

**TOURAGE INTERREG IVC PROJECT
Template 2**

Regional Analysis on Tourism

FINAL – 16 May 2012

See the Instructions at the end of the template!

Name of the region:	Pomorskie Voivodeship	Name in original language:	Województwo pomorskie
Level (NUTS 2/NUTS3):	2		
Contact person responsible for filling-out the template	Name:	Phone:	E-mail:
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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. The document emphasises the significance of tourist market monitoring, which will enable rational management, and information, which is essential for the region to be competitive. The Strategy assumes increased use of the potential of local communities involved in creating	http://prot.gda.pl/load/pliki/st_en_v5.pdf

		innovative and competitive tourist products. It also constitutes the basis for harmonious and long-term co-operation for development of tourism between all levels of local administration, non-governmental organisations and government agencies.													
1.2 Document 2	2020 Pomorskie Voivodeship Development Strategy (draft)				Currently in the consultation phase, the new development strategy will build upon the current development strategy adopted in 2005. 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			
If you need add more lines															
2. GENERAL REGIONAL STATISTICS	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011			
2.1 GDP (EUR per capita)	4800	5400	5500	4900	5200	6300	7000	8000	9000	7900	n/d	n/d			
2.2 Population	2169300	2175300	2181000	2186300	2191500	2196500	2201300	2207300	2215200	2224800	2235200	2240300			
2.3 Surface area	n/d	n/d	18293	18293	18293	18293	18293	18293	18293	18310	18310	18310			

2.4 Population density	n/d	n/d	119,2	119,5	119,8	120,1	120,3	120,7	121,1	121,5	122,1	n/d
3. TOURISM STATISTICS OF THE REGION	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
3.1 Number of tourists who stay at least 1 night in a collective or private accommodation.	n/d	n/d	1221300	n/d	1309321	1345074	1579037	1578196	1595316	1610730	1628830	n/d
3.2 Number of hotels and similar establishments	118	115	125	121	154	162	186	203	216	248	268	n/d
3.3 Number of other collective accommodation establishments	759	750	668	666	646	626	611	604	606	584	534	n/d
3.4 Number of bed-places in hotels and similar establishments	-	-	-	-	-	-	-	-	-	-	-	-
3.5 Number of bed-places in collective tourist accommodation establishments	-	-	-	-	-	-	-	-	-	-	-	-
3.6 Nights spent in hotels and similar establishments	1111838	1082948	1123928	1170073	1317747	1070702	1566422	1798366	1759493	1868714	2021351	n/d

3.7 Nights spent in collective tourist accommodation establishments	5766220	5351117	5114645	5214743	5142047	5249226	5574233	6156973	6166428	5801913	5653001	n/d
3.8 Number of bed-places in hotels and similar establishments	10256	9542	10454	10276	12899	13473	14447	15706	16752	19089	19905	n/d
3.9 Number of bed-places in collective tourist accommodation establishments	96299	94026	88043	87026	87273	85348	83943	85947	85298	81444	80178	n/d
3.10 Number of tourism enterprises	n/d	n/d	n/d	n/d	n/d	n/d	n/d	n/d	n/d	n/d	n/d	n/d
3.11 Share of tourism enterprises of total enterprises	n/d	n/d	n/d	n/d	n/d	n/d	n/d	n/d	n/d	n/d	n/d	n/d
3.12 Number of employees of tourism sector	19223	18577	17249	17489	17166	17515	17215	18023	21577	19992	n/d	n/d
3.13 Share of tourism sector employees of total employees	740293 (2,59%)	718772 (2,58%)	708664 (2,43%)	703770 (2,48%)	656222 (2,61%)	666963 (2,62%)	690773 (2,49%)	721747 (2,48%)	736285 (2,93%)	736807 (2,71%)	n/d	n/d
3.14 International border crossings (persons)	n/d	n/d	n/d	n/d	1032000	1279100	1829900	2237400	1093000	789100	797500	n/d
3.15 Number of air	n/d	n/d	n/d	n/d	273100	476900	1018400	1416700	993300	716200	740100	n/d

passangers											
3.16 Tax free sales											
4. TOP 5 TOURISM ATTRACTIONS OF THE REGION (by number of visitors)	Name:	Short description:	Number of visitors per year: (2006)	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. The castle is a classic example of a medieval fortress and, on its completion in 1406, was the world's largest brick castle. UNESCO designated the "Castle of the Teutonic Order in Malbork" and its Museum as the World Heritage Site in December 1997. 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. At 511.5m, the pier is the longest wooden pier in Europe. It stretches into the sea from the middle of	600 000 (2008)	http://molo.sopot.pl/index_en.html							

