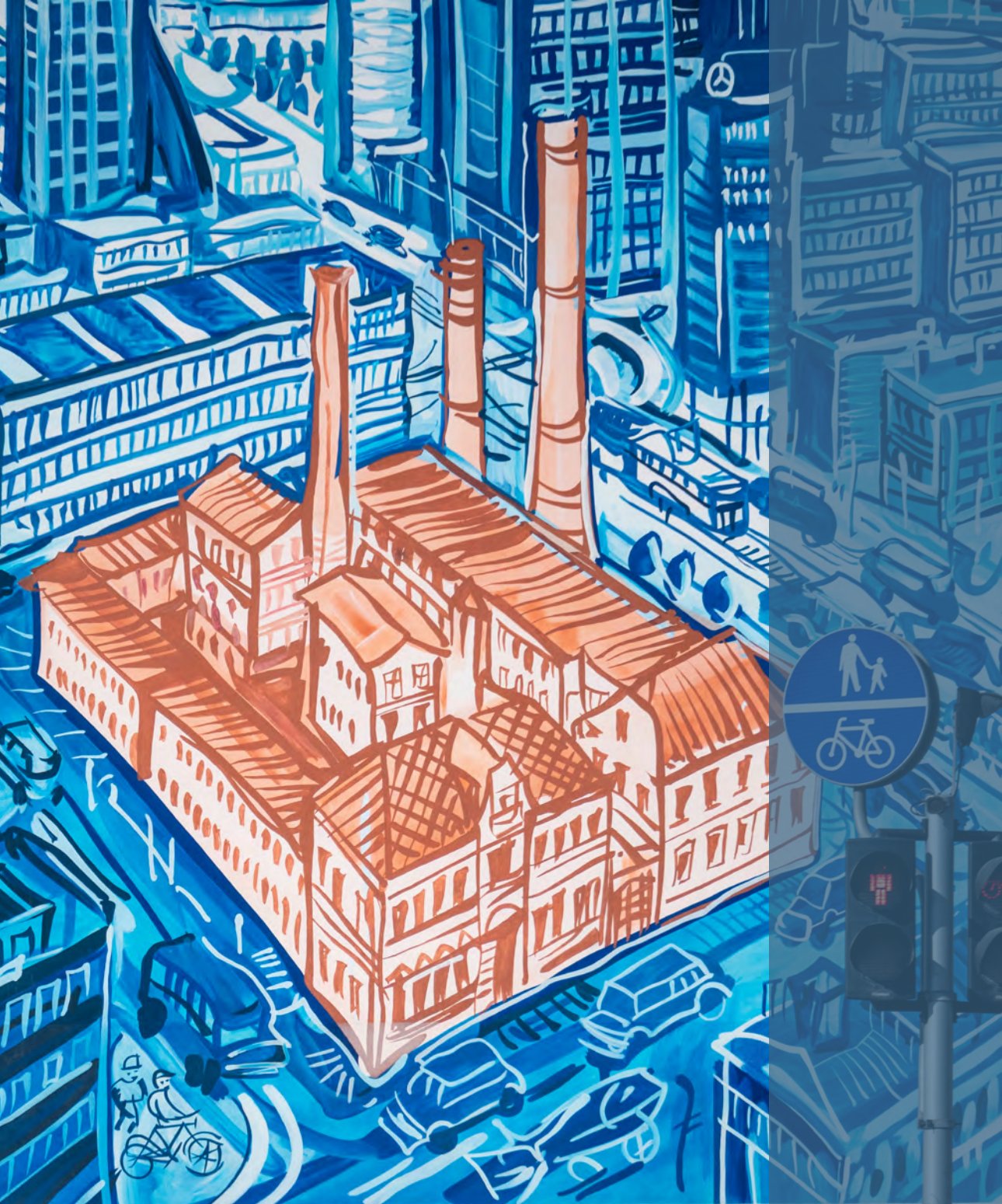




TOURISM IN WARSAW

REPORT 2021

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Foreword

2021 was another difficult year for tourism worldwide, especially in metropolitan areas and so too for Warsaw. The COVID-19 pandemic continued to limit tourism, especially in the first half of the year. Closed hotels, restaurants, museums as well as the need to work under a sanitary regime effectively discouraged visitors from Poland's capital, resulting in a record low number of tourists in the first quarter and partly second quarter.

The situation improved with the advent of a widely available vaccine against coronavirus. Most European countries, including Poland, loosened travel restrictions. Hotels, restaurants, and tourist attractions reopened, and outdoor events resumed. This translated directly into an increase in arrivals to Warsaw in the third and fourth quarters. The end of the year also saw a resurgence of the meetings industry. Traditional off-line conferences, trade fairs and symposia were organised and face-to-face returned to the events calendar.

Although the second half of the year saw a marked revival in the tourism sector, statistics left no doubt: the 5 million tourists who visited Warsaw during the whole of 2021 amounted to a two-fold drop compared to 2019.

Despite the clear difficulties and restrictions on tourism, the past year also brought positive developments. New post-industrial spaces were completed: the Warsaw Brewery and the Norblin Factory were opened. Both investments significantly contribute to the attractiveness of what Warsaw has to offer and have immediately become popular meeting places.

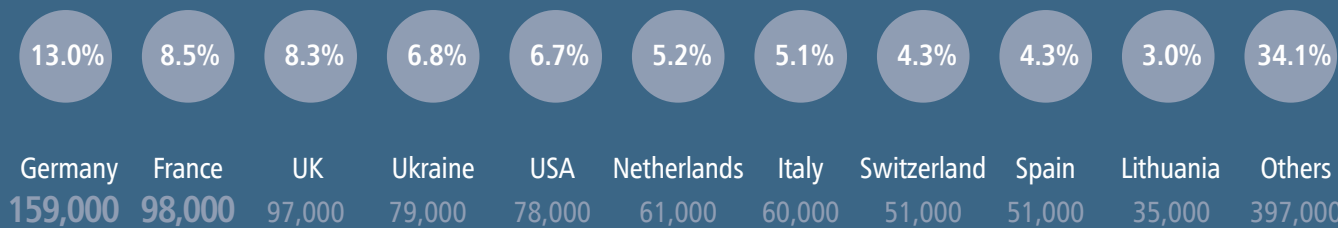
Work continued throughout the year on the realisation of a major project, the so-called New Centre of Warsaw. The investment, which includes the Museum of Modern Art, the Variety Theatre and Central Square, will significantly transform the city centre. It will become more friendly and attractive for both residents and tourists.

Warsaw is a city that is changing and developing dynamically. This is particularly noticeable when looking at the city skyline. Almost every year, new skyscrapers are appearing, distinguished by their interesting architecture and green approach. In 2021, the Varso Tower, which is the tallest building in the European Union, reached its full height.

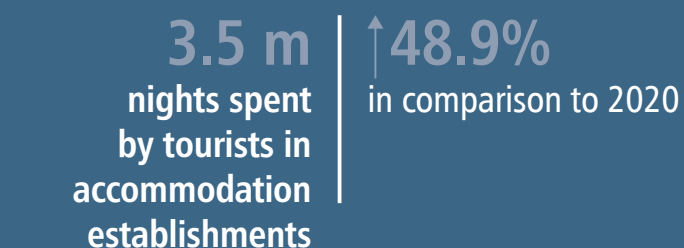
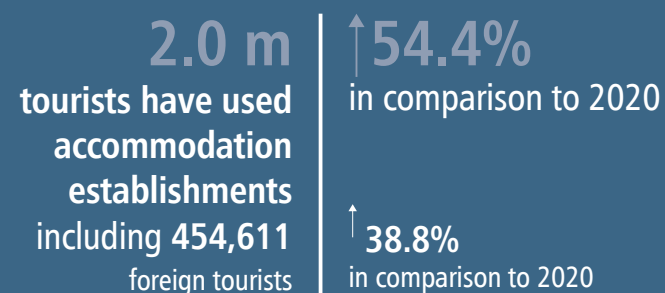
Key data

2021

Estimated number of arrivals of tourists in Warsaw



Tourist accommodation and its use



Estimated tourist spending in Warsaw

EUR 1.25 billion tourists in total

EUR 0.59 billion domestic tourists

EUR 0.66 billion foreign tourists

TOP 3 shopping categories on which tourists spent most

EUR 338 million retail

EUR 165 million catering

EUR 134 million fashion

Impact of tourism on the economy of Warsaw

EUR 2.8 billion estimated contribution of the tourist economy to Warsaw's GDP

87,703 people estimated employment in branches of tourism

91% of residents believe that the development of tourism in Warsaw is having a positive impact on their lives

84% of residents believe that Warsaw is not crowded with tourists

60,118 people visitors have used Warsaw Tourist Information centres

↓ **1.8%** in comparison to 2020

Tourist attractiveness of Warsaw

Most popular main purposes of visit

domestic tourists | foreign tourists



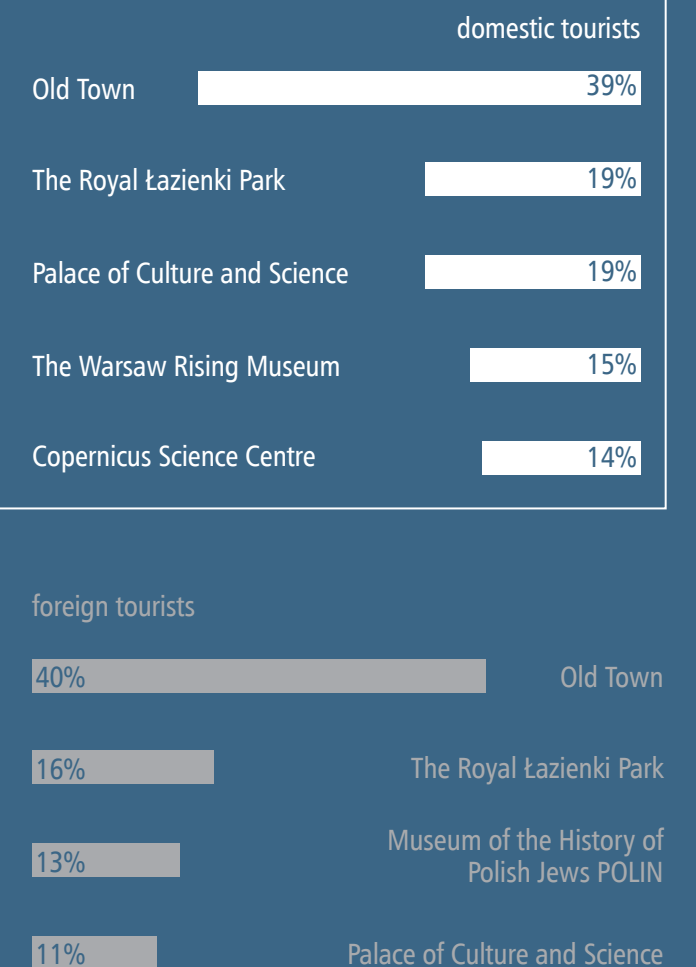
8.6 average tourist attractiveness

9.1 average tendency of wanting to return

9.0 average tendency to recommend a visit to family/friends

on a scale of 1 to 10

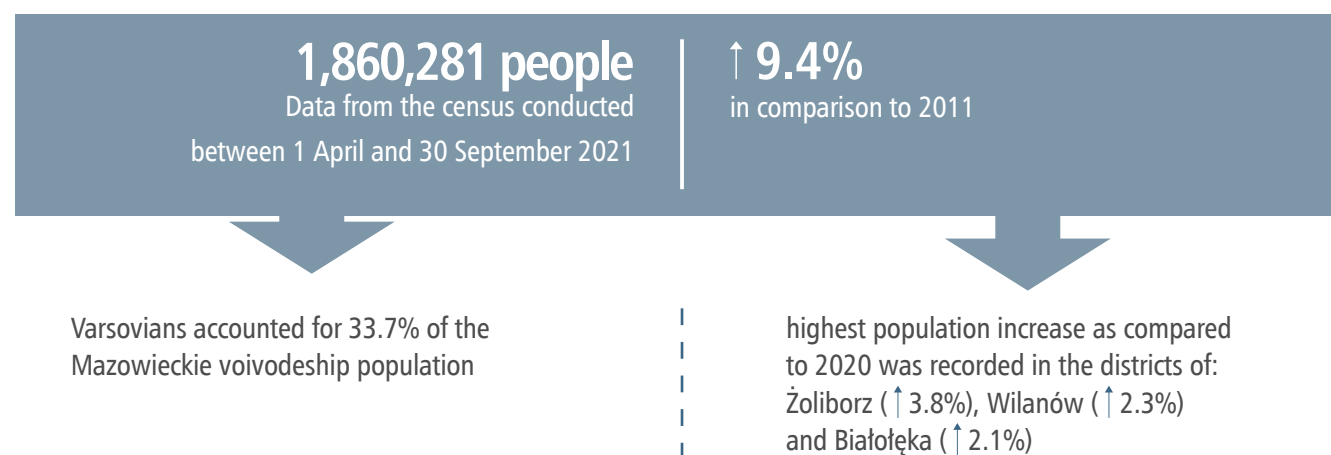
Top Warsaw attractions according to tourists



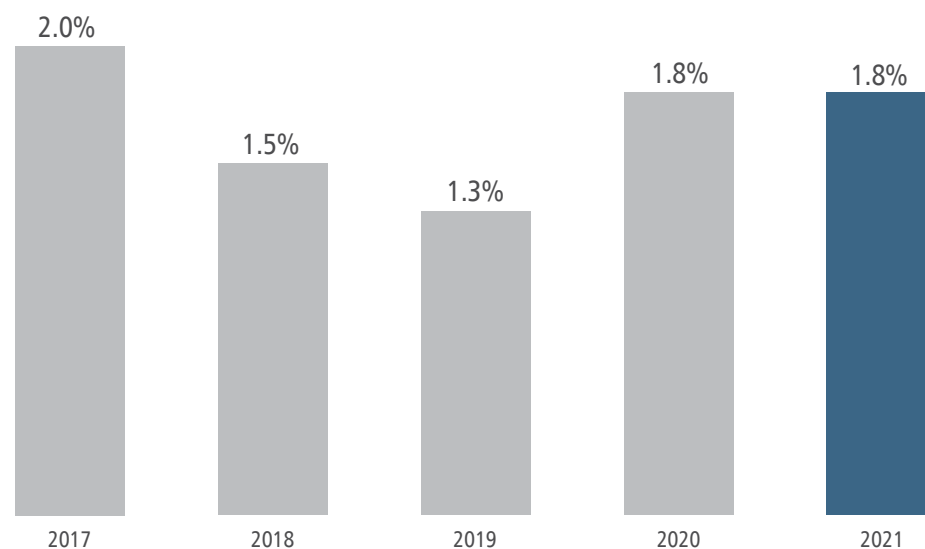


1 | Selected social and economic information

Basic demographic and economic data about Warsaw^{1,4}



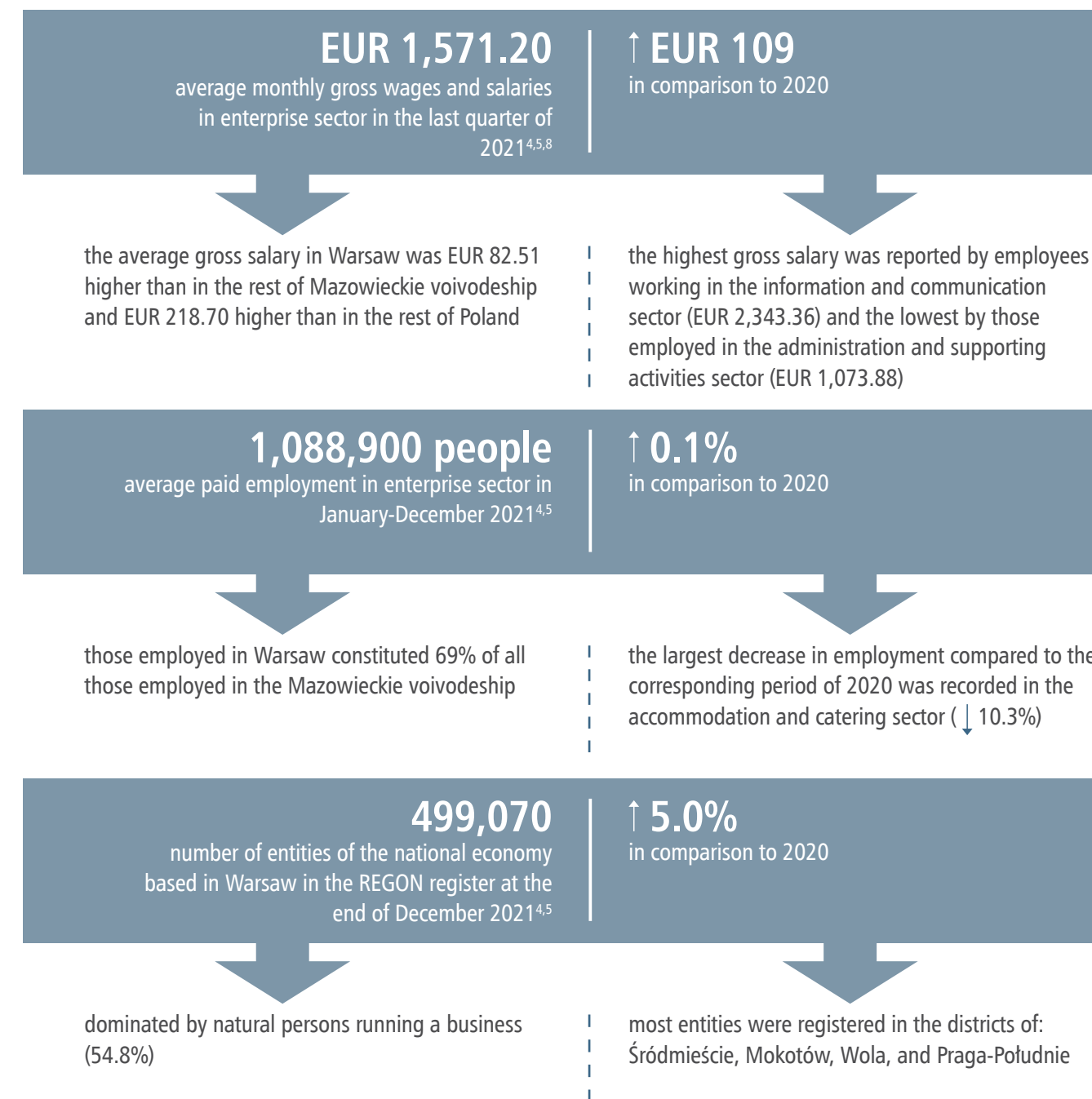
Registered unemployment rate at the end of December in 2017-2021²⁻⁵



77% of Warsaw entrepreneurs in 2020 expressed the opinion that the Polish capital is a place where it is easy to attract highly qualified and creative employees from across the country, and 36% believed that Warsaw was attractive for foreign workers.⁶



Over 100,000 EU citizens worked in Warsaw in 2021.⁷



1068 R&D entities were operating in Warsaw at the end of December 2020 with an expenditure which amounted to over EUR 2.1 billion.⁹



26.5% of the share capital of Warsaw companies was **owned by foreigners** at the end of December 2020.⁹



73% of Warsaw entrepreneurs in 2020 positively rated **the growth conditions** of their companies in Warsaw.¹⁰



Fitch Ratings confirmed in 2021 Warsaw's international long-term rating at 'A-' with a stable outlook.¹¹

fDi European Cities and Regions of the Future 2022/23¹²

Ranking of most attractive European locations for future inward investment

7th place
in the "European Cities of the Future 2022/23" ranking

2nd place
in the 'business friendliness' category

6th place
in the 'economic potential' category

Kearney 2021 Global Cities Index¹⁵

World ranking of global cities

64th place

The Global Financial Centres Index 30¹³

Ranking of global financial centres

56th place
2nd place
among cities in Eastern Europe and Central Asia

Note: Decline from 2020 to second place. Taking into consideration Moscow's first place, further changes in the ranking can be expected.

Tholons Global Innovation Index™ 2021¹⁴

World ranking of best localisations for business services centres

35th place
in the
"Tholons Global Innovation City Index"

New panorama of Warsaw: the city's office market¹⁶⁻¹⁸

6.15 million m²

stock of modern office space at the end of 2021. 16 office buildings with over 324,000m² of office space have been completed. Some of the largest projects that have been granted occupancy permits include: Warsaw Unit (Ghelamco – 56,400m²), Skyliner (Karimpol – 48,500m²), Generation Park Y (Skanska Property Poland – 44,200m²). At the end of 2021, there was approximately 308,000m² of office space under construction in Warsaw planned for delivery between 2022 and 2024, the lowest figure since 2009.

65%

of office space is being built in the central districts of Warsaw. In 2022, 251,500m² is expected to be delivered. In the next two years, 91,000m² and 160,600m² is expected to be delivered, respectively.

The largest office projects under construction are Varso Tower (66,300m², to be delivered in 2022), The Bridge (47,000m², in 2025) and Skyliner II (38,000m², in 2024). The Skyliner II, third phase of Lixa (28,100m²) and Lakeside (24,000m²) construction projects will begin in 2022.



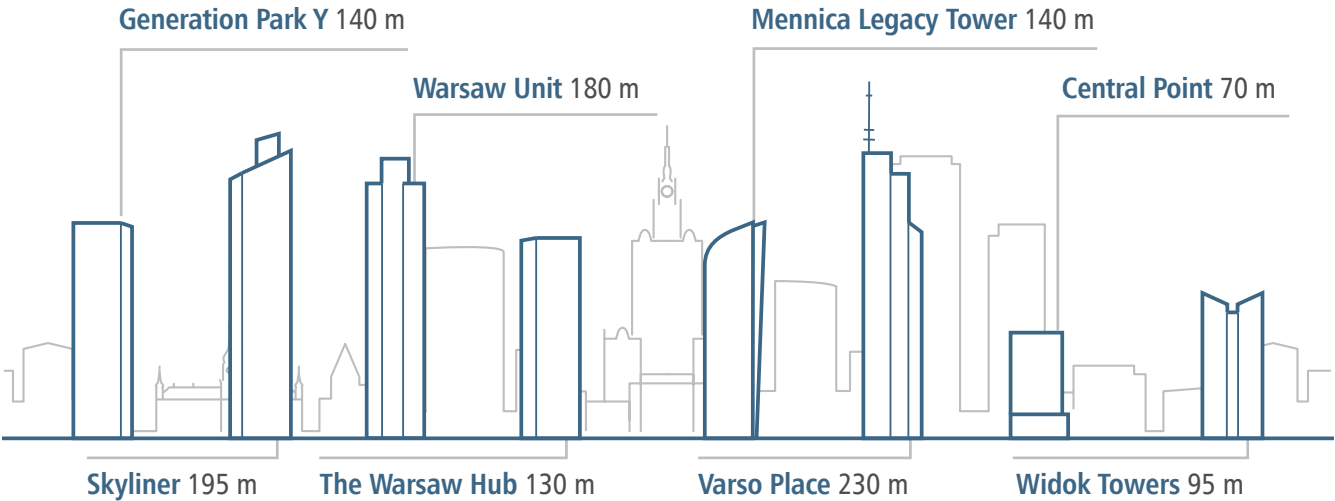
More than 40% of the total stock of office space in Warsaw has received green certification. Poland's capital, together with Chicago, Houston, New York, and San Francisco, is one of the greenest metropolises in the world.¹⁹



4 Warsaw skyscrapers – Varso, Browary, Warsaw Unit, Mennica Legacy Tower were awarded the highest BREEAM Interim green certificate ranking of "Outstanding"^{20,21}



The Newest Skyscrapers of Warsaw



Shopping Centres of Warsaw²²

- More than 1.7 million m² of **shopping centre space** was available in the Warsaw agglomeration in 2021.
- A trend that is gaining importance is **investments in mixed-use facilities**. In 2020 Elektrownia Powiśle and in 2021 Browary Warszawskie and Norblin Factory were delivered.
- No new full-size shopping centre was built in Warsaw in 2021, additional square metres were provided by extensions of existing facilities such as Designer Outlet Warszawa in Piaseczno near Warsaw of 6,000 m².

Quality of life in Warsaw²³⁻²⁵

- 94% | of residents in 2021 had positive impressions associated with Warsaw as a place to live.
- 89% | of residents in 2021, given the choice, would prefer to live in Warsaw in comparison to 2020.
 - ↑ 7 p.p. in comparison to 2020
 - 3% | would prefer to live in the countryside near Warsaw
 - ↓ 4 p.p. in comparison to 2020
 - 3% | would prefer to live in a small town near Warsaw
 - ↓ 2 p.p. in comparison to 2020
- 93% | of residents in 2021 had a positive opinion of safety in the city.

