

Tourism in Opolskie Voivodship in 2021

11 May 2022


12.0%

Increase in the number of tourists accommodated in tourist accommodation establishments in relation to 2020.

In 2021, 239.0 thousand tourists were accommodated in tourist accommodation establishments, for whom 512.2 thousand overnight stays were provided, i.e. more by 12.0% and by 9.6%, respectively compared to 2020. There was also a higher occupancy rate of bed places in tourist accommodation establishments and a higher occupancy rate of rooms in hotels and similar establishments compared to the previous year.

Tourism is one of the sectors directly affected by the COVID-19 pandemic. In 2021, restrictions on the functioning of the tourist accommodation establishments continued to apply, but they were less restrictive than the year before, resulting in a higher number of tourists in tourist accommodation establishments over the year compared to 2020.

Table 1. Tourist accommodation establishments^a
as of 31 July

Specification	2020	2021		2020	2021	
	establishments			bed places		
	in absolute numbers		2020=100	in absolute numbers		2020=100
TOTAL	138	121	87.7	7699	7187	93.3
of which open all year	114	107	93.9	6465	6484	100.3
Hotels and similar establishments	73	70	95.9	3947	4165	105.5
of which:						
Hotels	57	54	94.7	3287	3334	101.4
Other hotel establishments	12	11	91.7	524	667	127.3
Other establishments	65	51	78.5	3752	3022	80.5
of which:						
School youth hostels	9	9	100.0	419	408	97.4
Holiday centres	7	5	71.4	733	578	78.9
Training and recreation centres	3	3	100.0	205	185	90.2
Complexes of tourist cottages	5	3	60.0	323	207	64.1
Camping sites	5	4	80.0	460	260	56.5
Rooms for rent/private lodgings	14	10	71.4	352	251	71.3
Agrotourism lodgings	10	7	70.0	164	115	70.1

^a Concerns tourist accommodation establishments with 10 or more bed places

In July 2021 the number of tourist accommodation establishments (including those open all year) decreased compared to July of the previous year

Tourist accommodation establishments in Opolskie Voivodship, as of 31 July 2021, consisted of 121 facilities, i.e. by 12.3% fewer compared to the previous year. Among all the considered accommodation establishments, 107 facilities offered all year round leisure. Taking into account the types of tourist accommodation establishments covered by the survey, 70 hotels and similar establishments as well as 51 other accommodation establishments were recorded.

Among hotels and similar establishments, the most numerous group, as in previous years, were hotels — 54 establishments (by 5.3% fewer compared to 2020). The second group in terms of size were other hotel establishments such as hotels, motels, boarding houses that were not awarded any category and other establishments providing hotel services, i.a. guest houses and inns — there were 11 such facilities (by 8.3% fewer than a year before). Among the other establishments, the most numerous were rooms for rent/private lodgings – 10 (by 28.6% fewer than in 2020), school youth hostels – 9 (as a year before), agrotourism lodgings – 7 (by 30.0% fewer) and holiday centres – 5 (by 28.6% fewer). In the discussed group of accommodation establishments, other tourist accommodation establishments were also noted, i.e. those which partially served as accommodation facilities for tourists or have not been fully used in accordance with their intended purpose. These have been mainly boarding schools, student dormitories as well as sport and recreational centres.

