

# Occupancy of tourist accommodation establishments in 2023

Concerns tourist accommodation establishments with 10 or more bed places

08.04.2024

 **5.8%**

Increase in the number of tourists accommodated in tourist accommodation establishments compared to 2022

In 2023, 36.2 million tourists were accommodated in tourist accommodation establishments, with 92.8 million overnight stays. Compared to 2022, it was more by 5.8% and 3.2%, respectively. The occupancy rate of bed places in all tourist accommodation establishments in 2023 amounted to 40.5% and was higher by 0.1 percentage point compared to the previous year.

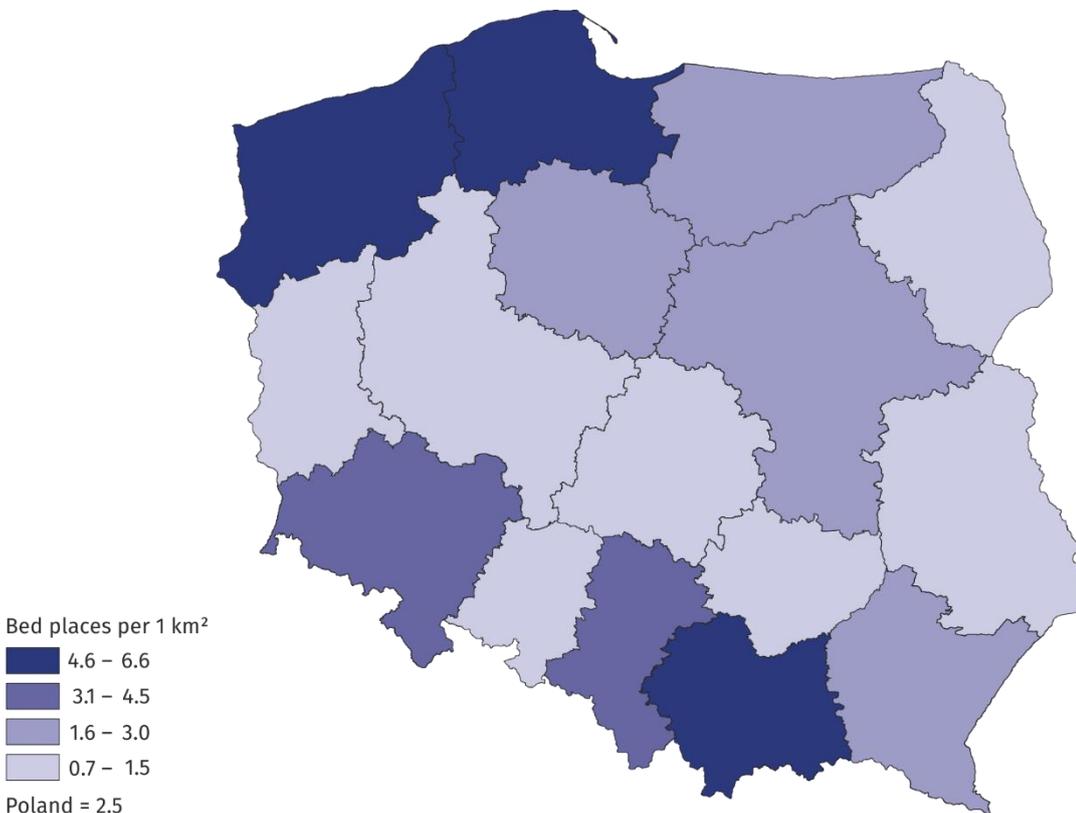
## Tourist accommodation establishments

As of 31 July 2023, 9,809 tourist accommodation establishments were operating in Poland, 43 more (i.e. 0.4%) than the year before. The largest increase in the number of establishments was recorded in complexes of tourist cottages (increase of 57 establishments), followed by rooms for guests/private lodgings (up by 45 establishments) and school youth shelters (up by 13 establishments). Declines in the number of establishments operating in July 2023 were recorded in 12 types of establishments, with the highest one in agritourism lodgings (decrease of 29 establishments).

