

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:	Warmian-Masurian Voivodeship	Name in original language:	Województwo warmińsko-mazurskie
Level (NUTS 2/NUTS3):	2		
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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	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	<i>Strategia Rozwoju Społeczno-Gospodarczego Województwa Warmińsko – Mazurskiego do roku 2020 (Warmian – Masurian</i>	The general development strategy of the region adopted in 2005. It includes recommendations on developing regional tourism potential and also increased	The Polish version of the Strategy is available on the official website of the Warmian-Masurian Marshal's Office - http://bip.warmia.mazury.pl/urząd

	Voivodeship Socio-Economic Development Strategy 2020)				competitiveness of services aimed at ageing population. Implementation period 2005-2020.				marszalkowski/503/540/Strategia Rozwoju Spoeczno-Gospodarczego Wojewodztwa Warminsko - Mazurskiego/			
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)	3800	4200	4200	4000	4100	4900	5400	6100	7000	6000	n/d	n/d
2.2 Population	1426100	1428000	1428500	1428700	1428800	1428700	1427700	1426500	1426600	1427100	1427200	n/d
2.3 Surface area	n/d	n/d	24203	24203	24192	24192	24192	24192	24192	24173	24173	24173
2.4 Population density	n/d	n/d	59,0	59,0	59,1	59,1	59,0	59,0	59,0	59,0	59,0	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	709300	n/d	762698	758021	818723	869005	906053	850165	897771	n/d
3.2 Number of hotels and similar establishments	106	111	110	105	135	136	138	149	155	150	168	n/d
3.3 Number of other collective	443	348	239	227	206	217	227	222	229	240	219	n/d

accommodation establishments												
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	963970	948560	954723	943960	1056599	1417917	1165552	1271096	1264879	1180106	1273703	n/d
3.7 Nights spent in collective tourist accommodation establishments	2265712	1940806	1860405	1952192	2068044	2014893	2279662	2407709	2459639	2372186	2407502	n/d
3.8 Number of bed-places in hotels and similar establishments	8641	9106	9079	9454	10454	10947	12095	12364	12993	12648	13072	n/d
3.9 Number of bed-places in collective tourist accommodation establishments	48487	48928	34012	35869	34835	37408	38290	38231	38736	38366	37722	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	7400	7222	6853	6766	6745	7108	7562	8010	8599	7804	7511	n/d
3.13 Share of tourism sector employees of total employees	453976 (1,63%)	439704 (1,64%)	435380 (1,57%)	434594 (1,55%)	386626 (1,74%)	396853 (1,79%)	406094 (1,86%)	422170 (1,88%)	426479 (1,90%)	412001 (1,89%)	423286 (1,77%)	n/d
3.14 International border crossings (persons)	n/d	n/d	n/d	n/d	3608100	3888700	3732400	2896100	1901400	1263600	1440800	n/d
3.15 Number of air passangers	n/d	n/d	n/d	n/d	300	100	0	0	0	0	0	n/d
3.16 Tax free sales	n/d	n/d	n/d	n/d	n/d	n/d	n/d	n/d	n/d	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. There is a permanent			180 588 (2008)		http://www.muzeum.olsztyn.pl/		

		Copernicus exhibition (located in two spaces: in the gallery and in the room which was once a private apartment of the administrator) in the castle. There is an astronomical plaque for equinox studies from 1517 on the gallery wall made by Nicholas Copernicus with his own hands.		
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 of Copernicus in Frombork holds exhibitions related to the astronomer, as well as to astronomy in general, and includes a planetarium. One of the biggest attractions is also the annual International Festival of Organ Music, held every summer.	139 362 (2008)	http://www.frombork.art.pl/Ang01.htm
4.3 Attraction 3	(Rural Architecture Skansen in Olsztynek) 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. Visitors can admire half-timbered houses,	68 361	http://www.muzeumolsztynek.com.pl/

		granaries, wind-mills, farm outbuildings, a country-inn, and a church. All fully equipped and with animals which makes the whole experience very realistic.		
4.4 Attraction 4	Elbląg Canal	A canal connecting Lake Druzno with the Iława Lake District. With its 4 slipways 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 – passengers of the Ostróda-Elbląg Ship Transport Company which operates a small fleet of pleasure boats on the Canal.	http://www.zegluga.com.pl/index.php
4.5 Attraction 5				
5. TOP 5 COUNTRY OF ORIGIN OF INTERNATIONAL TOURISTS	Name of the country:	Number of tourists (2010): (2009)		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	Name of the organisation:	Role of the organisation:		Web link (if possible to English version):

REGION			
6.1 Organisation 1	Warmian-Masurian Regional Tourist Organization (Warmińsko-Mazurska Regionalna Organizacja Turystyczna)	<p>Established in 2003. Legal status – association.</p> <p>Goals:</p> <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 <p>Activities:</p> <ul style="list-style-type: none"> • publishing activities – promotional and commercial publications • promoting the region both in the Polish market and abroad • running the Provincial Tourist Information Centre • organizing and participating in promotional events • coordinating tourism-related activities in the region • creating a regional tourist information system and including it in the national system • assisting in creating local tourist 	<p>http://mazury.travel/index,gb.html</p>

		organizations	
6.2 Organisation 2	Warmian-Masurian Voivodeship Marshal's Office – Tourism Department	<p>The department is responsible for three strategic areas:</p> <ol style="list-style-type: none"> 1) tourism development: <ul style="list-style-type: none"> - implementing regional tourism development policy - preparing and implementing tourism-related projects - cooperating with local and non-governmental institutions - collecting data and information - creating new tourist products 2) promotion: <ul style="list-style-type: none"> - elaborating tourism promotion plans - actively promoting the region and tourist logo - organising fares, study visits, etc, 3) organisation of tourism. <ul style="list-style-type: none"> - issuing various administrative decisions - keeping records - inspecting tourism facilities and enterprises 	http://bip.warmia.mazury.pl/urzed_marszalkowski/554/Departament_Turystyki/
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)	n/a	n/a	n/a	n/a
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	Goldap	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/warminsko-mazurskie/grzechotki+-mamonowo+ii
	Braniewo (railway)	International	Round-the-clock	http://www.bip.wm.strazgraniczna.pl/wai/s11/613/3799/Placowki_SG.html
	Elbląg (harbour)	International	n/d	http://www.morski.strazgraniczna.pl/elblag.htm
	Frombork (harbour)	International	n/d	http://www.morski.strazgraniczna.pl/przejscia.htm

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.