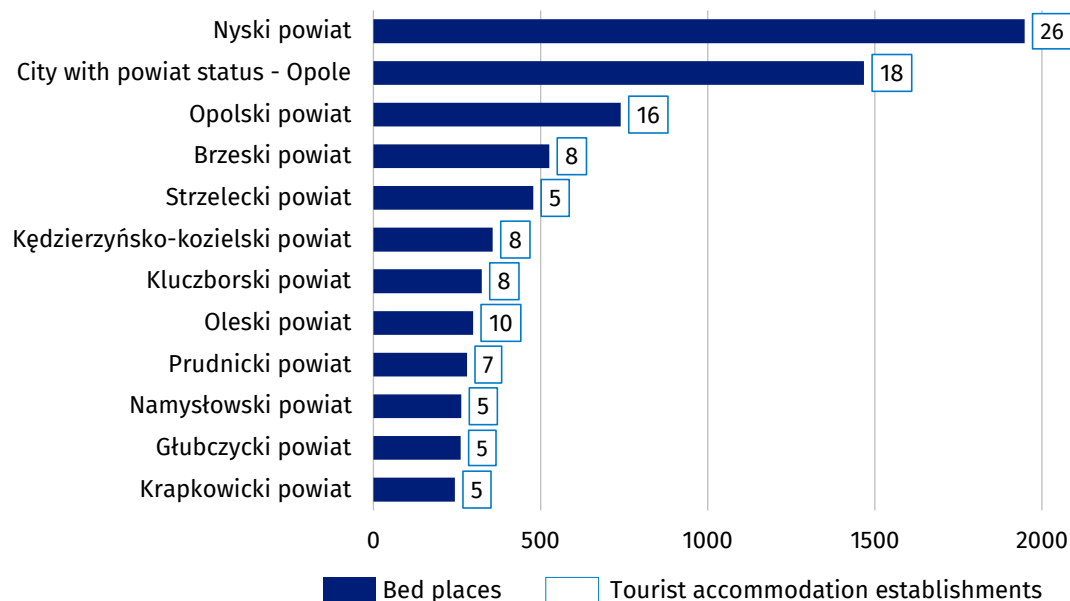
In Opolskie Voivodship, an uneven location of tourist accommodation establishments has been observed. As of the end of July 2021, similarly to the previous year, most of tourist facilities were located in Nyski Powiat (21.5%). The following places were occupied by: the city of Opole (14.9%), Opolski Powiat (13.2%) and Oleski Powiat (8.3%).

There were 59 bed places per 1 tourist establishment, i.e. by 3 more than at the end of July 2020

Among hotels and similar establishments 77.1% were hotels

Most tourist establishments operated in Nyski Powiat

Chart 1. Bed places in tourist accommodation establishments in 2021
as of 31 July



At the end of July 2021, 7.2 thousand bed places were prepared in tourist accommodation establishments for the reception of tourists (including 6.5 thousand in establishments open all year), i.e. 6.7% fewer compared to July 2020. Most of bed places – 3.3 thousand, i.e. 46.4%, were offered by hotels.

The scale of changes concerning the number of bed places in relation to 2020 in each type of facilities varied. In most of them there was a decrease in the number of bed places, e.g. in camping sites (of 43.5%), complexes of tourist cottages (of 35.9%), agritourism lodgings (of 29.9%), rooms for rent/private lodgings (of 28.7%), tent camp sites (of 23.1%), holiday centres (of 21.1%) and motels (of 19.3%). An increase in the number of bed places was recorded for boarding houses (of 83.0%), excursion hostels (of 5.8%) and hotels (of 1.4%).

In most tourist accommodation establishments, the number of bed places decreased compared to 2020

In 2021, the highest number of bed places in tourist accommodation establishments were located in Nyski Powiat (27.1% of the total number of places in the voivodship), then in the city of Opole (20.4%) and Opolski Powiat (10.3%), while the lowest one in powiats: Krapkowicki (3.4%), Głubczycki (3.6%) and Namysłowski (3.7%).

Compared to the previous year, in 8 powiats a decrease in the number of bed places was recorded, among others in Opolski (of 29.4%), Nyski (of 20.1%) and Namysłowski (of 18.6%). On the other hand, the number of bed places increased in the city of Opole (by 56.3%), as well as in powiats: Głubczycki (by 22.0%), Strzelecki (by 13.5%) and Kluczborski (by 6.6 %).

In tourist accommodation establishments, there were on average 74 bed places per 10 thousand population (78 – in 2020). In a cross-section according to powiats, the greatest number of bed places per 10 thousand inhabitants was recorded in Nyski Powiat (145), then in the city of Opole (115) and in Strzelecki Powiat (65), whereas the smallest in powiats: Kędzierzyńsko-kozielski and Krapkowicki (39 each) as well as Oleski (47).