In July 2023, 7.0 thousand all year round and 2.8 thousand seasonal tourist accommodation establishments were operating in Poland

## Map 1. Tourist accommodation establishments density rate in 2023

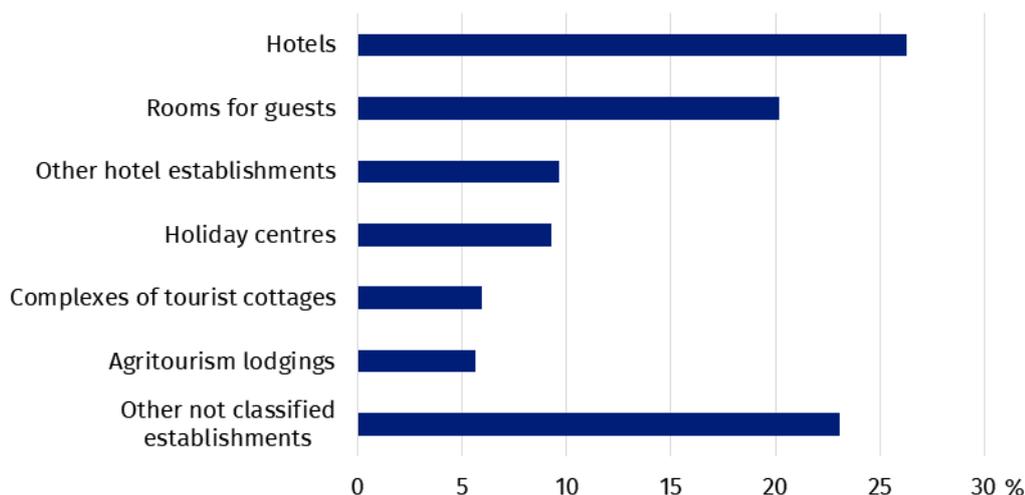
As of 31 July



Taking into account the standard of accommodation services provided, the accommodation establishments consisted of 3,982 hotel and similar establishments<sup>1</sup> and 5,827 other establishments<sup>2</sup>. Among hotels and similar establishments, the most numerous group, as in previous years, were hotels – 2,581 and other hotel establishments, which include guest houses and inns (944), among other things. At the end of July 2023, there were 11 (1.2%) more such establishments than in 2022.

In the group of other accommodation establishments, rooms for guests/private lodgings were the most numerous – 1,982 establishments (i.e. by 2.3% more than a year earlier) and holiday centres – 907 establishments, which in 2023 recorded a decrease of 1.2% compared to the previous year.

**Chart 1. Tourist accommodation establishments by type**



At the end of July 2023, tourist accommodation establishments offered 793,1 thousand bed places, of which all year round places constituting over 73.1%. In relation to the previous year, the number of bed places increased by 13.1 thousand (i.e. by 1.7%). Tourist accommodation establishments density rate measured by the number of bed places per 1 km<sup>2</sup> of area stood at the level of the previous year at 2.5.

The largest resources of tourist accommodation establishments were located in Zachodniopomorskie Voivodship – 146.8 thousand bed places, followed by Pomorskie and Małopolskie Voivodships, which in 2023 offered 108.9 and 99.9 thousand bed places for tourists respectively, with the vast majority (92.7%) of bed places in Małopolskie Voivodship being all-year-round bed places, and seasonal bed places prevailing in Zachodniopomorskie and Pomorskie voivodships.

One tourist accommodation establishment had 81 bed places on average (80 a year before). As in 2022, the largest number of bed places was offered by hotels (315.3 thousand) and holiday centres (113.5 thousand).

### **Tourists in tourist accommodation establishments**

In 2023, 36.2 million tourists were accommodated in tourist accommodation establishments, which was 2.0 million more (i.e. by 5.8%) than in the previous year. 28.8 million tourists were accommodated in hotels and similar establishments, including the most (25.3 million) staying in hotels (6.2% more than in 2022). In other tourist accommodation establishments, 7.4 million tourists were accommodated, of which most people stayed in holiday centres – 1.9 million tourists (4.1% more). Rooms for guests/private lodgings and training-recreational

