



Warsaw



TOURISM IN WARSAW

REPORT 2022

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Introduction to Report

After two difficult years for tourism, during which it felt the negative effects of the global COVID-19 pandemic, the whole sector looked forward to a revival of tourist traffic. However, in 2022 another difficulty appeared, which once again showed how sensitive this sector of the economy is to various types of crisis.

Russia's aggression against Ukraine in February 2022 made some foreign tourists watch developments beyond our eastern border with fear and choose other travel destinations, avoiding Poland and Warsaw.

Following the outbreak of war, millions of Ukrainians sought refuge beyond the borders of their own country. Many of them found it in Poland, including in Warsaw. They were refugees, not tourists, but made use of the tourist accommodation base, which was reflected in the statistics for the sector. These circumstances made presenting the tourism statistics for 2022 unusually complex. However, we took on that challenge in the eighth edition of the *Tourism in Warsaw* report. This was aided among other things by estimated data on the tourist traffic of one-day visitors, calculated for the first time using *Big Data* technology, based on large data sets reflecting the behaviour of smartphone users.

The number of tourist arrivals in 2022 shows that significant progress was made in rebuilding tourist traffic after the pandemic. A return of domestic tourists is noticeable — Poles were very eager to visit the capital, especially those from the Silesia, Małopolska and Pomerania provinces. Meanwhile, among foreign guests, not counting citizens of Ukraine, Warsaw enjoyed greater popularity than in 2021 and this tourism segment has systematically regained its importance. The tourist accommodation base was used by many Ukrainians as well as by people connected with aid to our eastern neighbour, hence its results for 2022 are significantly better, even in comparison to the years prior to the pandemic.

Warsaw is a friendly, open and dynamically developing metropolis with an extensive offer for spending free time, as perceived both by the city's residents and tourists. The capital proposes not only visits to monuments and other attractions but also ensures a broad active recreation offer. Running events are available as well as night-time rollerblading through the city centre and people can indulge in winter fun on ice skates or visit the freely available parks, urban forests, Vistula boulevards or the river's natural banks, along which run footpaths and cycle lanes.

The city changes year by year, gaining ever more attractive sites and facilities. The city council takes part in this and has decided among other things on investments within the framework of the New Centre of Warsaw. In 2022, the refurbished Five Corners Square was given over to use, providing a new meeting place for Varsovians and visitors alike. A key stage of construction work on the headquarters of the Museum of Modern Art was completed and building also commenced on a pedestrian and cycle bridge that will connect the Vistula Boulevards with the Praga district. These developments will certainly add to Warsaw's attractiveness and draw tourists in the years to come.

Key data

2022

Estimated number of tourist arrivals to Warsaw, not including Ukrainian citizens*

9.0 mln

tourists in total

↑78% in comparison to 2021
↓11% in comparison to 2019



7.1 mln

domestic tourists

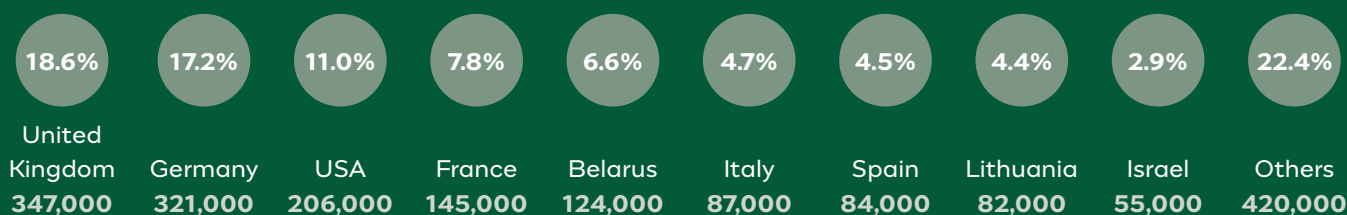
↑83% in comparison to 2021
↓2% in comparison to 2019



1.9 mln

foreign tourists

↑61% in comparison to 2021
↓34% in comparison to 2019



Estimated number of tourist arrivals and one-day visitors to Warsaw, not including Ukrainian citizens

9.0 mln

tourists



5.8 mln

one-day visitors



14.8 mln

in total

Accommodation base and its use

1,010

tourist accommodation establishments including **110** hotels



56,540

bed places including more than **35,800** in hotels

4.3 mln

tourists and citizens of Ukraine used accommodation establishments

↑ 110%

in comparison to 2021

1.27 mln

foreign tourists and Ukrainian citizens

↑ 179%

in comparison to 2021

7.3 mln

overnight stays in accommodation establishments were provided to tourists and Ukrainian citizens

↑ 109%

in comparison to 2021

66%

occupancy in hotels

↑ 36 p.p.

in comparison to 2021

Varsovians' attitude towards the development of tourism in 2022^{1,2}

95%

of residents consider tourism an important factor in the city's development

82%

of residents believe that the development of tourism in Warsaw has a positive impact on their lives ↓9p.p. on 2021

82%

of residents do not think Warsaw is overcrowded with tourists ↓2p.p. against 2021

94%

of Varsovians believe their daily life is not disrupted by tourists ↑6p.p. in comparison to 2021

* Ukrainian citizens were only excluded from the data for 2022. In comparisons with the years 2019 and 2021, Ukrainian citizens were counted among the tourists.

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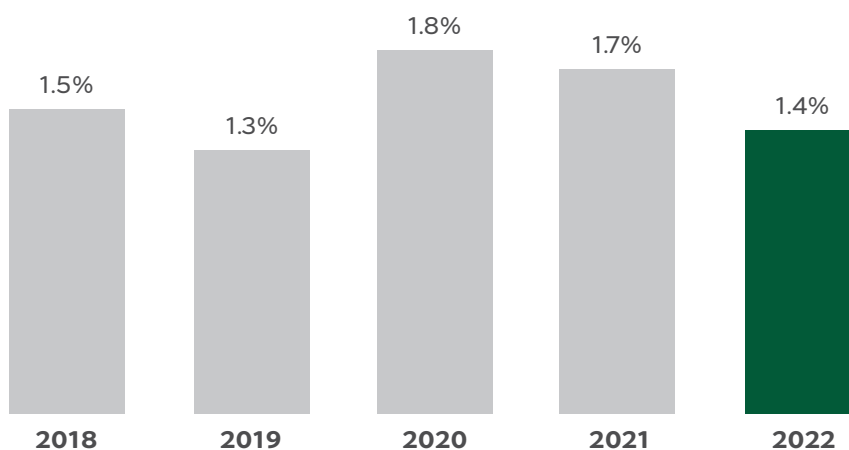
Selected socio-economic information

Basic demographic and economic data about Warsaw¹**1,862,345 people**

the population of Warsaw at the end of June 2022

Varsovians accounted for 33.8% of the residents of the Mazovian province

The greatest population growth compared to 2021 was recorded in the following districts: Żoliborz (↑ 3.8%), Białołęka and Ochota (each ↑ 1.9%) and Wilanów (↑ 1.7%)

The registered unemployment rate at the end of December in the years 2018-2022²⁻⁵**8,104.30 PLN⁶⁻⁸**

average monthly gross remuneration in the enterprise sector in 2022

↑ 12.1%

compared to the last quarter of 2021

the average gross pay in Warsaw was 404.52 PLN higher than in the Mazovian province overall and as much as 1,450.63 PLN higher than in Poland as a whole

the highest gross wage was earned by workers employed in the information and communication sectors (11,701.47 PLN), and the lowest in the administration and supporting activity sectors (5,443.08 PLN)

1,115,200 people⁹

the average employment in the enterprise sector in Warsaw in 2022

↑ 2.4%

higher than in 2021

compared to 2021, the highest average employment growth was recorded in the hotel and hospitality sector (up 9.1%)

525,475¹⁰

the number of national economic entities headquartered in Warsaw on the REGON business register at the end of December 2021

↑ 5.3%

against the whole of 2021

most registered entities were in the Śródmieście (Downtown), Mokotów, and Wola districts, while the most new arrivals were in the Wola (up 8.8%), Wilanów (7.7%), Włochy (7.2%), and Praga-Północ (6.6%) districts.

no district recorded a decline



The Fitch Ratings agency confirmed Warsaw's international long-term rating in 2021 at the level of **'A-' with stable outlook**.¹¹

fDi European Cities and Regions of the Future 2023¹²

Ranking of European locations most attractive for future foreign investment

6th place

in the 'European Cities of the Future 2023' ranking

2nd place

in the 'business friendliness' and 'connectivity' categories – 'European Cities and Regions of the Future 2022/2023' ranking, FDI Intelligence

6th place

in the iCapital competition, 2022 edition

The Global Financial Centres Index 32¹³

Ranking of world financial centres 2022 (December)

62nd place

2nd place

among cities of Eastern Europe and Central Asia

Commentary:

The same result as in 2021. First place was taken by Prague.

Kearney 2021 Global Cities Index¹⁴

65th place

Warsaw is one of the biggest academic centres in Europe. Some 250,000 people study in the Polish capital, 10% of them, or almost 25,000, overseas students. Nearly 90% come from Europe with the remainder being dominated by students from Asia, primarily China.¹⁵



Warsaw took 11th place globally in terms of **knowledge of the English language** among urban residents. The capital achieved a 'very high' level of linguistic fluency in the EF English Proficiency Index 2022.¹⁶



Warsaw occupied 174th position in terms of the cost of living among 227 cities in the Mercer 2022 Cost of Living City Ranking.¹⁷



Warsaw ranked 38th in the Resonance World's Best Cities 2022 ranking – a list of the world's top metropolises for **living, working, investing, and visiting**.^{18,19}



The capital took 62nd place in the IESE Cities in Motion Index 2022 – (smart cities) ranking. Warsaw was **second 'smartest' city of Eastern Europe** – after the Czech capital, Prague – and also placed a high 7th in the 'governance' category and 24th in the 'urban planning' category as well as taking 26th position for 'mobility and transportation'.²⁰

Warsaw's new skyline – the city's office market²¹⁻²⁵

6.27 mln m²

the stock of modern office space at the end of 2022. In 2022, developers completed construction of **237,000 m²** of modern office space across 12 office projects, marking **a decline of 27%** against the record year of 2021.

860,100 m²

total leasing activity in 2022 stood at 860,100 m² and was up by **more than 33%** on 2021 and **only 2% lower** than the record year of 2019, just prior to the outbreak of the pandemic.



27 office buildings

currently, as many as 27 office buildings in Warsaw are **over 100 m in height**. This statistic puts the Polish capital at the European forefront of cities with the most skyscrapers. Most of these are located around Rondo Daszyńskiego and in the Śródmieście district.

The biggest office buildings coming onto the market over the last 12 months include – **Varso Tower** (63,800 m² – HB Reavis), **Forest Tower** (51,500 m² – HB Reavis) and **P180** (32,000 m² – Skanska).

The biggest projects under construction are **The Bridge** (47,000 m², scheduled for completion in 2025) and **Skyliner II** (38,000 m² due in 2024), as well as the third phase of the **Lix** building (28,100 m²) and **Lakeside** (24,000 m²).

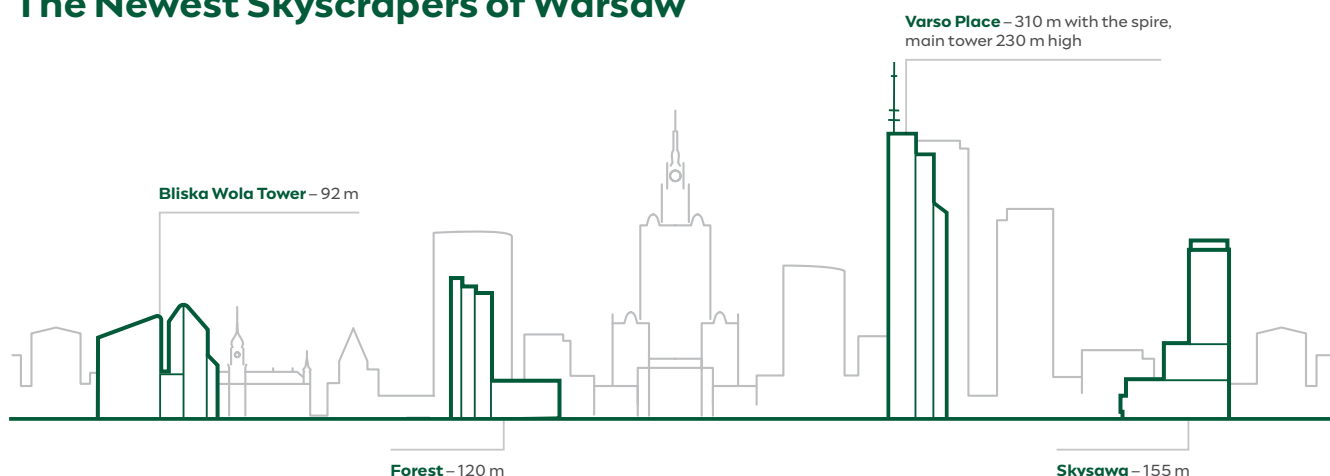
Over 40% of Warsaw's total office stock has achieved green certification. The capital of Poland stands with Chicago, Houston, New York and San Francisco among the world's most ecological metropolises.²⁶



4 Warsaw skyscrapers - Varso, Browary, Warsaw Unit, Mennica Legacy Tower obtained the BREEAM Interim ecological certificate at the highest possible level "Outstanding".²⁷



The Newest Skyscrapers of Warsaw



Green Warsaw²⁸



15.4%

the share of forests in the city's surface area

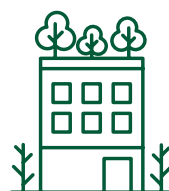
the highest proportion of forested area is to be found in the Wawer, Wesoła, Białołęka and Ursynów districts

11.2%

the share of green open space* in the city

101 parks and squares as well as **279** green spaces**

most parks are situated in the Śródmieście (13), Mokotów (11) and Praga-Południe (9) districts



the city is home to **1,306** buildings with green roofs, to a total green-roof surface area of **52.3** ha



5.7 m²

of available green recreational space per resident of Warsaw

27.3%

the percentage of protected land within the city

7 | Natura 2000 areas

12 | nature reserves

494 | natural monuments

* Parks, green spaces, allotments, educational gardens and green areas around various buildings, as well as unmanaged green land, primarily woodland (but not forests).

** Green land for the upkeep of which the City of Warsaw is responsible.



In 2022, under projects carried out from the civic budget and the Green Fund for Warsaw, **3,884 trees** were planted, including **490 in parks**. Bushes and hedges cover more than **35,000 m²** with perennials and bulbous plants covering a further **24,000 m²**.



6 small-scale 'pocket parks' have been made available to residents along with the new **Ratusz Arsenal Urban Sports Square** and many 'de-pavings' (paving slabs being removed from squares) in addition to the planting of bushes and shrubs in many Warsaw districts.



Ongoing **modernisation work in 3 parks**: Pole Mokotowskie, the park by the Mound of the Warsaw Uprising, and the Cichociemni Paratroopers of the Home Army memorial park, **2 linear parks** are also being designed: by ul. Suwak and above the Warsaw ring-road tunnel.²⁹



In November 2022, **a modernised playground** was opened in Park Żeromskiego in the Żoliborz district. In the 'Stone' Educational Pavilion, opened in 2020, 265 educational events, nature and photography workshops, meetings, film screenings, concerts and other attractions were held.

The Varsovian Vistula

Throughout the whole summer, city residents and tourists could plan their free time taking advantage of the wide offer of the **Vistula District**.



People who enjoy water-based activities could take a free kayak trip or a cruise on the civic budget.



From the start of May until the end of October, **Capital Passenger Sailing** (*Stołeczna Żegluga Pasażerska*) cruises were organised on board more than **40 boats** – traditional wooden craft, barges and punts, but also more modern vessels such as catamarans, eco- and motor-boats.

The Vistula's charms could also be admired thanks to **Warsaw Tourist Lines** ferry crossings and ship cruises to Serock from the port in Warsaw's Żerań district.

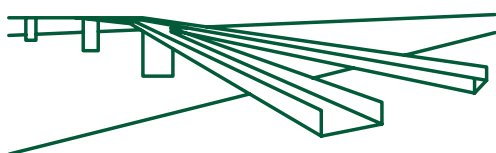


In the summer season, **6 information-recreation points** were set up on four of Warsaw's beaches – Saska, Poniatówka, Rusałka (ZOO), and Żoliborz – as well as in the 'Stone' Educational Pavilion and for the first time on the George Smith Patton Boulevard.



They were served by the '**Warsaw Beachmen**', from whom it was possible to borrow a lounger or sports equipment **free of charge** as well as pick up rubbish sacks as part of a beach-cleaning campaign.

However, the 'beachmen' primarily provided information on how to spend time actively on the Vistula and educated people on the value of the nature by the river and how to take care of it.³⁰



All building work planned for 2022 on the foot- and cycle-bridge over the Vistula was carried out.

