



# Inbound Tourism Statistics

## Ministry of Sport and Tourism of Poland

Statistics Capacity-building Programme for Europe  
Vienna, 18.11.2009



### **Tourists and Visitors on borders**

The survey is conducted on borders crossing and it provides basic characteristics of tourists and same-day visitors:

- country of residence
- lengths of stay
- organisation and purpose of visit,
- accommodation used,
- expenditures prior and during the visit,
- components of expenditures (accommodation, transportation, shopping, services etc).



## **Administration**

Institution in charge – Department of Tourism,  
Ministry of Sport and Tourism

Unit responsible for research – Institute of Tourism  
in Warsaw

Other institution involved – National Bank of Poland



Frequency – eight times a year (two  
times in each quarter)

- reference period for the first procedure –  
February of given year

- reference period for the last procedure  
conducted – December of given year



Frame – sample of border points (crossings).  
Type of enumeration – face to face interviews on exit.

Sampling – about 2 x 18000 questionnaires a year (tourists and one-day visitors).

Distribution of the sample over time – eight waves yearly, from Feb to Dec, each wave about one week long.



Data collection principles – systematic sampling (each Nth person is interviewed, the N depends on type of border).

Geographical breakdown – country of residence

Other issues – in addition, a counting and estimating of border flows is being conducted



# Main form: IT-TZ-EN

MINISTERSTWO SPORTU I TURYSTYKI, ul. Senatorska 14, 00-921 WARSZAWA

A. Nazwa przejścia granicznego.....

B. Rodzaj transportu:

1. Samolot
2. Samochód osobowy
3. Samochód ciężarowy, bagażówka
4. Pociąg
5. Prom / statek (bez samochodu)
6. Autokar
7. Pieszko, rower

C. Godzina [ ] [ ] D. Dzień [ ] [ ] E. Miesiąc [ ] [ ]

## IT-TZ-EN Description of foreign tourists

### The Institute of Tourism

ul. Merliniego 9a,  
02 511 Warsaw  
Tel. (022) 844-63-47  
Fax (022) 844-12-63

Dear Tourist, The Institute of Tourism in Warsaw is making an anonymous survey related to expenses of tourists staying in Poland. Please fill out this questionnaire and return it to the person carrying out the survey.

1. What is the country of your permanent residence? .....
2. How did you organise your travel ?

- 1) PACKAGE                      The entire trip was organised by a travel agency or other organisers (all the basic services were purchased including lodging, transportation, board)
- 2) PART OF SERVICES              Only some services e.g. only lodging and/or transportation, etc. were purchased earlier at a travel agency (or somewhere else)
- 3) RESERVATION ONLY              I used intermediaries' services only when booking services (travel tickets, hotel and car reservation, etc.).
- 4) INDIVIDUALLY                      The trip was organized individually without any prior reservation and intermediacy of a travel office.

3. You stayed in Poland for [ ] nights.

4. What sort of lodging did you use and in which voivodships did you spend the night: (please write the voivodship number according to the map and how many nights you spent there)



	Voivodship number	number of nights
1) Hotels, motels	[ ] [ ] [ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ] [ ] [ ]
2) Pensions	[ ] [ ] [ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ] [ ] [ ]
3) Summer houses, suites, studios, etc.	[ ] [ ] [ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ] [ ] [ ]
4) Camping	[ ] [ ] [ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ] [ ] [ ]
5) Rented rooms	[ ] [ ] [ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ] [ ] [ ]
6) Host family/friends' lodging	[ ] [ ] [ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ] [ ] [ ]
7) Other accommodation	[ ] [ ] [ ] [ ] [ ] [ ]	[ ] [ ] [ ] [ ] [ ] [ ]

4A. Which of the following cities did you visit during this stay? (please write the number of nights you spent there)

- Szczecin [ ] [ ] Wrocław [ ] [ ]
- Gdańsk [ ] [ ] Częstochowa [ ] [ ]
- Poznań [ ] [ ] Kraków [ ] [ ]
- Łódź [ ] [ ] Katowice [ ] [ ]
- Warszawa [ ] [ ] Lublin [ ] [ ]
- Białystok [ ] [ ]

7A (which ?) .....



