stays per 100 inhabitants of the city.

Large tourist traffic was also recorded in Gdansk, where over 645 thousand overnight stays were provided for 221 thousand tourists between July and August. There were 47 tourists and 137 overnight stays per 100 inhabitants of the city.

In the period July-August, the largest number of overnight stays in coastal gminas was provided in Kołobrzeg

Table 1. Tourist accommodation establishments and its occupancy in the period July-August in 2019 and 2020

Specification	Tourist accommodation establishments	Bed places		Tourists		Overnight stays provided	
		as of 31 July	per 1 sq km of area	total	of which foreign tourists	total	of which for foreign tourists
2019							
Poland	11 251	825 522	2.6	8 379 110	1 761 028	26 654 373	4 471 309
Coastal area	2 700	225 779	28.5	1 787 683	348 418	8 988 377	1 367 546
Other area	8 551	599 743	2.0	6 591 427	1 412 610	17 665 996	3 103 763
2020							
Poland	10 291	775 282	2.5	5 919 976	598 953	19 768 413	1 780 307
Coastal area	2 502	218 470	28.1	1 531 901	198 946	7 292 701	831 593
Other area	7 789	556 812	1.8	4 388 075	400 007	12 475 712	948 714

In total, 60% of tourist traffic from coastal areas was concentrated in these 9 gminas, both in terms of the number of tourists accommodated and the number of overnight stays.

Table 2. Occupancy of tourist accommodation establishments in selected coastal gminas in July and August 2020

Gmina	Overnight stays provided			Tourists accommodated	
	in thousand	July-August 2019=100	in percentages	in thousand	July-August 2019=100
Coastal area –	7 292.7	81.1	100.0	1 531.9	85.7
Kołobrzeg <i>(urban gmina)</i>	729.9	81.0	10.0	128.1	87.4
Gdańsk	645.1	81.1	8.8	220.7	77.5
Mielno	573.5	84.6	7.9	98.7	92.1
Rewal	549.6	80.6	7.5	97.1	87.4
Władysławowo	489.0	78.8	6.7	98.0	83.0
Świnoujście	465.4	86.4	6.4	117.2	99.5
Łeba	311.9	76.4	4.3	60.2	83.2
Dziwnów	294.9	71.6	4.0	50.4	77.7
Ustronie Morskie	291.8	93.1	4.0	52.1	97.9
Międzyzdroje	262.5	88.7	3.6	56.3	90.0

When quoting Statistics Poland data, please provide information: "Source of data: Statistics Poland", and when publishing calculations made on data published by Statistics Poland, please provide information: "Own study based on Statistics Poland data"

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Terms used in official statistics

[Tourist](#)

[Tourist accommodation establishment](#)

[Bed places in tourist accommodation establishments](#)

[Nights spent \(overnight stays\) in tourist accommodation establishments.](#)