The **452-metre** crossing will connect the New Warsaw Centre with the revitalised Old Praga district. Construction is scheduled for completion in 2024.³¹



2 | Travel accessibility

Accessibility by air

Approximate direct flight duration to Warsaw from selected cities^{1,2}



Chopin Airport – basic data and information for 2022³⁻⁵



14.4 mln

passengers
served



145,893

flight operations
conducted



142

scheduled
connections



39.9%

share of the Polish
air travel market

Chopin Airport



approx. 10 km

Warsaw
city centre



30 minutes

bus



25 minutes

Fast Urban Railway



25 minutes

car/taxi



In 2022, more than **14.4 mln passengers** were serviced at Chopin Airport, representing growth of 93% on 2021. By this metric, the weakest month of the year was February (589,488) and the strongest was July (1,690,068). In December, **1,165,555 people** were checked in at the airport. The percentage recovery of passenger traffic in 2022 compared to 2019 stood at **76.4%**, which puts Chopin Airport ahead of such airports as: Prague, Budapest, Vienna, Berlin, Copenhagen and Helsinki.⁶



The five **most popular destinations** on scheduled routes over the whole year were: London, Paris, Amsterdam, Frankfurt and Munich. Among charter destinations, the greatest popularity was enjoyed by: Antalya, Hurghada, Marsa Alam, Rhodes and Heraklion.⁶

Warsaw Modlin Airport – basic data and information for 2022⁷⁻¹⁰



3.1 mln

passengers
serviced



22,383

flight operations
conducted



65

flight
destinations



7.6%

share of the air travel
market in Poland

Warsaw Modlin Airport



approx. 40 km

Warsaw
city centre



45 minutes

bus



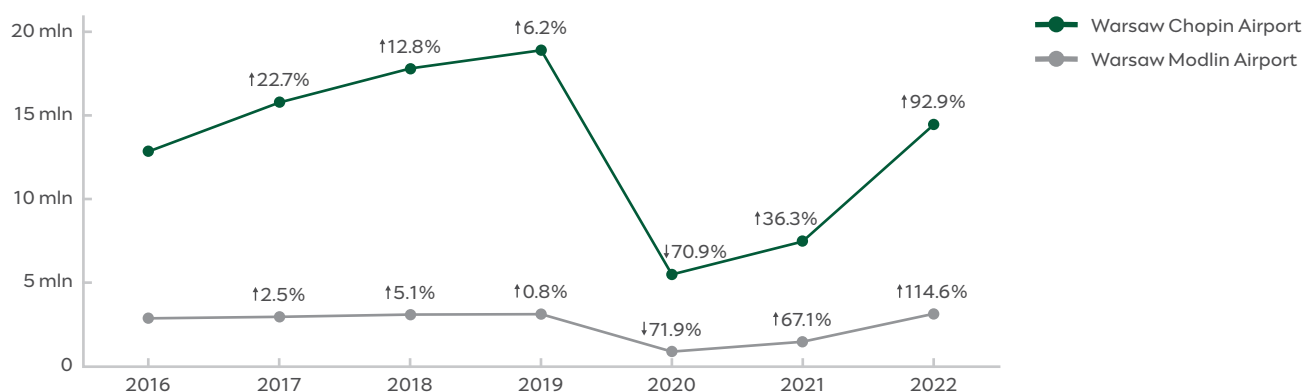
45 minutes

car/taxi

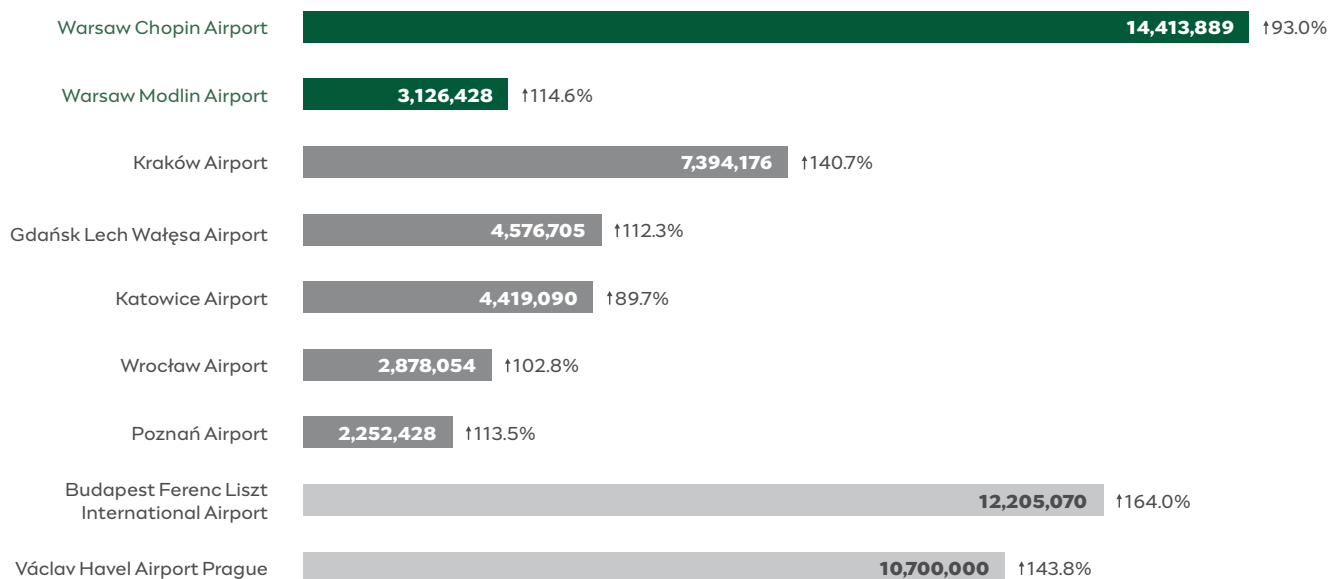
The number of passengers serviced and flight operations conducted grew by **114.6%** and **54.4%** respectively on the total air traffic in 2021. To compare the data with the period before the pandemic, the level of passenger traffic in 2022 stood at **100.7%** of the travel recorded in 2019 and hence 2022 was a year of full recovery of air traffic from before the pandemic at Warsaw Modlin Airport.¹¹



Chopin Airport and Warsaw Modlin Airport – passengers serviced in the years 2016–2022 (number and percentage change year on year)¹²⁻¹⁸

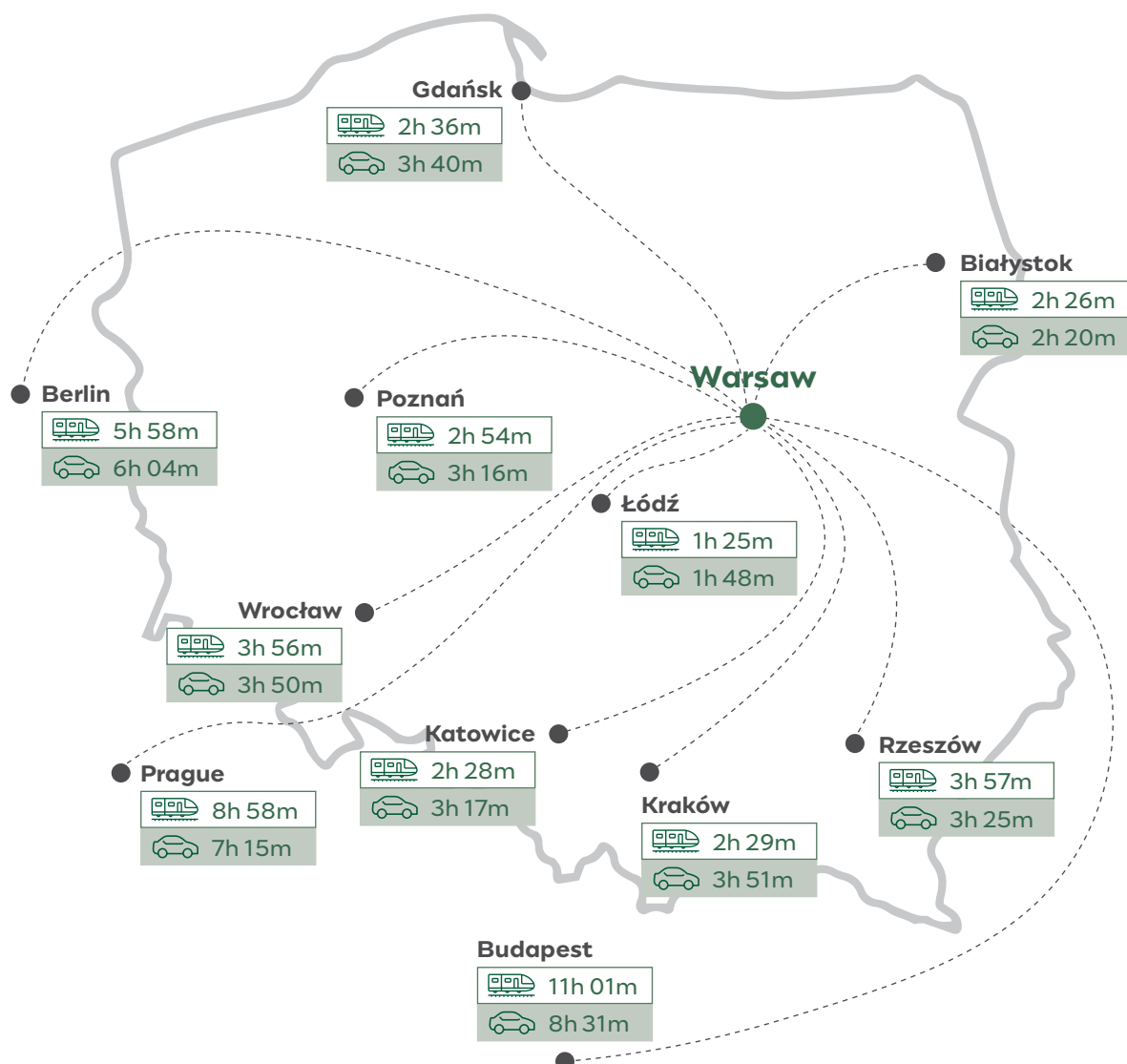


Warsaw Chopin Airport and Warsaw Modlin Airport in comparison to other selected airports – passengers served in 2022 (number and change in comparison to 2021)¹⁹



Rail and road accessibility

Approximate journey time to Warsaw from selected cities^{20,21}



The cost of public transport tickets in the capital is **one of the lowest** in the world for passengers. Fares in London, New York or Dublin are as much as ten times as high. The modernised vehicle fleet, further metro stations, new tram and rail routes – all this makes public transport in Warsaw ever more attractive and accessible.



863.4 mln

passengers used
Warsaw's public
transport in 2022

↑ 37%

on 2021*

47% of people travelled by bus, i.e. 403 mln passengers, against 287 mln a year earlier, which is growth of 40.3%

» By the end of the year, the Municipal Bus Company (*Miejskie Zakłady Autobusowe*) had received half of the 90 articulated low-emission buses under contract, bringing the number of zero- or low-emission vehicles in the Warsaw fleet to almost 500.

27% of people, 247 mln passengers, travelled by tram, representing growth of 32% against 2021

» At the end of 2022, the 50th Varsolino tram produced by Hyundai Rotem was delivered to Warsaw. Passengers were already travelling in 33 units and a further 17 underwent testing. The new trams can each accommodate 240 passengers.

» In the summer of 2022, Warsaw Trams started construction of a tramline between central Warsaw and Wilanów. The almost 7-kilometre new route will start at the junction of Puławska and Goworka streets and finish at Rzeczypospolitej Avenue. The trams will stop at 13 tram stops. This is part of an investment that will connect the districts of Wola, Ochota, Śródmieście and Wilanów.

» A new tram investment in Wola along Kasprzaka Street started in March. Warsaw Trams commenced construction of a 2.3-kilometre tramline between Wolska and Skierniewicka streets.

19% of people used the Metro

» The number of Metro passengers increased 41% on a year earlier, rising from 113.8 mln to 160.8 mln.

» Six of 37 metro trains ordered from Škoda Varsovia reached Warsaw. At the end of the year, five new trains were running on the first and second Metro lines.

» Further stations were opened on Metro line M2. In June, the penultimate 2.5-kilometre stretch of line 2 was opened, situated on the border of the Wola and Bemowo districts. Two new stations, Ulrychów and Bemowo, were opened. The last eastern section of the M2 metro line was opened in September, measuring 3.9 kilometres and serving three stations: Zacisze, Kondratowicza and Bródno.

» Simultaneously, preparatory work for building a third metro line was underway. Within the framework of the first phase of the investment, an 8-kilometre stretch is planned in Praga-Południe starting at the already-opened Stadion Narodowy M2 station.

*In 2022 Warsaw Public Transport Authority changed its methodology for counting passengers.

6% of people used rail connections

» At the end of 2022, SKM (Fast Urban Railway) was in possession of all six new four-car trains and 12 longer five-car Impuls 2 trains produced by Newag of Nowy Sącz as part of an order for 21 new trains.

Tourist lines²³

In 2022, 144,220 people used Warsaw Tourist Lines – almost 14,000 more than a year earlier. In the summer, Varsovians and tourists had ferries available on the Vistula, a ship to Serock, bus and tram routes served by vintage rolling stock and a narrow-gauge railway.



108,127

people crossed the river using 3 ferries



4,124

people took a trip on the ship to Serock



16,869

people travelled on vintage bus line 100



12,835

people travelled on vintage trams



2,265

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

16 P+R (Park and Ride) car parks with 4,584 parking spaces and 32 free electric-vehicle charging points operated in Warsaw in 2022. Two new car parks were opened: Żerań PKP and Warszawa Jeziorki. The new car parks are friendly to the environment and local community with their operations based on renewable energy sources.



Warsaw by Bike (Rowerowa Warszawa) 2022^{24,25}



735-km

network of cycle lanes

↑ 25 km

compared to 2021

Veturilo Warsaw Public Bikes

Over
3.9 mln
rentals

↑ 18%
in comparison to 2021

More than
1.8 mln
hours

cycled users
of the bicycle
system

Varsovians and tourists had **4,733** bicycles at their disposal, including **60** children's bikes, and **100** e-bikes, available at 334 stations (including 34 sponsored stations)

The most popular hiring station was at the **Westfield Arkadia** shopping centre, with the station close to the Copernicus Science Centre just behind it



82%

of residents in 2022
considered Warsaw
a city **friendly towards
cyclists**

- » The number of people choosing cycling as a daily means of transport to get to work or school grew. This is evidenced by the results of measurements taken during the morning rush hour, which are much higher than in previous years. In 2022, more than 37% more cyclists were recorded than in 2021 and over 58% more than in 2020. The comparison with the number of cyclists during the year of strictest pandemic restrictions is the most impressive. It should be remembered, however, that this was a time when many people worked or studied remotely and so the need to travel was reduced.
- » The results from 2022 can be explained by a return to the workplace or to habits from before the pandemic, but not only. In comparison to the time prior to the outbreak of the pandemic, i.e. in 2019, a 31% increase in the number of cyclists can be seen during the morning peak period and an almost 20% growth in the number of cyclists during the afternoon rush hour.
- » The growing popularity of cycling in Warsaw is in line with the assumptions of sustainable development and very desirable in the era of climate change.
- » Further evidence of the popularity of cycling as a daily means of transport between work and home is provided by the results of automatic points. The lowest bicycle traffic density at the measurement points analysed is recorded on Saturdays and Sundays, while the most popular cycling day is Tuesday.

Close to 10,000 **shared electric scooters** were available to residents and tourists in Warsaw in 2022. This is more than 25% of all e-scooter available for hire in Poland.²⁶



According to the Kayak website specialised in searching and comparing the prices of flights, accommodation, holiday packages and car rentals, there are currently **75 car hire companies** functioning in Warsaw in 179 locations.²⁷





3 | Accommodation base



1,010
tourist
accommodation
establishments*¹

↑ 239
in comparison
to 2021



56,540**
bed places*¹

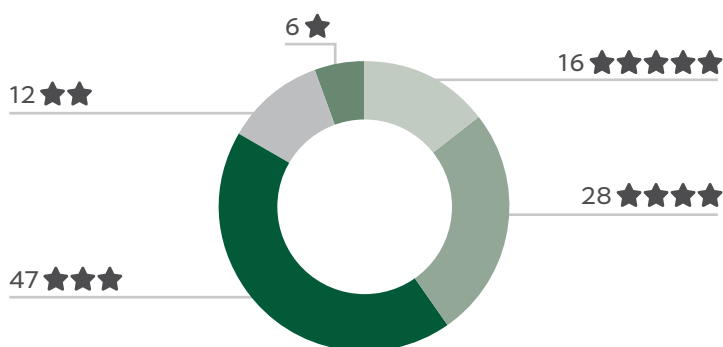
↑ 4,066
in comparison
to 2021

* Based on data from Warsaw Tourist Office and the Ministry of Economic Development and Technology.

** Plus 100 tent and 80 caravanning places.

Hotels in 2022 (number and change against 2021)²

Number of establishments*



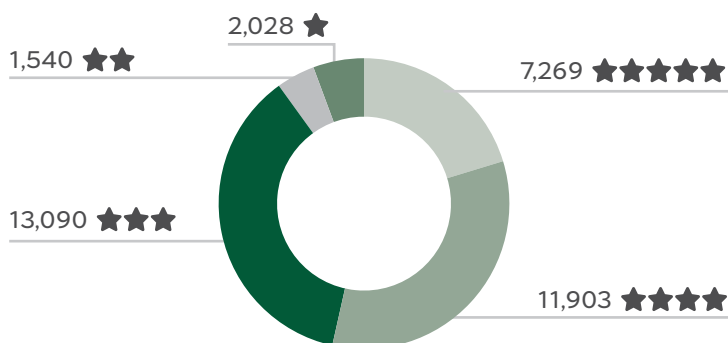
110
total

↑ 3
in comparison
to 2021

Commentary:

In 2022, Warsaw's total hotel base increased by 3 new buildings; the number of bed places also grew.

