

Poland Outbound - September 2018

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“The Poland outbound market is young and dynamic, driven by the country’s strong economic performance. Sun and beach holidays are high on the agenda, as is common among first-generation travellers. Visiting friends and relatives [VFR] is also prominent due to the large Polish diaspora living overseas and the lower cost attached to this type of tourism.”

– **Jessica Kelly, Senior Tourism Analyst**

This report looks at the following areas:

- How is Poland’s economy shaping outbound travel?
- What destinations are visited by Poles around the world and why?
- Which airline brands are leading the way in Poland’s outbound market?
- What types of holiday do Polish travellers prefer?
- Who are the leading Polish travel operators?

Poland is one of the fastest-growing economies in Central and Eastern Europe, generating above-average gross domestic product (GDP) growth in recent years. After the fall of communism in 1989, Poland slowly began to transition to a free market economy. Gaining accession to the European Union (EU) in 2004 was a landmark in Polish history. It allowed Poles to emigrate to other EU member states with ease. Many Poles moved abroad in pursuit of better wages, growing the Polish diaspora and opening up VFR travel. Crucially for the outbound travel market, it paved the way for the liberalisation of Poland’s aviation industry, creating new competition from low-cost carriers (LCCs) and critically driving down airline prices. EU membership also brought new possibilities for Polish citizens to travel abroad, making outbound travel easier. By 2008, Poland had become part of the Schengen Area, allowing Poles to travel across borders passport-free. EU membership made foreign travel more accessible, cheaper and convenient to the Polish population.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Spain

Austria

Slovakia

France

Hungary

Bulgaria

Other European countries

Albania

Iceland

Malta

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Switzerland
Turkey
Non-European destinations
Australia
Canada
China
Cuba
Dominican Republic
Egypt
Kazakhstan
Morocco
US
Tunisia
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Figure 14: Outbound trips by type of accommodation, 2017

Tour Operators and Travel Agencies

- Leading travel companies
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- TUI Poland
- Rainbow Tours SA
- Grecos
- Wezyr Holidays (Coral Travel Poland)
- Neckermann Podroze
- Online travel companies

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