**5. How many times did you visit Poland during the last 12 months?**

Please indicate the number of overnight visits, including the present trip .....

**6. What was the chief purpose of your visit to Poland?**

(please give one answer only)

- 01) Holidays – touring the country, rest, entertainment, sports, hobby
- 02) Visiting relatives or friends
- 03) Health-related purpose (medical treatment, stay in convalescent home, cure treatment, etc.)
- 04) Professional matters, business trip, doing business →
- 05) Private stay for training (studies, professional training, etc.)
- 06) Occasional job
- 07) Shopping for private purposes
- 08) Religious reasons
- 09) Visiting the (country) of my origin
- 10) Transit
- 11) Other purposes

**6.4. Character of the business trip**

(one answer only)

- 1) Participation in fairs and exhibitions
- 2) Participation in a congress, conference
- 3) Independent business
- 4) Business on behalf of a company
- 5) Transport (e.g. as a driver)
- 6) Other business affairs

**7. Sex:**

**8. Age:**

- 1) 15 to 24 years
- 2) 25-34 years
- 3) 35-44 years
- 4) 45-54 years
- 5) 55-64 years
- 6) 65 and more

**9. Did you share the travel expenses:**

- 1) With your family or friends (using a joint 'budget')?
- 2) Did you covered them all by yourself?

**10. If you shared the stay/travel expenses with your family or friends (using a joint 'budget'), there were ..... people in total.**

**11. In connection with your trip to Poland you (or your group) spent in your country:**

	(amount)	(currency)
1. <b>TOTAL</b> prior to the trip:		
<u>which included expenses on:</u>		
1.1 Purchase of an entire package or payment for certain services rendered in Poland (vouchers, accommodation, excursions, etc.)		
1.2 Transportation (travel tickets, petrol necessary to reach Poland, etc.)		

**12. During your stay in Poland you (or your group) spent (please include expenditures paid with charge/credit cards):**

	(amount)	(currency)
1. <b>TOTAL</b> in Poland		
1.1 <u>of which:</u> expenditures paid for using a charge/credit card		