Number of bed places*



35,830
total

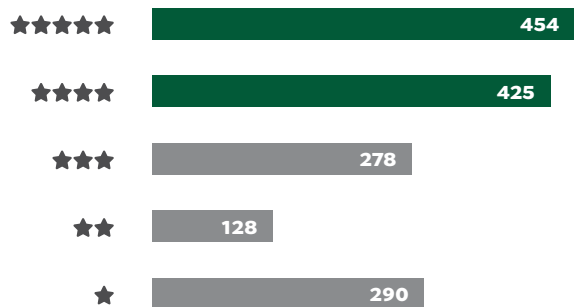
↑ 683
in comparison
to 2021

18,183
number
of rooms



* Own calculations based on data from Warsaw Tourism Office and the Ministry of Economic Development and Technology.

Average number of bed places*



315

average

↓ 3

in comparison
to 2021

165

average number
of rooms in hotel



* Own calculations based on data from Warsaw Tourism Office and the Ministry of Economic Development and Technology.

15 hotels are currently under construction or in the planning phase in Warsaw. The vast majority of them are hotels belonging to various chains, such as Marriott, Puro, Ibis, or Holiday Inn.³



During the World Travel Awards 2022, distinctions were conferred upon the InterContinental Warsaw and Sofitel Warsaw Victoria as well as Crowne Plaza Warsaw – The HUB.

- » **InterContinental Warsaw** received awards in the rankings in two categories — **Poland's Leading Hotel 2022** and **Poland's Leading Business Hotel 2022**. This is the eighth award in this category in the hotel's 19-year history.
- » In the category **Poland's Leading Hotel Suite 2022**, **Sofitel Warsaw Victoria's** Presidential suite was victorious while **Crowne Plaza Warsaw – The HUB** won in the category **Poland's Leading Conference Hotel 2022**.⁴



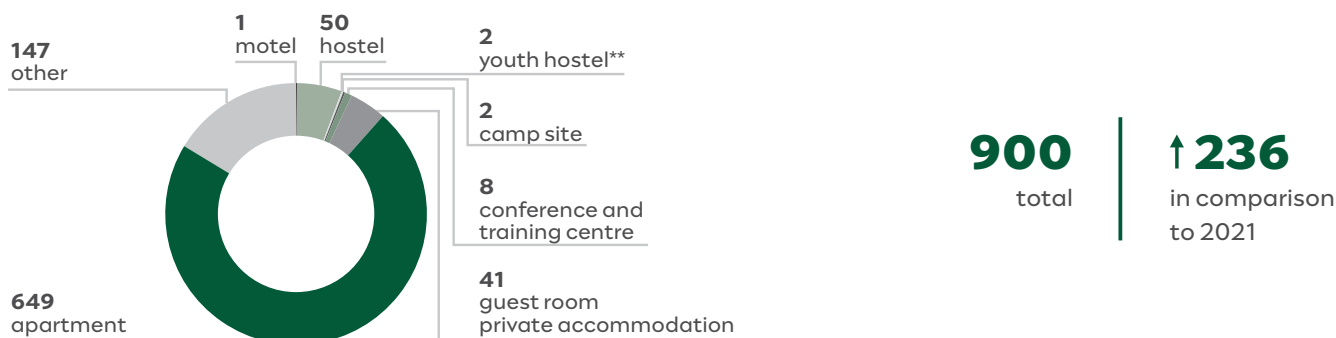
In the years 2023–2025, openings are planned for 15 hotels in Warsaw, among them:

- » Flaner Hotel - WorldHotels Crafted Collection
- » the 4-star Hotel Barceló Warsaw Powiśle
- » the 4-star Radisson Red
- » the 3-star Moxy Warszawa Centrum
- » Hotel Puro Canaletta^{5,6}



Other tourist accommodation establishments in 2022 (number and change in comparison to 2021)*7

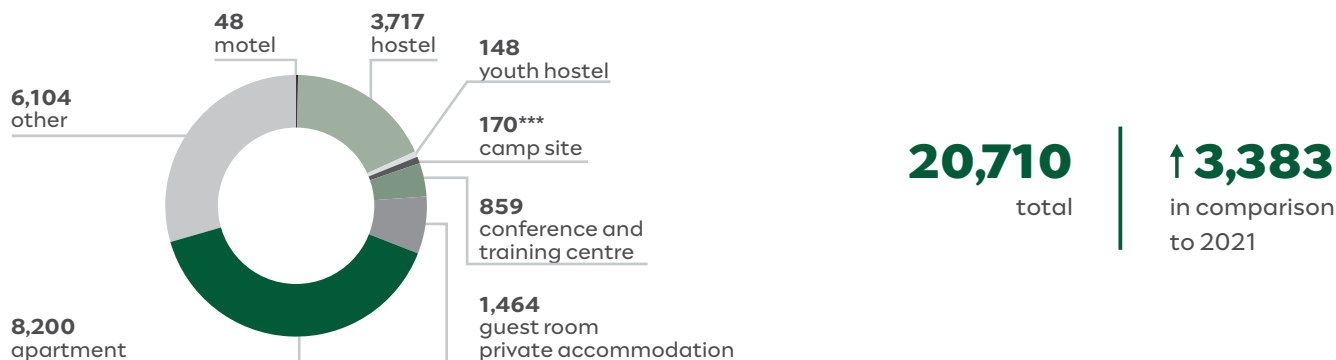
Number of other tourist establishments



* Own calculations based on data from Warsaw Tourism Office and the Ministry of Economic Development and Technology.

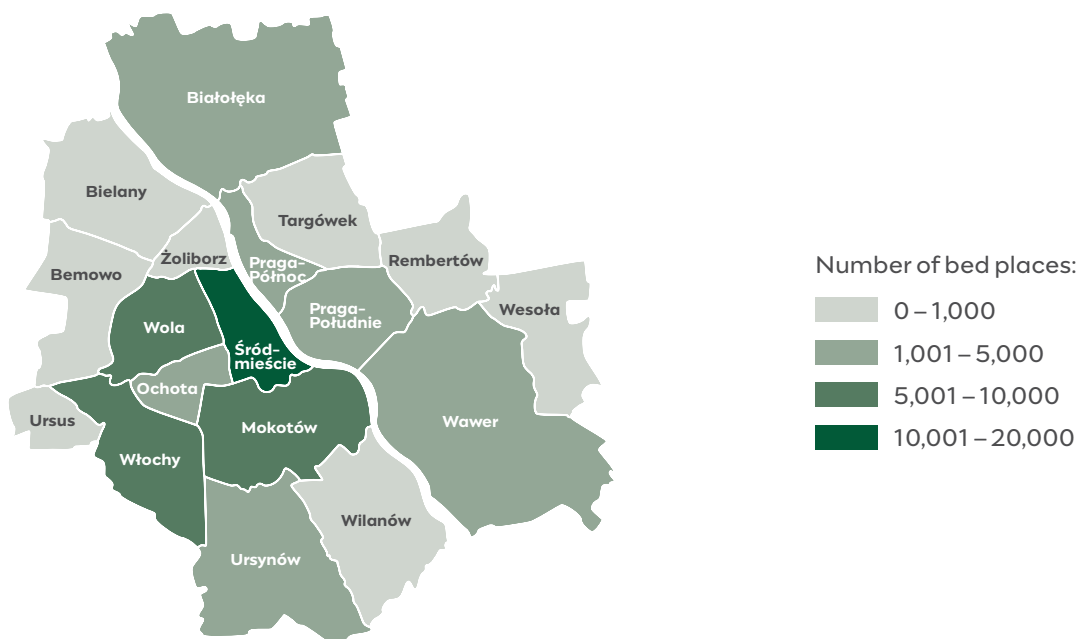
** One of the youth hostels, the European Youth Meeting House, was turned into a residence center for refugees from Ukraine after Russia's invasion of Ukraine.

Number of bed places



*** Plus 100 tent and 80 caravanning places.

Bed places in tourist accommodation establishments in Warsaw districts in 2022⁸



Use of accommodation establishments*9

Due to the specifics of 2022 and the outbreak of war in Ukraine, in this Report citizens of Ukraine are not treated as tourists. This does not alter the fact that according to data from the Central Statistical Office (GUS), they represented a significant share of the users of Warsaw's accommodation base.



4,268,387
tourists and Ukrainian citizens
have used accommodation
establishments in 2022

↑ 110.3%
in comparison
to 2021

↑ 12.1%
in comparison
to 2019

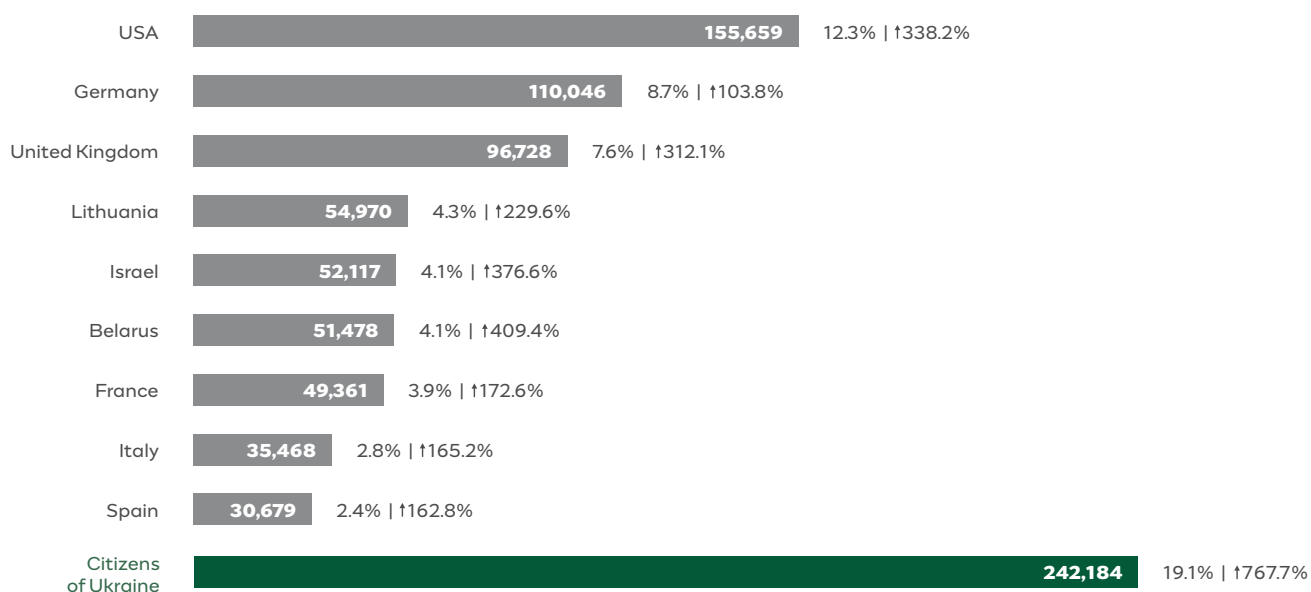


1,269,273
foreign tourists and
Ukrainian citizens have
used accommodation
establishments in 2022

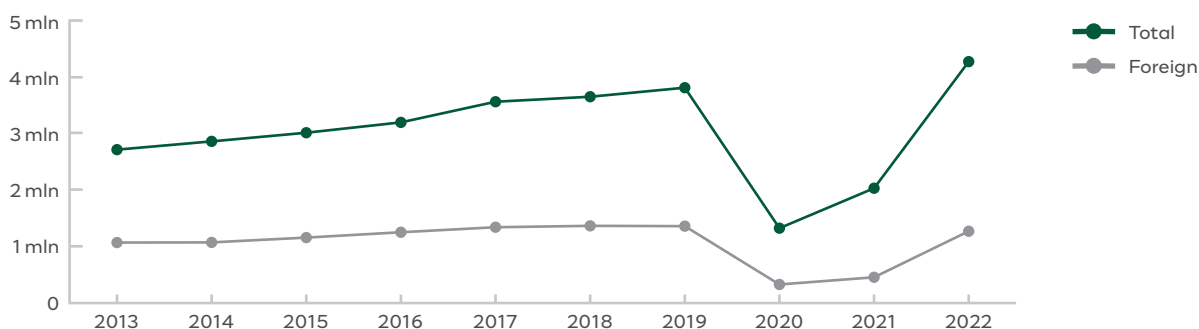
↑ 179.2%
in comparison
to 2021

↓ 6.6%
in comparison
to 2019

Foreign tourists and Ukrainian citizens using accommodation establishments in 2022 — by country of residence (number, percentage share and change relative to 2021)



Tourists using accommodation establishments in the year 2013–2022 (2022 includes Ukrainian citizens)



* 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.

Bed places occupied by tourists and Ukrainian citizens and the duration of their stay in accommodation establishments



7,279,623

overnight bed places used
by tourists and citizens of
Ukraine in accommodation
establishments in 2022**

↑109.2%

in comparison
to 2021

↑11.2%

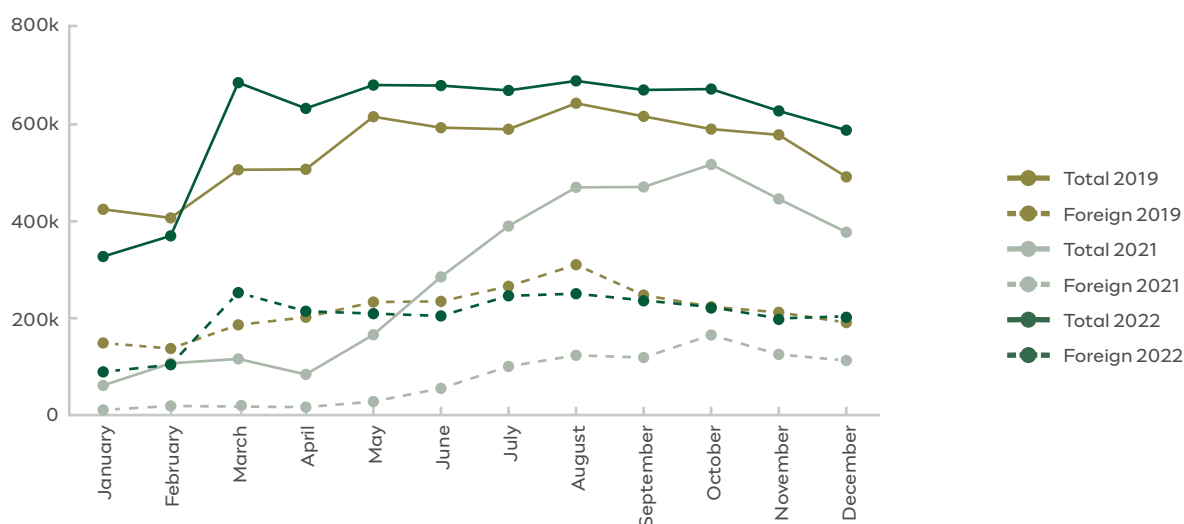
in comparison
to 2019

** 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.



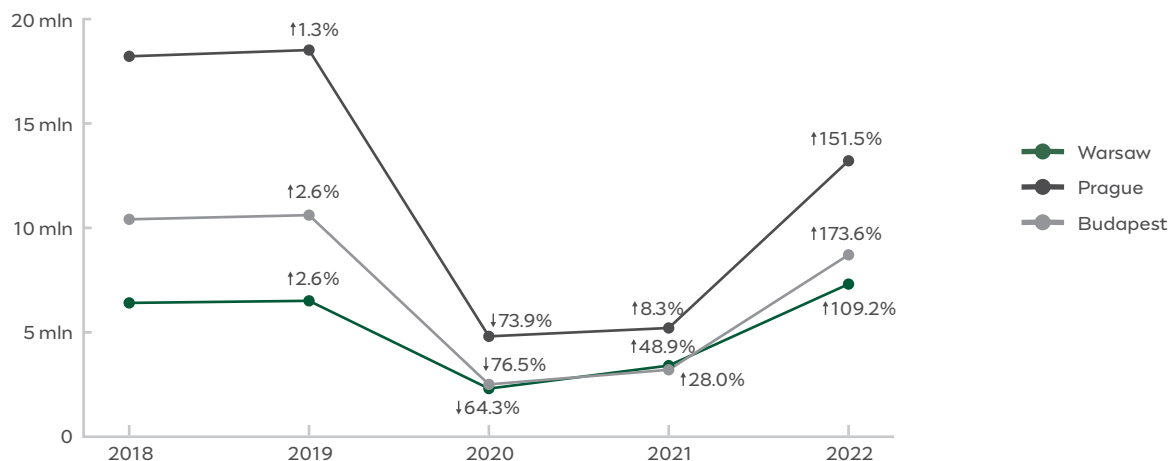
Warsaw **placed 21st** among 115 European cities in a ranking of the number of overnight places occupied in 2022, ahead of such cities as Seville, Oslo, and Brussels. Another Polish city – Gdańsk, came in 65th position.¹⁰

Nights spent by tourists in accommodation establishments by month in the years 2019, 2021 and 2022 (2022 includes Ukrainian citizens)*¹¹

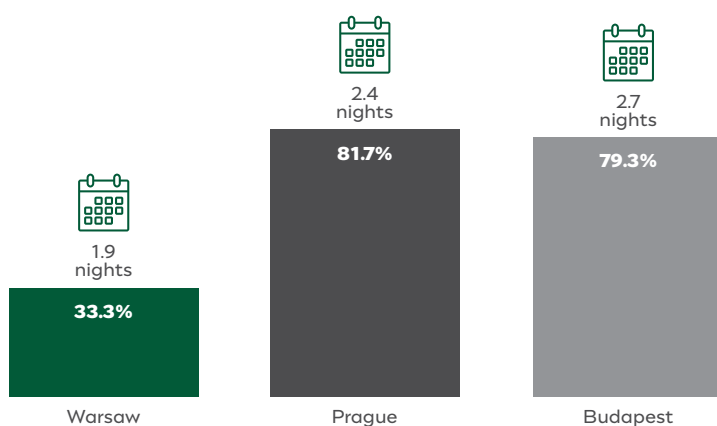


* Data of the Central Statistical Office from establishments with over 10 bed places including imputation for establishments that declined to take part in the research.