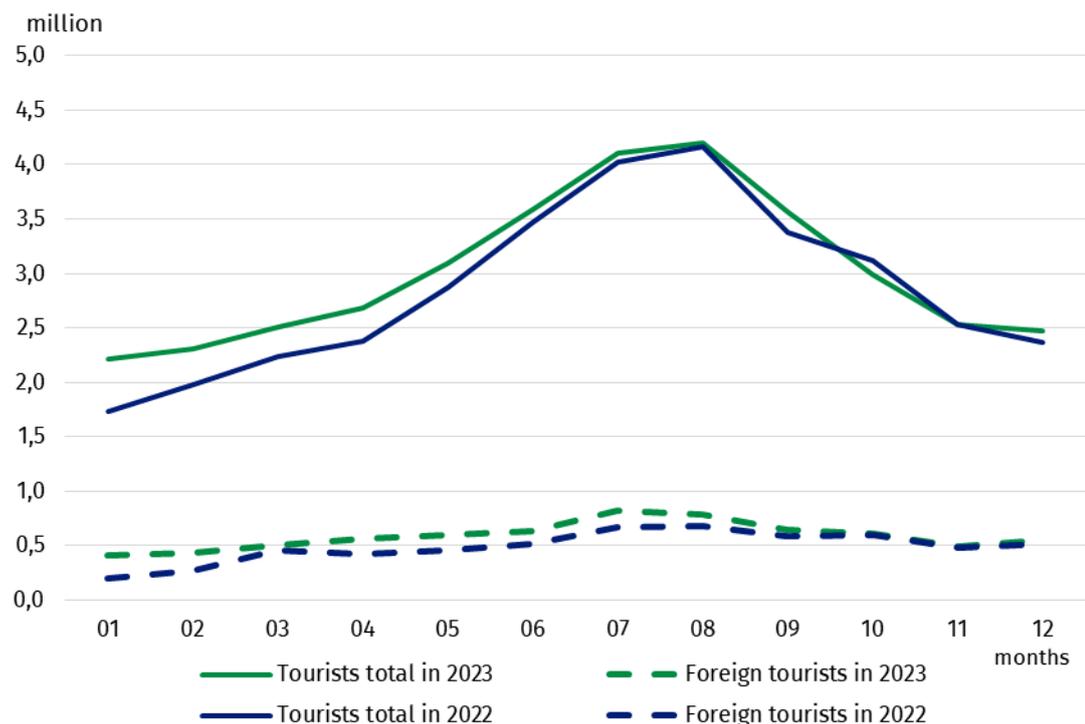
In 2023, over two-thirds of tourists accommodated in the accommodation establishments stayed in hotels

<sup>1</sup> Hotels, motels, boarding houses and other hotel establishments.

<sup>2</sup> Excursion hostels, shelters, youth hostels, school youth hostels, holiday centres, holiday youth centres, training-recreational centres, creative arts centres, complexes of tourist cottages, camping sites, tent camp sites, hostels, health establishments, rooms for guests (private lodgings), agritourism lodgings, other not classified.

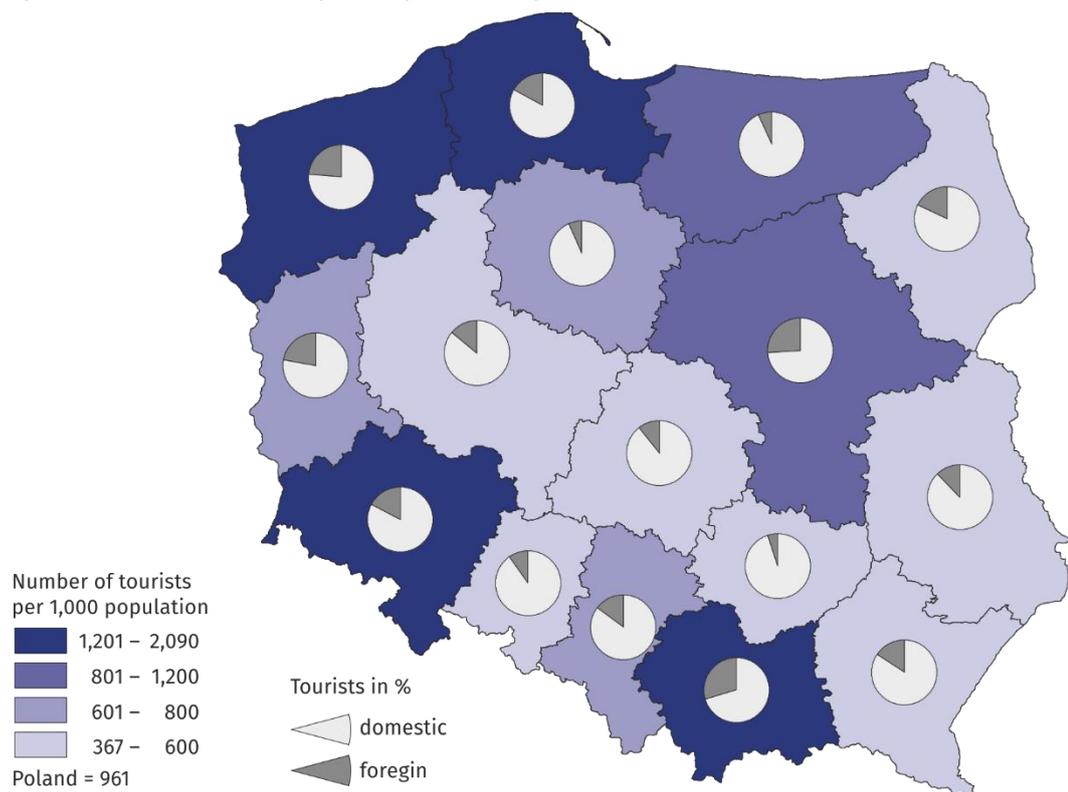
centres were also very popular, with 967.1 thousand (8.5% more) and 905.9 thousand (4.7% more) tourist respectively. In 2023, in health establishments, 859.4 thousand people were accommodated, i.e. 3.2% more than in 2022.