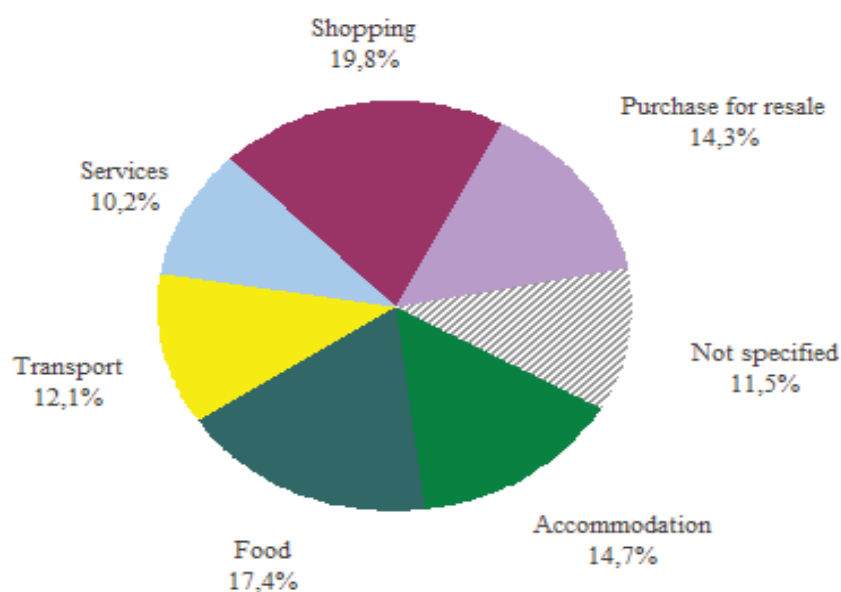


13. During your stay in Poland, you (or your group) spent money on (including payments by charge/credit card):

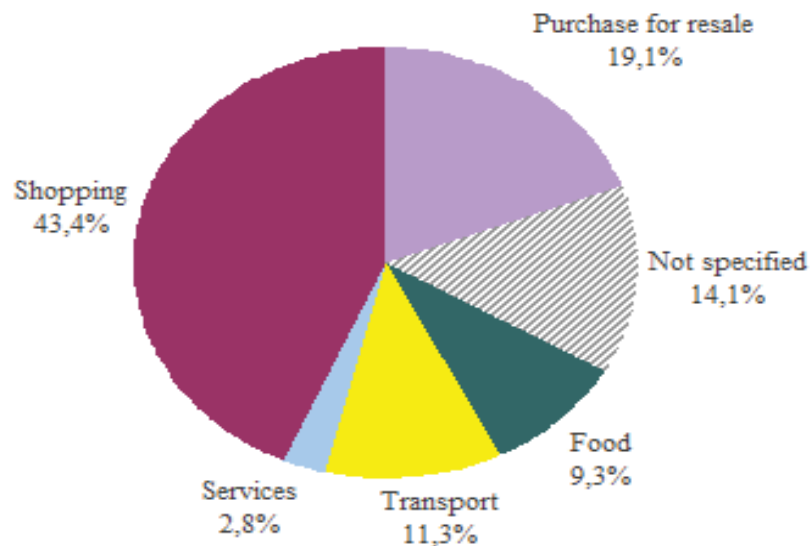
1. Lodging		
2. Food (total)		
2.1 <u>of which</u> : Catering services (restaurants, bars, canteens)		
3. Transportation within Poland (in total)		
3.1 <u>of which</u> : purchase of petrol		
3.2 purchase of tickets (train, bus, airline, etc.)		
4. Recreation activities (entertainment, sports events, museum tickets, casino, etc.)		
5. Shopping to meet your own needs, gifts etc.		
6. Purchase of goods for resale		
7. Other expenses		