Nights spent by tourists in accommodation establishments in the years 2018–2022 compared with selected cities (number in mln and percentage change year on year; 2022 includes citizens of Ukraine)¹²



Share of bed places used by foreign tourists and citizens of Ukraine in the overall number of available places and average stay duration in accommodation establishments in 2022 compared with selected cities¹³



Commentary:

The Czech and Hungarian capitals have for years been among the leaders in Europe in terms of the share of bed spaces taken by foreign tourists in the overall stock of available spaces, and in contrast to Warsaw – foreign tourists have represented the vast majority.¹⁴



Hotels – rented rooms and bed spaces taken¹⁵



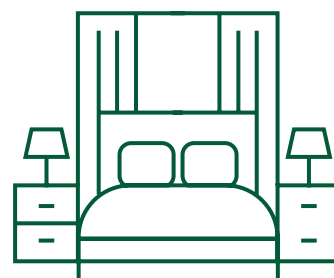
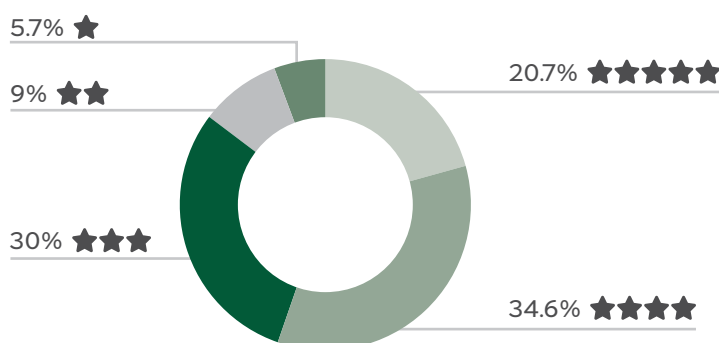
4,038,108

rooms rented by tourists and Ukrainian citizens in hotels in 2022*

↑ 111%

in comparison to 2021

Rooms rented out to tourists and Ukrainian citizens in 2022 by hotel category*



Hotel rooms used in 2022*

66%

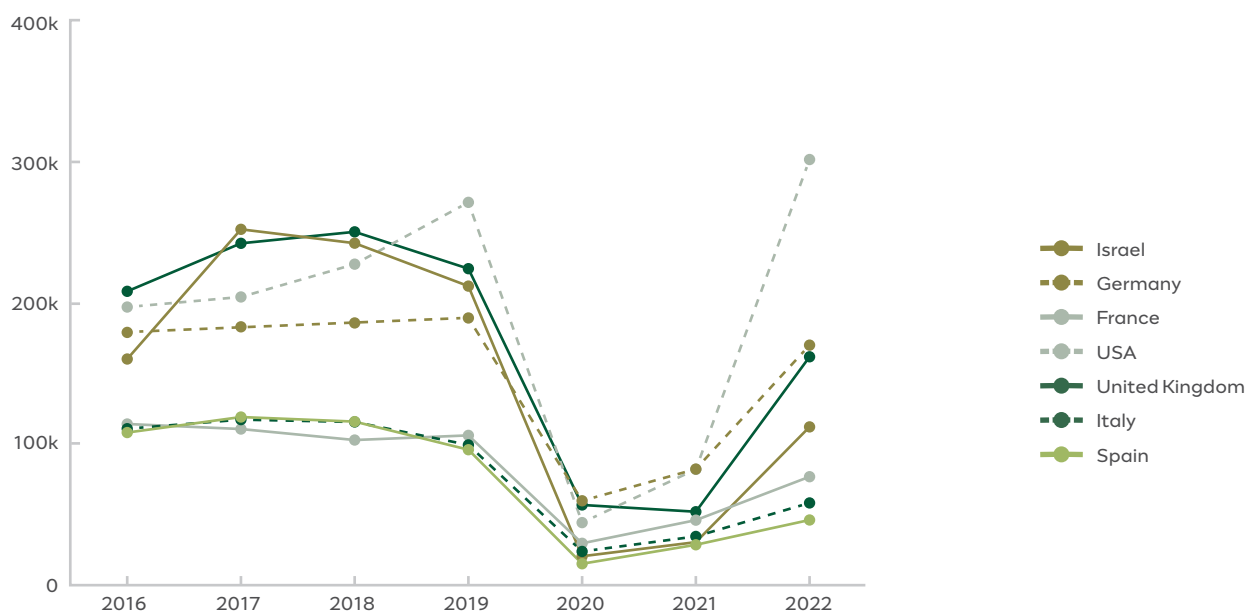
↑ 36 p.p.
in comparison to 2021

highest use
in June
77%

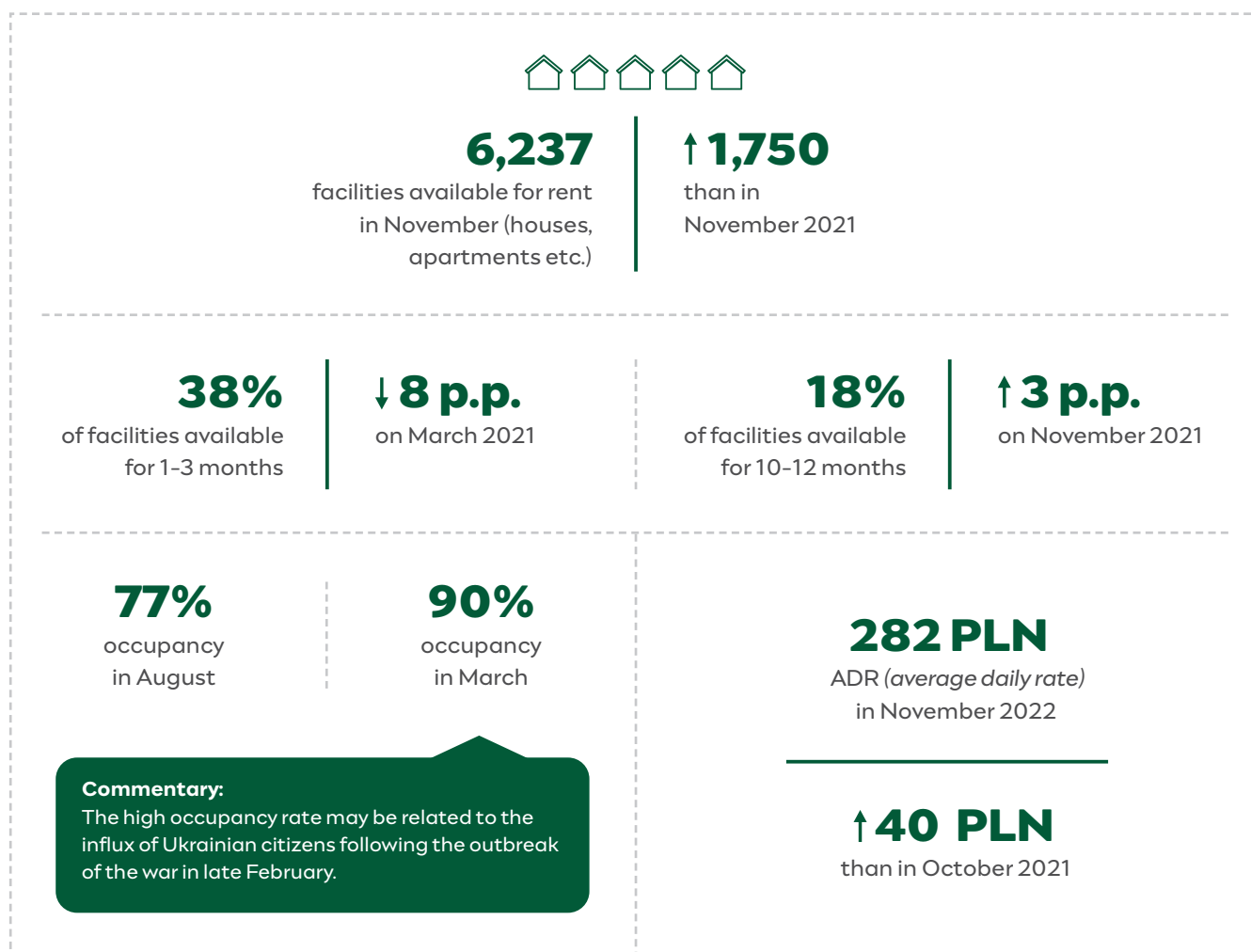
Lowest use
in January
35%

* 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.

Hotel bed spaces taken by foreign tourists from selected countries in the years 2016–2021



Property rentals via Airbnb and Vrbo in 2022¹⁶





4 | Tourist attractions

Active leisure in Warsaw

Discovering Warsaw may be connected with visiting its biggest tourist attractions, taking advantage of the rich gastronomic offer, staying in attractive urban spaces, or seeking attractions off the beaten track and places where one can feel like a Warsaw resident. However, the capital is also a city that entices people to spend leisure time actively or practise sports, and all this surrounded by nature, well-prepared infrastructure and a wide variety of events on offer.



Running trails and activities¹

For people for whom walks around the Polish capital are not enough, Warsaw offers perfect conditions for recreational running. Trails along both banks of the Vistula and in numerous parks are ideal places to train, admire nature and more.

Warsaw and its streets are also filled every year with competitions in which thousands of runners test themselves in sporting rivalry. Distances ranging from 5 and 10 km through half-marathons up to the Warsaw Marathon mean everybody can find an event suited to their abilities, from beginners to seasoned athletes.

The runs making up the running triad – the May 3 Constitution Run, the Warsaw Uprising Run and the Independence Run – are also red letter days in the sports calendar.



Excursions on two wheels^{2,3}

Thanks to systematically developing cycling infrastructure, trips around Warsaw on two wheels are ever more popular and comfortable. In 2022, there were 735 km of cycle paths available and more than 4,700 Veturilo city bikes at 334 stations.

For those wanting longer rides, the Vistula Trail running along the boulevards on the river's left bank awaits, as well as the Sunny Trail running along the right bank, on which you can stop at one of the city beaches or enjoy the nature around the river.

Group rollerblading activities⁴

Many places can be found in Warsaw that lend themselves perfectly to pleasurable rollerblading while at the same time discovering the city's charms. The Vistula Boulevards, the land around the PGE National Stadium, Park Skaryszewski, Pole Mokotowskie – these are just a few of the most popular routes and propositions for this type of leisure.

In addition, events popularising rollerblading and roller skating are organised in the capital in the form of Nightskating Warsaw, i.e. skating around the city's streets in the evening.



City aquatic attractions^{5,6}

Residents and tourists seeking aquatic summer leisure apart from the attractions connected with the Vistula have at their disposal five large swimming-pool complexes and outdoor pools. These are sites conducive to active leisure located in several Warsaw districts: Moczydło Water Park (Wola), Park Szczyliwicki (Ochota), Inflancka Sports Centre (Śródmieście), Czerniakowskie Lake (Mokotów), and Powsin Culture Park (Wilanów).

The Warsaw Vistula^{7,8}

The Vistula river and its environs offer plenty of opportunities for active visits and leisure pursuits. City beaches like Poniatówka, Rusałka, by the Landing Point, and Romantyczna among others offer numerous attractions including picnic areas, places to practise sports like volleyball, and the chance to take advantage of the nearby culinary offer. Another way to get to know the city is Vistula river trips on ferries and boats.

In addition, various workshops and cultural events are organised here, and in the immediate neighbourhood of the river and boulevards there are attractions like the Multimedia Fountain Park, Museum of Modern Art on the Vistula, the 'Stone' Educational Pavilion, and the Copernicus Science Centre.



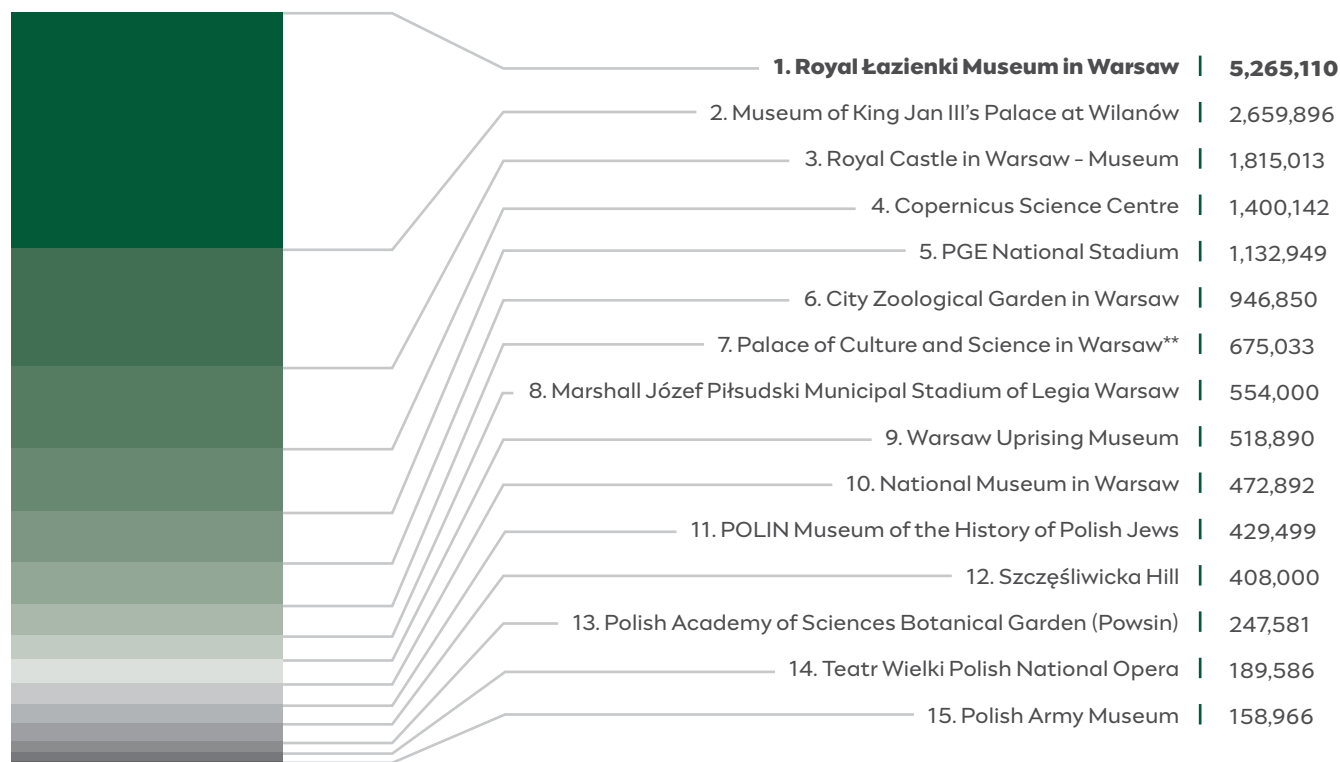
Winter in the city^{9,10}

Winter is also a time when the capital offers a variety of opportunities for active leisure and visits.

Lovers of ice skating will find rinks here situated at the city's most important tourist attractions, such as by the Palace of Culture and Science, on the Old Town Square or at the 'Koneser' Centre in Praga, but also at local Sports and Recreation Centres (among others in Ochota, Targówek, and Wawer), or on the Vistula running routes and in the Kabacki and Młociński forests.



Most popular Warsaw attractions among residents and tourists – frequency in 2022*¹¹



* Approximate figures or rounded off to the nearest thousand.

** Number of visitors to the viewing terrace on the 30th floor.

Selected existing and planned Warsaw tourist attractions

1

A further stage in the changes to the urban space within the framework of the emerging New Centre of Warsaw also became visible in 2022. The new look of **Five Corners Square** was designed as a place that could be safely passed through and stopped at for a pleasant moment. The space, which had hitherto been devoid of greenery, has gained 22 trees that ensure shade in the heat of the day.

In addition, small architectural elements in the form of almost 40 benches and seating with intimate low lamps entice people to spend time in the space.

Another important element of the changes is the paving, under which systems have been designed to protect the trees by ensuring air, facilitating water flow and lighting as well as featuring a fountain.



The square has places for restaurant gardens and outdoor events aimed not only at city residents but also visiting tourists.¹²

2

In connection with the completion of work on the concrete structure of the new **Modern Art Museum** building on Plac Defilad, a traditional topping-out wreath was mounted.

The museum will occupy around 20,000 square metres of space, have four above-ground levels and two underground.

The interior is designed to house over 4,500 square metres of exhibition space, representing nine times the space in the facility's existing seat by the Vistula.



The museum will also feature educational halls, a conservation workshop, storage space for artworks and a cinema with an auditorium for 150 people. Construction work is scheduled for completion in the second half of 2023.¹³



3

Warsaw's collection of urban murals is constantly being enriched by new works. On the wall of a building at 47 Grzybowska Street, an image was unveiled of **Irena Kwiatowska, a native Varsovian considered the Comic Actress of the Century**. The actress was immortalised in the way she once said in an interview that she dreamt of: "My dream is to become an astronaut." It is in just this way that she has been depicted by artist Katarzyna 'Nioska' Bogucka and the mural can be admired by strolling through and discovering Warsaw's Wola district.¹⁴

4

A ceremonial opening was held of the **Hall of Remembrance** located at the Warsaw Insurgents Cemetery in the Wola district. It is a new section of the Museum of Warsaw created at the initiative of the Social Committee of the Warsaw Insurgents Cemetery, chaired by Wanda Traczyk-Stawska.