According to the "Safe and Open Cities" report, Warsaw is the safest city in Poland. According to a safearound.com report, Warsaw is the seventh safest capital city in the world (following Andorra, Vienna, Seoul, Oslo, Prague and Taipei).

- 91% | of residents in 2021 had a positive opinion of cleanliness and tidiness in the city.

Warsaw is one of the largest academic centres in Europe. Almost a quarter of a million people study in the Polish capital. 10%, or almost 25,000, are foreign students. Almost 90% come from Europe, with the remainder dominated by students from Asia, primarily China.²⁵



Warsaw was ranked 14th in the world in terms of **English language skills** among city residents. The capital was ranked "very high" in terms of fluency in the EF English Proficiency Index 2021.²⁶



Warsaw was ranked 164th in terms of cost of living out of 209 cities in the Mercer 2021 Cost of Living City Ranking.²⁷

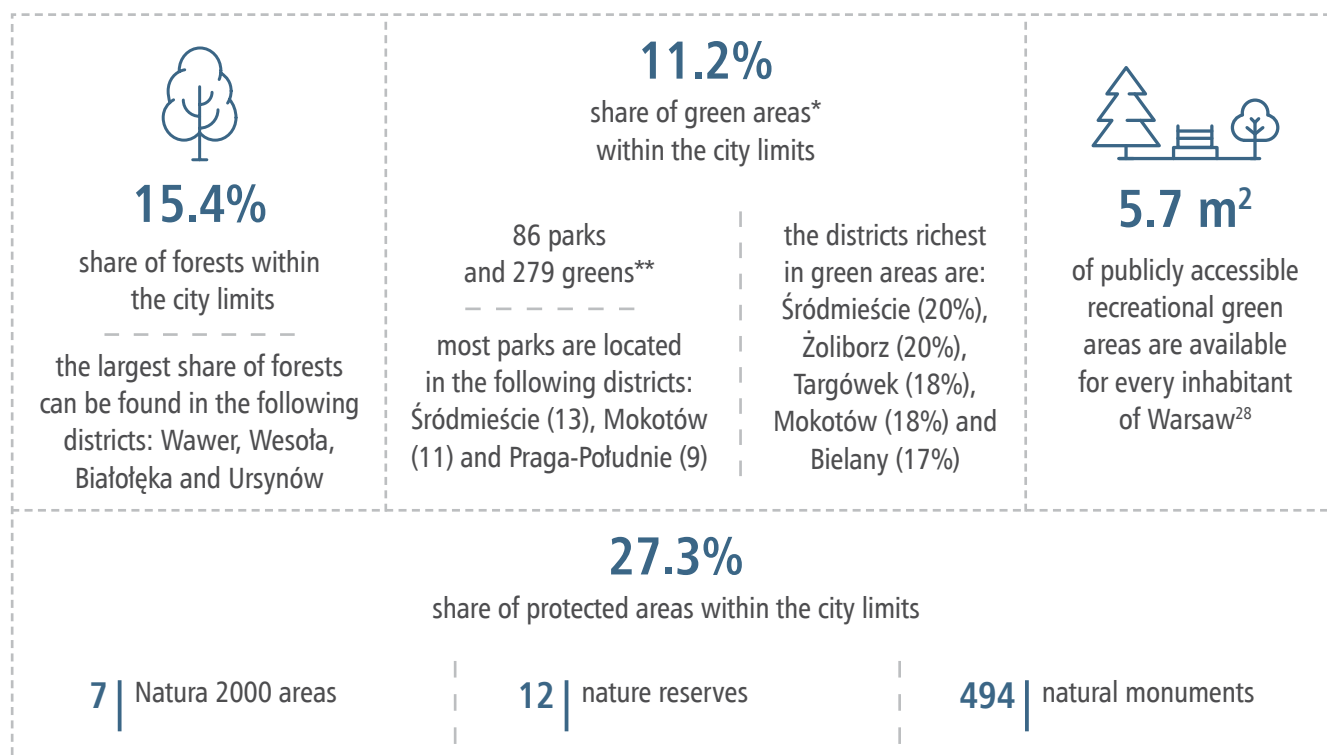


Warsaw came 69th in the Resonance World's Best Cities 2021 report, a league table of the world's **best metropolises to live, work, invest in and visit**.²⁷



Poland's capital was ranked 54th in the IESE Cities in Motion Index 2020, a league table of the world's **smartest cities**. After Prague, Warsaw, is the "smartest" city in Eastern Europe. Poland's capital also took a respectable 8th place in the "governance" category and 14th place in the "urban planning" category.²⁸

Green Warsaw³¹⁻³⁴



*parks, greens, allotments, educational gardens, and greenery attached to various facilities, as well as untamed, predominantly wooded (not forested) green spaces

**green areas where the City of Warsaw is responsible for maintaining greenery



In 2021, more than 5,000 trees were planted in Warsaw, including around 3,900 along the capital's streets as well as over 37,000 m² shrubs and hedges. More than 5,700 m² of urban meadows were sown and about 50 ha of lawns were left unmown/rewilded. As part of the green transformation in 3 districts of Warsaw, more than 1,600 m² had concrete removed and replaced with greenery.



Modernisation work began in 3 parks: Pole Mokotowskie, under the Warsaw Uprising Mound and Cichociemni Home Army Paratroopers Park; 2 zip-line parks are also being designed: on Suwak Street and above the Warsaw ring road tunnel; as well as 2 new squares: Warsaw Dialect Square in Wola district and Urban Sports Square by the Ratusz Arsenal metro station.



More than 40 greenery-related projects completed in 2021 were funded via the civic budget proposed by residents. These included planting trees, hedges, shrubs, and perennials as well as installing bird and bat boxes, and insect hotels. Thanks to the ideas of Warsaw residents, rain gardens have been created in the Praga-Południe, Białołęka, and Ursynów districts.



In 2020 and 2021, 10 natural playgrounds were built in three districts in Mokotów, Wola, and Praga-Północ. The natural playgrounds are equipped with, among other things, wicker shelters, tunnels, wooden balances, bridges, logs and stumps, various types of swings, slides, and sandpits. In addition, the youngest children can enjoy animal-shaped rockers, equipment for playing in the sand, wooden houses, stepping stones and, in several locations, also climbing frames.

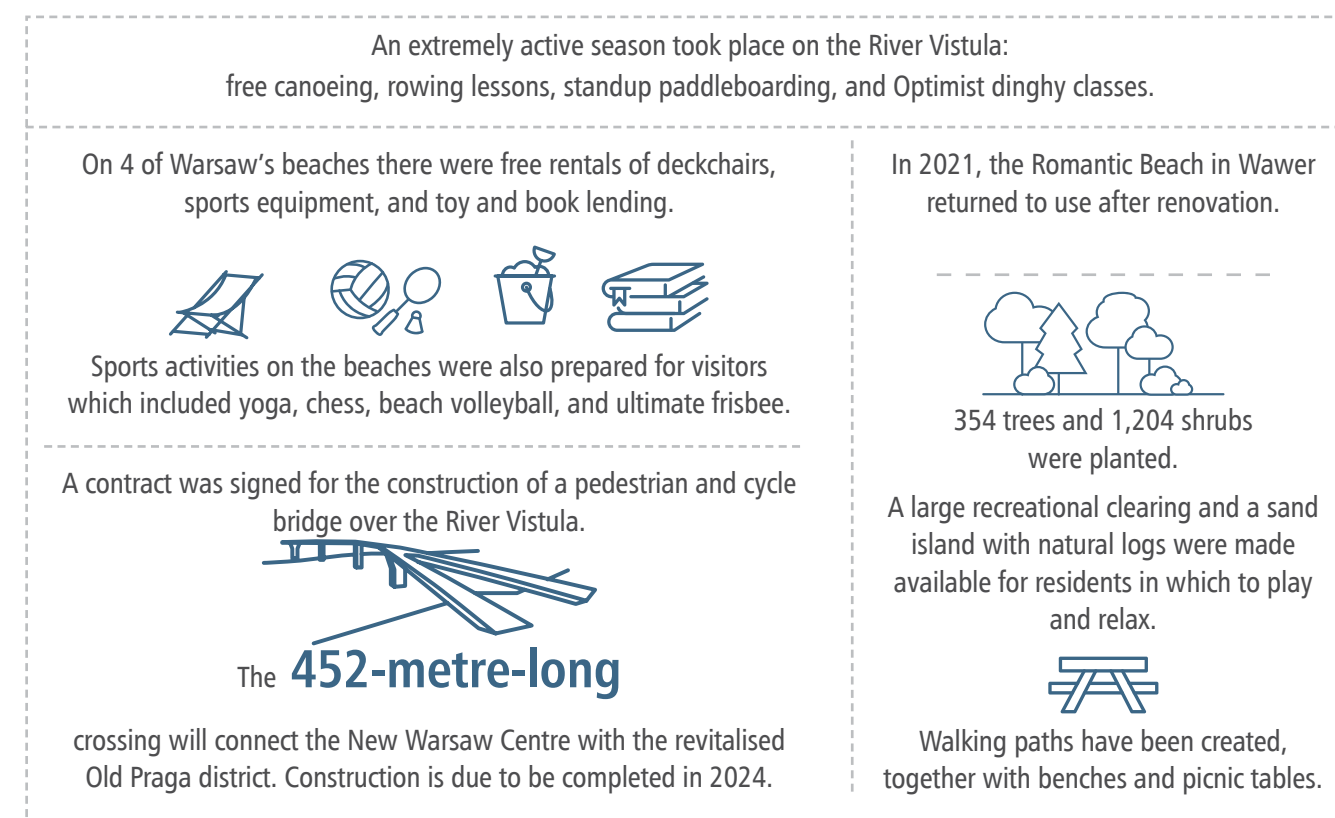


The "Stone" Education Pavilion, which opened in 2020, has hosted more than 100 educational events, nature workshops, photography workshops, meetings, film screenings, concerts and more.

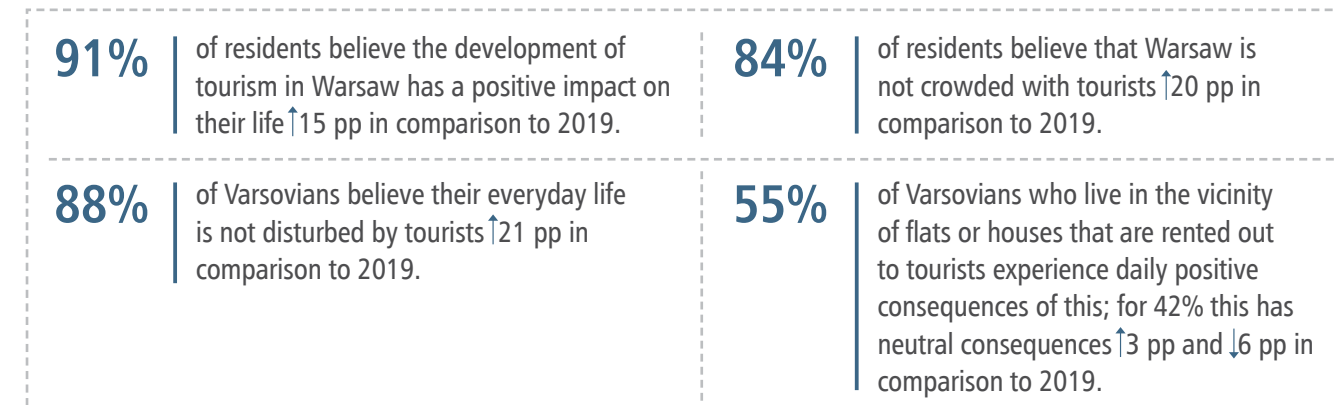
94%

of residents in 2021 had a positive opinion of greenery in the city.

Vistula River^{35,36}



The attitude of Varsovians to the development of tourism in 2021^{37,38}



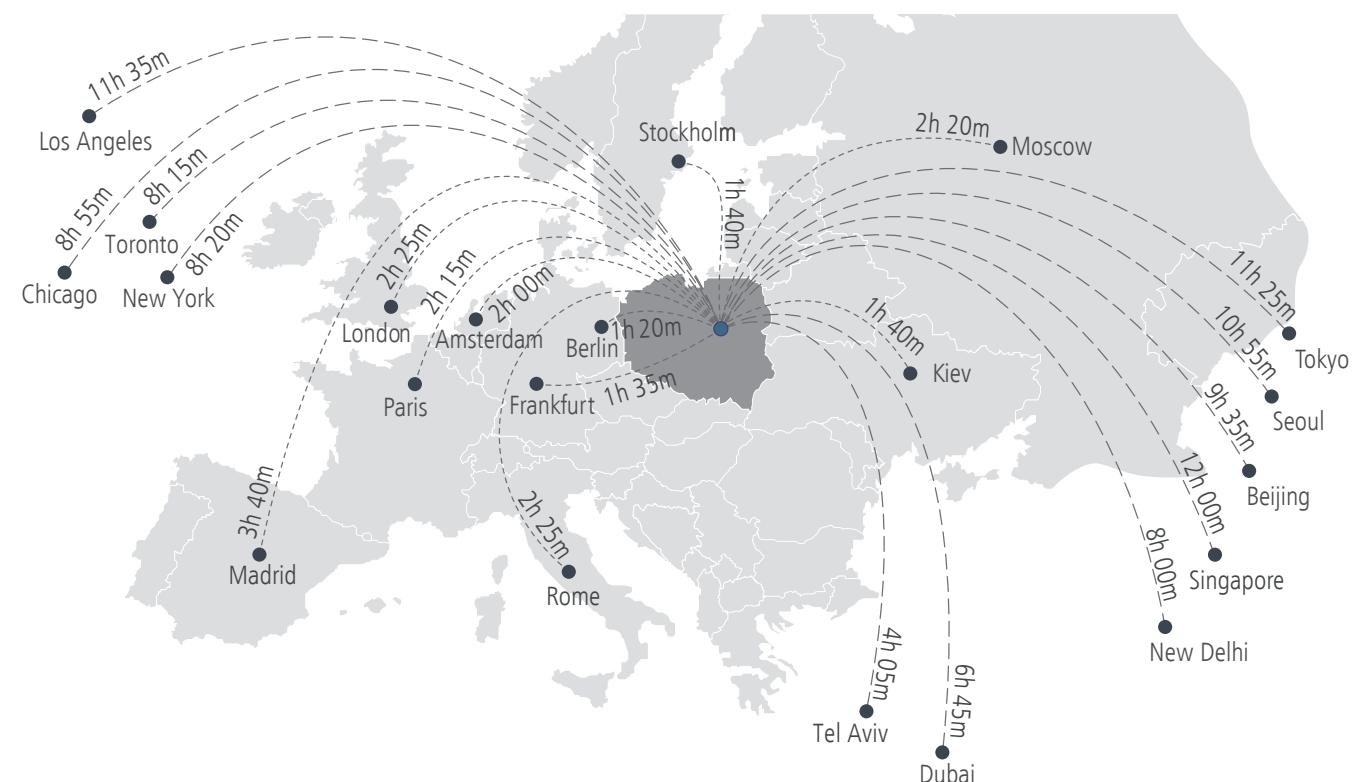


2 Accessibility and tourist accommodation

Accessibility

Air^{1,2}

Approximate direct flight times to Warsaw from selected cities



Chopin Airport – basic data and information for 2021³⁻⁶



In 2021, more than 7 million passengers were served at Chopin Airport, an increase of 36% compared to 2020. The one-million passenger mark was surpassed three times in one month. The percentage recovery rate of passenger traffic in 2021 compared to 2019 was 40%, which puts Chopin Airport ahead of airports such as Prague, Budapest, Vienna, Berlin, Copenhagen, and Helsinki.

Almost 64% of passengers travelled on traditional carriers. 16% of passengers chose low-cost airlines while 20% chose charters. The percentage distribution of passengers using traditional traffic was above 80% between January and the end of December.



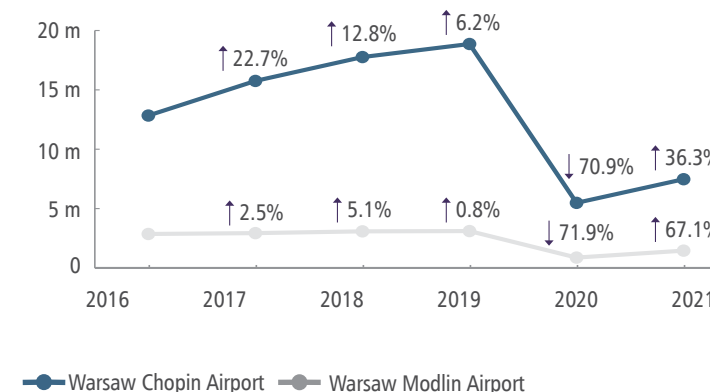
The top five most popular destinations on regular routes were: Paris, London, Frankfurt, Kyiv, and Amsterdam. As for charters, the most popular destinations in 2021 were shorter southern routes such as to Antalya, Hurghada, Marsa Alam, Rhodes, and Heraklion.

Warsaw Modlin Airport – basic data and information for 2021⁷⁻¹⁰

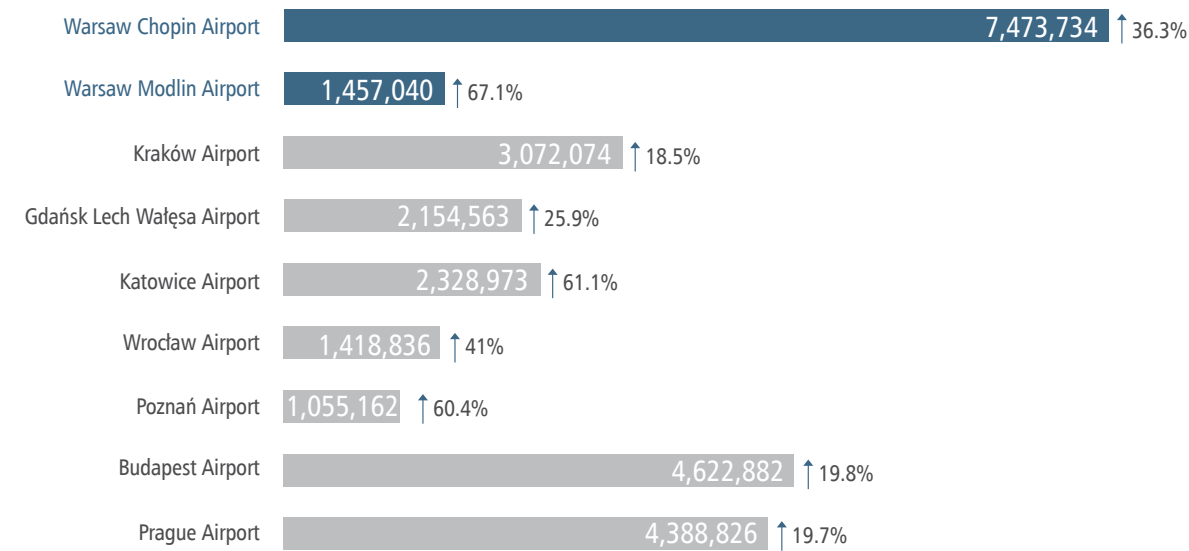


The number of passengers served and the number of flights that took place increased by 67.1% and 48.2% of total 2020 traffic, respectively. Comparing these figures with the pre-pandemic period, 2021 passenger traffic levels represented 46.9% of the traffic recorded in 2019.

Warsaw Chopin Airport and Warsaw Modlin Airport – passengers served in 2016-2021 (number and change year on year)¹¹⁻¹⁶

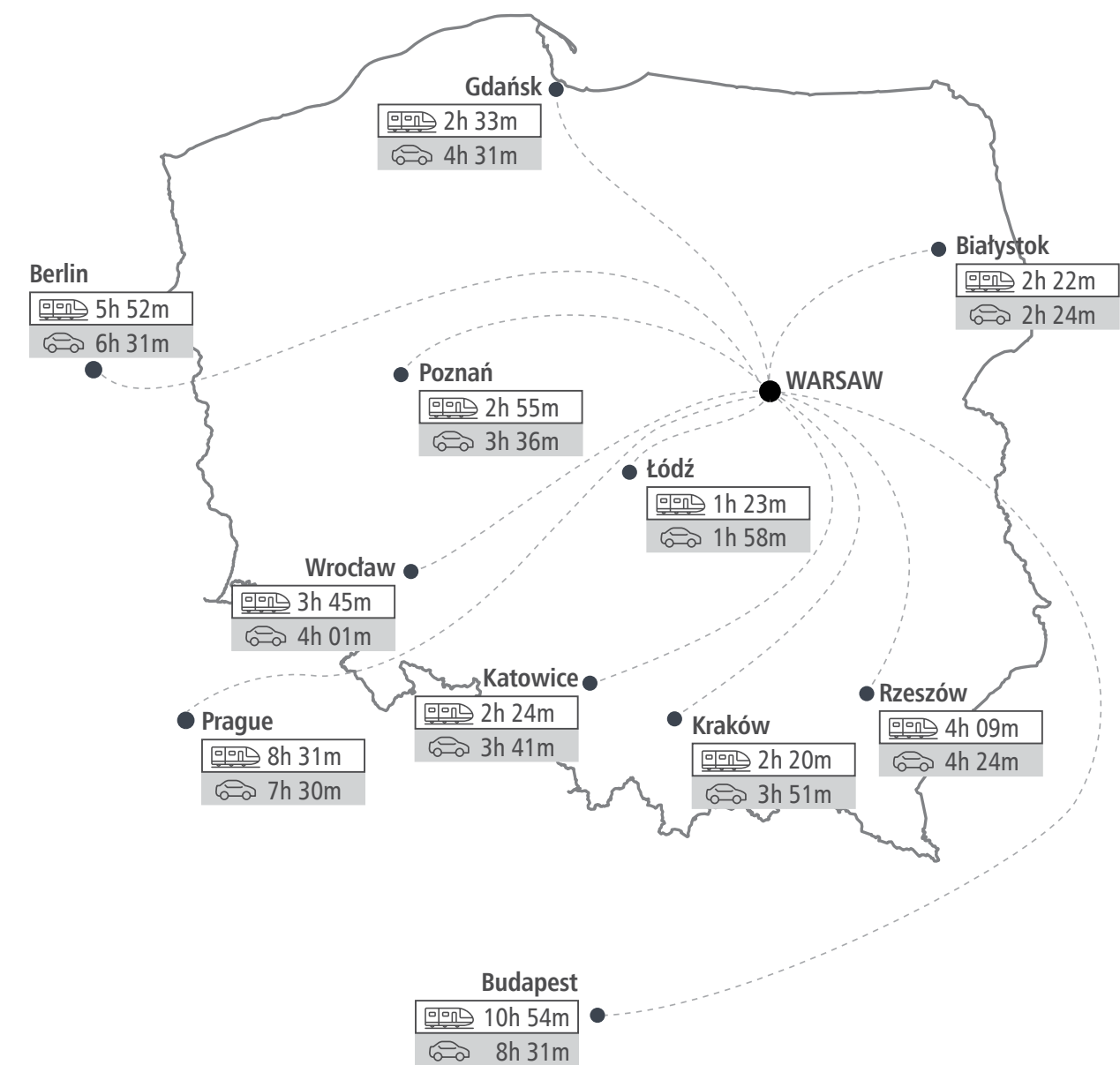


Warsaw Chopin Airport and Warsaw Modlin Airport in comparison to other selected airports – passengers served in 2021 (number and change in comparison to 2020)¹⁷

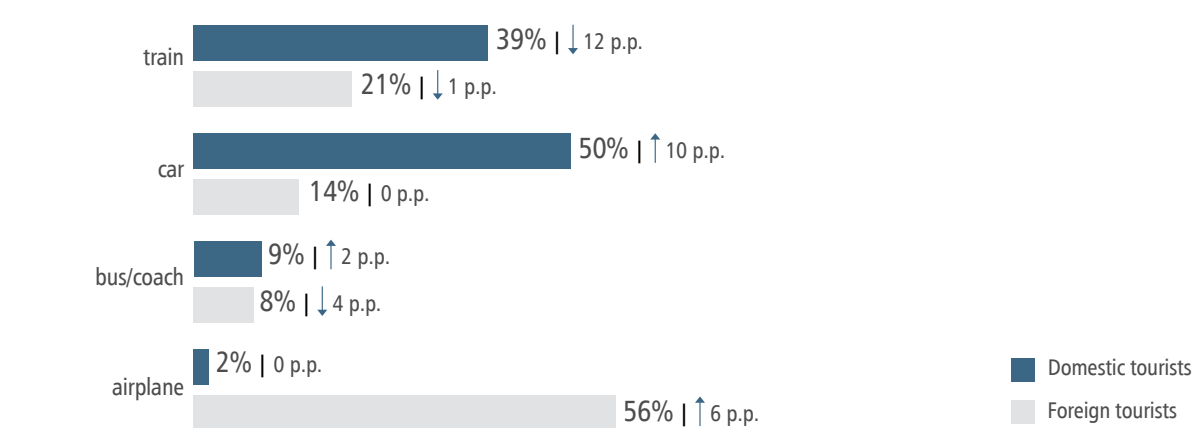


Rail and road accessibility¹⁸

Approximate travel time to Warsaw from selected cities



Means of transport used by tourists coming to Warsaw in 2021^{19,20}
Means of transport used to travel directly to Warsaw (% share and change compared to 2020*)



*change compared to the same period in 2020 (the survey was conducted September-November 2020)

Public transport²¹

Over **809.5 million** passengers used public transport in 2021

↑ **11.4%** in comparison to 2020.