**Chart 2. Tourists in tourist accommodation establishments by month**



The largest number of tourists were accommodated in accommodation establishments located in Mazowieckie Voivodship – 6.3 million, followed by Małopolskie Voivodship – 5.7 million and Dolnośląskie Voivodship (4.2 million). The lowest number of tourists visited Opolskie Voivodship – 0.3 million. Compared to 2022, an increase in the number of tourists accommodated in accommodation establishments was recorded in 14 voivodships, with the highest in Dolnośląskie Voivodship (by 12.4%). Fewer tourists than a year earlier visited Podkarpackie and Wielkopolskie Voivodship (1.4% and 1.9% respectively).

**Map 2. Tourist traffic intensity rate by voivodship in 2023**



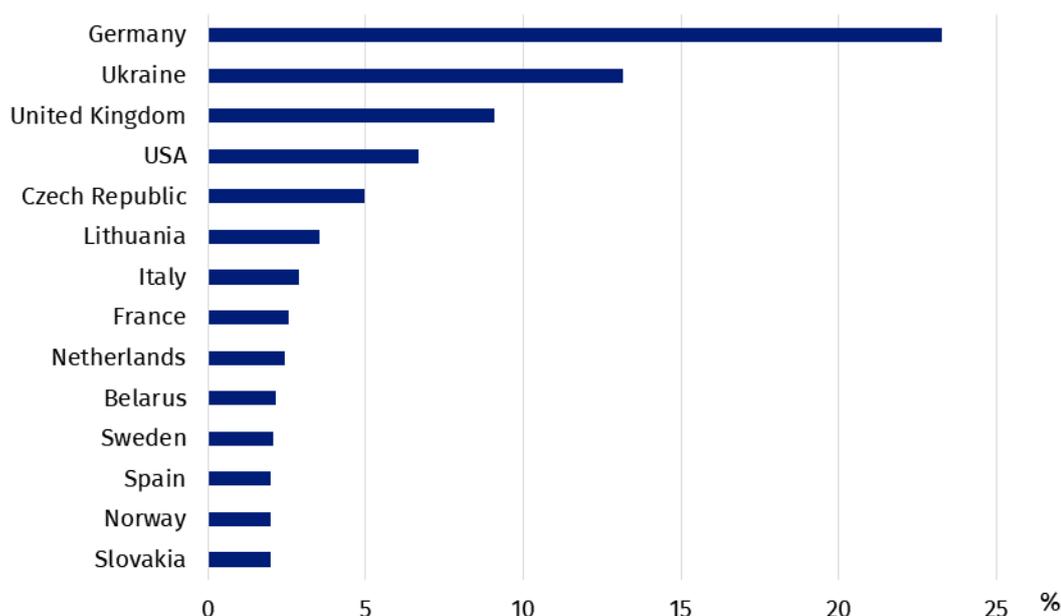
Among the people accommodated in tourist accommodation establishments in 2023, there were 7.1 million foreign tourists, which accounted for 19.5% of the total number of tourists accommodated in accommodation establishments (in 2022 – 17.1%). The largest number of foreign tourists was accommodated in Małopolskie (1.7 million), followed by Mazowieckie (1.6 million) and Zachodniopomorskie (0.8 million) Voivodships.