		Sopot beach which is a popular venue for recreation and health walks or public entertainment events, and it also serves as a mooring point for cruise boats and water taxis.		
4.3 Attraction 3	Miejski Ogród Zoologiczny Wybrzeża (Gdańsk ZOO)	The Gdańsk Zoo is the largest zoo in Poland, stretching over 136 hectares. This attractive leisure and educational site is visited by hundreds of thousands of tourists and Tri-City residents every year. Located in the forest park terrain of Dolina Leśnego Młyna (Forest Mill Valley) in Oliwa, its grand opening took place on May 1, 1954. The main building and facilities were adapted to the zoo's needs, as was the 19th century watermill and miller's manor. Rabbits, guinea pigs, foxes, deer and pheasants donated by Tri-City residents were the zoo's first inhabitants, along with monkeys and parrots brought by sailors. Later, these were joined by	393 005 (2010)	http://www.zoo.gd.pl/index.php?mod=article&aid=11

		elephants, lions, hippos and other animals. The valley's mild micro-climate serves the condors especially well – their offspring transferred to other zoos both in Poland and abroad. The Little Zoo is a kids' paradise, where they can feed and pet the animals.		
4.3 Attraction 4	Gdynia Aquarium (Akwarium Gdynińskie)	Gdynia Aquarium is a public aquarium and sea museum operated by the National Marine Fisheries Research Institute in Gdynia. Previously called the <i>Oceanographic Museum and Sea Aquarium of the Sea Fisheries Institute in Gdynia</i> (1971-2003), the aquarium has a zoological garden status. Exhibitions presented within the museum are on oceanography and hydrobiolo, while the aquarium contains both sea and freshwater flora and fauna.	367 957 (2006)	http://www.aquarium.gdynia.pl/
4.4 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	282 000	http://slowinski.pn.pl/en/

		Europe. In 1977 UNESCO designated the Park a biosphere reserve under its Programme on Man and the Biosphere (MaB). The Słowiński wetlands were designated a Ramsar site in 1995.		
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)	Established in 2003. Its main goal is to develop tourism in the Pomorskie region and to organize the cooperation between all individual tourist institutions. Main activities include: promotion of general tourist information such as maps, brochures etc., organization of tourist exhibitions, study tours and study presses. PTB offers the possibility of extra	http://prot.gda.pl/en/	

		contribution for different projects aiming at the development of tourism.			
6.2 Organisation 2	Pomorskie Voivodship 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/dtum/wp
6.3 Organisation 3					
If you need add more lines					
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 (if exists)	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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Instructions:

GENERAL INFORMATION:

Please add the name of your region in your original language as well because of possible additional data search.

Please refer to a person who can be directly contacted concerning the data provided in the template.

Please put to any cell of the table a note “n.a.” (not available) if you cannot provide a data.

1. REGIONAL TOURISM STRATEGIES

Please add all relevant strategic documents (even general strategies if a specific section is dedicated to tourism). The document could be a strategy, an action plan, a development plan, a regional operational programme. Please add a link directly to the document available on the web (if possible to the English version).

2. GENERAL REGIONAL STATISTICS

Please provide the data only for the latest possible period in that case if you have not got data for 2010.

3. TOURISM STATISTICS OF THE REGION

Please provide the data for all 3 relevant periods (2000, 2005, 2010) in order to give opportunity for trend analysis.

Hotels and similar establishments category is defined as any accommodation which is qualified as a hotel. Collective tourist accommodation means any other type of accommodation.

6. MAIN TOURISTIC ACTORS OF THE REGION

Please add all relevant organisations! These organisations could be regional authorities specialised on touristic activities, touristic information centres, destination management organisations, clusters, NGOs, university departments running specialised training or research programmes on the field of tourism. Please focus more on regional level operating organisations not on local ones.

7. EXTERNAL BORDER CROSSING POINTS OF THE REGION

Add the airport border crossing point only if you have an international airport. International border crossing point is accessible by all passengers, bilateral border crossing points only for the citizens of the border countries.