The role of the Hall of Remembrance's exhibition and educational space will be to restore the memory of people who were murdered or fell during the Warsaw Uprising.



The space is made up of two pavilions and the Wall of Remembrance bearing 93,240 plaques with the names of 62,000 identified people along with an empty space where more names of the fallen will be inscribed.¹⁵



A bicycle and footbridge across the Vistula connecting the Vistula Boulevards and Praga is another important element of changes to the capital within the framework of the New Centre of Warsaw. Its construction commenced in the first half of 2022.

The crossing is intended to be 452 metres in length and apart from its communication function will also have recreation value as it will enable the Warsaw skyline to be admired as well as providing a place for a moment's rest and relaxation. The completion of the bridge's construction and its opening to the public are planned for 2024.¹⁶



The Lengrenówka (*Lengren's House*)

— a workshop of the Museum of Caricature — was opened. It is an adaptation of the former home and studio of celebrated Polish cartoonist Zbigniew Lengren, located at 6/8a Brzozowa Street in Warsaw's Old Town.

The premises will provide a venue for meetings, education and artistic events. Workshops and events will be organised there focused on drawing and comics as well as architecture and literature.¹⁷



Warsaw gained further spaces based on new gastronomic concepts and ideas for social and cultural meeting venues. One of them is the **Ulrich Gardens** in the Wola district, which includes Ulrich Park and greenhouses fulfilling a gastronomic function and providing educational-leisure opportunities in the form of children's playrooms.

Another place is the **PZO Factory Food Hall** in Praga-Południe created on the site of the former PZO (Polish Optical Industries) factory, which is a complement to the whole complex and the office and residential space also present there.^{18,19}

Selected cultural and sports events in Warsaw in 2022



One of the most eagerly awaited events in Warsaw's cultural offer is the **Long Night of Museums**, held in May. Among the year's most visited tourist attractions were such places as the Royal Palace, the Museum of King Jan III's Palace at Wilanów, and the Neon Museum. The year 2022 set a record for turn-out with 230,000 people attending the several hundred events on offer. To compare the result with that of previous years, in 2019, attendance stood at 185,000 and in 2021, 175,000 took part, of whom as many as 130,000 participated online. In 2020, the event was not held due to the pandemic.²⁰



Several large and eagerly-anticipated concerts were held in Warsaw in 2022, some of them having been moved from the year before due to pandemic restrictions.

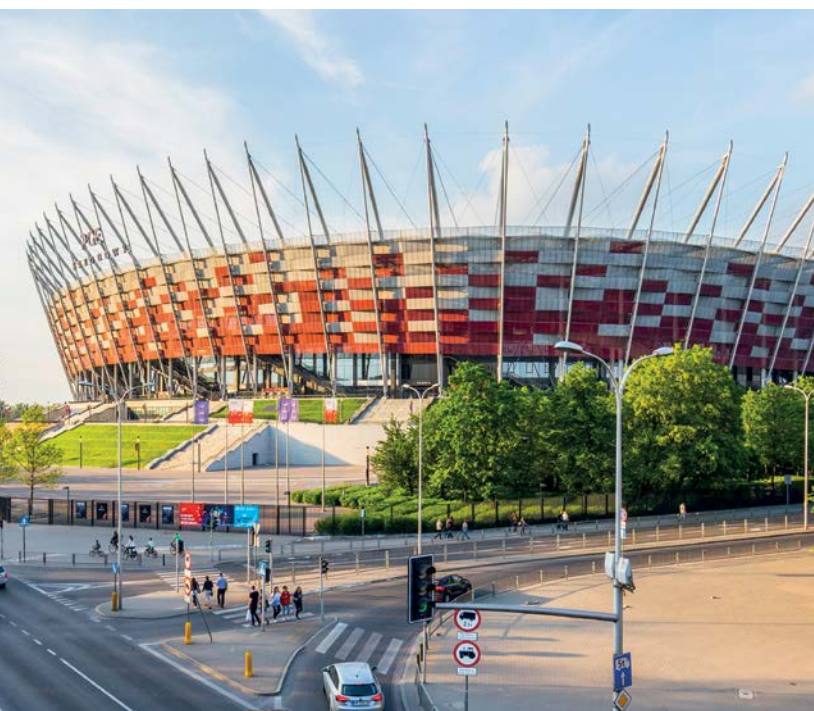
The highest attendance was enjoyed by events held at the PGE National Stadium, where performances were staged by **Sting, Iron Maiden, Ramstein, Guns N' Roses, Coldplay, and Ed Sheeran** among others.

Following a break caused by the pandemic, the **Orange Warsaw Festival** also returned to the capital's musical map and was held at the Służewiec Racecourse where it attracted as many as 50,000 fans of various types of music.²¹⁻²³



The high emotions of sport could also be felt in Warsaw in 2022. The **BNP Paribas Poland Open**, a WTA 250 women's tennis tournament, was held with the participation of leading national and international tennis players, including world number-one Iga Świątek.

In addition, Ukraine's Shakhtar Donetsk football club played their matches in the prestigious **UEFA Champions League** in the capital. In the group games, the club played at the Warsaw Legia Stadium against such well-known European teams as Celtic Glasgow, RB Leipzig and Real Madrid.^{24,25}



Over the course of the year, in addition to cultural, trade and business events, the **PGE National Stadium** hosted many sporting competitions.

The Polish national football team played matches here against Belgium and the Netherlands and the ground was also the venue for the final of the Polish Cup.

The ORLEN Warsaw FIM Speedway Grand Prix of Poland was also held at the stadium, having been postponed three times due to the pandemic, and fans of table tennis were treated to a tournament dubbed 'Pingpongowy PGE Narodowy'.²⁶



5 | Tourist traffic

Size of tourist traffic in Warsaw

Estimated data on tourist arrivals in 2022, compiled according to a methodology based on data concerning use of Warsaw accommodation in 2022 provided by the Statistical Office in Warsaw.

An additional source of information was experimental EUROSTAT data on tourists' use of short-term rental facilities. For estimates of one-day visitors, large data sets (Big Data) reflecting the behaviour of smartphone users were used.

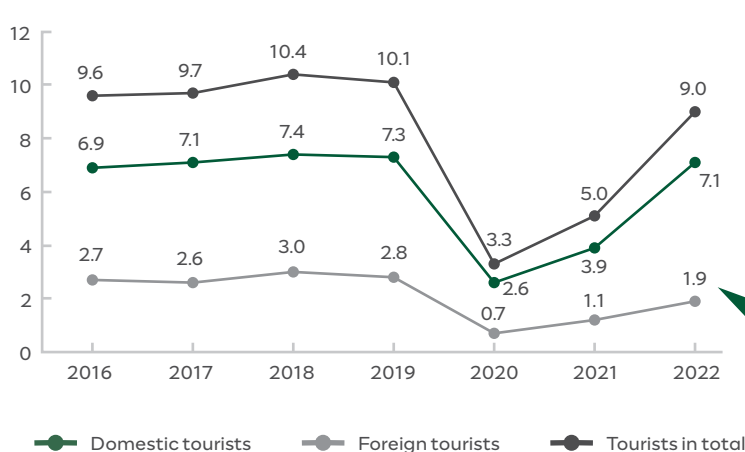
Due to the outbreak of war in Ukraine, this Report does not treat Ukrainian citizens as tourists. In this year's estimate of arrivals, both of tourists and of one-day visitors, Ukrainian citizens are not included. However, in order to facilitate comparison of key data across years, the number of Ukrainian citizens in selected places is given.

Estimate of tourist and one-day visitor arrivals to Warsaw in 2022 excluding citizens of Ukraine¹



* The number of one-day visitors presented is not fully compatible with the estimated number of tourists as it concerns arrivals of people of 18 years of age and older.

An estimate of tourist arrivals in the years 2016–2022 (number in millions and change relative to 2019 and 2021)^{2,3}



↑ **77.7%**
↑ **82.8%**
↑ **60.7%**

in comparison to 2021

↓ **10.7%**
↓ **1.6%**
↓ **33.9%**

in comparison to 2019

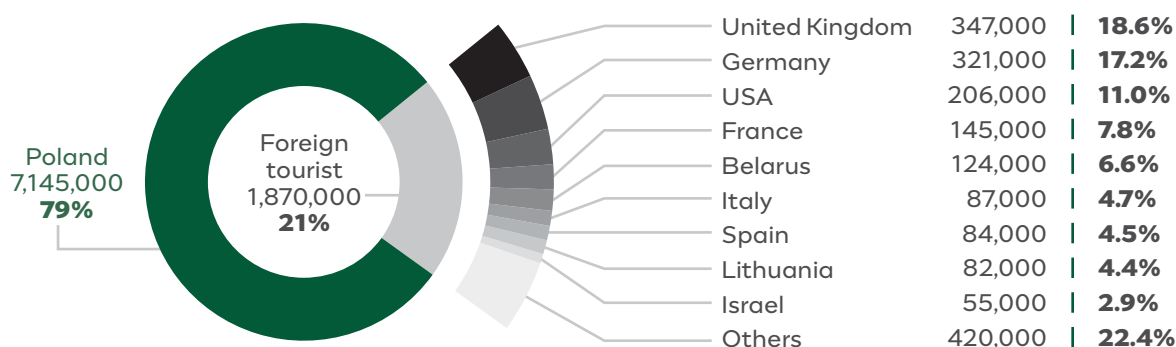
Commentary:

The estimate for 2022 does not include arrivals of Ukrainian citizens (0.6 mln).

Taking Ukrainian citizens into account in the statistics, the number of tourists stand at **9,583,000**. However, in the case of foreign tourists including Ukrainian citizens it is **2,438,000**.

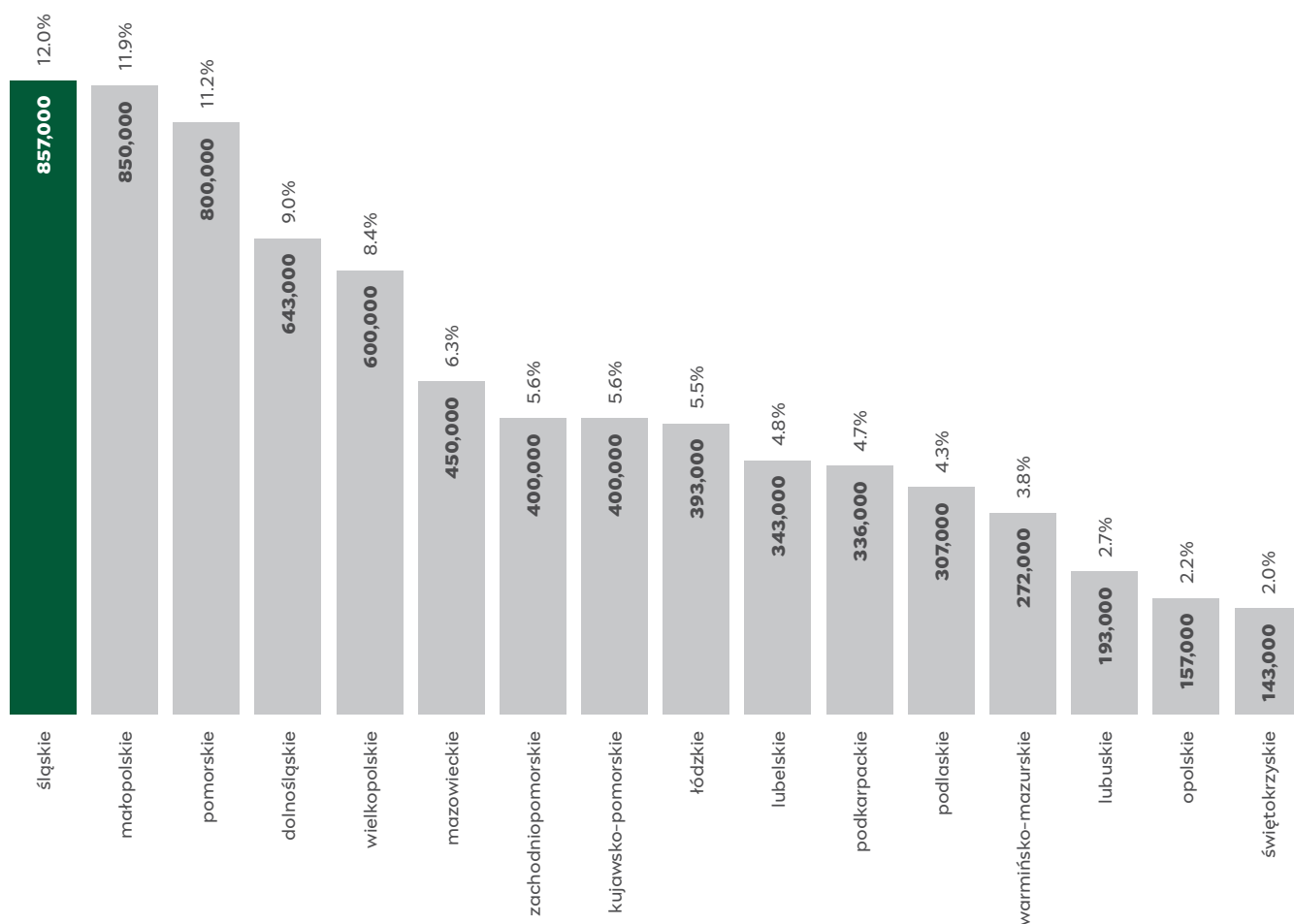
According to the methodology for estimating tourist traffic, taking into account citizens of Ukraine staying in Warsaw for at least one day, the change against 2021 would be **↑188.9%** in terms of the total number of tourists and **↑109.5%** in terms of the number of foreign tourists. However, the change relative to 2019 would stand at **↓5%** in the case of total tourists and **↓13.9%** for foreign tourists.

Estimate of tourist arrivals by country in 2022 (number and percentage share) not including Ukrainian citizens⁴



According to the methodology of estimating tourist traffic, the estimated number of Ukrainian citizens staying in Warsaw for at least one day in 2022 would stand at **568,000**.

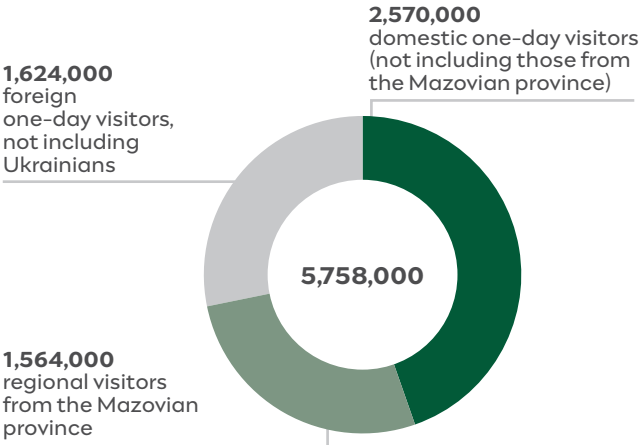
Estimated arrivals of domestic tourists by province in 2022 (number and percentage share)⁵



Estimated arrivals of one-day visitors* to Warsaw in 2022, not including Ukrainian citizens⁶

Commentary:
Excluding citizens of Ukraine, of which the number of arrivals visiting for one day stood at 3,077,000.

Commentary:
Total number of arrivals visiting for one day from the Mazovian province and other provinces stood at 4,134,000

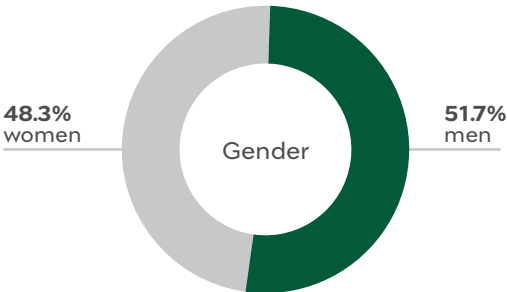
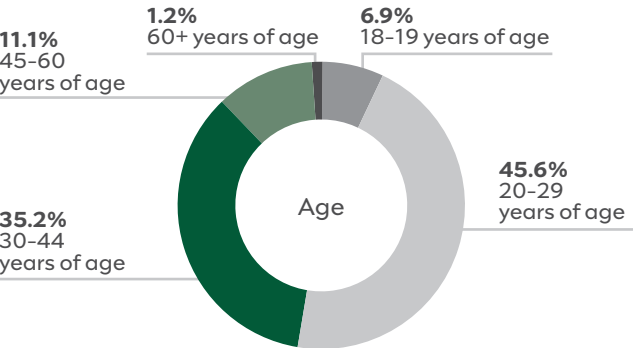


* The number of one-day visitors presented is not fully compatible with the estimated number of tourists as it concerns arrivals of people of 18 years of age and older.