**Table 1. Occupancy of tourist accommodation establishments by type of accommodation in 2023**

Specification	Tourists accommodated		Overnight stays		Occupancy rate of bed places (in %)
	total	of which foreign tourists	total	of which foreign tourists	
	in thousands				
<b>TOTAL</b>	36 239.2	7 074.6	92 797.9	17 010.9	40.5
Hotels and similar establishments	28 811.5	6 351.3	57 475.5	14 308.1	41.6
hotels	25 259.7	5 809.7	48 923.1	12 692.7	43.6
motels	211.7	25.9	343.3	33.0	29.0
boarding houses	557.7	59.0	1 424.9	138.1	27.7
other hotel establishments	2 782.4	456.7	6 784.2	1 444.4	34.3
Other establishments	7 427.7	723.2	35 322.3	2 702.8	38.8
excursion hostels	47.6	3.1	158.0	6.0	24.8
shelters	190.7	5.2	297.9	6.7	32.7
youth hostels	63.1	11.0	175.2	35.1	25.3
school youth hostels	183.4	15.0	619.1	81.1	17.5
holiday centres	1 901.7	91.6	9 319.5	453.3	39.6
holiday youth centres	76.3	0.7	493.8	7.0	44.1
training-recreational centres	905.9	39.8	3 342.0	172.6	31.9
creative arts centres	39.1	0.9	132.0	5.4	28.7
complexes of tourist cottages	394.5	11.9	1 581.0	59.0	29.6
camping sites	266.9	81.0	782.9	209.9	28.0
tent camp sites	94.9	14.5	337.2	48.0	19.8
hostels	691.0	222.4	1 425.5	533.0	45.1
health establishments	859.4	36.4	10 852.3	261.9	77.4
rooms for guests	967.1	100.6	3 049.2	338.5	26.0
agritourism lodgings	124.5	6.6	438.8	45.2	15.5
other not classified	621.6	82.6	2 318.0	440.0	28.6

The majority of foreign tourists accommodated in accommodation establishments were from Germany (1.6 million), followed by Ukraine (931.4 thousand) and Great Britain (642.1 thousand). Among other countries, the largest number of tourists came from the United States (472.2 thousand). In 2023, a large group of foreign tourists were also tourists from Czechia (351.9 thousand), Latvia (250.9 thousand), Italy (202.8 thousand) and France (181.0 thousand). Compared to 2022, the largest increase in the number of foreign tourists accommodated in accommodation establishments occurred in Małopolskie Voivodship (by 43.3%), with a decrease in 3 voivodships: Podkarpackie (by 10.7%), Lubelskie (by 9.3%) and Podlaskie (by 6.9%).

**Chart 3. Foreign tourists from selected countries accommodated in tourist accommodation establishments in 2023**



Tourists from countries with the highest share

The peak tourist season fell on the summer months (July and August), when 8.3 million people were accommodated in accommodation establishments, i.e. 22.9% of the total number of tourists (in 2022 it was 23.9%).

### Overnight stays

In 2023, tourist accommodation establishments recorded 92.8 million overnight stays (3.2% more than in 2022), including those of foreign tourists – 17.0 million (15.3% more than in the previous year). Most overnight stays were provided to tourists staying in hotels – 48.9 million, i.e. 52.7% of the total number, followed by health establishments – 10.9 million (11.7%) and holiday centres – 9.3 million (10.0%).