49% of people travelled by bus

- The Municipal Bus Company (MZA) took delivery of 100 NGV buses. As a result, Warsaw's largest bus operator now has 500 low- and zero-emission vehicles.
- Eco-friendly measures have been taken focusing on the development of a network of bus shelters with photovoltaic panels and a hint of green by laying stonecrop on the roofs of shelters.

23% of people travelled by tram

- In September, the last section of the tram route linking Tarchomin, Nowodwory, and Winnica with the first metro line via the Maria Skłodowska-Curie bridge was commissioned in September.
- The first of 123 trams ordered by Warsaw Trams (Tramwaje Warszawskie) and manufactured by Hyundai Rotem arrived in Warsaw. The over 30-metre-long trams are 2.5 metres longer than those in service to date and can accommodate 240 passengers.
- At the end of the year, a contract was signed for the construction of the fifth tram depot in Warsaw, which will be built in Białołęka. The Annopol depot will be the first tram depot to be built since 1963 and the planned completion date is February 2024.

22% of people travelled by metro

- Intensive work on the second metro (M2) line continued on the last eastern and penultimate western section. At the same time, trains for the Warsaw metro were being manufactured and tested in Ostrava and Pilsen. As per the contract, Škoda Transportation will deliver 37 single-car trains, each accommodating up to 1,500 passengers. These will be the first Warsaw Metro trains in which the passenger space has been conventionally divided into two parts: for those planning a longer journey, where more seats and

information screens have been provided, and for passengers wishing to travel for two or three stops, where the focus is more on grab handles.

- Simultaneously, with the construction of the M2 line, preparatory work for the extension of the third metro line is underway. As part of the first phase of the project, an eight-kilometre route is planned in Praga-South, starting at the already completed M2 National Stadium station.

5% of people travelled by rail

- In 2021, the first part of the order for new trains from Newag was finalised. The first of the 21 passenger car stock underwent tests at the Railway Institute in Żmigród in order to arrive in Warsaw in early 2022.

Tourist Routes

Warsaw Tourist Routes were used by 130,492 people in 2021 - more than 6,000 more than in pre-pandemic 2019. Both Varsovians and tourists could use ferries across the Vistula, a ship to Serock, bus and tram lines served by historic rolling stock and a narrow-gauge railway in the summer.



107,700

passengers crossed the river serviced by 3 ferries



2,400

people took a boat trip to Serock



9,700

people travelled by the Ikarus or Barlieta



8,000

people travelled on vintage trams



2,700

people took a trip on the Piaseczyńsko-Grójecka Narrow-Gauge Railway

16 P+R (Park and Ride) car parks with 4,500 parking spaces and 32 free charging stations for electric vehicles were operational in Warsaw in 2021. At the end of 2021, the car park at the Warszawa Żerań railway station was completed. Further car parks are planned or under construction (this includes Warszawa Jeziorki and Bródno Metro Station). The new car parks are environmentally-friendly and cater to local inhabitants and will use renewable energy sources.



More than 17,000 licensed taxis were on Warsaw's streets in 2021.³⁰



More than 7,000 **electric scooters** were available to rent for both residents and tourists in Warsaw in 2021. This is more than 40% of all rentable e-scooters in Poland.³¹



According to Kayak, an online search and price comparison website for flights, accommodation, holiday packages and car rentals, there are currently 58 **car rental companies** in 165 locations in Warsaw.³²



Cycling Warsaw 2021²²⁻²⁶



710 km | ↑ 35 km
of cycling routes | in comparison to 2020

Warsaw Public Bike Veturilo

Nearly 3.3 million | ↑ 3%
rentals | in comparison to 2020

67% | of residents had a positive opinion of the functioning of Veturilo

- over 132.000 users have made use of the system
- the most popular station continues to be the one located beside the **Copernicus Science Centre**
- average bike rental time was 28 minutes

- residents and tourists had 5,000 bicycles at their disposal, including 60 child cycles and 100 electric cycles, available at close to 400 stations

- in total, the users of the cycling system travelled for over 1,425,628 hours

86% | of residents in 2021 believed Warsaw to be a cycle-friendly city

93% of tourists in 2021 had a positive opinion of public transport^{*27}

^{*}people who have used this type of service

94% | of residents in 2021 had a positive opinion of the functioning of public transport.²⁸



Warsaw among the top **cities with the most sustainable public transport** in Europe. The Polish capital city came 4th in the Sustainable Mobility Index, put together by UK-based comparison website Uswitch, ahead of Paris (5), Vienna (7) or Berlin (11). One of Warsaw's strengths is its environmentally-friendly fleet of buses.²⁹

Tourist accommodation^{33,34}



772 | ↑ 133
tourist accommodation establishments* | in comparison to 2020



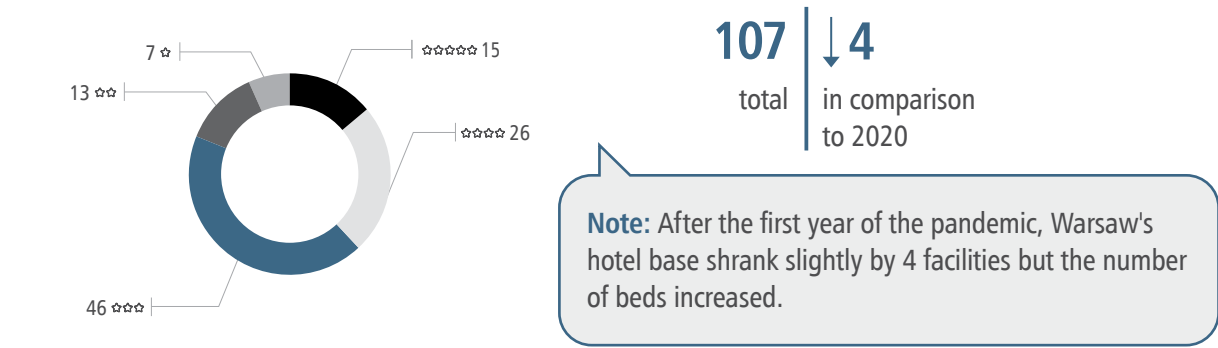
52,474** | ↑ 1571
bed places* | in comparison to 2020

^{*}based on data from Warsaw Tourist Office, City of Warsaw, and the Polish Ministry of Economic Development, Labour and Technology

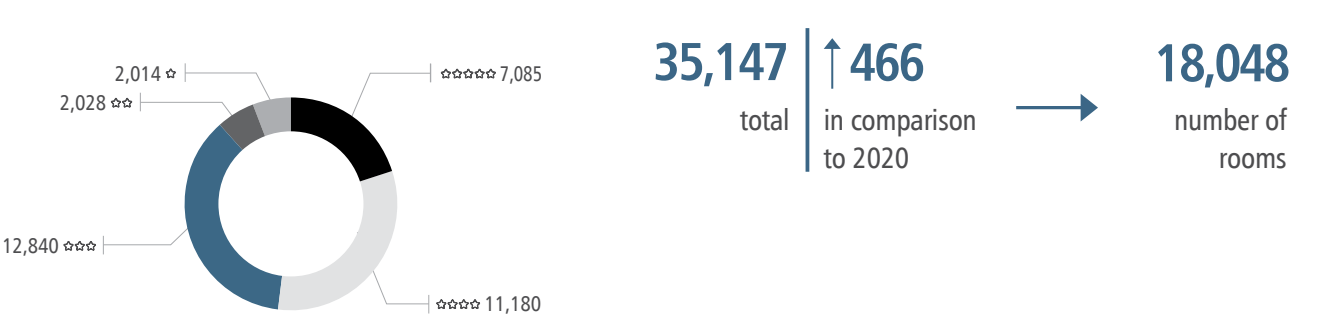
^{**}including 100 tent and 80 caravan pitches

Hotels in 2021 (number and change in comparison to 2020)

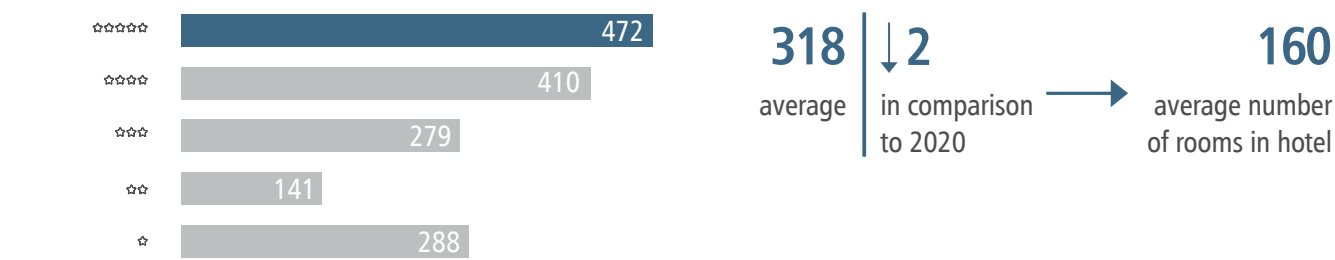
Number of establishments*



Number of bed places



Average number of bed places



In March 2021, the NYX hotel opened in the centre of Warsaw next to the Central Railway Station. The hotel is located in the Varso Place complex, next to Varso Tower which is under construction and will be tallest building in the European Union. It offers 331 rooms, two bars, including one on the roof of the 19-storey building, 550 m² of meeting space, a Clash restaurant with Polish-Israeli cuisine, retro gaming machines and a fitness studio.³⁵

In May, the Arche Group launched the second phase of the Arche Hotel Polonez in Ursynów with 250 rooms and six conference rooms for 500 people. Together with the first phase, which opened in 2018, the entire complex has 400 rooms sold under the condo system.³⁶



Hotel Nobu Warsaw received four awards at the European Property Awards 2021-2022. It was the winner in the Hotel Architecture category, and also received five stars and a nomination for the next stage of the competition in the Hotel Construction & Design category, five stars and a nomination for the next stage in the Hotel Interior category, and five stars and a nomination for the next stage in the Bathroom Design category. The European Property Awards are one of the most important European awards for the best architectural projects.³⁷

25 hotel facilities are currently under construction or planned in Warsaw. The vast majority belong to various chains such as Marriott, Puro, Ibis, and Holiday Inn.

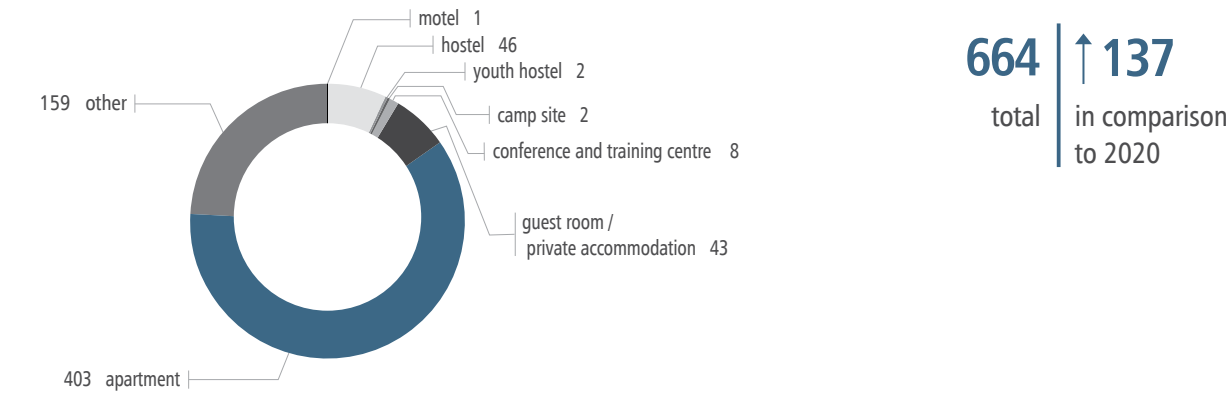


There are 25 hotel openings planned in Warsaw between 2022 and 2025, including the following:³⁸

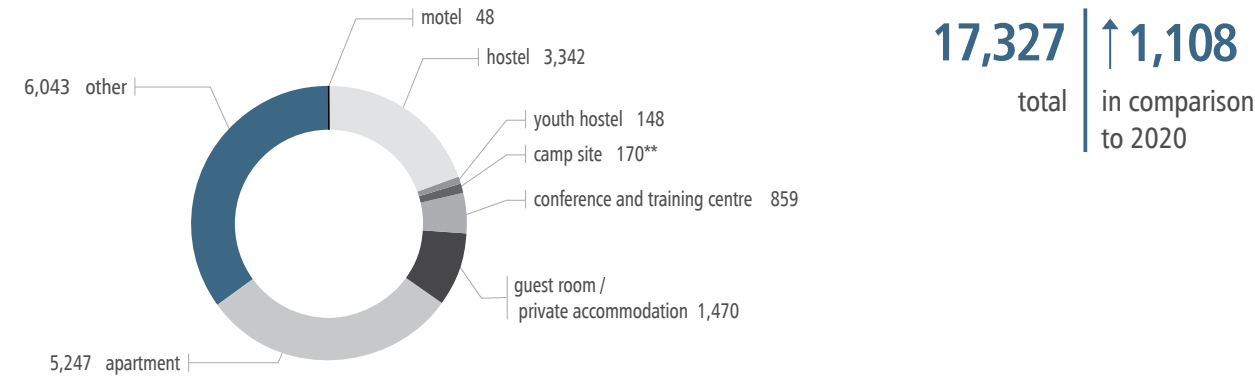
- 5-star Autograph Collection
- 5-star Royal Tulip Apartments
- 4-star Puro
- 4-star Radisson Red
- 3-star Moxy Warsaw Centrum

Other tourist accommodation establishments in 2021 (number and change in comparison to 2020)*³³

Number of other tourist establishments



Number of bed places



*based on data from Warsaw Tourist Office, City of Warsaw and the Polish Ministry of Economic Development, Labour and Technology
**including 100 tent and 80 caravan pitches

Bed places in tourist accommodation establishments in Warsaw districts in 2021³³



Number of bed places

- 10,001 - 20,000
- 5,001 - 10,000
- 1,001 - 5,000
- 0 - 1,000

Users of tourist accommodation establishments*³⁹



2,029,847 tourists have used accommodation establishments in 2021

↑ **54.4%** in comparison to 2020

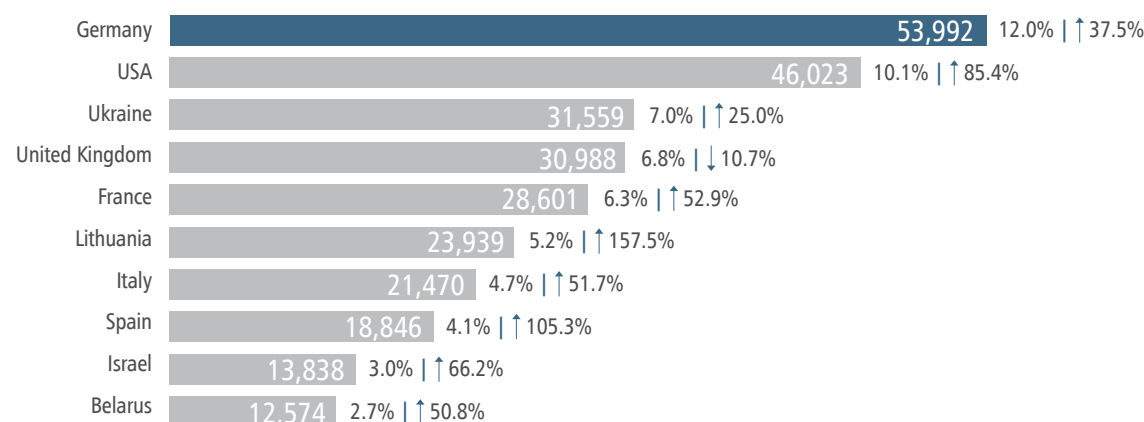
↓ **46.6%** in comparison to 2019

454,611 foreign tourists have used accommodation establishments in 2021

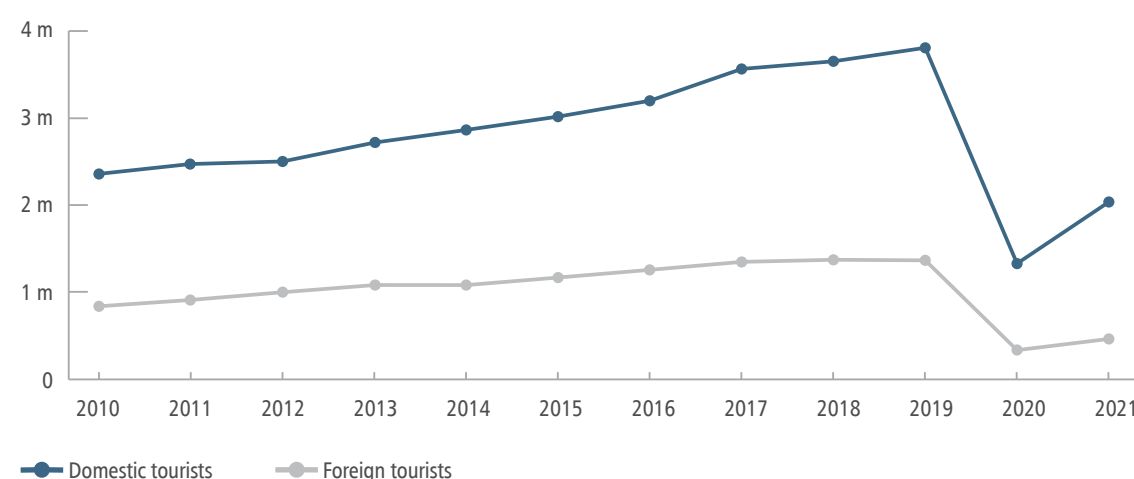
↑ **38.8%** in comparison to 2020

Note: As a result of the restrictions introduced during the COVID-19 pandemic, hotels in Warsaw were not allowed to operate from the beginning of the year until 12 February (only certain professional groups were allowed to use them), and again from 15 March to 7 May 2021. During the periods 12 February to 15 March and 7 May to 26 June, hotels operated under a sanitary regime that included a 50% occupancy limit. In the following months of 2021, the permitted hotel occupancy rate was between 50% and 75%.

Foreign tourists using accommodation establishments in 2021 - Top 10 by country of residence (number, % share and change compared to 2020)



Tourists using accommodation establishments in 2010-2021



*data of the Central Statistical Office from establishments with over 10 bed places including imputation from 2017 for establishments that declined to take part in the research

Nights spent by tourists and their length of stay in accommodation establishments

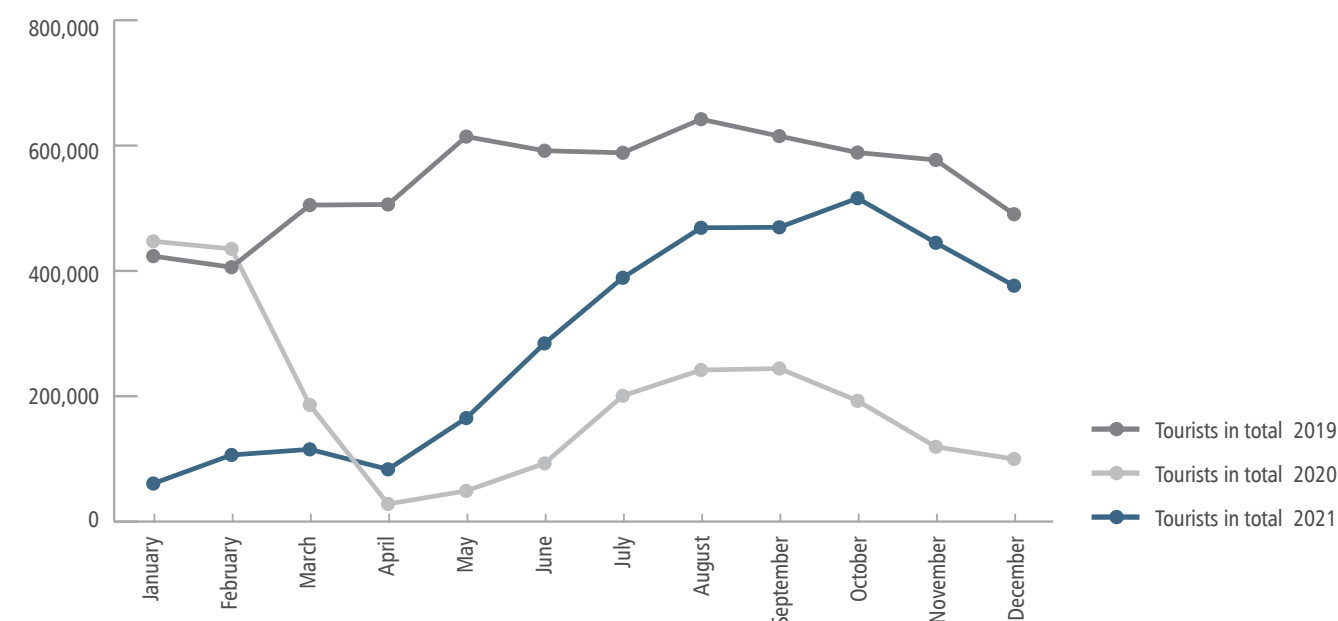


3,479,622 nights spent by tourists in accommodation establishments in 2021*

↑ **48.9%** in comparison to 2020

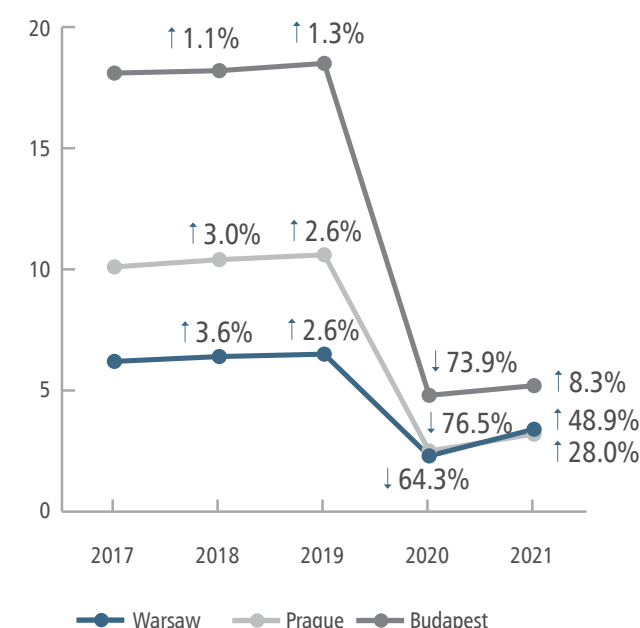
*data of the Central Statistical Office from establishments with over 10 bed places including imputation for establishments that declined to take part in the research

Nights spent by tourists in accommodation establishments by month in 2019-2021*

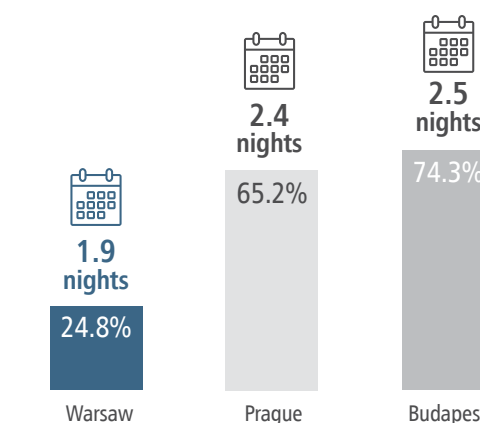


*data of the Central Statistical Office from establishments with over 10 bed places including imputation for establishments that declined to take part in the research

Nights spent by tourists in accommodation establishments in 2017-2021 compared to selected cities (number in millions and change year on year)⁴⁰



Nights spent by tourists and average length of stay in accommodation establishments in 2021 compared to selected cities⁴⁰

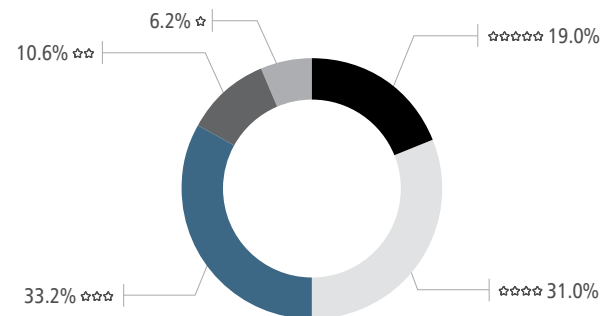


Note: For years, the Czech and Hungarian capitals have been among the leaders in Europe in terms of the share of overnight stays by foreign tourists in the total number of overnight stays. Despite restrictions on international traffic as a result of the COVID-19 pandemic, the situation has not fundamentally changed. In Prague and Budapest – unlike Warsaw – foreign tourists made up the vast majority.