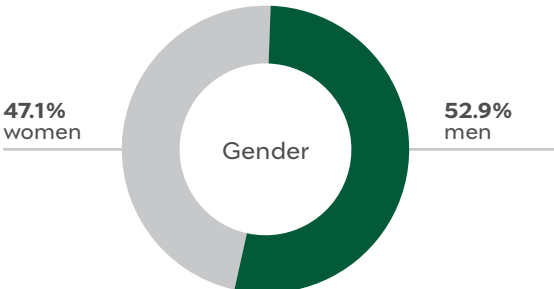
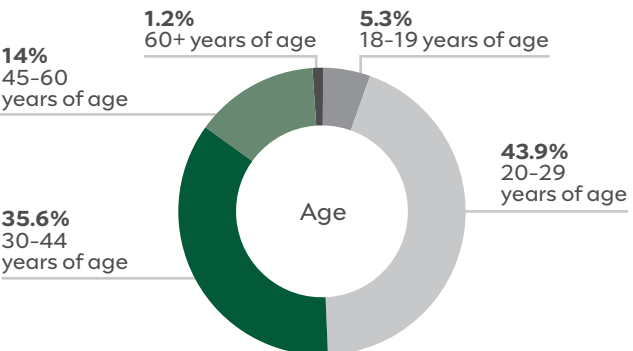
Profile of tourists visiting Warsaw in 2022⁷

The source of this information is for the first time BIG DATA technology based on large data sets reflecting the behaviour of smartphone users.

Domestic tourists

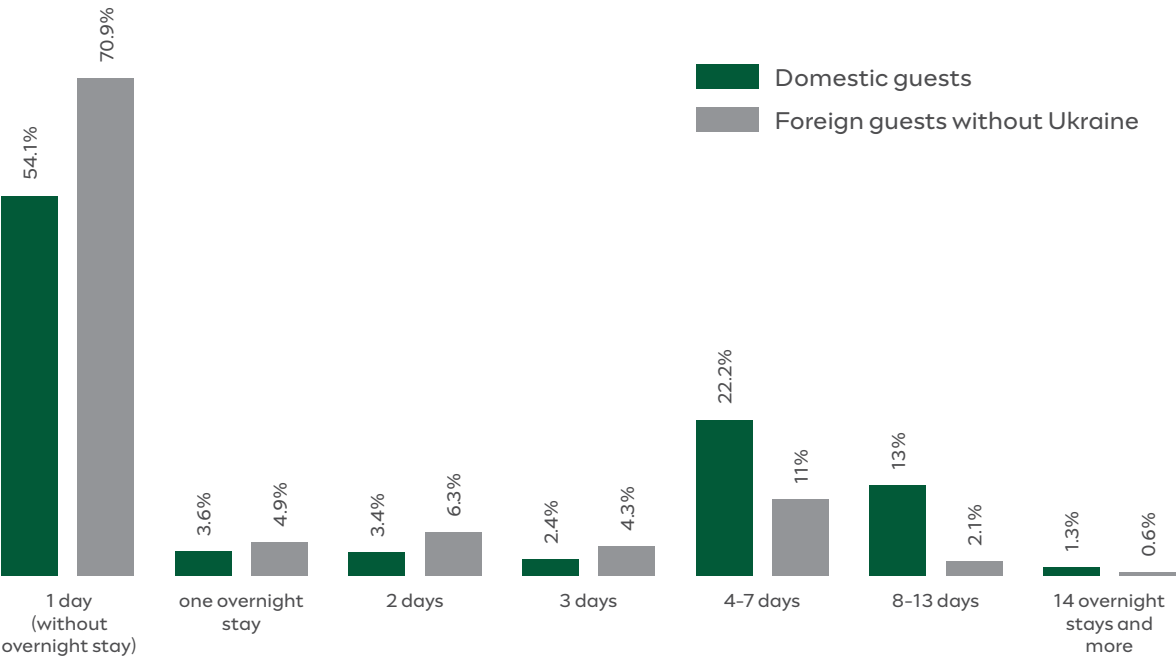


Foreign tourists without Ukrainian citizens



Distribution of stay duration in Warsaw in 2022⁸

Taking into consideration those guests and citizens of Ukraine who spent fewer than 22 days in Warsaw during the period studied.



2.14 days

average length of stay of tourists in Warsaw in 2022
(without citizens of Ukraine)

2.16 days

domestic
tourists

2.06 days

foreign
tourists





6 | The meetings industry



Warsaw is the best place in Poland to organise academic and business events^{1,2}



A well-developed network on domestic and international air and rail connections



The highest supply of hotel accommodation places

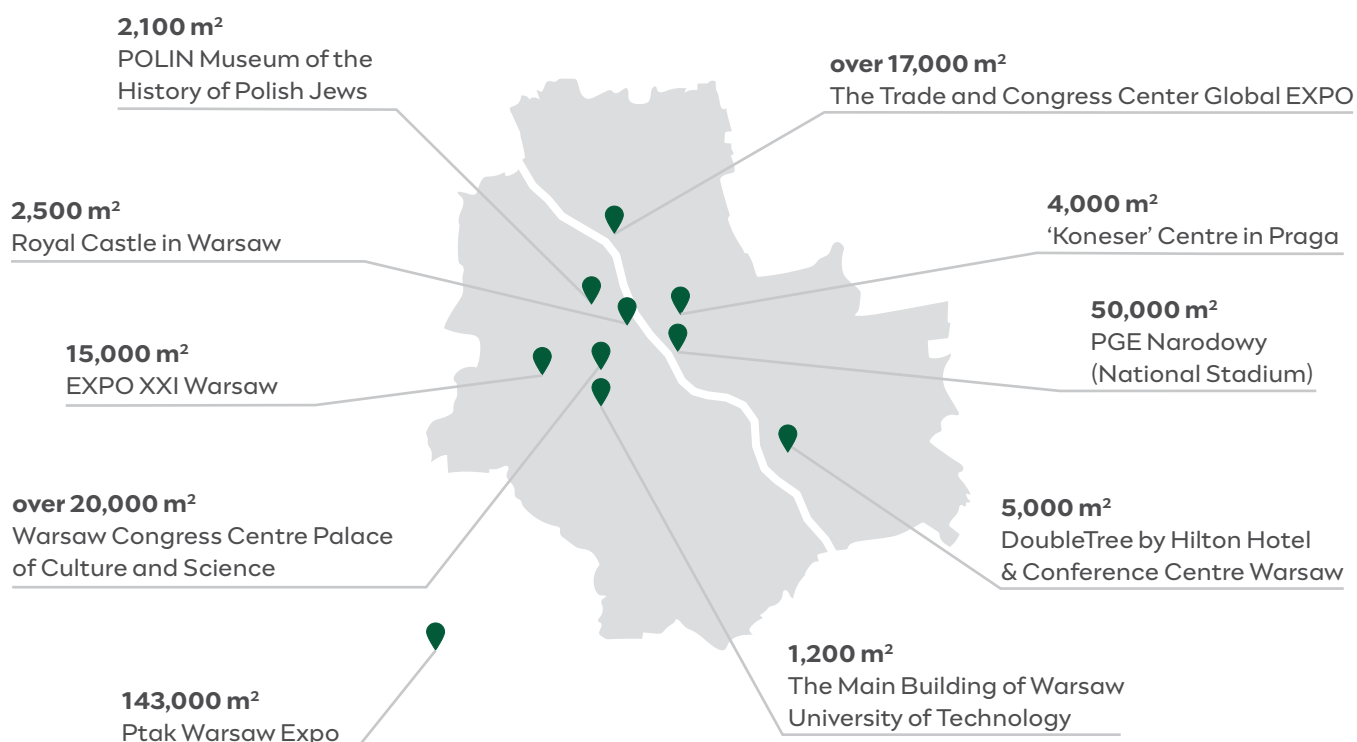


a wide range of companies providing professional services for the meetings industry



over **200** main conference and event venues (conference centres and hotels as well as museums, theatres and universities providing conference facilities)

Space available for the organisation of events in selected facilities in 2022^{3,4}



Meetings of associations according to the ICCA (International Congress and Convention Association)⁵

The most important international congress market association; must meet three conditions: be held cyclically, gather at least 50 participants, and migrate between at least three countries.

Number of meetings of associations planned in Poland in 2022

The war in Ukraine, while certainly not conducive to tourism, allowed Poles to show their best side. Polish hospitality is not limited to sending aid to Ukrainian citizens, but also includes the country's everyday life and traditions, which are reflected in the gastronomic, hotel and cultural offer.

The effects of the war in Ukraine on the tourist and business sector can be felt in various ways in many places. The ICCA 2022 ranking included only four Polish cities:



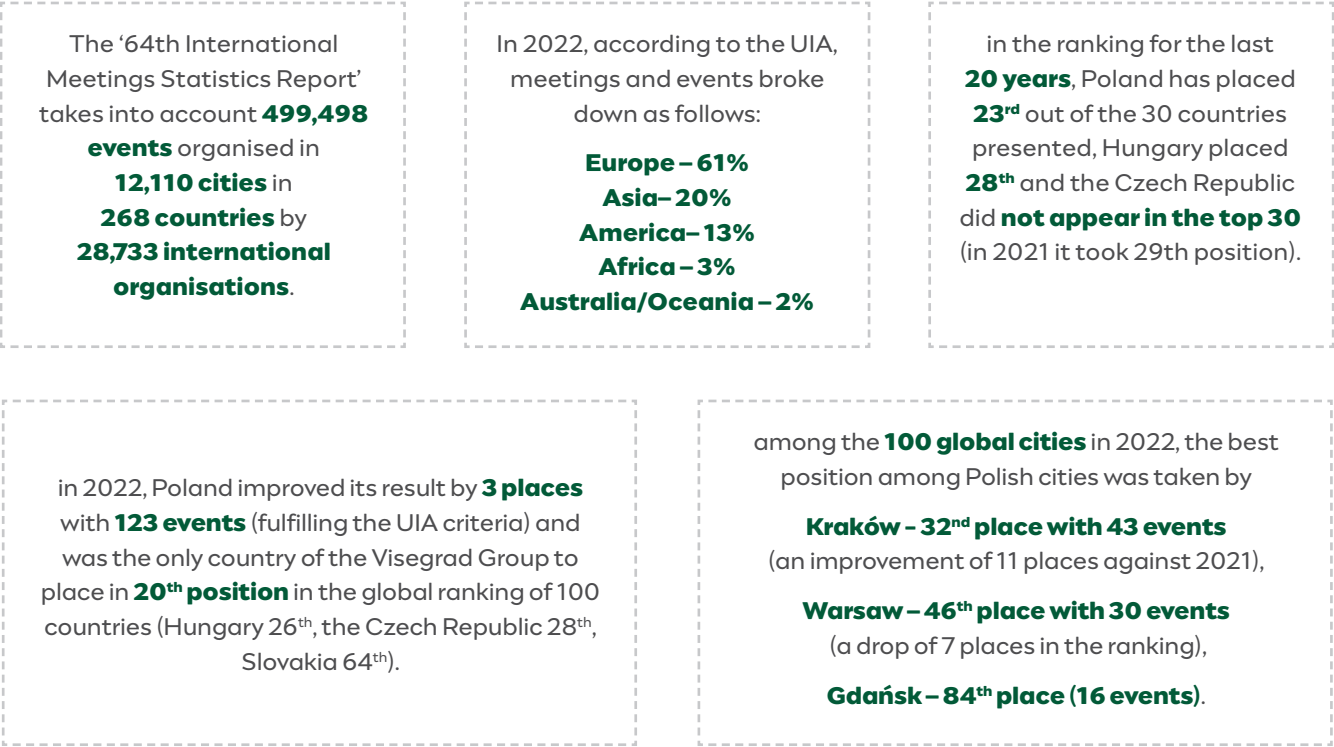
Commentary:

Warsaw has for years been an undisputed leader in terms of the number of association events in Poland. Warsaw placed first in Poland, 24th in Europe and 30th globally. The 52 meetings reported to the ICCA in 2022 gathered a total of 13,300 participants. Poland took 18th position in Europe and 23rd worldwide with 134 meetings held. It is worth emphasising that these data are representative of the current situation and their analysis shows how the meetings market is evolving and adapting to conditions.

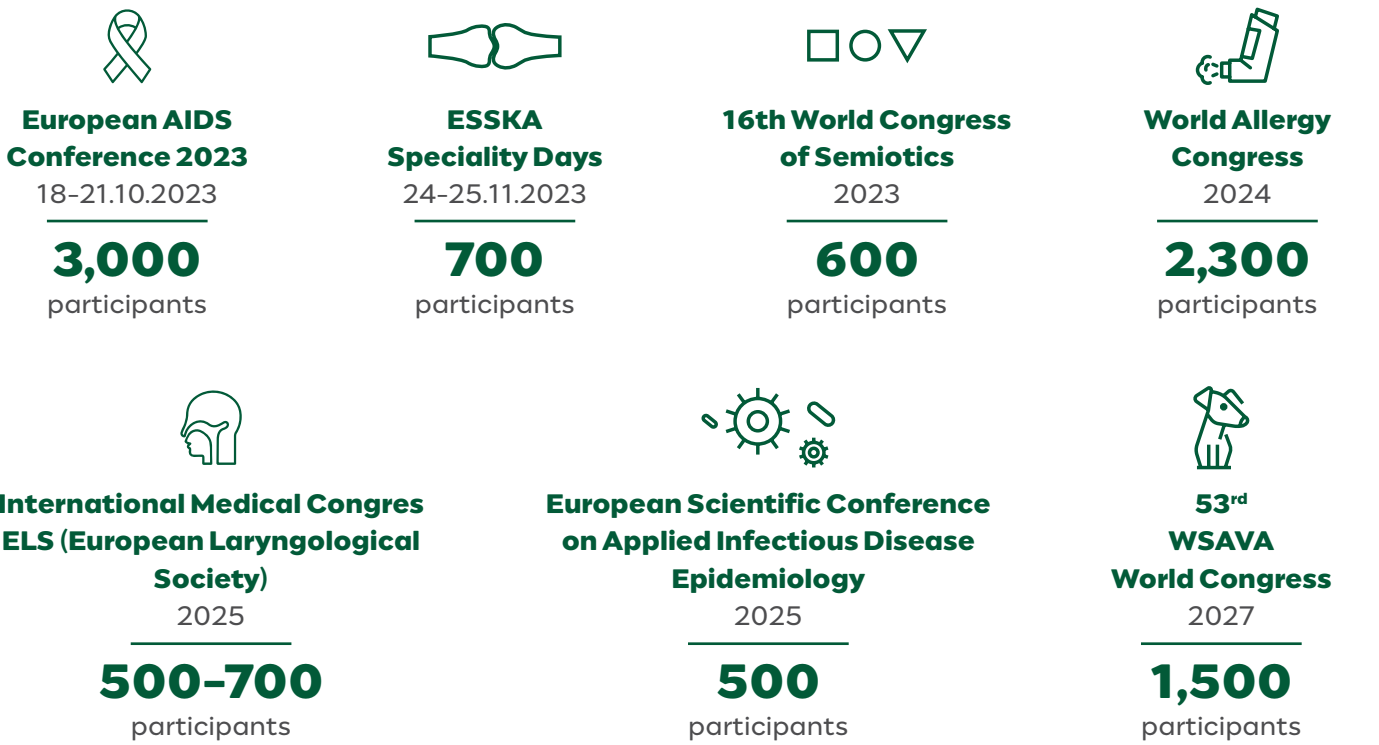


UIA (Union of International Associations) ‘64th International Meetings Statistics Report’ ranking⁶⁻⁸

A research institute collating information on the international meetings market of non-governmental associations and inter-governmental organisations as well as on the directions and trends of its development. Its ranking is compiled on the basis of data collected on international meetings fulfilling four criteria: lasting at least 3 days, grouping at least 300 participants, attendees coming from at least five countries, and at least 40 percent of participants coming from overseas.



The biggest events planned in Warsaw for the years 2023–2027^{*9}



^{*} As of August 2023.

Forecasts of further recovery of the meetings market in Europe following the COVID-19 pandemic*^{10,11}



A Global Business Travel Association (GBTA) forecast sees key business markets in Europe returning to normal in 2026. Despite earlier declines in expenditure from the level of 27% in 2019, Europe currently remains the world's number-three region for the size of its business travel with 20% of global spending in 2022. Western Europe accounts for 86% of European spending on business travel and Emerging Europe the remaining 14%.

Business travel spending in Western Europe grew in 2022 by 23% reaching USD 194 billion, or 58% of the spending level prior to the pandemic, while spending on business travel in Emerging Europe grew by 53% to USD 30.8 billion.

Europe is making up its losses and is forecast to be the fastest-developing business travel market in 2023.

The business travel sector in Europe continues to progress towards full recovery to pre-pandemic spending levels, amounting to USD 392 billion, but the region is still marked by differences in the revival of business travel.

