

Poland among Europe's leading tourist destinations

2026-01-28

Polish tourism is currently in a phase of dynamic and stable growth, as confirmed by both European data and global industry analyses. The latest World Tourism Barometer prepared by UN Tourism shows that global tourism has not only recovered after the pandemic but, in many regions, is developing faster than before 2020. Against this backdrop, Poland stands out exceptionally positively, ranking among the fastest-growing tourism markets in the European Union.

According to Eurostat data, in 2025 the number of overnight stays in Poland increased by 7% year-on-year, placing the country second in the EU in terms of growth rate — just behind Malta. This result surpasses many well-established destinations in Western and Southern Europe. Foreign visitors play an increasingly important role in this growth, including guests from the United States and non-European markets, who gladly choose Poland as a destination offering high-quality services, authentic experiences, and a competitive tourism offer.

Poland's strong performance compared to the rest of Europe is also confirmed by long-term forecasts. The PMR by Hume's report "Tourism Market in Poland 2025. Market Analysis and Development Forecasts for 2025–2030" points to a clear qualitative breakthrough in the sector's development. According to analysts, the value of the domestic tourism market is expected to nearly double — from PLN 97 billion in 2024 to PLN 171 billion in 2030. At the same time, the number of trips is expected to grow rapidly: by the end of the decade, Poland may welcome up to 140 million tourists annually, compared with around 99 million today. Experts also highlight that the strength of the market is increasingly determined not only by the volume of traffic but by spending patterns and the quality of experiences offered to visitors.

The region benefitting most from these changes is Małopolska, which remains the undisputed leader of the Polish tourism market. It generates the highest visitor numbers and revenues, and by 2030 the value of tourism in the region is expected to reach approximately PLN 35 billion. Małopolska attracts tourists year-round thanks to the unique combination of Kraków — one of the most visited cities in Europe — and the Tatra Mountains, which consistently remain Poland's most popular mountain destination.

Inbound tourism from foreign markets is becoming increasingly significant in the region. By 2030, as many as 35% of guests staying overnight in Małopolska are expected to be international visitors. Alongside traditionally strong markets such as the United Kingdom and Germany, the number of tourists from the United States and the United Arab Emirates is growing rapidly. This confirms the rising international recognition of the region and strengthens the position of Kraków and Małopolska as two of the most important and promising tourist destinations in Europe.

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