

Regional Analysis on Tourism

WARMIAN-MASURIAN VOIVODESHIP

Name of the region:	Warmian-Masurian Voivodeship	Name in original language:	Województwo warmińsko-mazurskie
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	Strategia rozwoju turystyki w województwie warmińsko-mazurskim (Tourism Development Strategy in Warmian-Masurian Voivodeship)	Adopted in 2001 with several amendments (most recently in 2010). The current implementation date of the Strategy is the year 2020. The strategic goal envisages that tourism is the leading part of the regional economy contributing to job creation and consequently better economic situation of the general population.	The Polish version of the Strategy is available on the official website of the Warmian-Masurian Marshal's Office - http://wrota.warmia.mazury.pl/images/stories/file/Turystyka/strategia%20rozwoju%20turystyki.pdf
1.2 Document 2	Strategia Rozwoju Społeczno-Gospodarczego Województwa Warmińsko – Mazurskiego do roku 2020 (Warmian – Masurian Voivodeship Socio-Economic Development Strategy 2020)	The general development strategy of the region adopted in 2005. It includes recommendations on developing regional tourism potential and also increased competitiveness of services aimed at ageing population. Implementation period 2005-2020.	The Polish version of the Strategy is available on the official website of the Warmian-Masurian Marshal's Office - http://bip.warmia.mazury.pl/urzed_marzalkowski/503/540/Strategia_Rozwoju_Spoleczno-Gospodarczego_Wojewodztwa_Warminsko_-_Mazurskiego/

2. GENERAL REGIONAL STATISTICS	2000	2005	2010
2.1 GDP	3800	4900	n/d
2.2 Population	1426100	1428700	1427200
2.3 Surface area	n/d	24192	24173
2.4 Population density	n/d	59,1	59
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.	832027	1345074	897771
3.2 Number of hotels and similar establishments	106	136	168
3.3 Number of other collective accommodation establishments	443	217	219

3.4 Number of bed-places in hotels and similar establishments	8,641	10,947	13,072
3.5 Number of bed-places in collective tourist accommodation establishments	39,846	26,461	24,65
3.6 Nights spent in hotels and similar establishments	963970	1417917	1273703
3.7 Nights spent in collective tourist accommodation establishments	2265712	2014893	2407502
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	7400	7108	7511

3.11 Share of tourism sector employees of total employees	453976 -1,63%	396853 -1,79%	423286 -1,77%
3.12 International border crossings (persons)	n/d	3888700	1440800
3.13 Number of air passengers	n/d	100	0
3.14 Tax free sales	n/d	n/d	n/d

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	Museum of Warmia & Masuria (Muzeum Warmii i Mazur)	Located in the 14th century Gothic castle in Olsztyn. Apart from exhibition activity, events organized here within the framework of the Olsztyn Artistic Summer (OLA), such as castle nights and „Summers at the Museum” are highly popular.	180 588 (2008)	http://www.muzeum.olsztyn.pl/

4.2 Attraction 2	Nicolaus Copernicus Museum in Frombork (Muzeum Mikołaja Kopernika we Fromborku)	Frombork is known as “The Jewel of Warmia” because of its many historical sites. The Museum holds exhibitions related to the astronomer, as well as to astronomy in general, and includes a planetarium.	139 362 (2008)	http://www.frombork.art.pl/Attraction01.htm
4.3 Attraction 3	(Rural Architecture Skansen in Olsztyniek) Muzeum Budownictwa Ludowego w Olsztynku	It a scenic open-air ethnographic park features several dozen original and reconstructed houses from Warmia, Masuria and even Lithuania.	68 361	http://www.muzeumolsztyniek.com.pl/
4.4 Attraction 4	Elbląg Canal	A canal connecting Lake Drużno with the Hława Lake District. It is considered one of the most significant monuments related to the history of technology and was listed by Unesco as a memorial to world culture inheritances. In Poland it has recently been named one of Seven Wonders of Poland.	Est. 50000	http://www.zegluga.com.pl/index.php

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	90449	2,7
5.2 Country 2	Russia	12986	2,1
5.3 Country 3	Lithuania	7106	1,8
5.4 Country 4	Estonia	4596	1,1
5.5 Country 5	France	3542	2,5
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	Warmian-Masurian Regional Tourist Organization (Warmińsko-Mazurska Regionalna Organizacja Turystyczna)	Goals: <ul style="list-style-type: none"> • raising funds for tourist development • developing the region's image as an attractive tourist region • promoting cooperation between companies dealing with tourism and public institutions, including the Polish Tourist Organization 	http://mazury.travel/index,gb.html
6.2 Organisation 2	Warmian-Masurian Voivodeship Marshal's Office – Tourism Department	The department is responsible for three strategic areas: <ol style="list-style-type: none"> 1) tourism development, 2) promotion, 3) organisation of tourism. 	http://bip.warmia.mazury.pl/urzed_marszalkowski/554/Departament_Turystyki/

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	Gronowo	International	Round-the-clock	http://www.bip.wm.strazgraniczna.pl/wai/s11/613/3799/Placowki_SG.html
7.3 External	Bezledy	International	Round-the-clock	http://www.bip.wm.strazgraniczna.pl/wai/s11/613/3799/Placowki_SG.html
7.4 External	Gołdap	International	Rond-the-clock	http://www.bip.wm.strazgraniczna.pl/wai/s11/613/3799/Placowki_SG.html
7.5 External	Grzechotki-Mamonowo II	International	Round-the-clock	http://www.strazgraniczna.pl/wps/portal/tresc?WCM_GLOBAL_CONTEXT=/pl/serwis-sg/ruch_graniczny/mapa_przejsc/warmisko-mazurskie/grzechotki+-mamonowo+ii
7.6 External	Braniewo (railway)	International	Round-the-clock	http://www.bip.wm.strazgraniczna.pl/wai/s11/613/3799/Placowki_SG.html
7.7 External	Elbląg (harbour)	International	n/d	http://www.morski.strazgraniczna.pl/elblag.htm
7.8 External	Frombork (harbour)	International	n/d	http://www.morski.strazgraniczna.pl/przejscia.htm