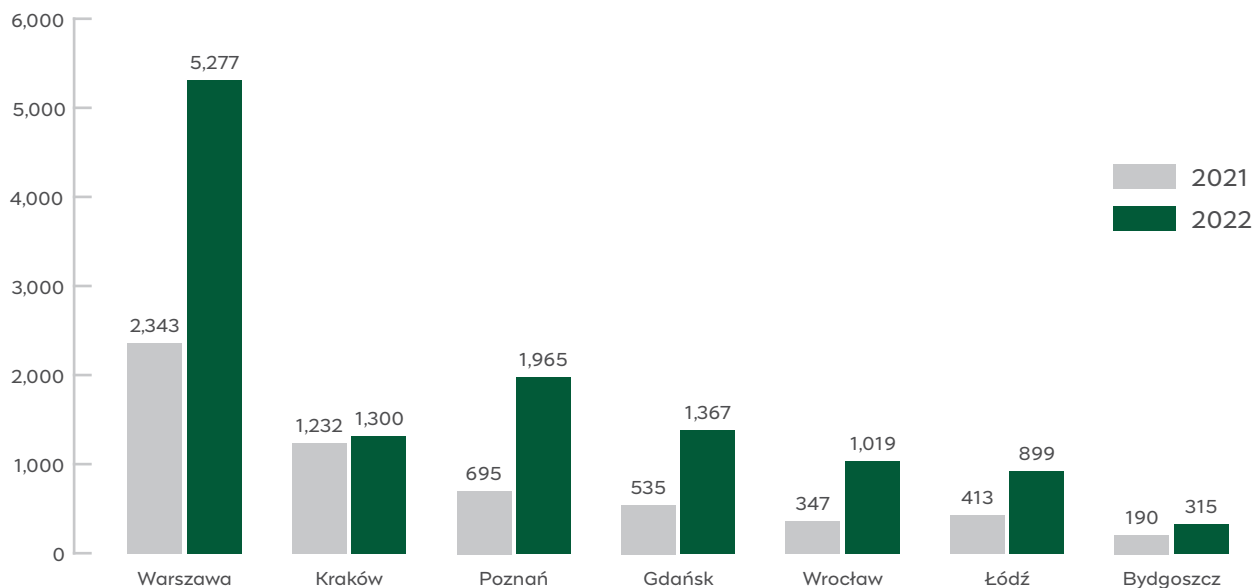
It is projected that in 2022, Europe will be the fastest-developing business travel market with spending growing by 61.7%. It is expected that business travel will grow in 2023 by a further 25.3%.

The average attendance at all events until 2024 will be lower than that of 2019.



The meetings and events industry in Poland in 2022¹²

The number of events for groups of 50 or more people in individual Polish cities in 2022 (compared to 2021)



Commentary:

The number of events reported by the Warsaw Convention Bureau for groups of 50 or more people in Warsaw increased by 125% compared to 2021.

Meetings and events in Poland¹³

Corporate and incentive events



6,697
(51%)

1,406,736
participants

Conferences and congresses



5,553
(42%)

1,360,964
participants

Fairs and exhibitions



871
(7%)

2,364,862
participants

The meetings industry in Warsaw in 2022¹⁴

Number and type of events



5,277 events reported by the Warsaw Convention Bureau for groups of 50 or more people.
1,137,706 participants of all events | 216 average number of attendees per event.

Type of event¹⁵

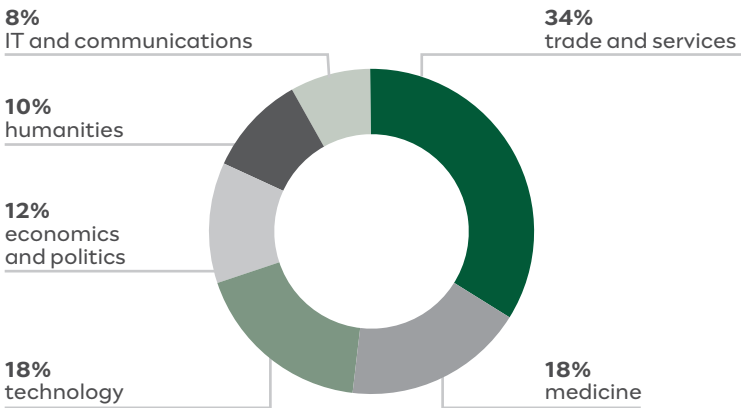


Commentary:

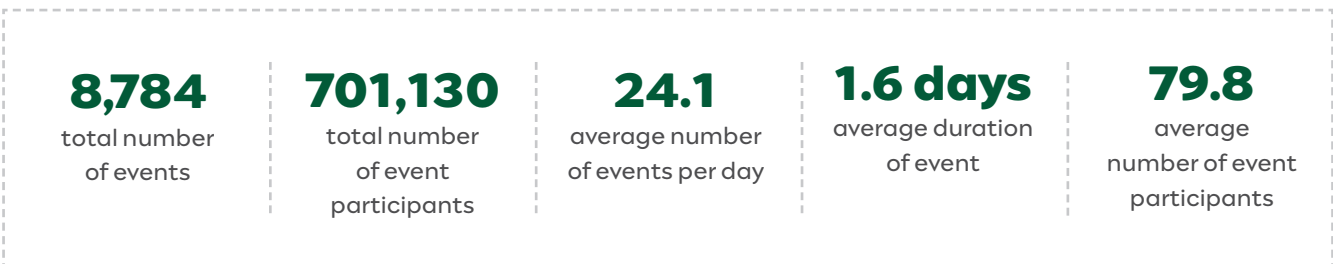
The Warsaw Convention Bureau of the Warsaw Tourism Organisation (WOT) collated information in 2022 on 9,000 events gathering a total of 1,240,467 attendees in Warsaw. For 8,784 of these statistics are available collected by the Z-Factor company in 2022 from more than 35 of the main conference hotels in the capital.

The remaining 216 events were held in other conference-exhibition facilities.

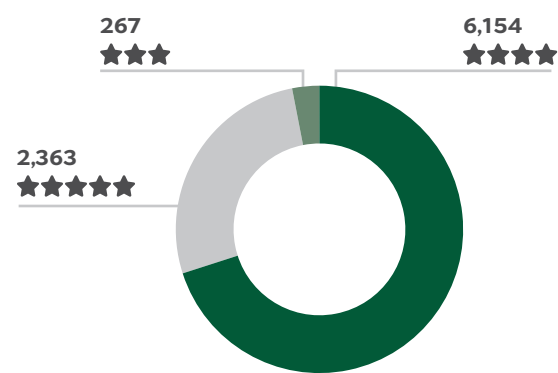
Events in Warsaw by sector¹⁶



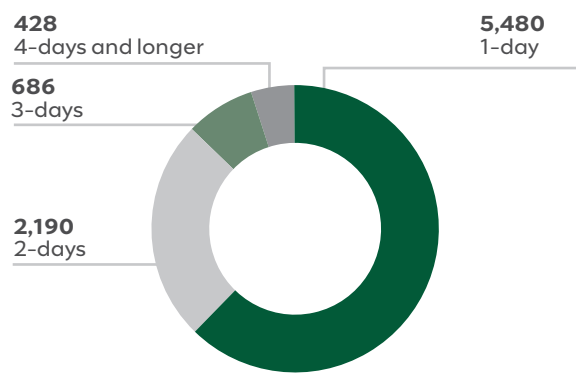
Main indicators of the Warsaw conference market in hotels¹⁷



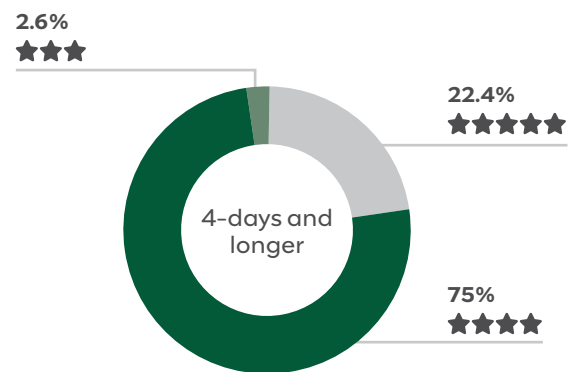
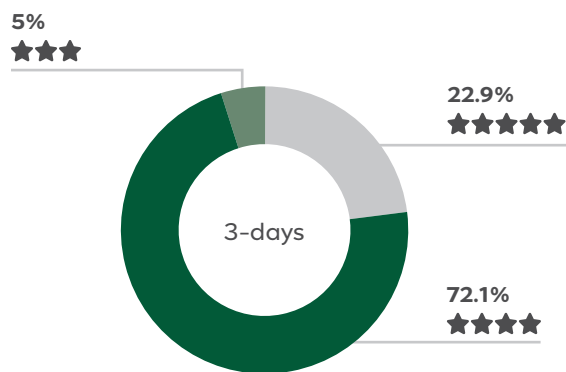
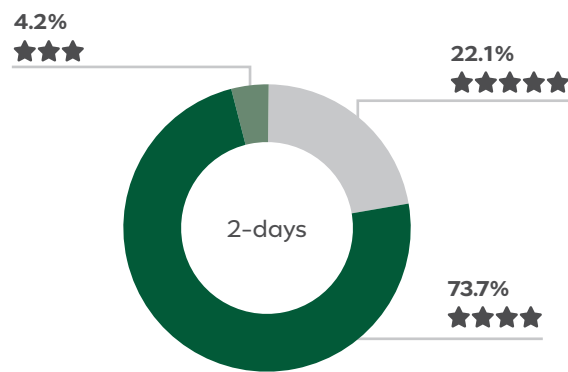
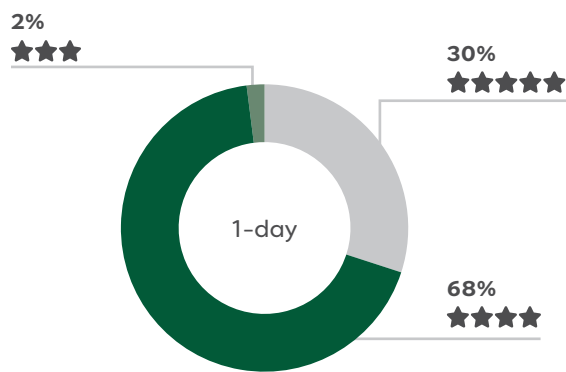
Number of events by hotel category



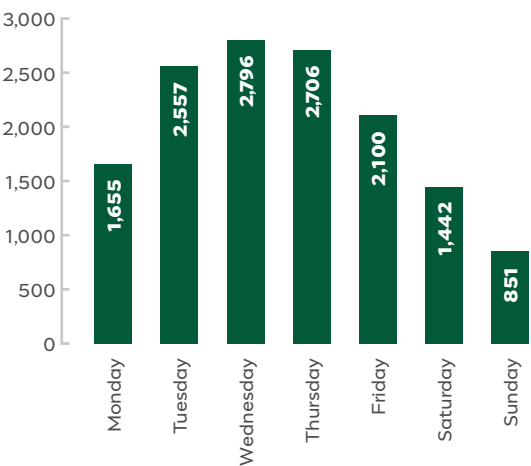
Number of events in terms of their duration



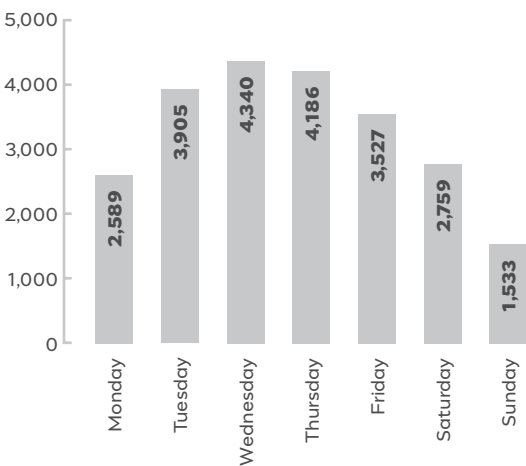
Average duration of event by hotel category



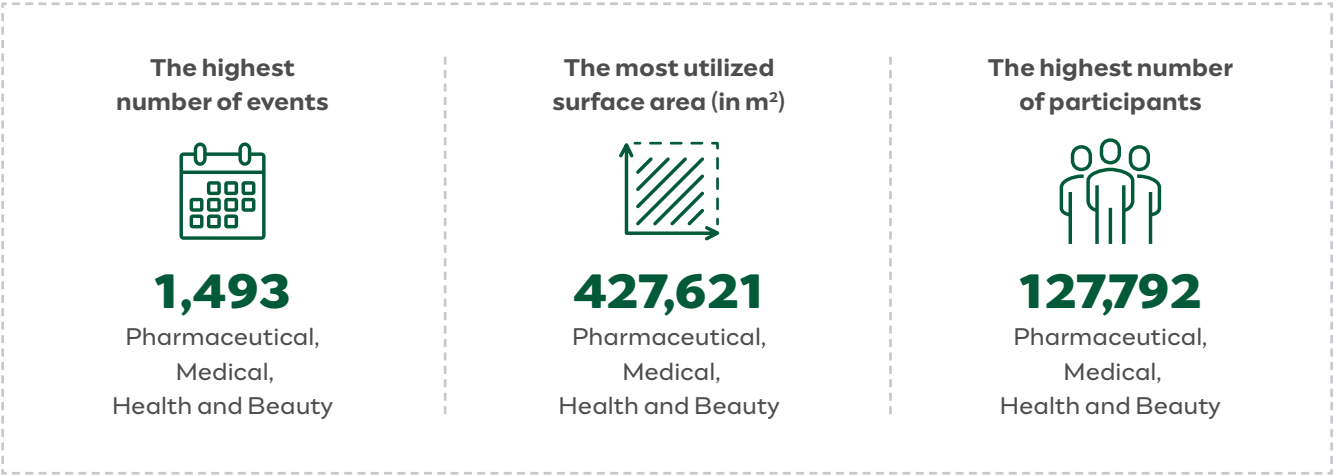
Number of events per weekday



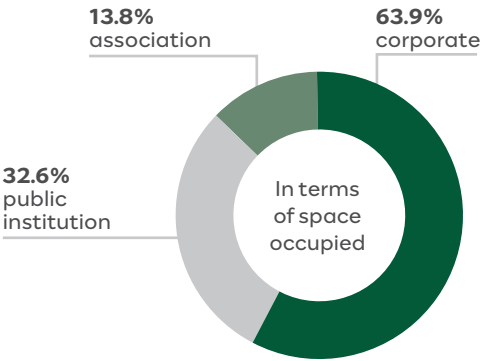
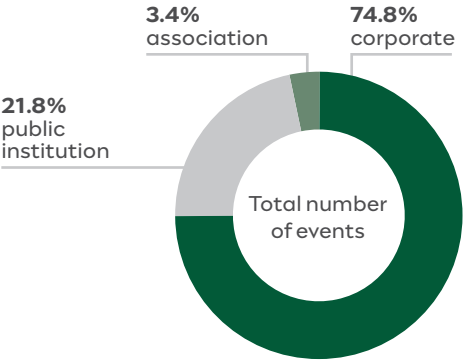
Average number of participants per weekday



Best results by sector



Client segments (corporate, public institution, association)





7 | Promotion of Warsaw tourism

Service of tourists at Warsaw Tourist Information (WIT) points

In 2022, two WIT points operated in Warsaw – at the Palace of Culture and Science and at the ‘Koneser’ Centre in Praga, open 7 days a week.*

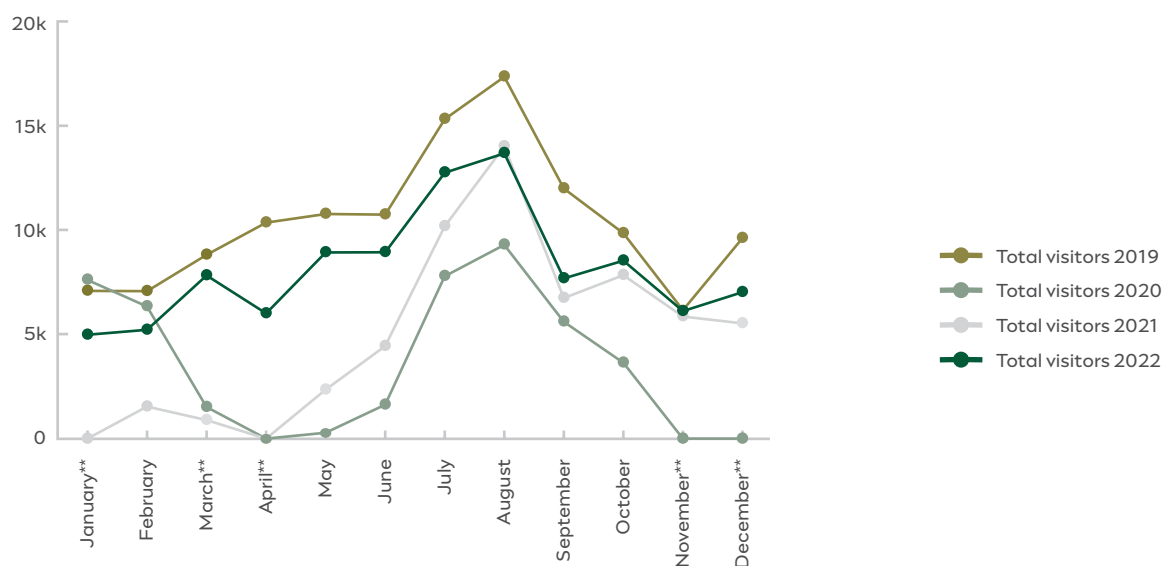
The total number of visitors using WTI points in 2022



97,678
total users,
including **48,059**
foreign visitors

↑ 62%
in comparison
to 2021

Users of Warsaw Tourist Information points* by month in the years 2019–2022



* Statistics cover those using the WIT points at the Palace of Culture and Science and ‘Koneser’ Centre in Praga.

** Due to the pandemic situation in April, November and December 2020, and January 2021, and from March 15 to May 4 2021, the WIT points were closed.

Warsaw’s official tourist website www.go2warsaw.pl

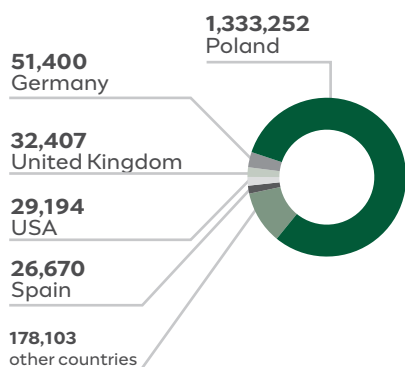
The website functions in Polish and three foreign languages – English, German and Spanish.