Hotels – rooms rented and nights spent⁴⁰



Rooms rented to tourists in 2021 by hotel category:*



Occupancy in hotels in 2021*

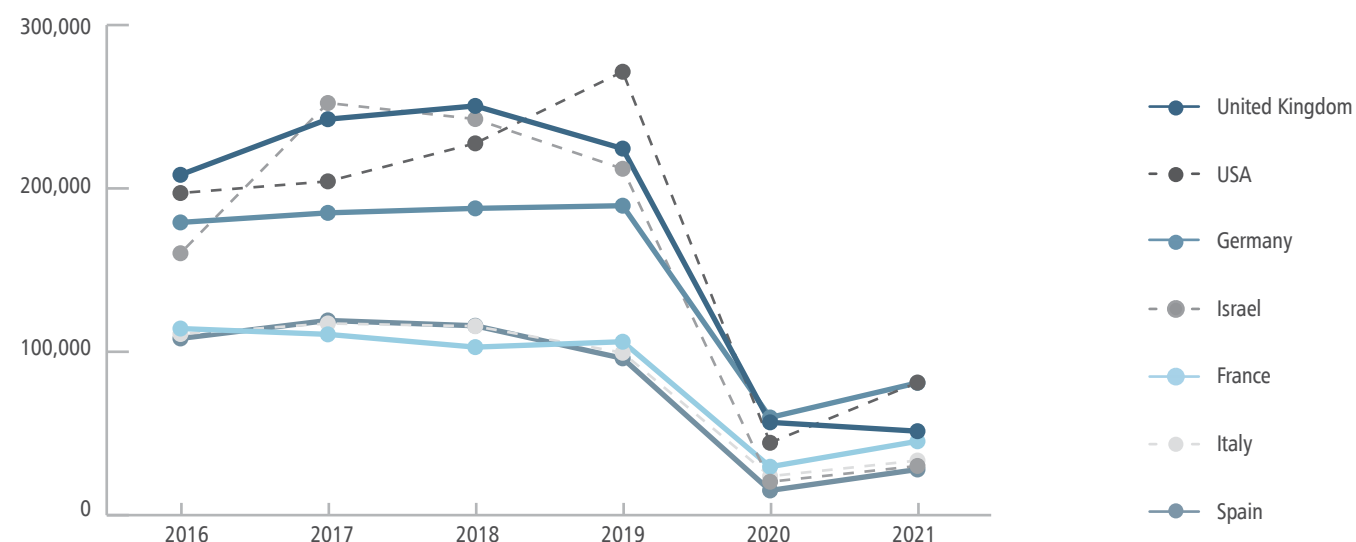
30.5% **↑ 8.1 p.p.** in comparison to 2020

highest occupancy in October
56.0%

lowest occupancy in April
12.7%

*data of the Central Statistical Office from establishments with over 10 bed places including imputation for establishments that declined to take part in the research

Nights spent by tourists from selected countries in hotels in 2016-2021



Warsaw was ranked 20th among 117 European cities in the league table of the number of overnight stays in 2021, ahead of cities such as Budapest, Oslo, and Brussels. Another Polish city, Gdańsk, was ranked 55th.⁴¹

Property rentals via Airbnb and Vrbo in 2021:⁴²

4,487



properties were available for rent in November (houses, flats, etc.), 252 fewer compared to December 2020 and 2,372 fewer compared to March 2020.

EUR 52.61

ADR (average daily rate) in October 2021. (EUR 11.50 more compared to November 2020).

77% **↑ 10 p.p.** Occupancy in August percentage points higher compared to August 2020

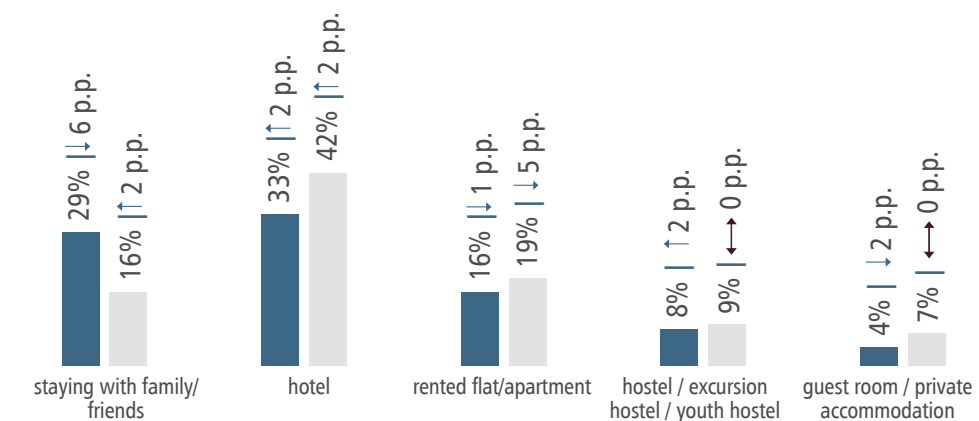
46% **↑ 16 p.p.** of properties were available for 1-3 months more compared to March 2020

15% **↓ 15 p.p.** of properties available for 10-12 months percentage points less compared to March 2020

94% of tourists who visited Warsaw in 2021 stayed overnight within the city limits.



Main types of tourist accommodation in 2021 (% share and change compared to 2020*)⁴³

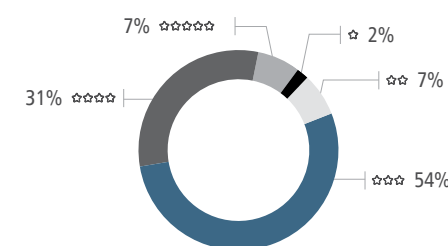


Domestic tourists Foreign tourists

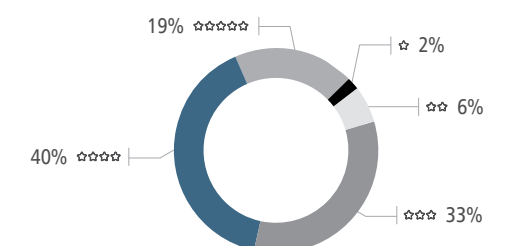
*change compared to the same period in 2020 (the survey was conducted in 2020 in the months of September-November)

Standard of hotels used by tourists in 2021

Domestic tourists

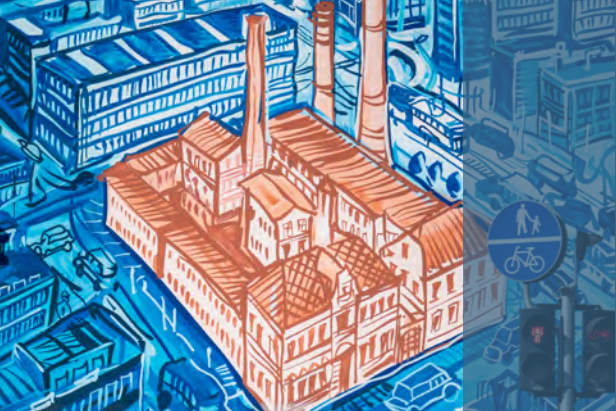


Foreign tourists



95% of tourists in 2021 had a positive opinion of tourist accommodation*¹⁶

*people who have used this type of service



3 | Tourist attractions and cultural events

Post-industrial Warsaw¹⁻⁶

Bringing old post-industrial buildings back to life has become a noticeable trend in Warsaw in recent years. Old factories, former industrial buildings, spaces that have been out of business for decades are opening up – friendly places for city residents and visitors. New flats, office buildings, restaurants, cafés, shops are emerging, and cultural events and fairs are being organised. In 2021, two of these types of places popped up in Warsaw and two more were under construction.



Praga Koneser Centre

Opened in 2018, the Koneser Centre is located on the site of the former Koneser Warsaw Vodka Factory. The historic buildings have been restored and new residential and office spaces have been built to fit in with the architecture of the site. It is home to the Museum of Polish Vodka, Google Campus Warsaw, a conference and event centre, exhibition centre, art galleries, a hotel and more than 12 food and beverage outlets. The Koneser Square, which is open to the public, hosts many cultural events and fairs. In 2021, Koneser Square hosted, among others, Thursday classical music concerts, performances by Och-Teatr Theatre and Polonia Theatre, painting workshops with artists, the Przerób-my festival, summer cinema and fair events.

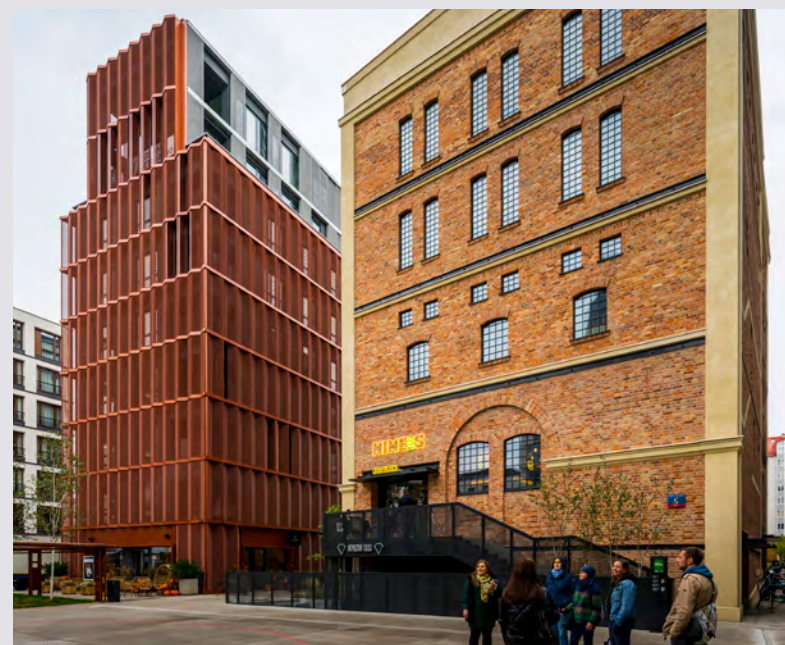
Elektrownia Powiśle

Opened in 2020, the area around the former power station in Powiśle is located in the vicinity of the Vistula Boulevards, the Copernicus Science Centre, and the University of Warsaw Library. It is a combination of retail space featuring unique brands, a beauty zone, and a food court with 13 dining concepts. In 2021, Elektrownia Powiśle hosted more than 400 events: fairs, concerts, exhibitions, summer cinema screenings, and workshops.



Norblin Factory

The site of the former Norblin, Buch Brothers and T. Werner metal works opened in autumn 2021 after a long restoration. Nine historic buildings and approximately 50 machines (42 pieces of equipment listed in the register of monuments) of the former Warsaw Metalworking Shop have been restored, including a historic 1000T hydraulic press weighing 50 tonnes. Great work of applied art, like platters, can be admired in the Norblin Factory Museum. The museum offers a modern way of sight-seeing with four different paths, and the museum facilities are located throughout the whole complex. The Norblin Factory also houses a boutique cinema, "KinoGram", a Piano Bar, an art gallery, a health food market with certified organic products and Warsaw's largest restaurant area, "Food Town", located in five historic halls and 23 gastronomic areas. In 2022, "Apple Museum Poland" and a fully digital art gallery, "ART BOX Experience" were due to open in the Factory.



Warsaw Breweries

After many years, the former site of one of the largest breweries in Europe has been restored with new residential and office buildings constructed there. It was officially opened in 2021. There are 5 new city squares, restaurants and a sports bar owned by Robert Lewandowski in a 19th century brewhouse; the Brewery Food Hall opened in autumn with 12 food and bar concepts in the cellars of the renovated Leżakownia. The Warsaw Brewery has found its place in a side wing of the same building, brewing its first vats of 18 varieties of craft beer as early as July 2021.

Under construction

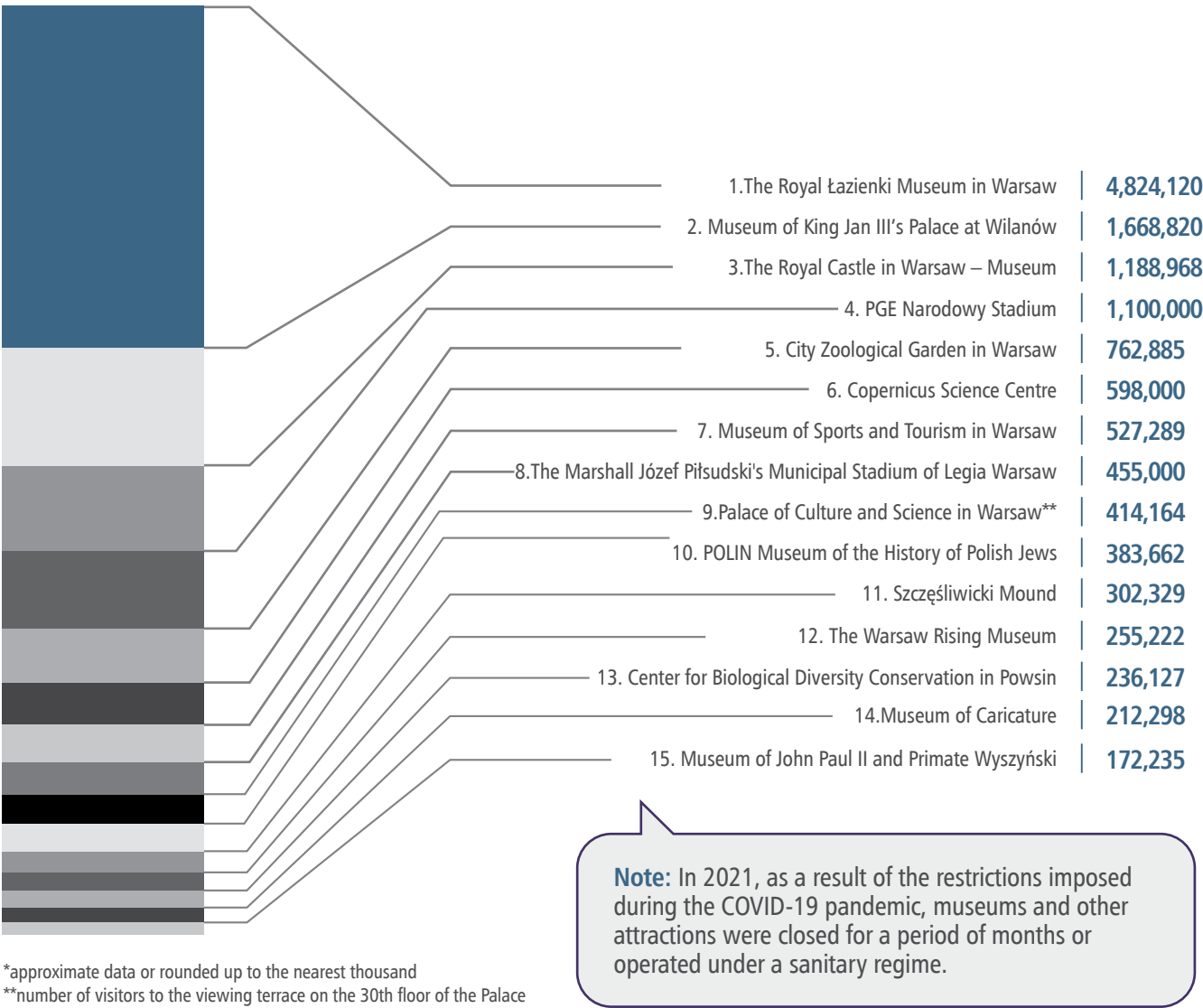
PZO Factory

The former Polish Optical Works located in the Kamionek part of Praga district dates back to the second half of the 19th century. Residential buildings, office space and a food court in the historic factory building are under construction on the site.

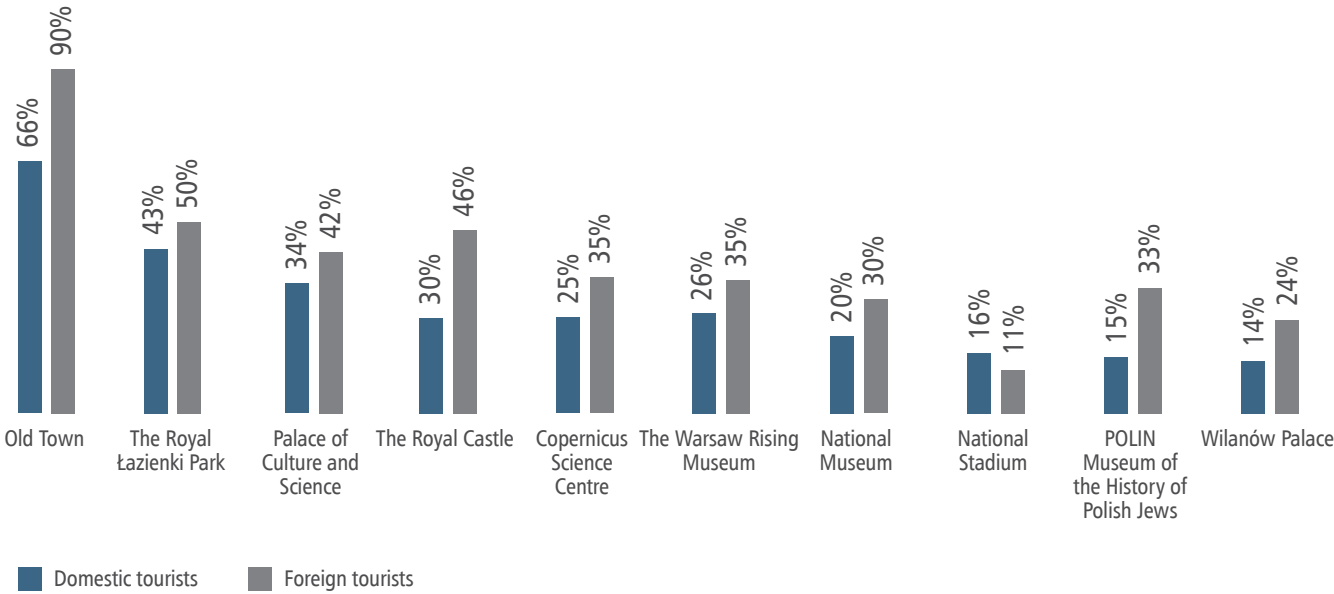
Bohema

The century-old former Pollena-Uroda cosmetics factory includes 13 historic buildings on its site. The oldest of these was built in 1899. Lofts are being created in the revitalised buildings, as well as space combining office, retail, and services.

The most popular Warsaw attractions among residents and tourists – attendance in 2021*7-20

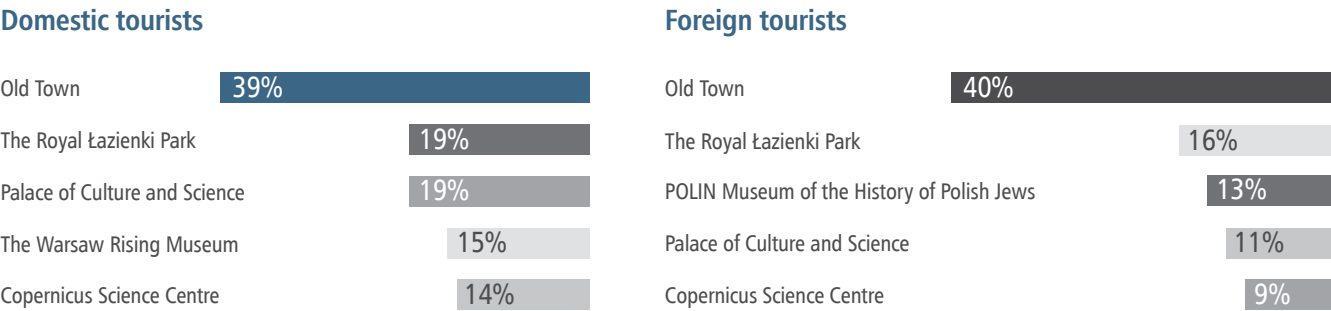


Top Warsaw attractions in 2021 visited by tourists*21



*total percentage data is over 100% as respondents could indicate more than one attraction

Top Warsaw attractions in 2021 according to tourists*14



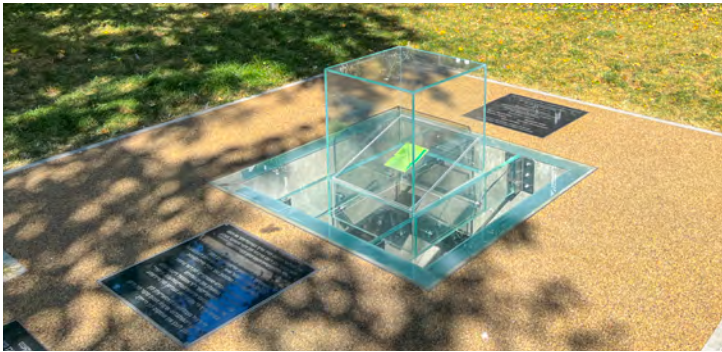
*total percentage data is over 100% as respondents could indicate more than one attraction

Selected tourist attractions in Warsaw districts in 202122-32

The 50th anniversary of the reconstruction of the Royal Castle in Warsaw began in January. The celebrations are planned until 2024. The first year of the anniversary saw four major exhibitions, meetings, lectures, and an anniversary picnic.



In March, the main seat of the Museum of Independence in the Przebendowski/Radziwiłł Palace was opened after being modernised. The most important change is the adaptation of the basement into a multimedia room, which can accommodate an audience of almost 100 people. Four permanent exhibitions await visitors. As part of the work, the “Polonia Restituta: The struggle for independence and borders 1914-1921” permanent exhibition and the “Together with the White Eagle through the Ages. A Symbol of Rulers, the State, and the Nation” exhibition. Two new permanent exhibitions are also on display: “Borderlands and Borderlessness in the Collections of the Museum of Independence” and an exhibition recounting the history of the Museum’s building.



Plac Defilad is changing its appearance. The construction of the Museum of Modern Art, one of the key projects under construction as part of the New Centre of Warsaw, is progressing. After completing the foundations and underground structures, the construction has entered the above-ground phase and erection of the first storeys. Part of the square will be used to create a new Central Square, the design of which was previously selected in a competition. There will be traces of Warsaw's history here, alluding to streets and tenement houses that no longer exist, and there will be more greenery and leisure areas. In December, Warsaw City Council decided to increase funding for the construction of the TR Warszawa theatre building, which will be built in the vicinity of the Museum.

On 19 April, on the 78th anniversary of the outbreak of the Warsaw Ghetto Uprising, a monument was unveiled to commemorate the place where the Ringelblum Archive, the most valuable collection of documents relating to the Holocaust, was hidden and later found. The monument takes the form of an underground chamber from which a glass cube emerges housing a document inside. The archive itself is kept at the Jewish Historical Institute as a depository of the Jewish Historical Institute Association. In 1999, it was added to UNESCO's Memory of the World list, which includes the most important documents of humanity.

- In May, a **new mural by Tytus Brzozowski** was unveiled on the side of a building in the Warsaw district of Praga. The mural was created for the 65th anniversary of "Totalizator Sportowy" and depicts a variety of elements and themes important to the company. It is painted with ecological paint that neutralises nitrogen oxides and reduces the amount of the harmful pollutant formaldehyde in the air. This is another mural in Warsaw by a well-known water colour painter, whose work can already be admired on several walls of Warsaw tenements and blocks of flats.
- On 30 July, after two years of renovation, the **Kubicki Stables** in the Royal Łazienki Park were reopened. It has been possible to recreate the historical shape and layout of the building, with the central part rebuilt and the historical gates restored. The eastern and western wings have been adapted for exhibition purposes. Two permanent exhibitions were created and will also be augmented with educational activities for children and adults.
- On 12 September, the Konopacki Palace, which was one of the most beautiful buildings in the New Praga neighbourhood in the 19th century, was opened after renovation. The palace has become the second headquarters of the "Praga" Cultural Centre and will serve as a cultural meeting place for the inhabitants of Praga. It has been planned as an open space building where everyone will be able to realise their creative ideas for social, cultural, and the promotion of culture activities.