THANK YOU FOR YOUR HELP

## Results of the research - Structure of tourists' expenditures in 2008



## Results of the research - Structure of of One-day Visitors' expenditures in 2008



## Results of the research

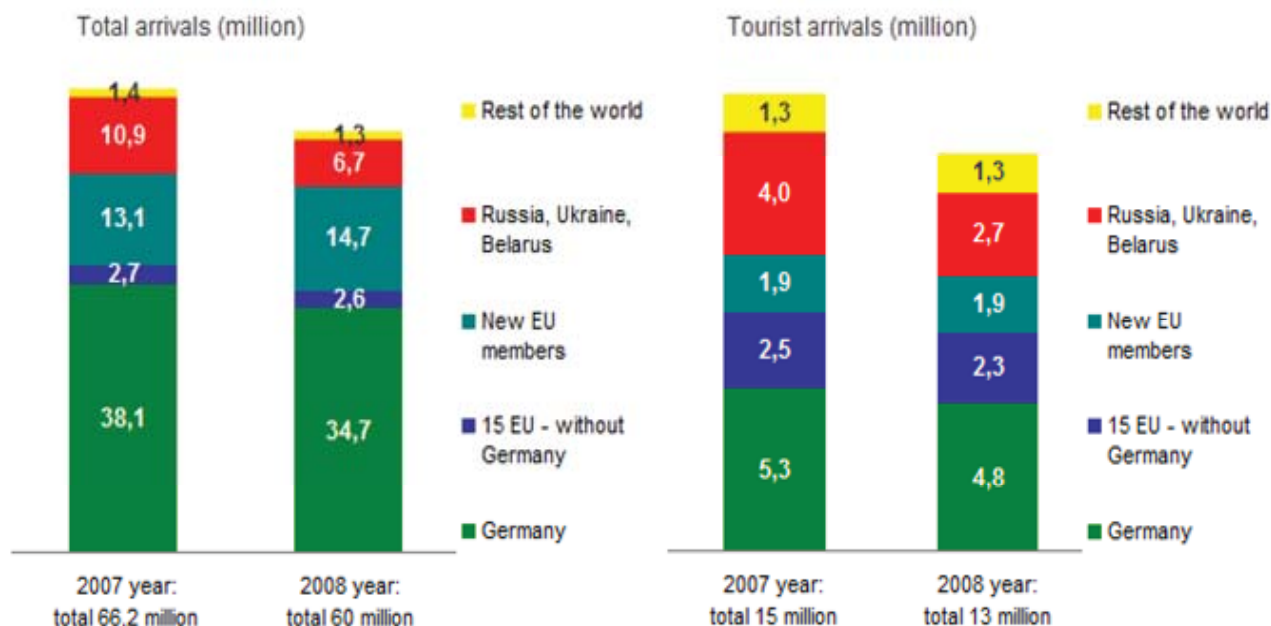


- During 2008 there were:
- Nearly 60 million arrivals (by 9% less).
- The number of tourist arrivals is estimated for this time at some 13 mill (by 13% less).



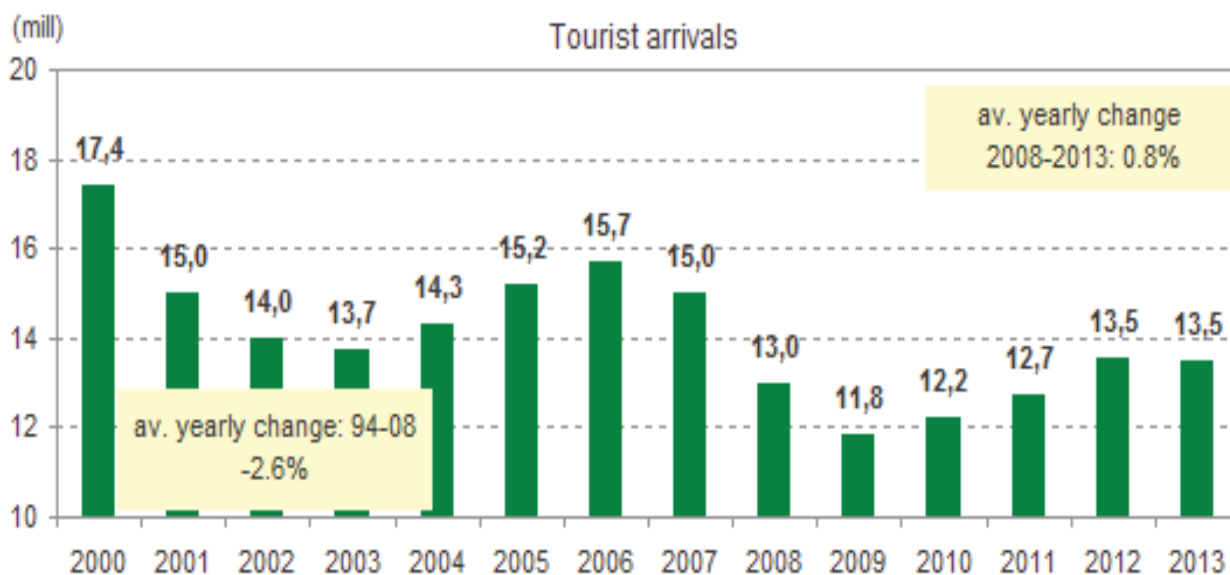
# Results of the research

Total and tourist arrivals in 2007 and 2008 (mill)



source: Estimated by Institute of Tourism

## Results of the research - Tourist arrivals to Poland (source: estimation and forecast by Institute of Tourism (VIII 2009))







***Thank you for your attention!***