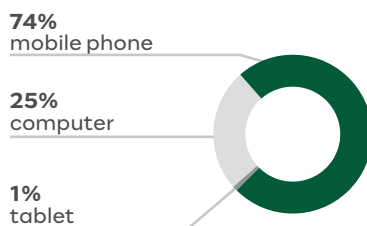
1,651,026
users visited
the website

↑ 63%
in comparison
to 2021

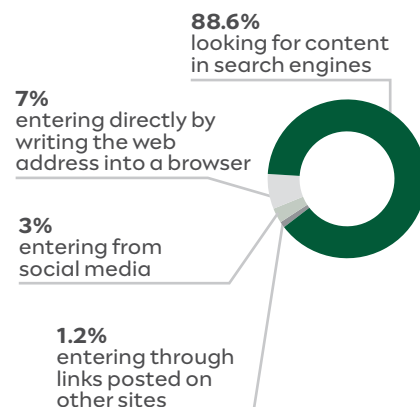
Countries from which most website visitors came



While on the go2warsaw.pl site, web visitors used



How users most often reach the go2warsaw.pl site



Most frequently visited subpages in the Polish version:

Visit Warsaw's museums for free
18 ideas for visiting Warsaw for free
Multimedia Fountain Park
Calendar of events
Warsaw for children

Most frequently visited subpages in the English version:

Calendar of events
Visit Warsaw's museums for free
Museums – landing page
Getting around Warsaw
Multimedia Fountain Park

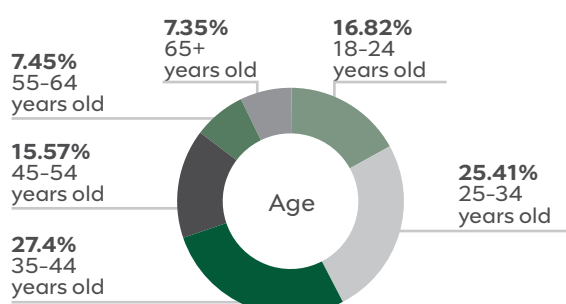
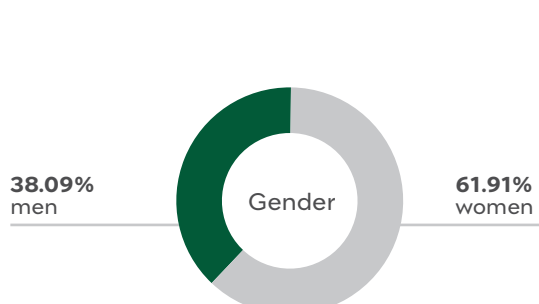
Most frequently visited subpages in the German version:

Getting around Warsaw
1 day in Warsaw
Warsaw Praga
Calendar of events
3 days in Warsaw

Most frequently visited subpages in the Spanish version:

Visit Warsaw's museums for free
3 days in Warsaw
Warsaw Praga
Getting around Warsaw
2 days in Warsaw

Profile of users visiting the go2warsaw.pl site

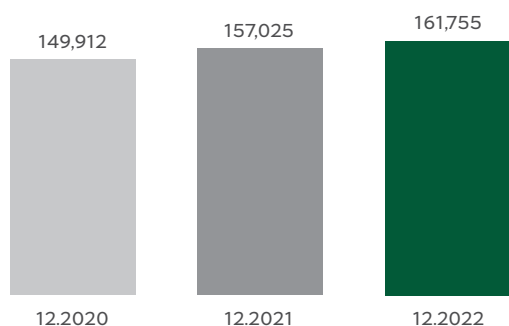


Promotion on social media

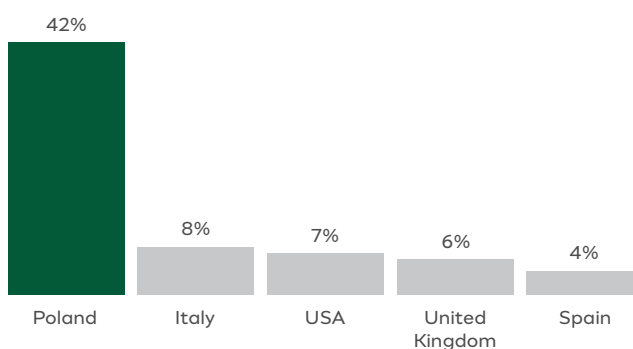
In 2022, Warsaw Tourism Office ran Warsaw profiles on Facebook, Instagram, Twitter, YouTube and Tik Tok. All under the name **Go2Warsaw**.

Facebook

Number of viewers



Countries from which most viewers came



485

Number of posts in 2022

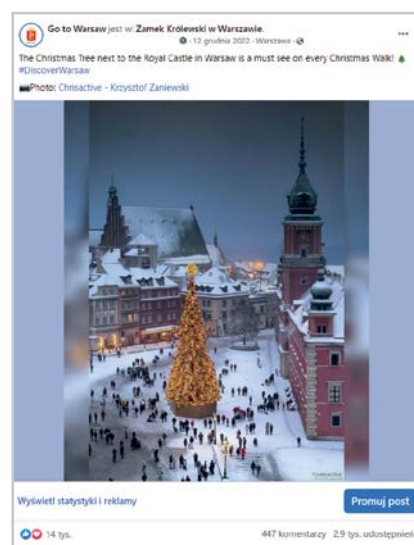
Posts with the greatest number of likes



👍❤️ 40k



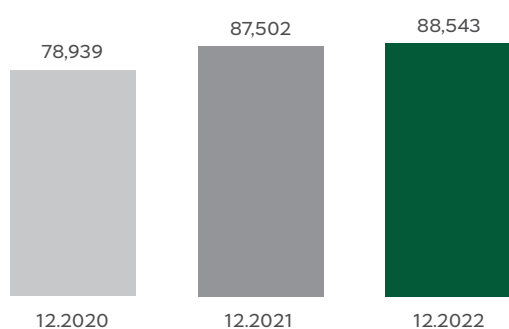
👍❤️ 39k



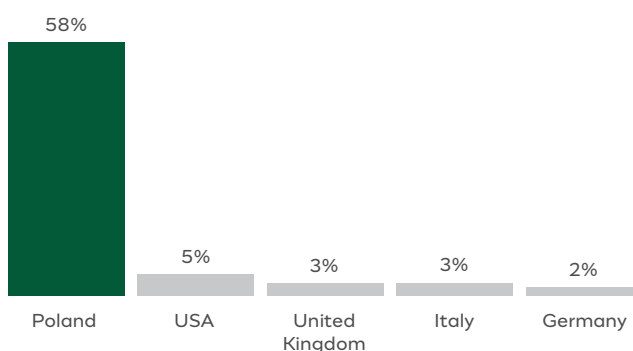
👍❤️ 14k

Instagram

Number of viewers



Countries from which most viewers came



**344**

number of posts in 2022

Posts with the greatest number of likes

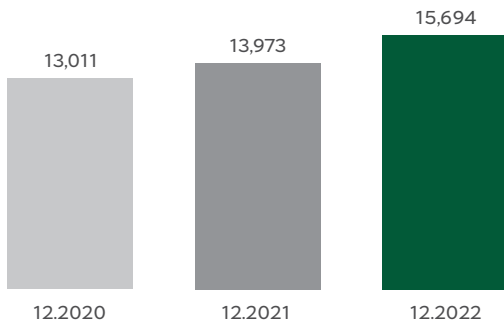
♥ 9.4k



♥ 8.2k



♥ 8.1k

Twitter**Number of viewers****771**

number of posts in 2022

Posts with the greatest number of likes

👍 539



👍 467



👍 442

YouTube



1,584

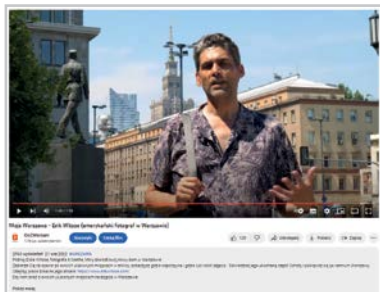
number of subscribers
in December 2022



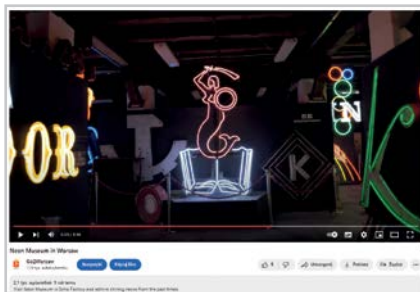
25

number of films
published in 2022

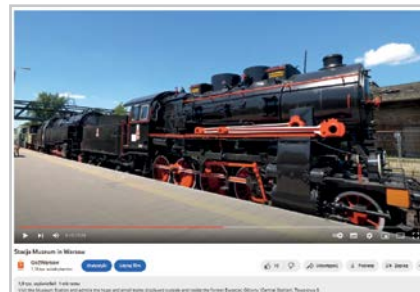
Videos with the greatest number of views



2.7k



2.1k



1.9k

TikTok



623

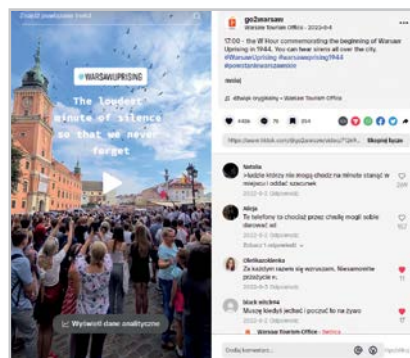
number of followers as of
December 2022 (account
created on 18.07.2022)



44

number of films
published in 2022

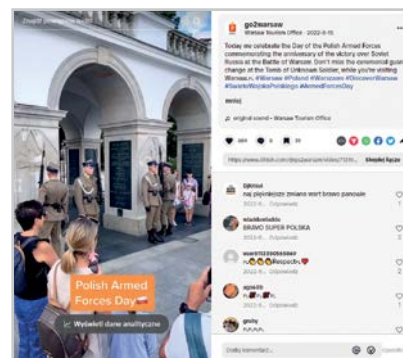
Video with the most likes



51.7k



29.3k



12.7k

Organisation of press visits in 2022*

47

number of press
visits organised

98

journalists

13

influencers

50

special
guests**

Most press visits were held in the months of
April – October 2022

161

Number of guests taking part
in press visits in 2022

* Visits organised by Warsaw Tourism Office.

** Members of TV crews, VIP guests of conferences of international institutions.

Top 3 countries of origin of guests for whom most visits were organised:



10

visits for guests
from **Italy**



6

visits for guests
from **France**



6

visits for guests
from **Great Britain**

Selected effects of press visits

1 Sabado Viajante

Travel show broadcast on Portuguese TV
channel CMTV.

Transmitted on 23.07.2022.

Ratings: 2,520,660 viewers/episode.

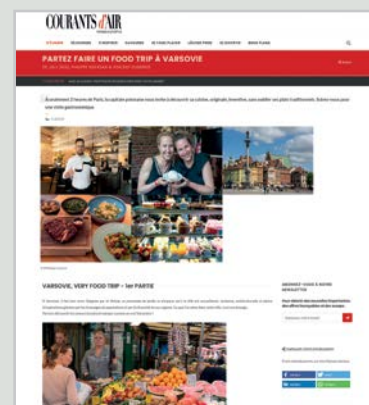


2 Clever Reisen!

German travel magazine with a print run of
over 28,000 copies.

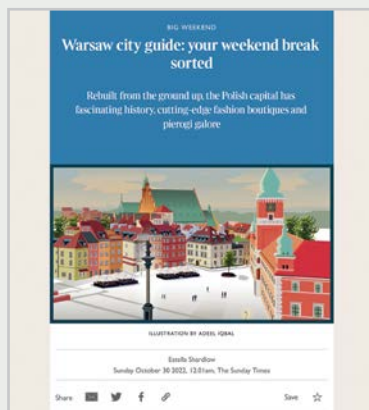
3 Courants d'air

French travel magazine with a circulation
of 50,000 and more than 200,000 readers.



4 The Cultured Traveller

British travel magazine.

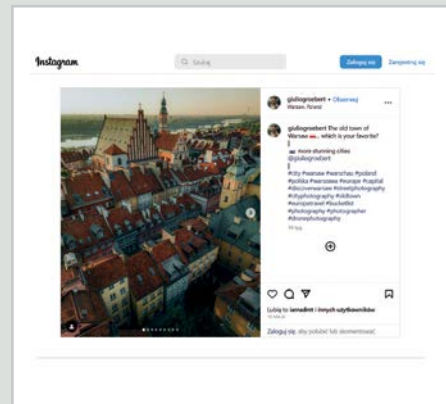


5 Travel – The Sunday Times

Travel supplements to The Sunday Times weekly newspaper with a circulation of more than 600,000.

6 German instagrammer Giulio Gröbert

@giuliogroebert profile reach: 886,000 viewer.



7 The Best in the World

Episode of a travel programme made by an Israeli influencer following a press visit in April.*

* The visit was organised by the Warsaw Tourism Organisation in consultation with the Warsaw Tourism Office and with the support of the Polish and Mazovian Regional Tourism Organisation.

Organisation of tourist industry visits in 2022

- 16** | Number of industry visits organised** for representatives of markets such as: Germany, Israel, France, Norway, Canada, Japan, Brazil, India, Azerbaijan, Belgium, Spain, Italy, Czech Republic, Bosnia and Herzegovina, Albania.
- 6** | Number of MICE (Meetings, Incentives, Conferences and Exhibitions) study visits organised for overseas meeting planners – both corporate clients and academic associations – representing various economic sectors and fields of science.

** Visits organised by Warsaw Tourism Organisation together with the Polish Tourism Organisation (POT), PLL LOT (national airline) or also in partnership with the Polish Conference and Congress Association (SKKP).

Tourism fairs in 2022***

The promotion of Warsaw also involves taking part in the biggest international tourism fairs

FITUR

Madrid (Spain)
19-23.01.2022

BTL

Lisbon (Portugal)
16-20.03.2022

IMTM

Tel Aviv (Israel)***
29-30.03.2022

IMEX

Frankfurt (Germany)
31.05-02.06.2022

WTM

London (Great Britain)
07-09.11.2022

TT Warsaw

Warsaw (Poland)
24-26.11.2022

IBTM

Barcelona (Spain)
29.11-01.12.2022



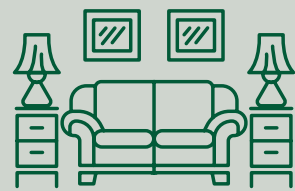
*** The Warsaw Tourism Organisation (WOT) participated in these events on a stand organised by the Polish Tourism Organisation or as a partner with a selected POT International Office. WOT took part in the fair in Tel Aviv together with the Warsaw Tourism Office.

Warsaw's new tourist products****

Historic and boutique hotels¹

The product is intended for people with a passion for the history of Warsaw, who eagerly choose to stay in smaller boutique hotels or apartments.

➦ https://warsawcitybreak.com/historical_hotels_warsaw



On the trail of Tytus Brzozowski's Murals²

The murals described are a trail of large-format paintings created by Warsaw artist Tytus Brzozowski. Most of his works depict Warsaw, telling of the city's history and identity intertwined with elements of fantasy.

➦ <https://wot.waw.pl/project/szlakiem-murali-tytusa-brzozowskiego-w-warszawie>

Warsaw Explorers' Club³

The programme of the Warsaw Explorers' Club is an invitation to discover Warsaw through visits to its museums and cultural institutions.

➦ <https://wot.waw.pl/project/klub-odkrywcow-warszawy>



Discover Warsaw with Maria⁴

This is a proposal to walk in the footsteps of Maria Skłodowska-Curie and the places associated with her, on the basis of which ideas are created for tours around Warsaw by local guides.

➦ <https://wot.waw.pl/project/odkrywaj-warszawe-z-maria>



**** Developed jointly by members of WOT and external partners tailored to the requirements of the new conditions of the leisure and MICE tourism markets.

Warsaw Gems Competition

The competition was aimed at collecting, describing and promoting walking routes around less well-known Warsaw attractions, located off the beaten track in various Warsaw districts.

Within the framework of cooperation with the Warsaw Tourism Organisation it was possible to offer exceptional and valuable prizes for the Finalists.



50

received
submissions



10

finalists selected
by the jury

The full lists of the Finalists' routes with descriptions and pictures, a list of competition Winners and presentations of partners and sponsors can be found at:
www.go2warsaw.pl/perelki-warszawy-2022

10,618
people visited the website
(from the creation of the website
to October 4, 2022)

As part of the Competition, there is also a Warsaw Gems Facebook group where everybody can share information on interesting places in Warsaw; often-hidden, less well-known gems attractive to tourists.

2,400
members were in the 'Gems of
Warsaw' Facebook group in 2022

1,576
votes were cast in
the final poll.

The competition was promoted on social media as well as in groups of Warsaw enthusiasts, on ZTM (Public Transport Authority) vehicles and on screens at Świętokrzyska metro station.

An **advertising campaign was conducted on Facebook**
with an invitation to take part in the competition.


2,000 PLN
budget


125,918
reach (recipients)


283,248
ad views


6,313
landing page visits

A series of posts was published on social media which
garnered a total of **452,824 organic views**.

After the end of the competition, advertisements were created featuring the Winners presenting the best routes.



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Chapter 5

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- p. 27 - Warsaw Tourism Office
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WARSAW TOURISM OFFICE
Pl. Defiad 1, 00-901 Warszawa, Poland
Palace of Culture and Science, 10th floor
sekretariat@go2warsaw.pl
www.go2warsaw.pl

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