- In October, the City Council handed over a plot of land on Towarowa Street to the **Warsaw Uprising Museum** which will be modernised and expanded. The project involves the construction of new functional buildings and the development of the area around the complex. Thanks to this expansion, the Museum will have a new entrance onto Towarowa Street, one of the main streets of Wola district. In addition to the entrance area, a new pavilion will include a hall that can accommodate up to 300 people.
- On 9 December, the Gallery of 19th Century Art reopened at the **National Museum**. As part of the newly opened exhibition, visitors can see works by some of Poland's most distinguished artists (including Wyspianski's pastels, which have not been exhibited for a long time) and a wider selection of sculptures than before, with a total of around 300 objects presented in a new style.

Selected tourist attractions in the Warsaw metropolitan area in 2021³³⁻³⁴

- The Karolin Palace, home of the Mazowsze ensemble, has become the setting for the **Karolin Centre for Polish Folklore**. The Centre's exhibition tells the story of the Mazowsze ensemble and its creators and presents the folk culture of selected regions of Poland. In addition to presenting regional folk music, song, dance, and costumes, the exhibition showcases the beauty of Poland's national dances: the Polonaise, Mazur, Kujawiak, Oberek, and Krakowiak, all derived from folk dances. The Centre also hosts meetings and lectures.
- **The Mazovian Village Museum in Sierpc** celebrated its 50th birthday in September. The museum includes a town hall, a 50-hectare open-air museum and a branch of the Small Town Museum in Biezuń. This large-scale museum is filled with museum artefacts which include fifteen thousand small and larger items like household objects, furniture, textiles, toys, objects of religious worship, agricultural tools and machines, and craftsman's workshops. A separate part of the collection includes around 1,000 sculptures by folk artists from the so-called Sierpc sculpture centre. Anniversary celebrations included meetings, lectures, and a gala.

Cultural events in Warsaw in 2021³⁵⁻³⁷

The biggest cultural event of 2021 was the **18th International Chopin Piano Competition** postponed from 2020 due to the pandemic. Auditions began on 2 October and lasted until 20 October. 87 pianists representing 17 countries took part. The 12 highest-scoring pianists performed in the finals and during the 15 days of the competition auditions, pianists presented a total of almost 2,000 interpretations of Frédéric Chopin's compositions. The final auditions ended on 20 October, with the top prize going to Bruce Liu from Canada. The Competition was broadcast on many media channels, including the internet, social media, radio, and television. Chopin2020.pl, the official website of the Competition recorded nearly 1,000,000 page views. The competition app was downloaded as many as 70,000 times. As in 2015, the materials posted on the Chopin Institute's YouTube channel enjoyed the highest reach. In October, they were

viewed as many as 37,500,000 times. More than 50% of viewers were Japanese, with broadcasts also eagerly listened to in Poland, South Korea, the United States, and Taiwan. The event was covered by more than 55,000 publications in the national media, reaching an audience of 728 million, and 10,000 publications in foreign media with an audience of 187 million.



In Warsaw, accompanying events were held in unusual locations under the name "Everything is playing Chopin in Warsaw" including: an artistic performance at the Świętokrzyska underground station performed by the Art. Color Ballet troupe, a night concert at the National Stadium station featuring one of the participants of the International Chopin Piano Competition, as well as Chopin tram rides with live music played by pianists.



Due to the pandemic the major scheduled concerts of Sting, Andrea Bocelli, Iron Maiden, Rammstein, and Guns'n'Roses did not take place. These have been postponed until 2022.

One of Warsaw's most famous events, the Łazienki Chopin Concerts, took place online for the second time and were recorded in the ballroom at the Palace on the Isle and broadcast on the dedicated website and on social media. They had 1.2 million viewers.

Stołeczna Estrada organised 312 physical events and 12 online events, attended by more than **1.6 million viewers**.



96% of tourists in 2021 had a positive opinion of the cultural attractions on offer^{*38}

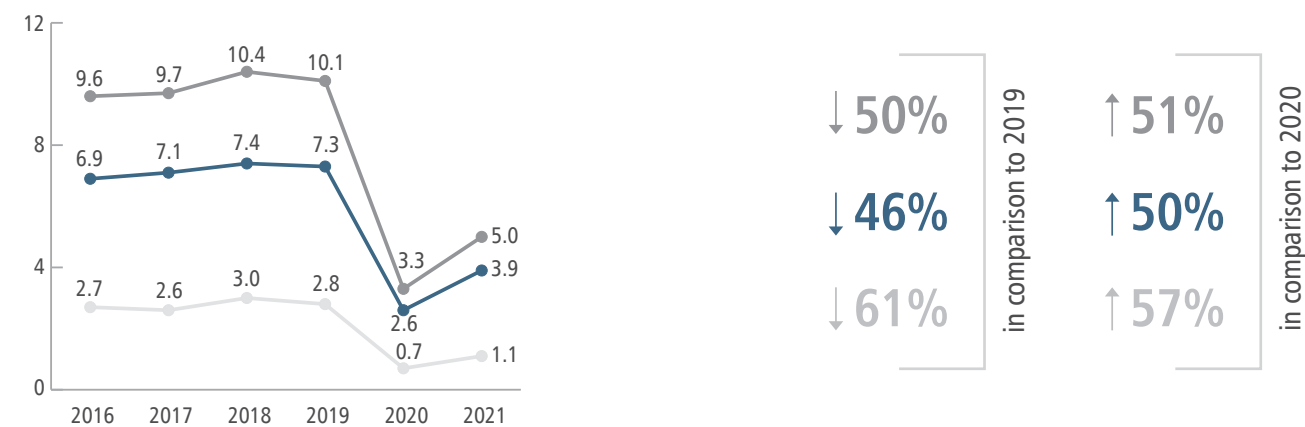
*people who have used this type of service



4 | Tourist traffic

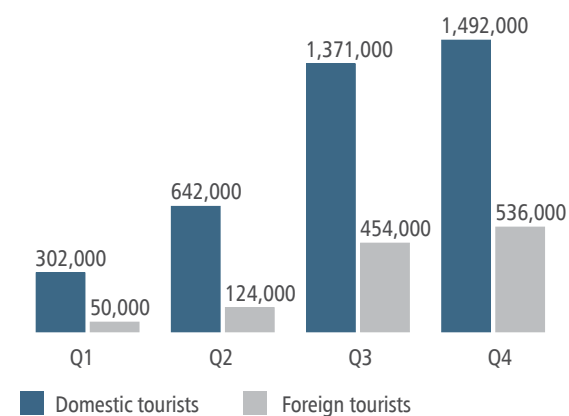
Estimation of the size of tourist traffic in Warsaw

Estimation of tourist arrivals in 2016-2021 (number in millions and change compared to 2019 and 2020)¹



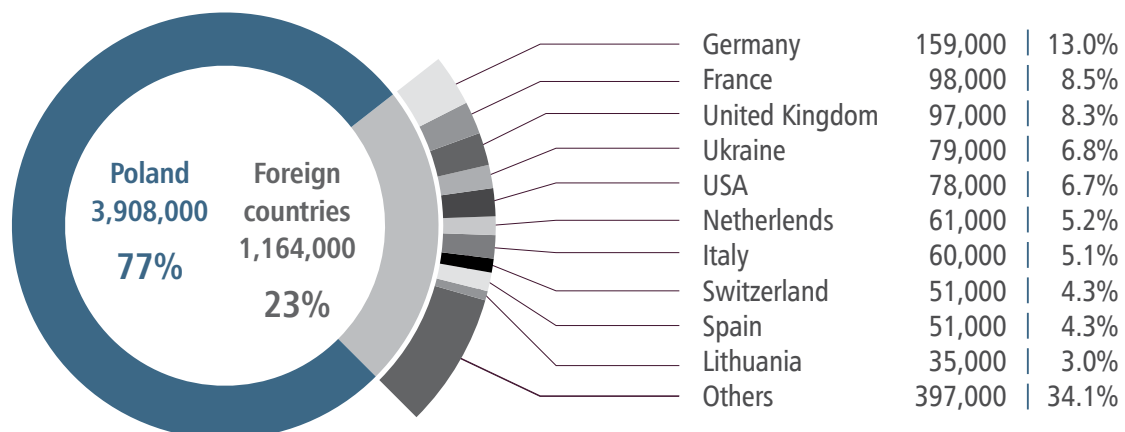
— Tourists in total — Domestic tourists — Foreign tourist

Estimation of tourist arrivals in 2021 by quarter²

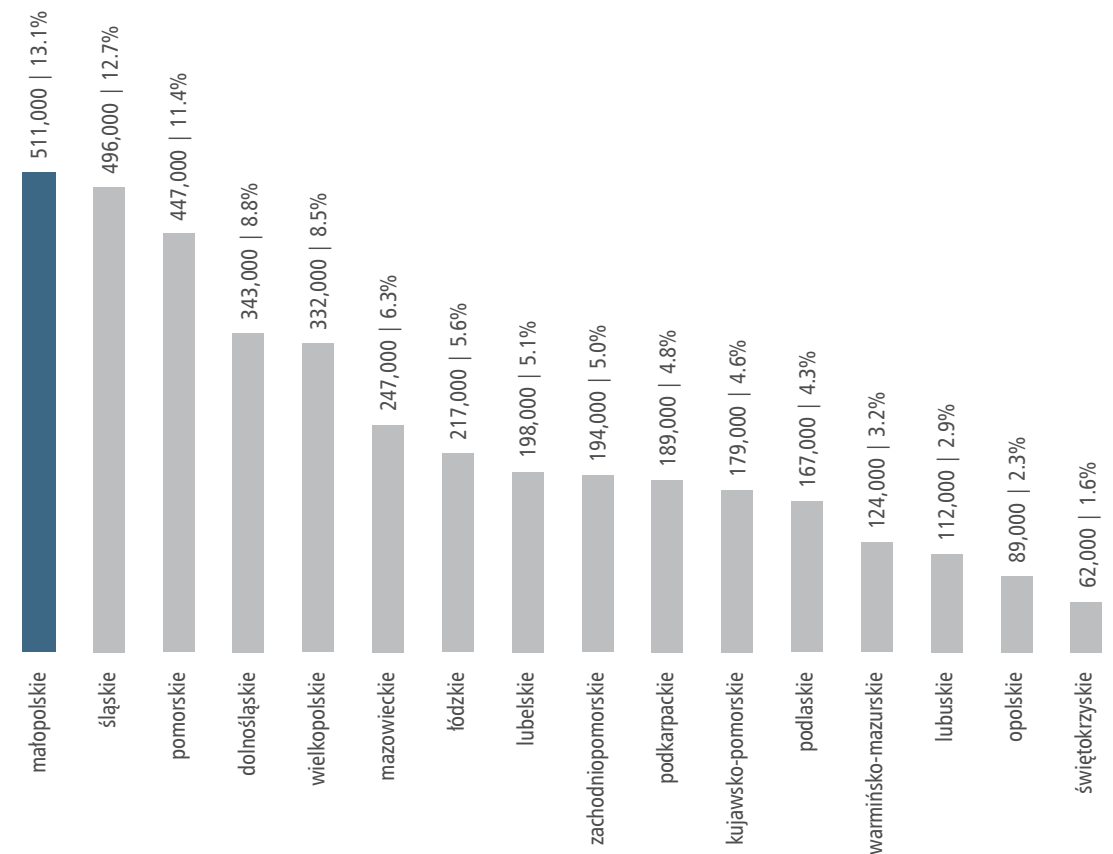


Note: Tourist arrivals in the first quarter and partly the second quarter of 2021 continued to be strongly affected by the COVID-19 pandemic. The loosening of restrictions that were put in place did not take place until May when vaccination against the virus was also available to the majority of Polish and EU citizens. The third quarter saw a clear rebound, especially for domestic tourists but also for foreign tourists.

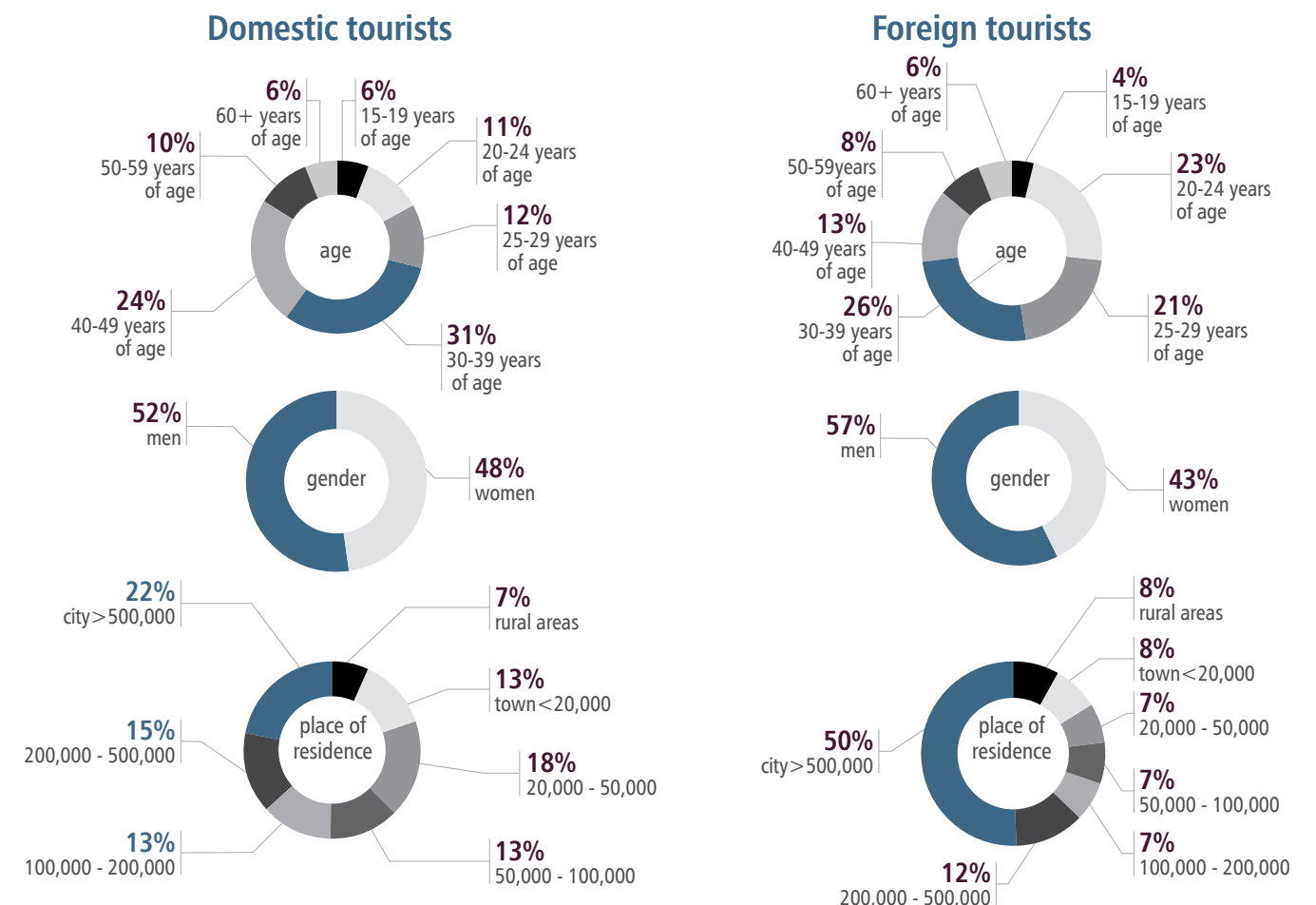
Estimation of tourist arrivals by country in 2021 (number and % share)³



Estimation of arrivals of domestic tourists by voivodship in 2021 (number and % share)⁴

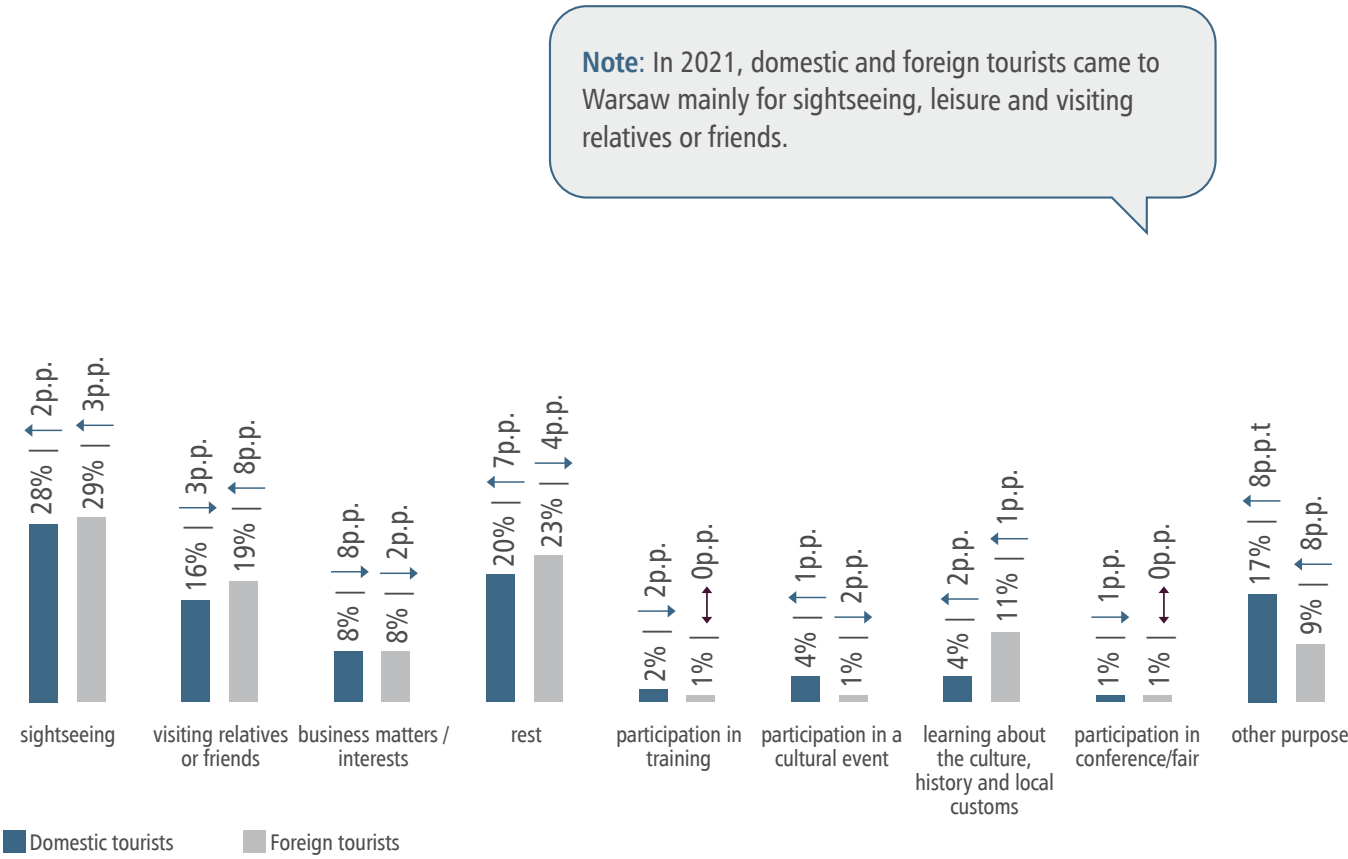


Profile of tourists visiting Warsaw in 2021



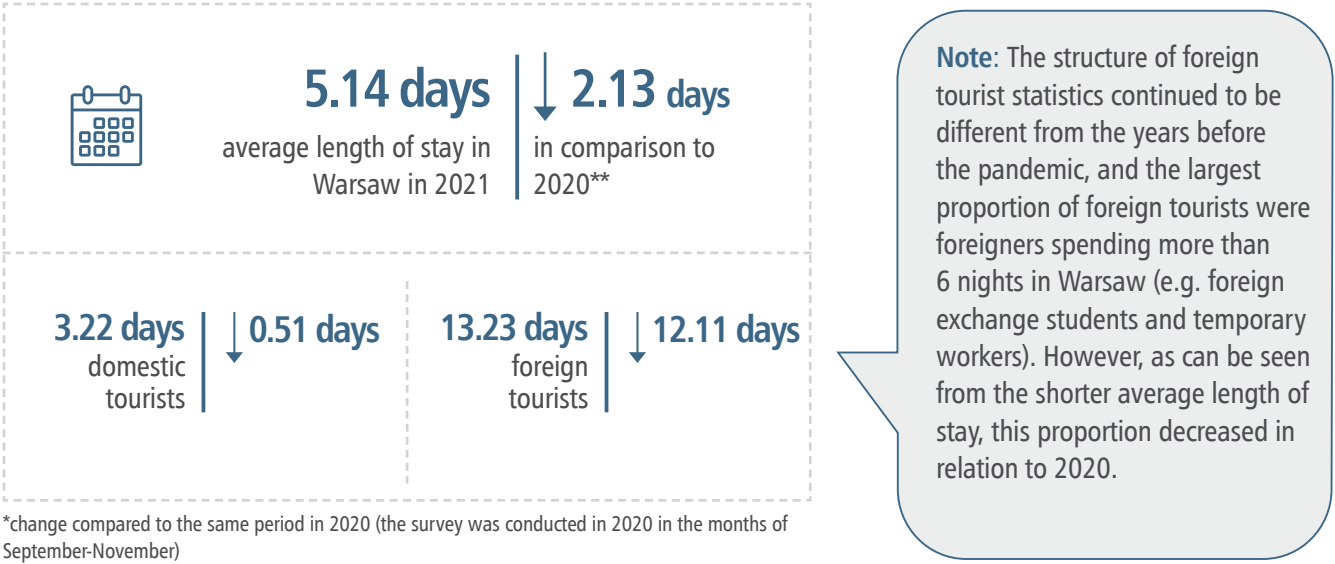
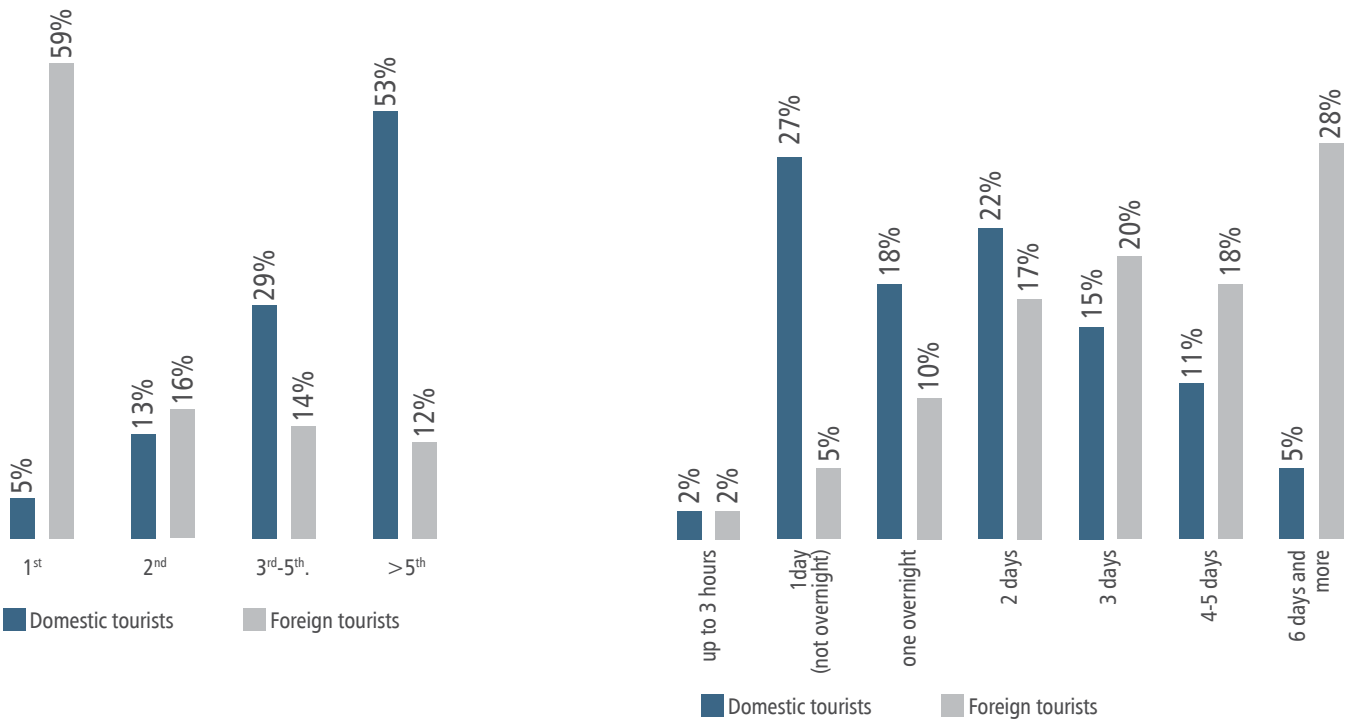
Characteristics of tourists' stay in Warsaw⁶⁻⁷