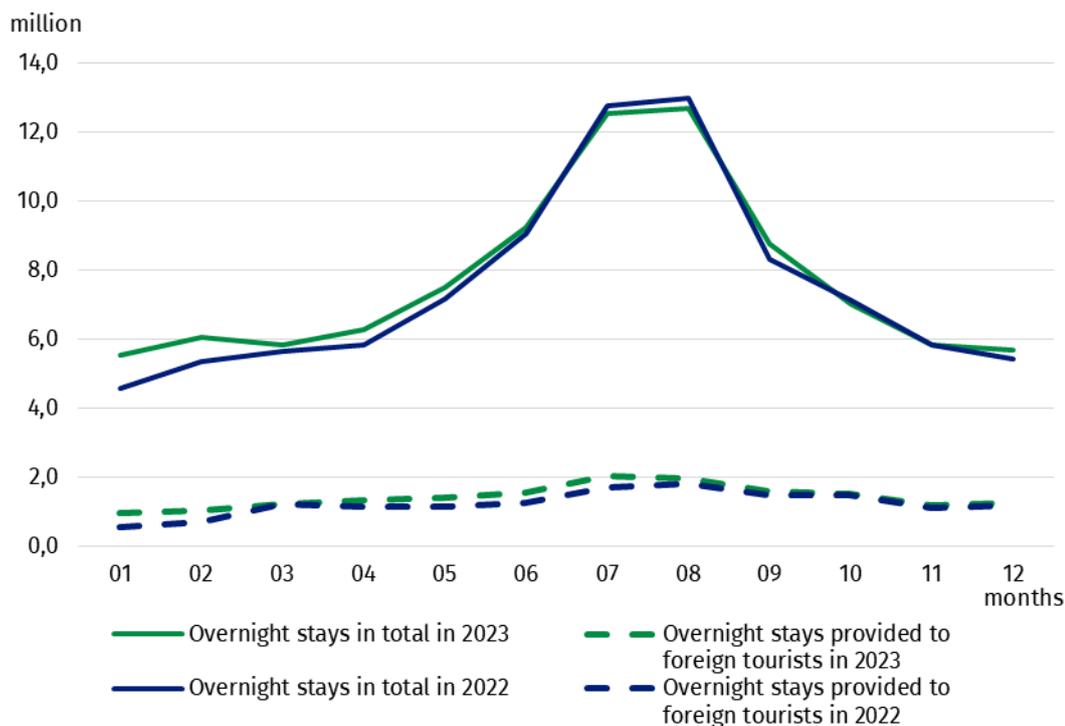
As in previous years, also in 2023, the largest number of overnight stays was recorded in Zachodniopomorskie Voivodship (15.6 million), followed by Małopolskie (14.6 million), Dolnośląskie (10.6 mln) and Mazowieckie (10.4 million) Voivodships. Overnight stays in these voivodships constituted over half (55.2%) of the total number of overnight stays in tourist accommodation establishments in Poland.

Overnight stays in the summer season (July and August) accounted for 27.1% of overnight stays in 2023, and this was 2.1% less than the previous year.

An average duration of stay of tourists in tourist accommodation establishments in 2023 was 2.6 days. Tourists stayed the longest in Zachodniopomorskie Voivodship (4.6 days) and the shortest in Mazowieckie Voivodship (1.7).

In 2023, the highest number of overnight stays provided to foreign tourists was in Małopolskie Voivodship – 4.0 million

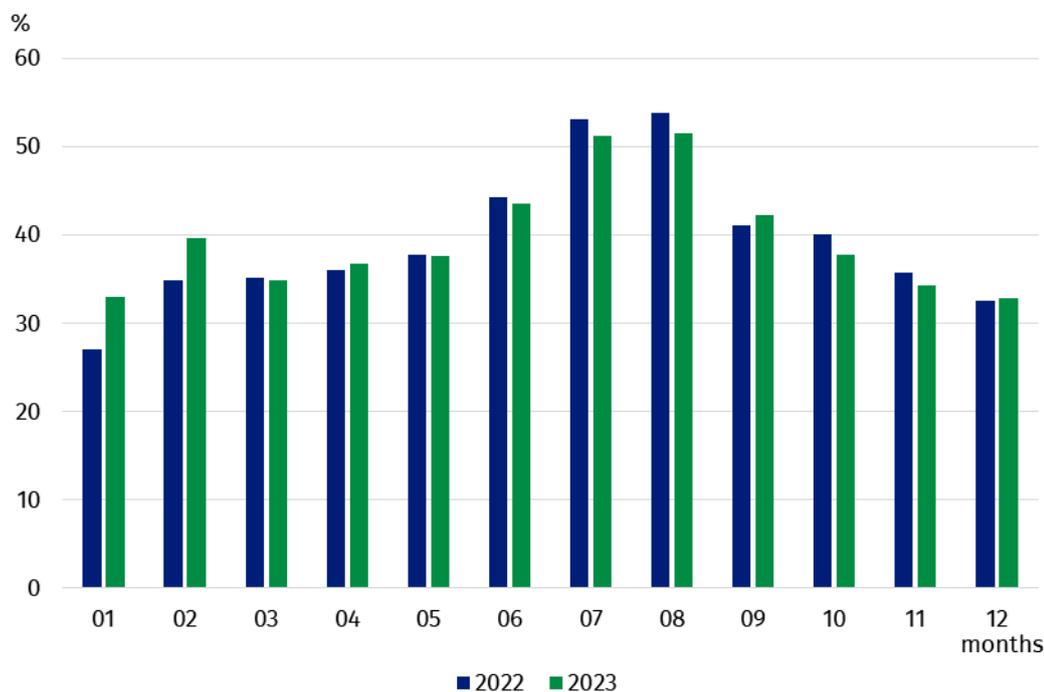
**Chart 4. Overnight stays in tourist accommodation establishments by month**



