

TOURAGE INTERREG IVC PROJECT

Regional Analysis on Tourism

POMORSKIE VOIVODESHIP

Name of the region:	Pomorskie Voivodeship	Name in original language:	Województwo pomorskie
Level (NUTS 2/NUTS3):	NUTS 2		

1. REGIONAL TOURISM STRATEGIES	Name of the strategy/action plan etc.:	Short description of the strategy, and time frame:	Link to English version (or original):
1.1 Document 1	Strategy for Development of Tourism in Pomorskie Voivodeship in the Period of 2004-2013	Adopted in 2004 by Pomorskie Regional Assembly. It provides for implementation of a comprehensive tourist information system, coherent policy for promotion of the tourist potential of Pomorskie Voivodeship and creation of new tourist products.	http://prot.gda.pl/load/pliki/st_en_v5.pdf
1.2 Document 2	2020 Pomorskie Voivodeship Development Strategy (draft)	Problems of tourism are highlighted in one of the three strategic goals – Open Economy within a specific operational goal – Unique Tourist and Cultural Offer. The strategy aims at developing network-based, complex tourist and cultural products, as well as creating active, effective and coherent promotion of these products. The Strategy is expected to be adopted later this year.	http://www.strategia2020.pomorskie.eu/res/strategia2020/srwp_projekt_29_03_2012.pdf

2. GENERAL REGIONAL STATISTICS	2000	2005	2010
2.1 GDP	4800	6300	
2.2 Population	2169300	2196500	2235200
2.3 Surface area		18293	18310
2.4 Population density		120,1	122,1
3. TOURISM STATISTICS OF THE REGION	2000	2005	2010
3.1 Number of tourists who stay at least 1 night in a collective or private accommodation.	1305184	1345074	1628830
3.2 Number of hotels and similar establishments	118	162	268
3.3 Number of other collective accommodation establishments	759	626	534
3.4 Number of bed-places in hotels and similar establishments	10,256	13,473	19,905
3.5 Number of bed-places in collective	86,043	71,875	60,273

tourist accommodation establishments			
3.6 Nights spent in hotels and similar establishments	1111838	1070702	2021351
3.7 Nights spent in collective tourist accommodation establishments	5766220	5249226	5653001
3.8 Number of tourism enterprises	n/d	n/d	n/d
3.9 Share of tourism enterprises of total enterprises	n/d	n/d	n/d
3.10 Number of employees of tourism sector	19223	17515	n/d
3.11 Share of tourism sector employees of total employees	740293 (2,59%)	666963 (2,62%)	n/d
3.12 International border crossings (persons)	n/d	1279100	797500
3.13 Number of air passangers	n/d	476900	740100
3.14 Tax free sales			

4. TOP 5 TOURISM ATTRACTIONS OF THE REGION (by number of visitors)	Name:	Short description:	Number of visitors per year:	Web link (if possible to English version):
4.1 Attraction 1	Malbork Castle Museum (Muzeum Zamkowe w Malborku)	The Malbork Castle is the largest castle in the world by surface area, and the largest brick building in Europe. It is one of two World Heritage Sites in the region with origins in the Teutonic Order.	469 787 (2006)	http://www.zamek.malbork.pl/index.php?lang=en
4.2 Attraction 2	Sopot Pier (Molo w Sopocie)	The Sopot Pier is a pier in the city of Sopot, built as a pleasure pier and as a mooring point for cruise boats, first opened in 1827. It stretches into the sea from the middle of Sopot beach which is a popular venue for recreation and health walks or public entertainment events.	600 000 (2008)	http://molo.sopot.pl/index_en.html
4.3 Attraction 3	Miejski Ogród Zoologiczny Wybrzeża (Gdańsk ZOO)	The Gdańsk Zoo is the largest zoo in Poland. This attractive leisure and educational site is visited by hundreds of thousands of tourists and Tri-City residents every year.	393 005 (2010)	http://www.zoo.gd.pl/index.php?mod=article&aid=11
4.4 Attraction 4	Gdynia Aquarium (Akwarium Gdyni)	It is a public aquarium and sea museum operated by the National Marine Fisheries	367 957 (2006)	http://www.aquarium.gdynia.pl/

		Research Institute in Gdynia. Exhibitions presented within the museum are on oceanography and hydrobiolo, while the aquarium contains both sea and freshwater flora and fauna.		
4.5 Attraction 5	Słowiński National Park (Słowiński Park Narodowy)	Słowiński National Park is famous chiefly for its shifting dunes, which form one of the largest areas of moving sand in Europe. In 1977 UNESCO designated the Park a biosphere reserve under its Programme on Man and the Biosphere (MaB).	282 000	http://slowinskipl.pl/en/
5. TOP 5 COUNTRY OF ORIGIN OF INTERNATIONAL TOURISTS	Name of the country:	Number of tourists (2010):		Average stay of tourists (2010):
5.1 Country 1	Germany	119100 (2007)		n/d
5.2 Country 2	Sweden	21000		n/d
5.3 Country 3	Great Britain	20000		n/d
5.4 Country 4	Russia	15500		n/d
5.5 Country 5	Norway	12000		n/d

6. MAIN TOURISTIC ACTORS OF THE REGION	Name of the organisation:	Role of the organisation:		Web link (if possible to English version):
6.1 Organisation 1	Pomorskie Tourist Board (Pomorska Regionalna Organizacja Turystyczna)	Its main goal is to develop tourism in the Pomorskie region and to organize the cooperation between all individual tourist institutions. It offers the possibility of extra contribution for different projects aiming at the development of tourism.		http://prot.gda.pl/en/
6.2 Organisation 2	Pomorskie Voivedship Marshal's Office – Department of Tourism	The Department is responsible for implementation of the Tourism Development Strategy. It coordinates all tourism-related activities within the region, cooperates with the Pomorskie Tourist Board and its associated organisations, organises trainings, conferences and seminars, supervises and collects information on regional tourism , keeps registers of various tourist infrastructure and activities.		http://www.pomorskie.eu/pl/dtumwp
7. EXTERNAL BORDER CROSSING POINTS OF THE REGION	Name of the border crossing point:	Type of border crossing point (international, bilateral):	Opening hours of the border crossing point:	Web link (if possible to English version):
7.1 Airport	Gdańsk-Rębiechowo	International	Round-the-clock	http://www.airport.gdansk.pl/
7.2 External	Gdańsk Nowy Port (Harbour)	International	Round-the-clock	http://www.morski.strazgraniczna.pl/przejscia.htm
7.3 External	Gdynia (harbour)	International	Round-the-clock	http://www.morski.strazgraniczna.pl/przejscia.htm
7.4 External	Hel (harbour)	International	n/d	http://www.morski.strazgraniczna.pl/przejscia.htm
7.5 External	Ustka (harbour)	International	n/d	http://www.morski.strazgraniczna.pl/przejscia.htm
7.6 External	Władysławowo (harbour)	International	n/d	http://www.morski.strazgraniczna.pl/przejscia.htm

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