Main purpose of visit to Warsaw in 2021 (% share and change compared to 2020)*

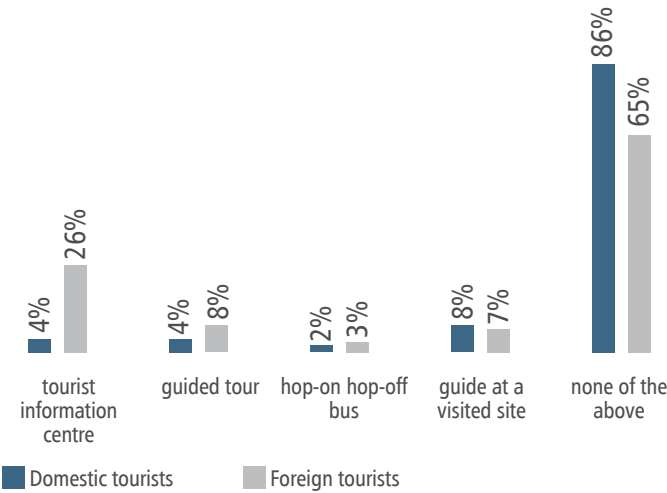


*change compared to the same period in 2020 (the survey was conducted in 2020 in the months of September-November)

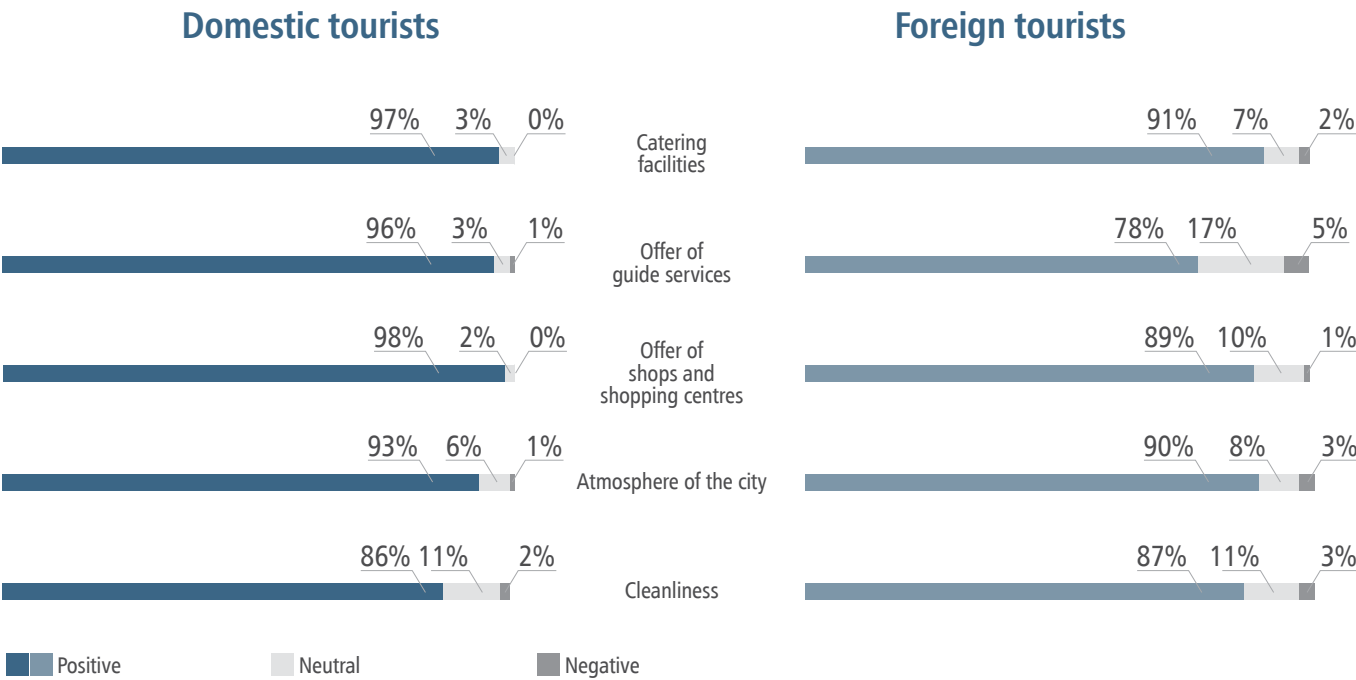
Which was the current visit of tourists visiting Warsaw in 2021? Length of stay in Warsaw in 2021



Use of selected local tourist services during stay in Warsaw in 2021



Assessment of the city's tourist offer for domestic and foreign tourists

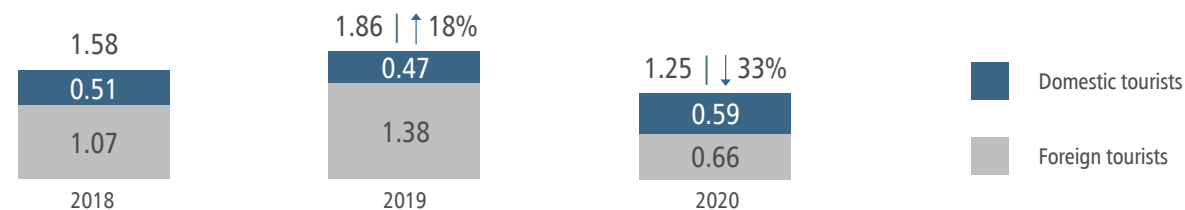




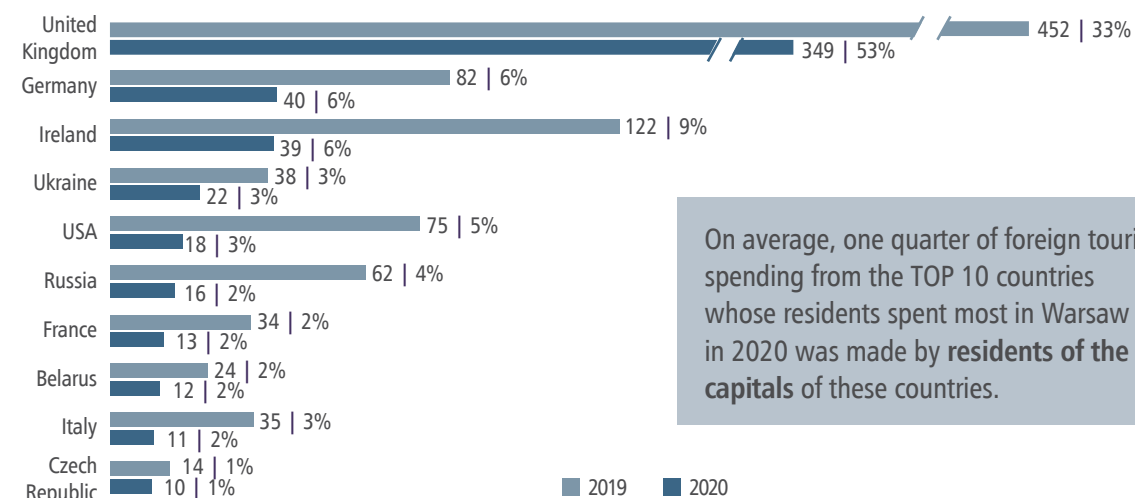
5 | Tourist spending and the impact of tourism on the city's economy

Surveys on tourist spending and the impact on the city's economy are conducted every 3 years and therefore data for 2021 are not presented in this chapter.

Estimated tourist spending in 2018-2020 (in EUR billions and change year on year)^{1,2}



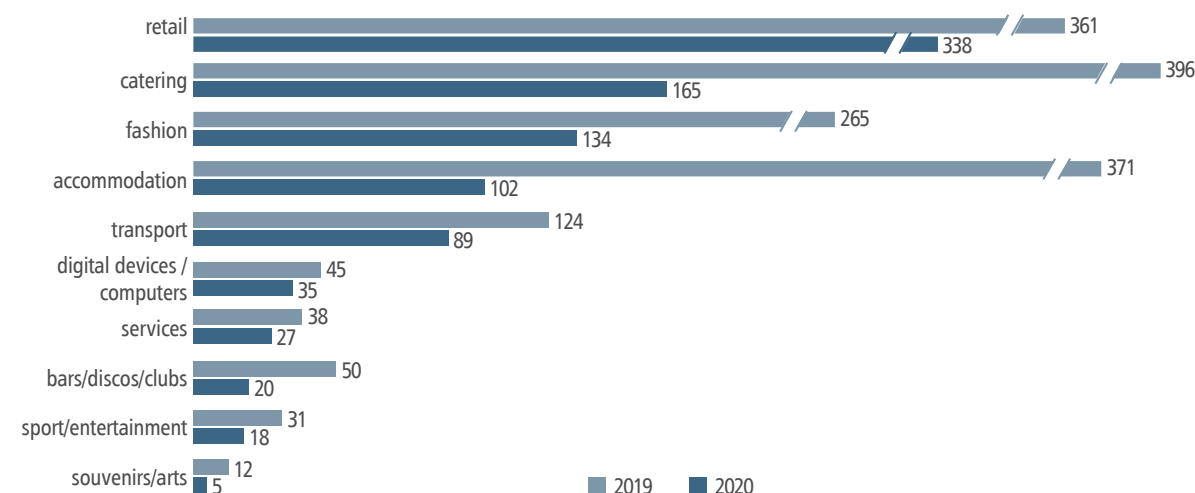
Estimated expenditure of foreign tourists in 2019-2020 – TOP 10 by country of residence* (number in EUR millions and share in total expenditure of foreign tourists)



On average, one quarter of foreign tourist spending from the TOP 10 countries whose residents spent most in Warsaw in 2020 was made by residents of the capitals of these countries.

*selection of countries is based on the amount of tourists' expenses in 2020

Estimated tourist expenditure in 2019-2020 – TOP 10 shopping categories on which tourists spent most in 2020 (in EUR millions)

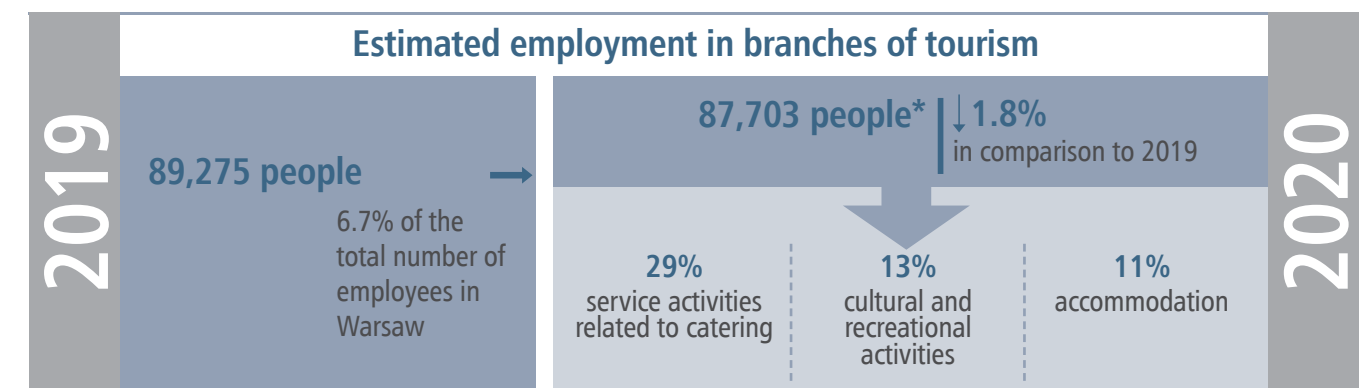


Impact of tourism on the economy of Warsaw



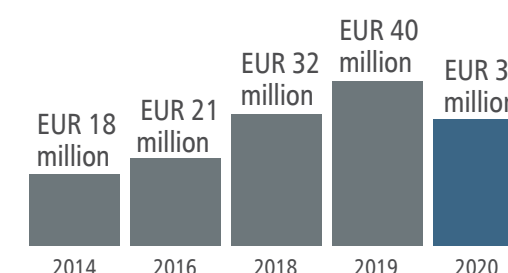
*takes into account the contribution of characteristic tourist activities, part of whose output may also be intended for residents and may be sold (e.g. by tourist operators) also outside the Mazowieckie Voivodeship
**because of a lack of data on Warsaw's GDP in 2020, it was impossible to calculate the percentage contribution of the tourist economy to the GDP of the capital
***inbound tourism is that part of the tourist economy which contributes to Warsaw's GDP and is most strongly related to the sale of services to tourists
**** because of a lack of data on Warsaw's GDP in 2020, it was impossible to calculate the percentage share of inbound tourism to the GDP of the capital

Note: The drop in the contribution of the tourist economy to Warsaw's GDP over the period under review was considerably smaller than the drop in the contribution of inbound tourism to the capital's GDP because a significant proportion of services offered as part of so-called characteristic tourist activities (e.g. services connected with food or transport) are used not only by tourists but also by residents. The size of the contribution of inbound tourism in 2020 illustrates the scale of the collapse of tourism caused by the COVID-19 pandemic, particularly in services related to accommodation and air transport.



*because of a lack of data on the number of people employed in Warsaw in 2020, it was impossible to calculate the percentage share of those employed in branches of tourism

Estimated income from tourism to the City of Warsaw budget in 2014-2020

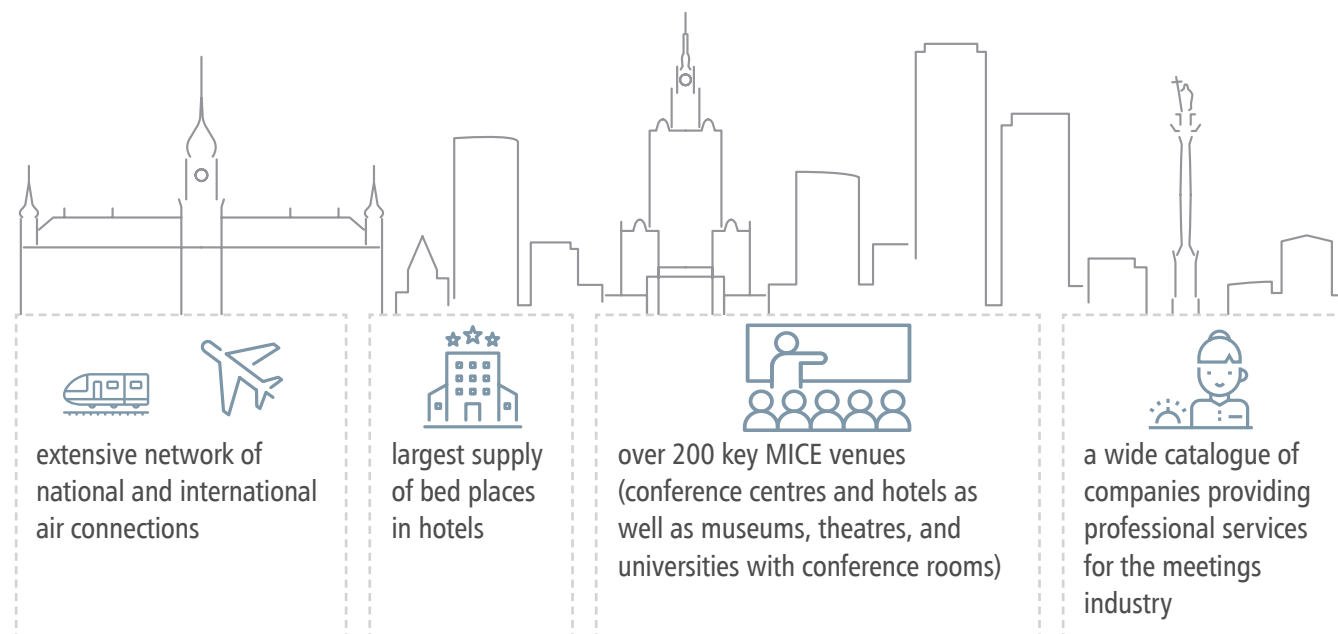


Note: In 2019-2020, the trend observed in previous years continues. There has been a steady decline in the number of people working in accommodation-related activities (despite dynamic growth in the number of accommodation establishments), while there has been a rapid increase in the number of employees in catering. Almost half of employees in the tourist economy in 2019 were employed in microenterprises.

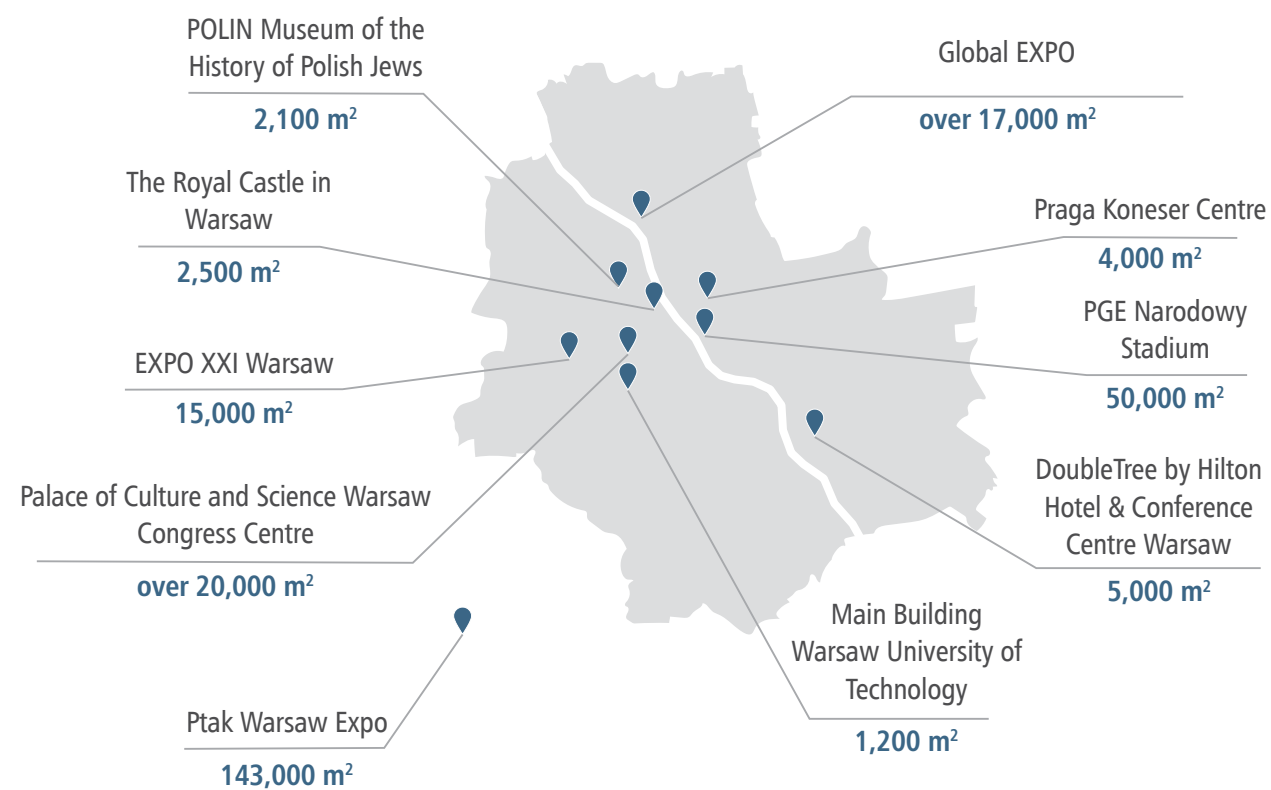


6 Meetings industry

Warsaw is the best place for scientific and business events in Poland¹⁻³



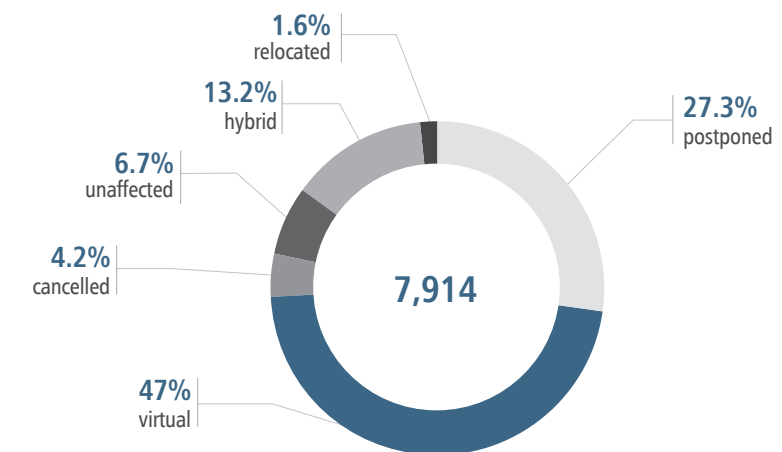
Event space in selected venues in 2021^{4,5}



Meetings of associations* according to the ICCA (International Congress and Convention Association), the most important international association for the congress market⁶

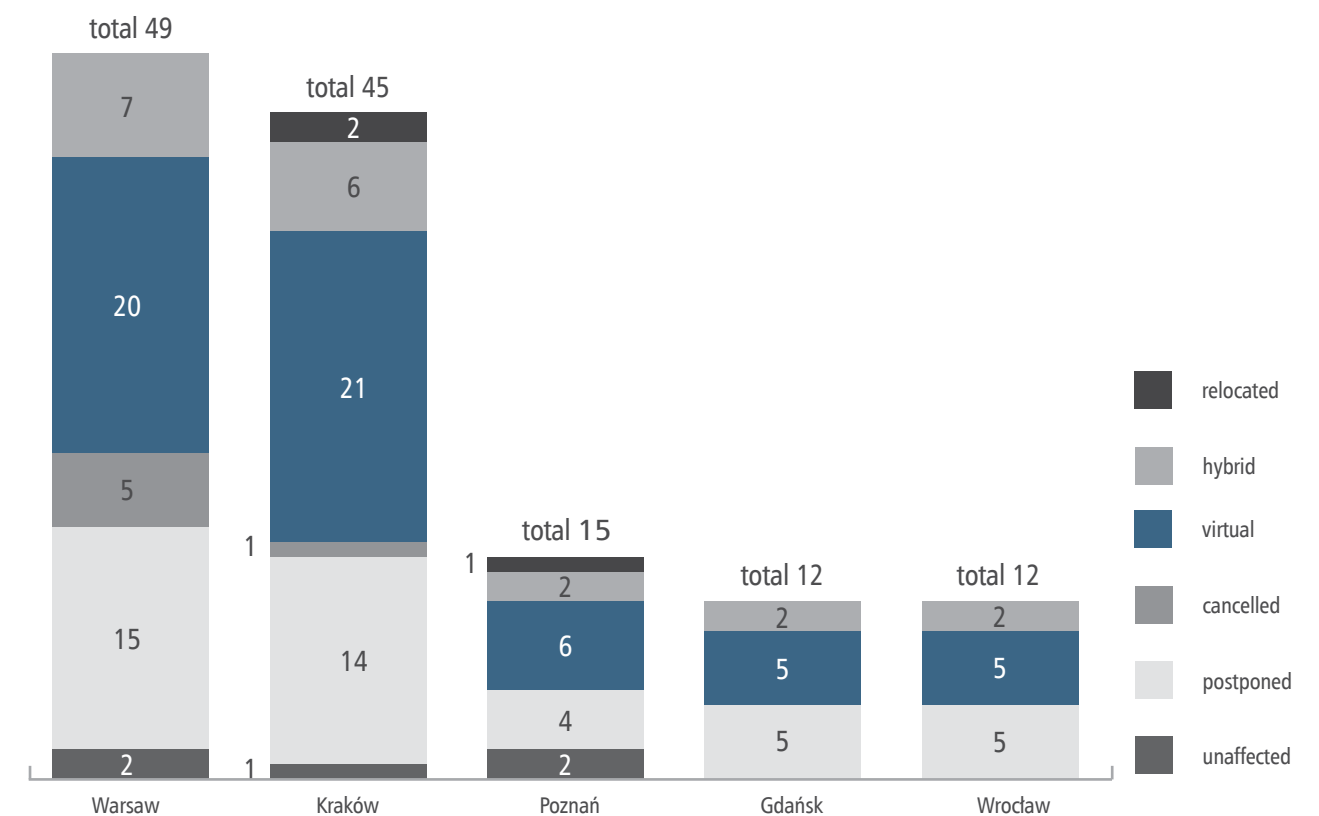
*Meetings of international associations that take place periodically, have a minimum of 50 participants and migrate between at least three countries

Number of association meetings planned worldwide for 2021



Note: In 2021, the vast majority of meetings took place in virtual or hybrid form. Since 2020, participants have become accustomed to this type of event and fewer meetings have been postponed or cancelled (44% and 14% respectively in 2020).