**Occupancy rate of bed places**

In 2023, the total occupancy rate of bed places in tourist accommodation establishments amounted to 40.5% (in 2022 – 40.4%). The highest rates were recorded in the summer months: in July – 51.2% and in August – 51.6%, and compared to the previous year they were lower by 2.0 pp and 2.2 pp respectively.

**Chart 5. Occupancy rate of bed places by month**



The highest occupancy rate of bed places was recorded in August with 51.6%

As in the previous year, the most occupied bed places were recorded in health establishments (77.4%), followed by hostels (45.1%), holiday youth centres (44.1%), and hotels (43.6%). Among the voivodships, the highest values of the rate were observed in the following voivodships: Zachodniopomorskie (47.7%), Kujawsko-Pomorskie (45.9%) and Mazowieckie (44.7%) while the lowest in Lubuskie Voivodship (30.7%).

**Table 2. Occupancy of tourist accommodation establishments by voivodship in 2023**

Specification	Tourists accommodated		Overnight stays		Occupancy rate of bed places (in %)
	total	of which foreign tourists	total	of which of foreign tourists	
	in thousands				
<b>POLAND</b>	<b>36 239.2</b>	<b>7 074.6</b>	<b>92 797.9</b>	<b>17 010.9</b>	<b>40.5</b>
Dolnośląskie	4 196.7	727.4	10 598.9	1 617.1	40.5
Kujawsko-Pomorskie	1 417.6	95.0	4 663.8	237.9	45.9
Lubelskie	1 191.2	145.9	2 404.6	233.8	32.9
Lubuskie	649.0	145.1	1 363.5	333.9	30.7
Łódzkie	1 305.7	140.0	2 528.0	378.9	35.0
Małopolskie	5 711.2	1 689.0	14 637.0	4 002.7	43.4
Mazowieckie	6 264.9	1 633.1	10 402.0	2 918.8	44.7
Opolskie	345.0	34.2	707.7	83.7	32.3
Podkarpackie	1 193.0	186.1	3 619.0	426.0	35.2
Podlaskie	579.7	103.9	1 233.0	164.6	31.5
Pomorskie	3 464.6	581.5	9 978.9	1 461.6	41.8
Śląskie	2 723.6	403.8	6 257.2	904.1	37.9
Świętokrzyskie	627.2	31.1	1 896.0	99.9	33.5
Warmińsko-Mazurskie	1 286.7	86.5	3 213.3	208.5	31.9
Wielkopolskie	1 862.7	261.0	3 686.0	617.5	31.0
Zachodniopomorskie	3 420.3	810.9	15 609.2	3 322.0	47.7

In 2023, the most overnight stays were provided in Zachodniopomorskie Voivodship (15.6 million)

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[Tourism in 2022](#)

[Occupancy of tourist accommodation establishments in March 2022 in the face of the inflow of refugees from Ukraine and the absence of restrictions related to the COVID-19 pandemic](#)

[Tourist accommodation establishments in coastal areas in July and August 2022](#)

#### **Data available in databases**

[Local Data Bank](#)

#### **Terms used in official statistics**

[Tourist](#)

[Tourist accommodation establishment](#)

[Bed places in tourist accommodation establishments](#)

[Foreign tourists in tourist accommodation establishments](#)

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

[Other hotel facility](#)

[Duration of stay](#)

[Occupancy rate of bed places or rooms](#)