Number of association meetings planned in Poland for 2021



Note: Warsaw has for years been the undisputed leader in terms of the number of association events in Poland. Warsaw ranked 1st in Poland, 20th in Europe and 24th in the world. The 49 meetings submitted to the ICCA in 2021 attracted a total of 22,387 participants. Poland was ranked 18th with 158 meetings.

Ranking "63 International Meetings Statistics Report" UIA (Union of International Associations)⁷

The UIA (Union of International Associations), a research institute that collects information on the international meetings market of non-governmental associations and intergovernmental organisations, as well as on the directions and trends in its development published its "63 International Meetings Statistics Report". The UIA creates a league table on the basis of collected data on international meetings that match 4 criteria: they last at least 3 days, gather a minimum 300 participants, the participants come from a minimum of 5 countries, and at least 40% of the participants come from abroad.

The "63 International Meetings Statistics Report" takes into account **485,157** meetings organised in **262** countries, in **11,849** cities, by **28,065** international organisations.

According to the UIA, meetings and events were distributed as follows in 2021: **Europe welcomed 53%** of meetings and events, followed by **Asia with 26%**, the **Americas with 14%**, **Africa with 3%** and **Australia/Oceania with 3%**.

or the last **20 years** (2001-2021), among the **30** countries presented, **Poland was ranked 23rd**, **Hungary was 28th** and the **Czech Republic 29th**.

in 2021, Poland with **69** events (meeting the UIA criteria) was ranked **23rd** in the world ranking (presenting 99 countries) and **15th** in Europe among 45 countries.

Among the **96** cities from around the world in 2021, the best position among Polish cities was achieved by **Warsaw (39th position** with 23 meetings) and **Kraków (43rd position** with 21 meetings).

Among **52** European cities, Polish metropolises were ranked **22nd (Warsaw)** and **26th (Kraków)** respectively.

Events planned in Warsaw for 2022-2024^{*1}



World Congress of Audiology (WCA)
10-13.04.22
1,100 attendees



International Numismatic Congress (INC)
11-16.09.22
720 attendees



ESSKA Speciality Days
24-25.11.23
700 attendees



European AIDS Conference 2023
18-21.10.2023
3,000 attendees



Annual Meeting Academy of International Buisness 2023
5-9.07.2023
1,000 attendees



World Allergy Congress 2024
2,300 attendees

^{*}status as of August 2022

Projections for the pace of the resurgence of the meetings market after COVID-19 pandemic^{*8,9}

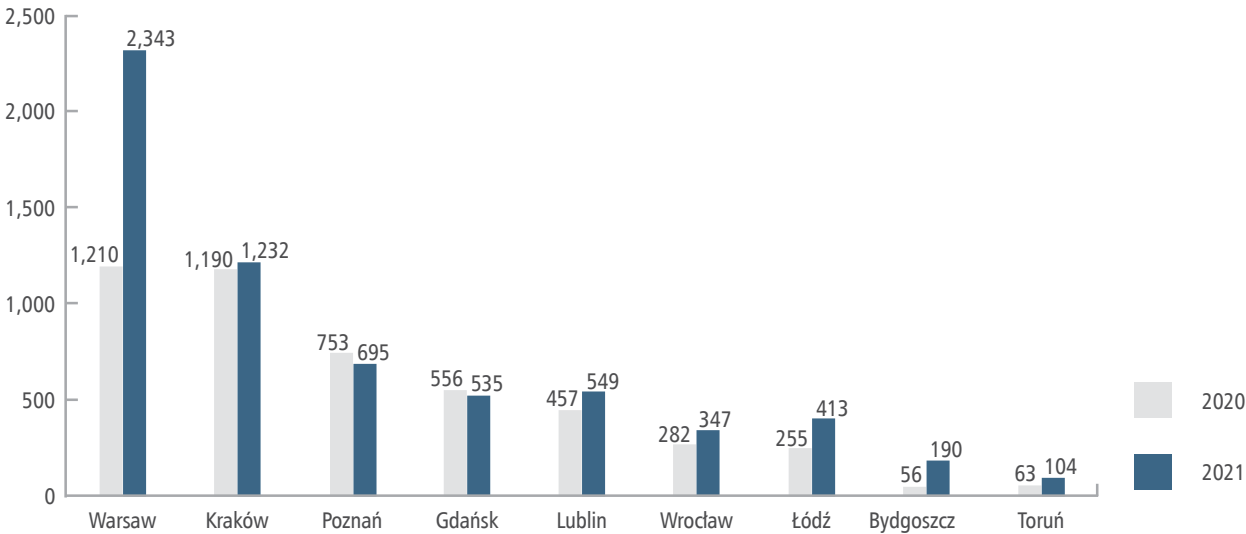
- Global business travel began a slow resurgence in 2021 after a huge decline in 2020, when the decline in business travel spending reached 53.8% to US\$661 billion. Preliminary estimates show a 14% increase in spending to USD 754 billion in 2021.
- Business travel spending is projected to increase 38% in 2022 from the previous year.

- The meetings industry is predicted to fully recover in 2024, when spending is expected to reach more than US\$1.4 trillion.
- Small corporate meetings and events will fully recover by the end of 2022, and large conferences and congresses by the end of 2023.
- Average attendance for all events until 2024 will be lower than what was recorded in 2019.

Note: Projections for the pace of the resurgence of the meetings market and spending growth were made before the outbreak of the war in Ukraine and the high inflation of 2022.

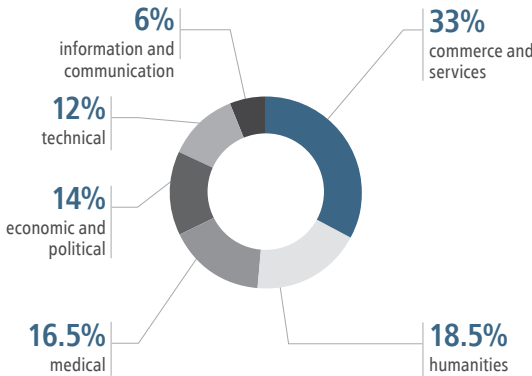
Poland's meetings and events industry in 2021¹⁰

Number of events for groups of 50 or more people in particular Polish cities in 2021 (in comparison to 2020)

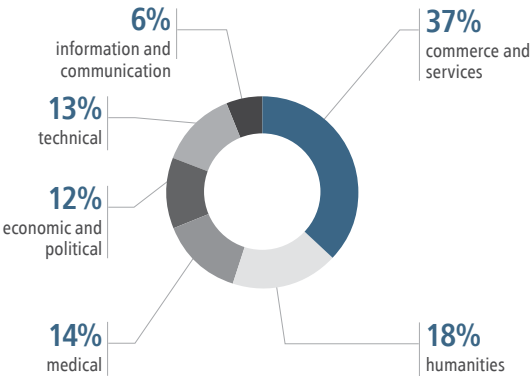


Note: Approximately 3/4 of events took place between September and December 2021.

Events by industry in 2020



Events by industry in 2021



Meetings industry in Warsaw in 2021

Number and characteristics of events*11

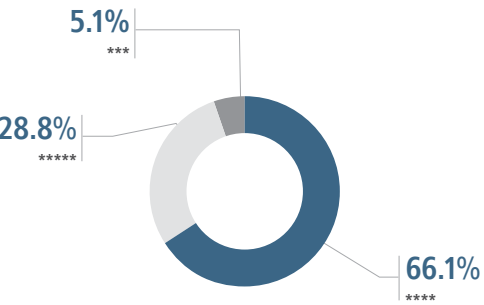


The WOT Warsaw Convention Bureau collected information on 2,914 events in 2021, which brought together a total of 973,611 participants in Warsaw. For some of these events (2,750 to be exact), detailed statistics are available, which Z-Factor collected between September and December 2021 from over 35 major conference hotels in the capital.

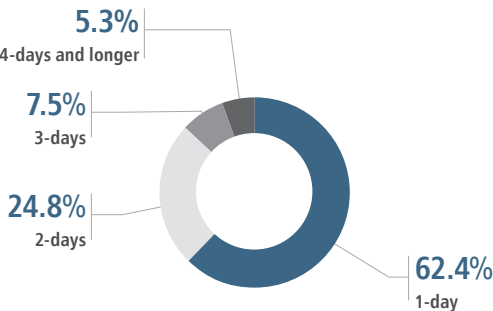
Key indicators of the Warsaw conference market
09.2021 - 12.2021



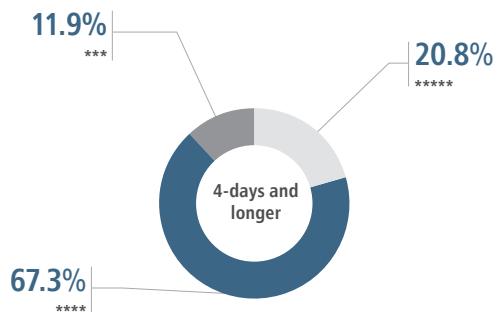
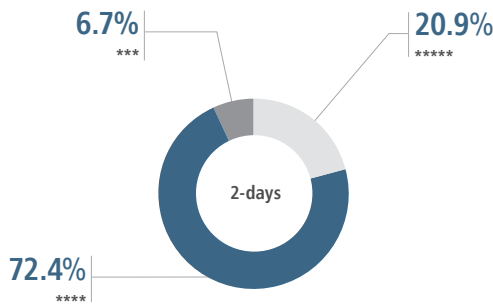
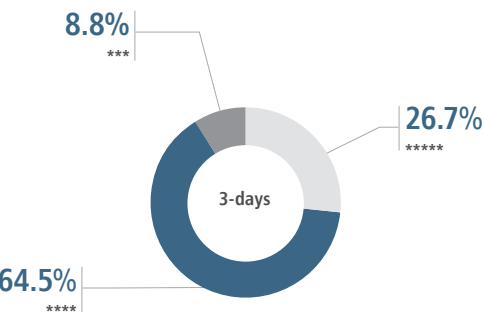
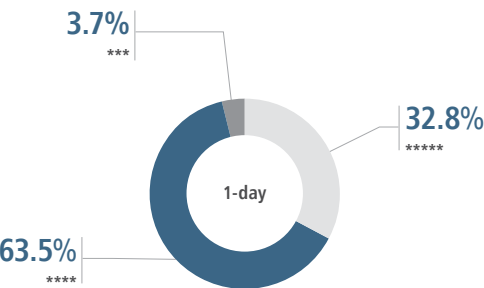
Number of events by hotel category
09.2021 - 12.2021



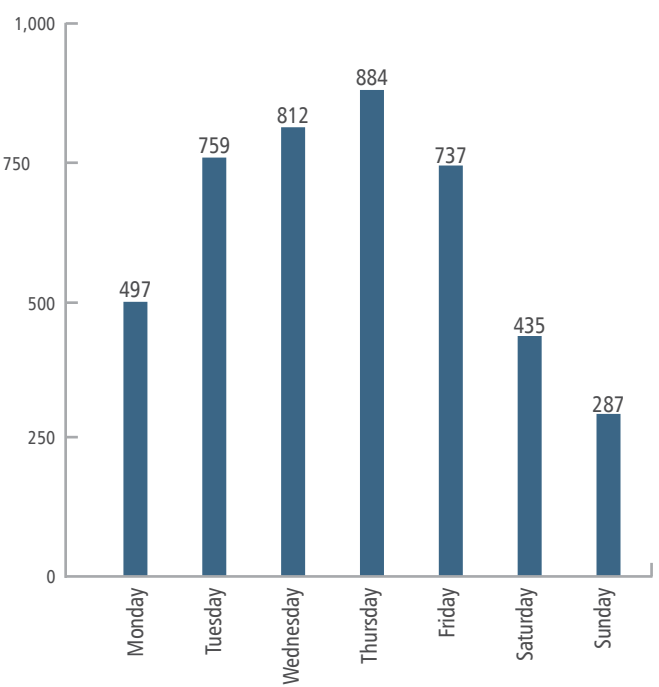
Number of events by length of event
09.2021 - 12.2021



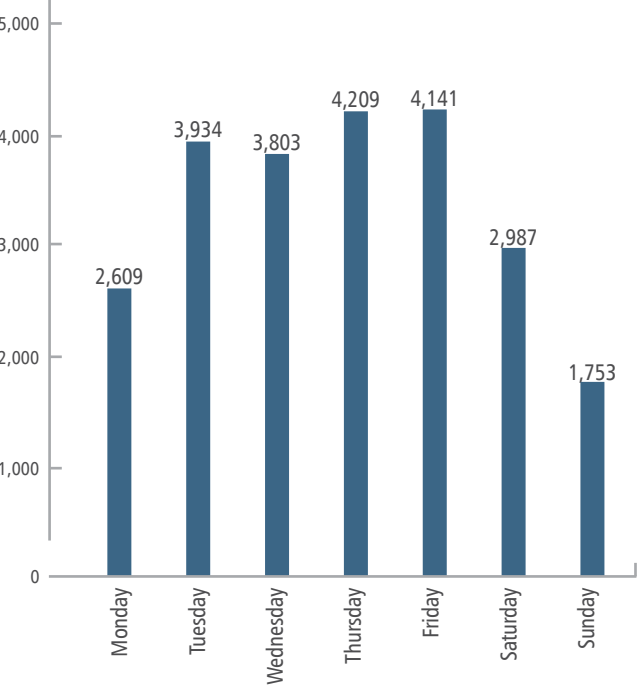
Average length of event by hotel category
09.2021 - 12.2021



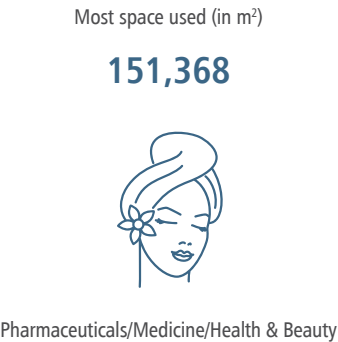
Number of events per weekday
09.2021 - 12.2021



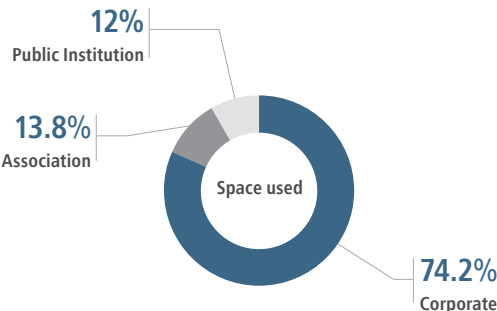
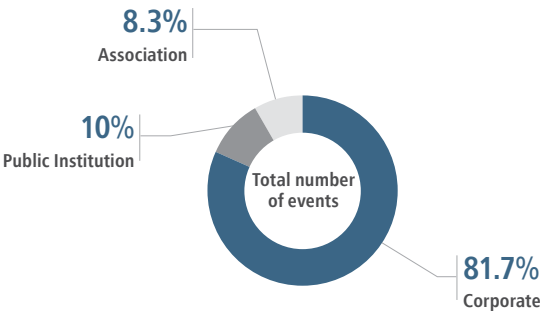
Average number of participants per weekday
09.2021 - 12.2021



Top performance by industry
09.2021 - 12.2021



Customer segments (corporate, association, public institution)
09.2021 - 12.2021





7 | Promotion of Warsaw tourism through the activities of Warsaw Tourist Office

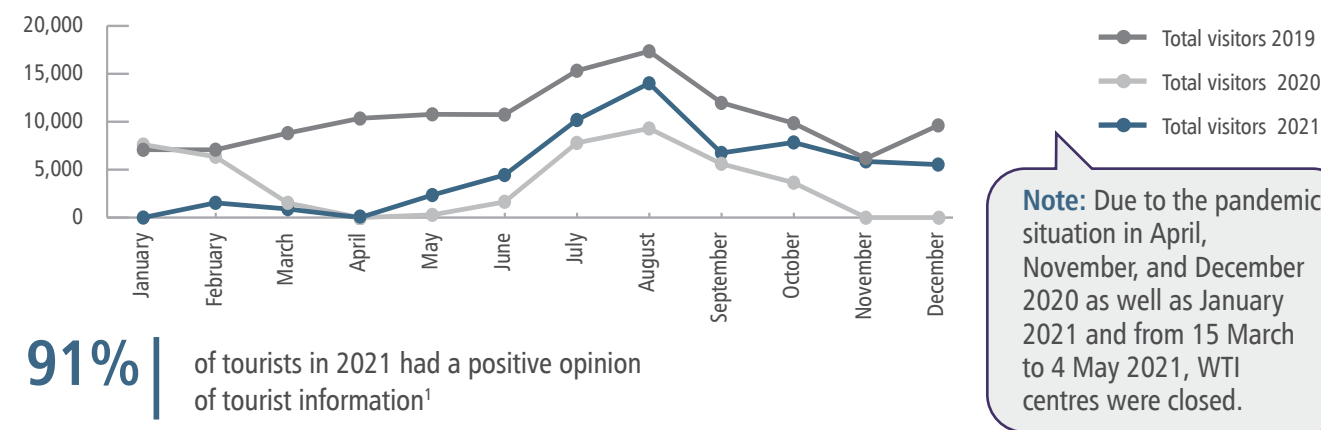
Tourist services at Warsaw Tourist Information points²

In 2021, there were two Warsaw Tourist Information points operating in Warsaw: at the Palace of Culture and Science and the Praga Koneser Centre, open 7 days a week.

Visitors using Warsaw Tourist Information centres* in 2021

60,118 Visitors
↑ 37% in comparison to 2020
foreign 22,680

Users of Warsaw Tourist Information centres by month in 2019-2021



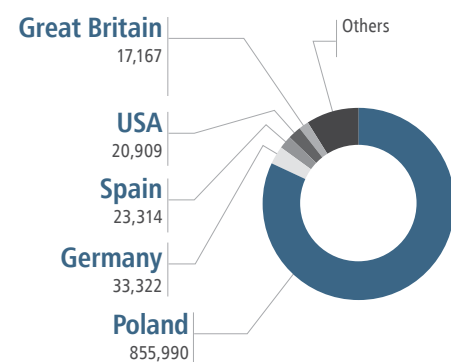
91% of tourists in 2021 had a positive opinion of tourist information¹

Official tourist portal of Warsaw www.go2warsaw.pl²

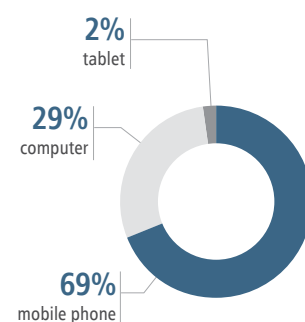
The website is available in Polish and three foreign languages: English, German, and Spanish

1,043,349 users
Visited the site in 2021
Compared to 2020 ↑ by 82.5%

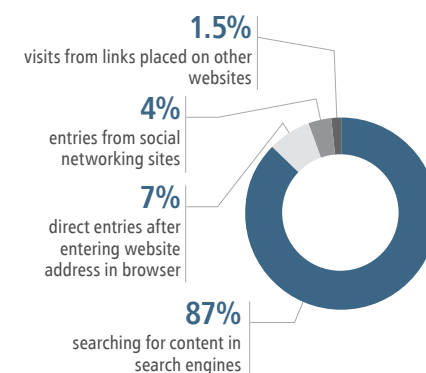
Countries with the highest number of visitors to the site:



When visiting the go2warsaw.pl website, users used



How do users find go2warsaw.pl most often?



The most visited subpages on the Polish site:

Visit Warsaw museums for free
Warsaw in 3 days
What? When? Events Calendar
Warsaw for Children
Museums in Warsaw

The most visited sub-pages on the German site:

Warsaw in 1 day
How to get around Warsaw
Warsaw's Praga district
Warsaw in 3 days
Warsaw in 2 days

The most visited sub-pages on the English site:

Visit Warsaw museums for free
What? When? Events Calendar
How to get around Warsaw
Top 10
Warsaw in 3 days

The most visited sub-pages on the Spanish site:

Visit Warsaw museums for free
Warsaw in 3 days
Warsaw's Praga district

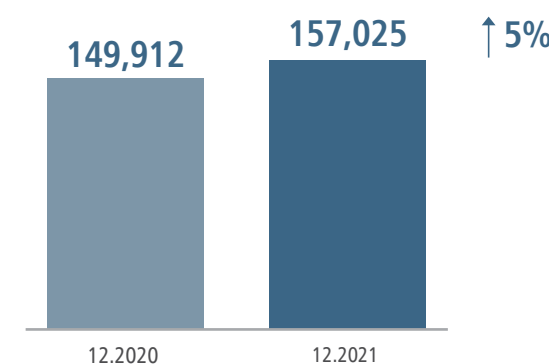
Social media promotion

The Warsaw Tourist Office ran Warsaw profiles on Facebook, Instagram, Twitter, and Youtube in 2021 all under the name **Go2Warsaw**.

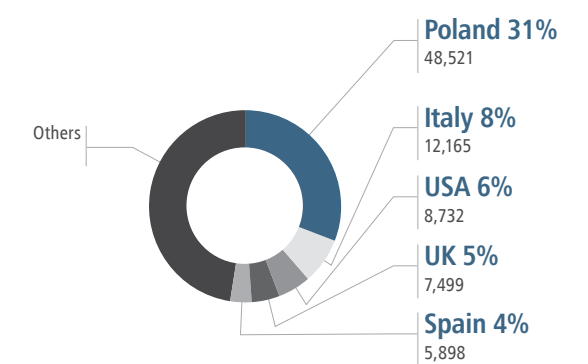
Facebook



Number of followers

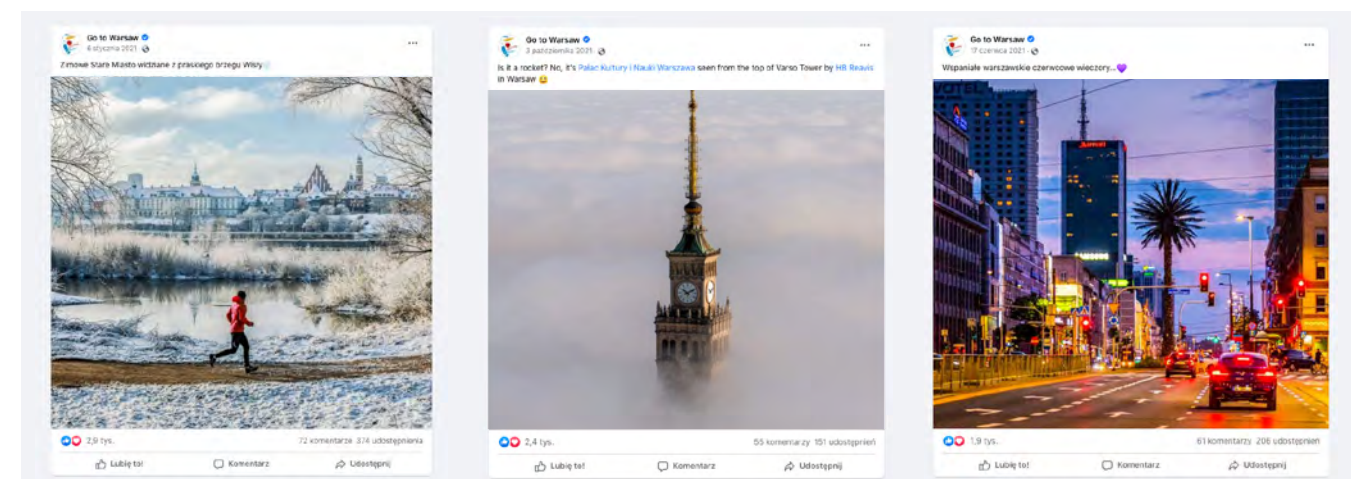


Countries with the most followers:

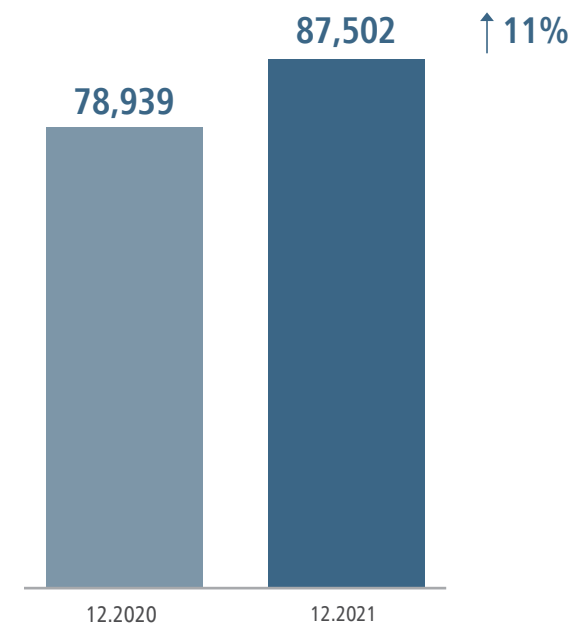


376 Number of posts in 2021

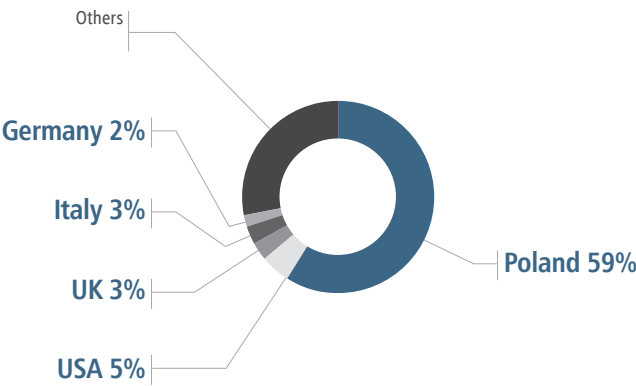
Posts with the most likes



Number of followers




Countries with the most followers:



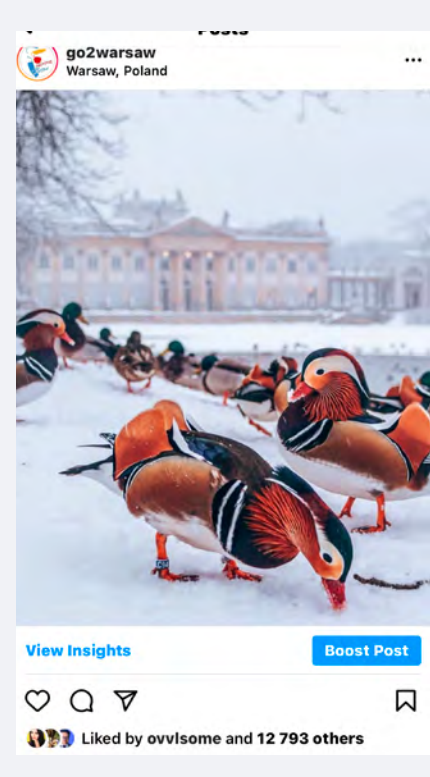
547 | Number of posts in 2021

Posts with the most likes




View Insights Boost Post

Liked by luka_shots and 5 502 others



View Insights Boost Post

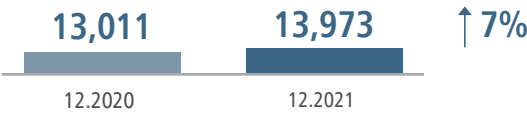
Liked by ovvlisome and 12 793 others



View Insights Boost Post


Liked by grodziu and 6 370 others

Number of followers



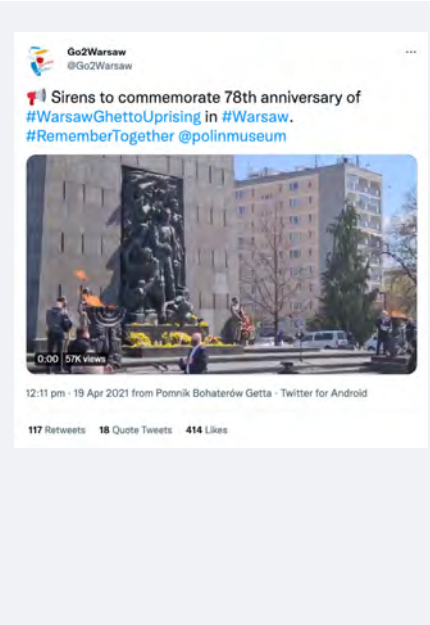
Number of posts in 2021: 891

Posts with the most likes




77 years ago Warsaw Uprising began. During the heroic fight, the Polish capital turned into a mountain of rubble... #WarsawUprising #Warsaw #Warszawa Learn more about Uprising: warsawtour.pl/en/warsaw-upri...

170 Retweets 10 Quote Tweets 503 Likes



Sirens to commemorate 78th anniversary of #WarsawGhettoUprising in #Warsaw. #RememberTogether @polinmuseum

117 Retweets 18 Quote Tweets 414 Likes



It was a beautiful day full of hearts in #Warsaw ❤️ Check how you can support @fundacjawosp 🙏❤️ #WOSP

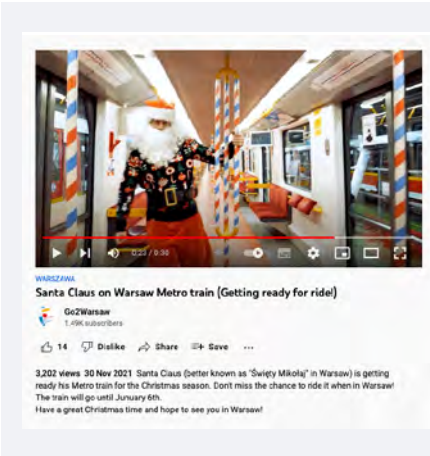
32 Retweets 3 Quote Tweets 201 Likes

Number of subscribers

1,403 | Number of subscribers in December 2021

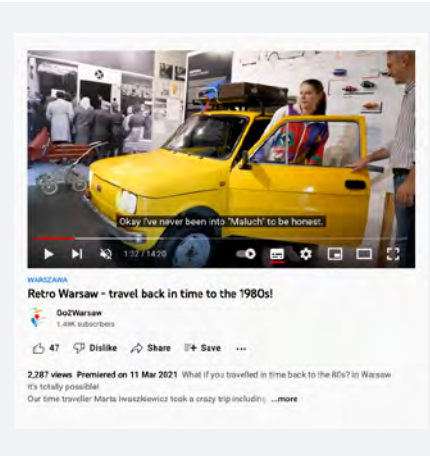
Number of posts in 2021: 29

Posts with the most views



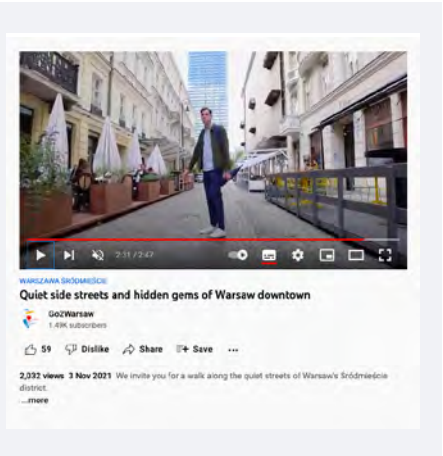
Santa Claus on Warsaw Metro train (Getting ready for ride!)

3,202 views 30 Nov 2021 Santa Claus (better known as 'Święty Mikołaj' in Warsaw) is getting ready for his Metro train for the Christmas season. Don't miss the chance to ride it when in Warsaw! The train will go until January 6th. Have a great Christmas time and hope to see you in Warsaw!



Retro Warsaw - travel back in time to the 1980s!

2,287 views Premiered on 11 Mar 2021 What if you travelled in time back to the 80s? In Warsaw it's totally possible! Our time traveller Marta Iwaszkiewicz took a crazy trip including: ...more



Quiet side streets and hidden gems of Warsaw downtown

2,333 views 3 Nov 2021 We invite you for a walk along the quiet streets of Warsaw's Śródmieście district. ...more

Organised press visits in 2021:

44

of which 23 for journalists, 17 visits for influencers, 2 for travel TV production teams

185

Number of guests attending press visits in 2021

Top 3 countries from which guests came for whom most visits were organised:



11

visits for visitors from Germany



6

visits for visitors from France



6

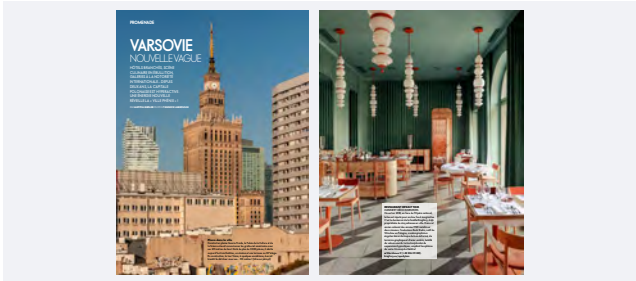
visits for visitors from Spain

Selected results of press visits

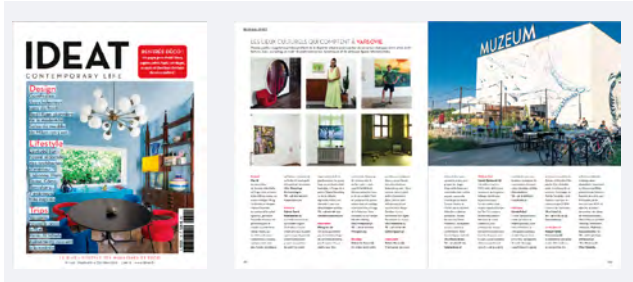
Italian TV Alma TV
programme about Warsaw's tourist attractions Andata e Ritorno In Viaggio con Corrado Ruggeri



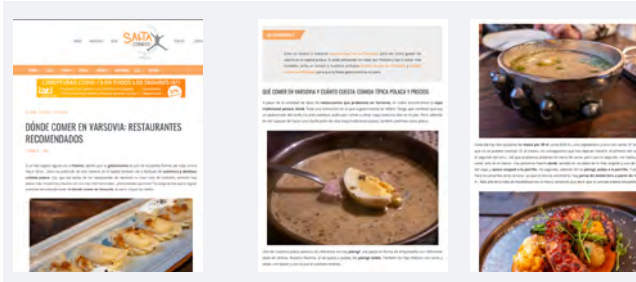
Elle Decoration (France)
Circulation: 191,889 copies, Reach: 2,083,000 readers, Article value: EUR 21,600



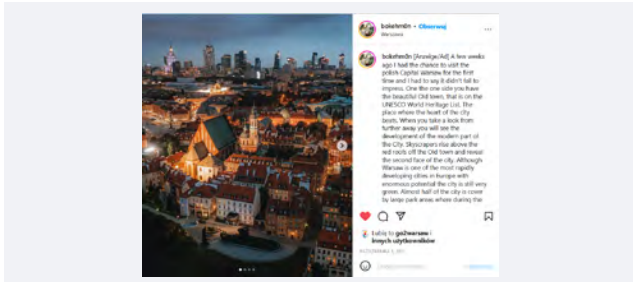
Ideat (France)
Circulation 95,363 copies., Reach: 600,000 readers



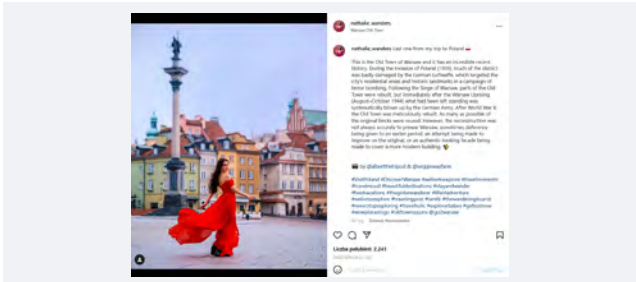
Salta Conmigo (Spain)
<https://saltaconmigo.com/blog/> Reach: 540,000 visitors/month



Johannes Hilsch
@bokehm0n Number of followers: IG: 558K



Natalie Roch
@nathalie_wanders Number of followers IG: 268K





Promotion campaigns:

Open Up to Europe Campaign

Organised by the European Travel Commission in cooperation with the Polish Tourist Organisation and Polish cities to encourage Europeans to travel in Europe.

As part of the campaign, a website promoting selected European destinations was created and promotional work was undertaken in social media and on web portals on the markets of selected destinations.





Warsaw was promoted on the German and UK markets

1,311,531

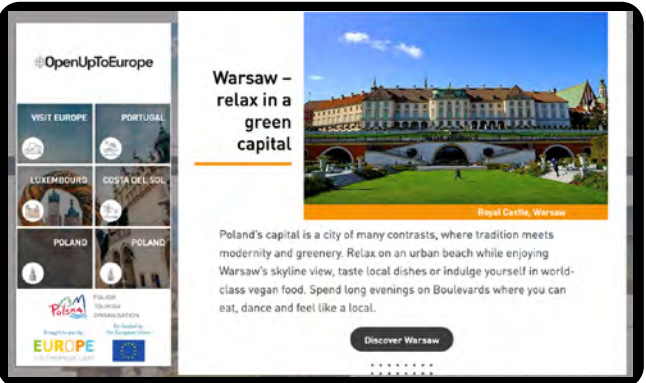
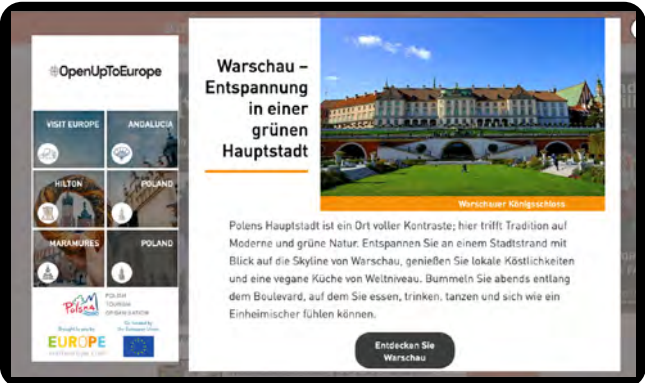
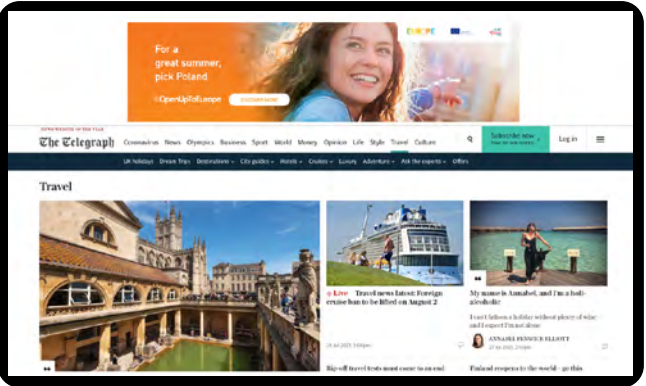
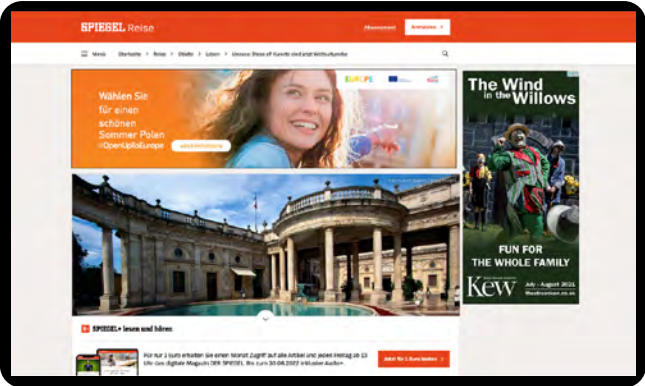
The campaign delivered 1,311,531 displays in both markets with a click-through rate (CTR) of 0.20%

166,294

The campaign reached a total of 166,294 users in Germany and the UK

1,264

From Adra Impact data – 1,264 bookings resulting from the campaign (hotel and flight bookings of users reached by the campaign)



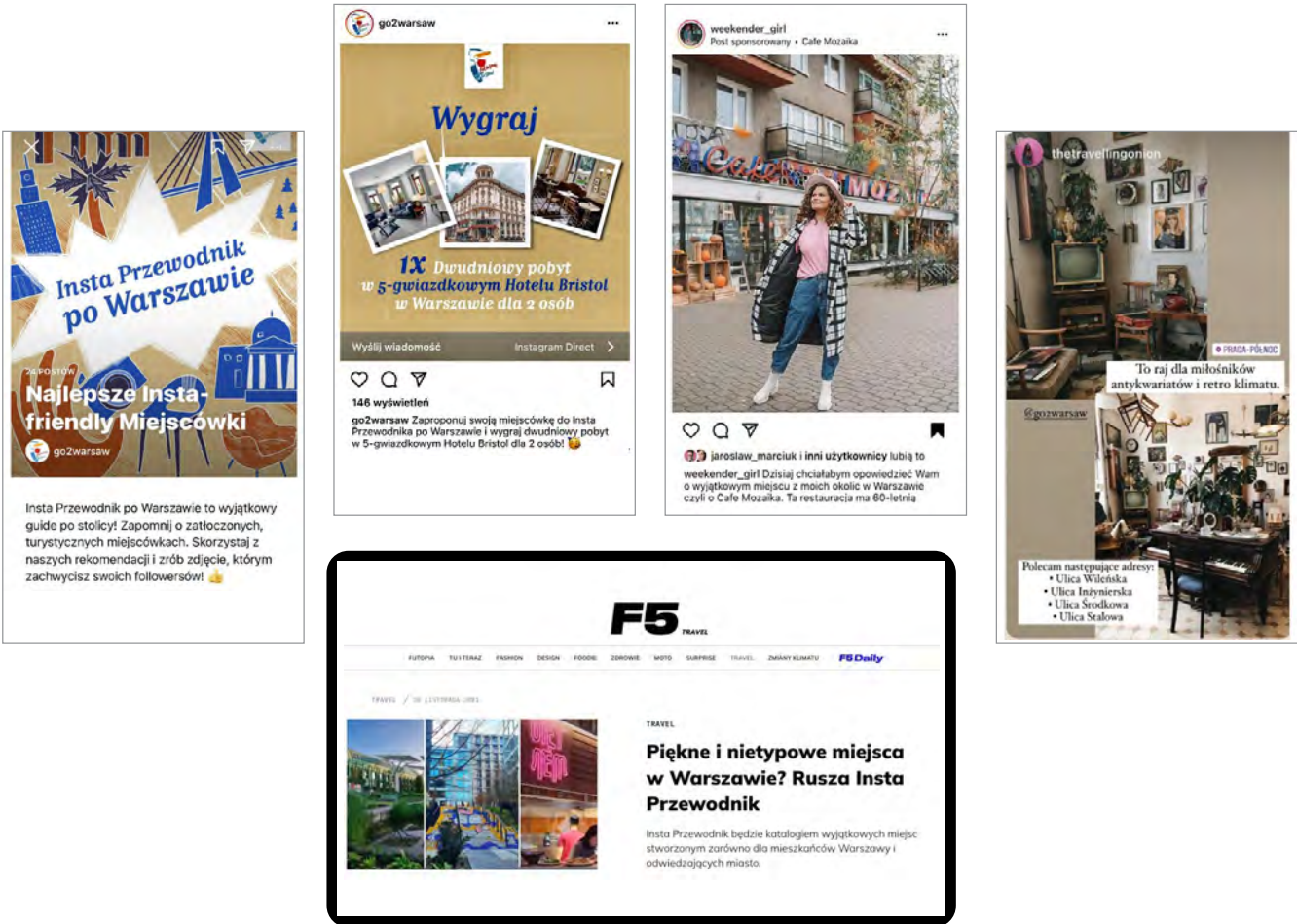
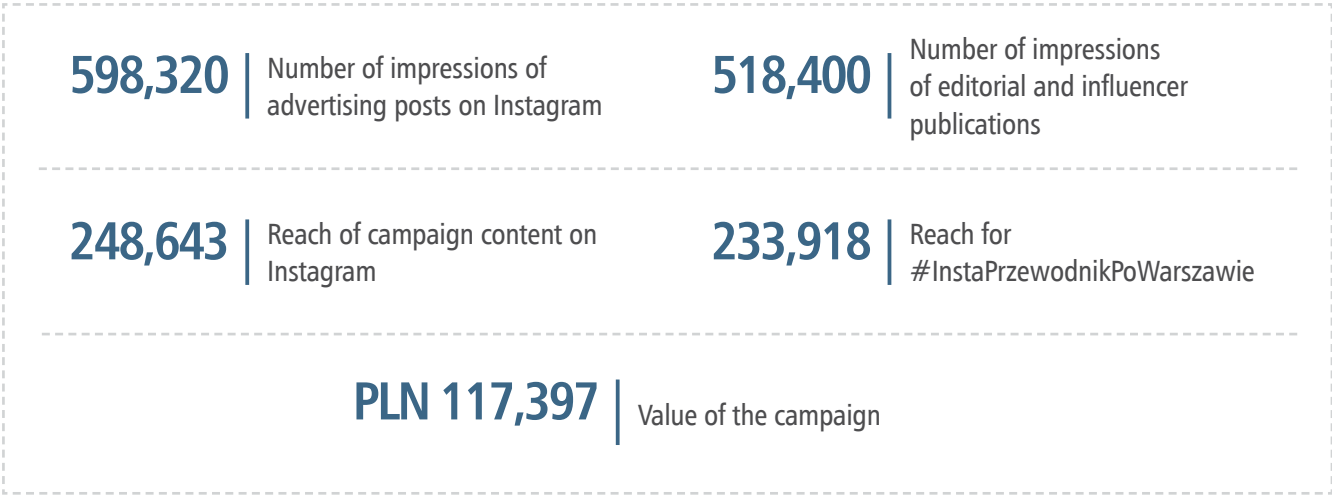
InstaGuide to Warsaw campaign

Campaign aimed at encouraging Instagram users to collectively create an InstaGuide on the Warsaw @Go2Warsaw profile, showcasing places where unique photos can be taken.

The campaign involved collaboration with editors at Kmag, Nowa Warszawa and F5, radio and influencers @Weekender_girl, @zyciepopracy and @thetravellingonion.

The guide was featured in the directory tab and was promoted throughout the campaign in the form of organic InstaStories, publications from editors and influencers, editorials and paid advertising.

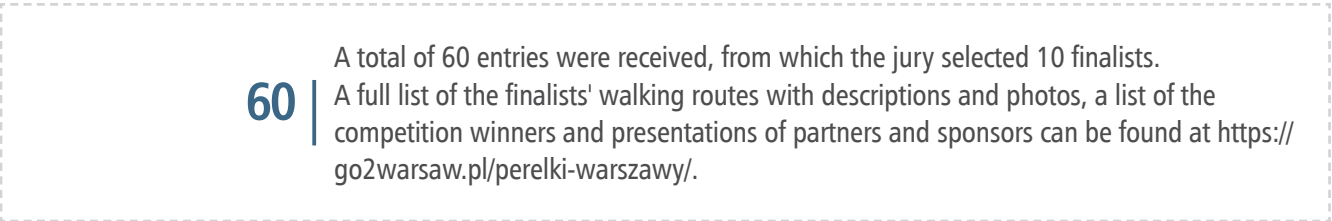
Part of the campaign was a competition for Instagram users who could win attractive Warsaw-themed prizes.



Pearls of Warsaw Competition

The competition aimed to collect, describe and promote walking routes around Warsaw’s lesser-known attractions, located off the beaten track in different districts of the city.

In cooperation with the Warsaw Tourist Organisation, it was possible to give away valuable and unique prizes to the finalists.

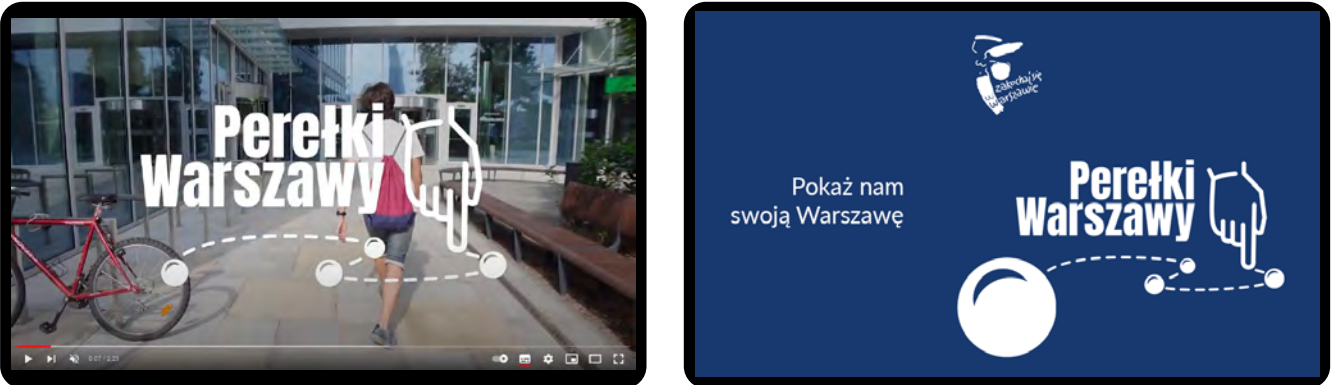


As part of the competition, the ‘Pearls of Warsaw’ Facebook group was also created where users can share information about interesting places in Warsaw, pearls that are often hidden and little known, but attractive for tourists.

The competition was promoted in the social media as well as on Warsaw fora and in Warsaw groups, on ZTM public transport public transport and on screens in the Świętokrzyska Metro station.



After the competition, spots were produced with the winners presenting the best routes



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Photographs:

Miasto Stoleczne Warszawa, Łazienki Królewskie, Centrum Folkloru Polskiego "Karolin", Muzeum Wsi Mazowieckiej w Sierpcu, Narodowy Instytut im. Fryderyka Chopina

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