Per 10 thousand population there were 4 bed places fewer in the voivodship than in the previous year

Table 2. Occupancy of tourist accommodation establishments by their type

Specification	2020	2021		2020	2021	
	tourists accommodated			overnight stays		
	in absolute numbers		2020=100	in absolute numbers		2020=100
TOTAL	213303	238973	112.0	467323	512231	109.6
of which foreign tourists	22632	19671	86.9	55186	48489	87.9
Hotels and similar establishments	162748	183576	112.8	312151	335439	107.5
of which:						
Hotels	141209	162334	115.0	259331	287165	110.7
Other hotel establishments	18925	19000	100.4	43867	38675	88.2
Other establishments:	50555	55397	109.6	155172	176792	113.9
of which:						
School youth hostels	9989	8703	87.1	20510	18548	90.4
Holiday centres	6883	14251	207.0	32159	55141	171.5
Training and recreation centres	1531	2453	160.2	5793	7652	132.1
Complexes of tourist cottages	6492	2609	40.2	11913	8312	69.8
Camping sites	3596	4030	112.1	9945	8274	83.2
Rooms for rent/private lodgings	1436	1458	101.5	9321	5251	56.3
Agrotourism lodgings	1028	1468	142.8	4208	4805	114.2

In 2021, 239.0 thousand tourists were accommodated in tourist accommodation establishments, of which in hotels and similar establishments – 183.6 thousand persons, and in other establishments – 55.4 thousand persons. Compared to 2020, the number of tourists accommodated in tourist accommodation establishments increased by 25.7 thousand persons, i.e. by 12.0%. The number of domestic tourists accommodated in tourist accommodation establishments increased by 15.0%, while of foreign tourists decreased – by 13.1% in relation to 2020.

Hotels were the most popular among tourist accommodation establishments. In 2021, the number of persons accommodated in this type of facilities was 162.3 thousand, which accounted for 67.9% of all tourists accommodated in all tourist accommodation establishments. Their number increased by 21.1 thousand persons, i.e. by 15.0% compared to 2020. The majority of hotels' guests chose services offered by three-star establishments. 108.5 thousand persons went for this type of accommodation, i.e. 66.9% of persons accommodated in hotels.

Among guests accommodated in hotels, the majority chose services offered by three-star establishments.

Chart 2. Structure of hotels and similar establishments in 2021 as of 31 July

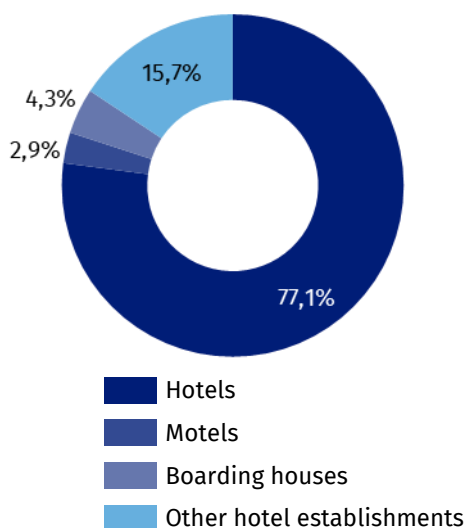
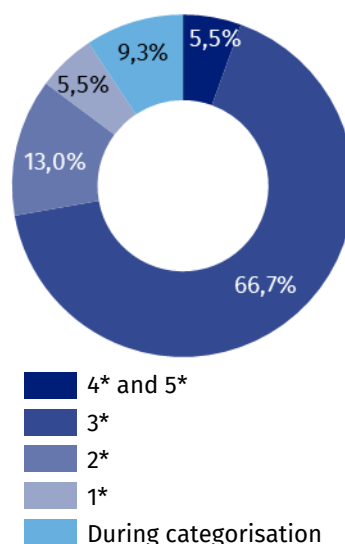


Chart 3. Structure of hotels by category in 2021 as of 31 July



In 2021, 19.0 thousand tourists were accommodated in other hotel establishments, i.e. 8.0% of the total accommodated in tourist accommodation establishments in Opolskie Voivodship. Compared to 2020, their number increased by 0.1 thousand persons, i.e. by 0.4%.

The greatest number of tourists accommodated in tourist accommodation establishments was recorded in the city of Opole – 59.5 thousand people, i.e. 24.9% of the accommodated in total, in Nyski Powiat – 53.1 thousand (22.2%) as well as in Opolski Powiat – 25.1 thousand (10.5%), while the smallest in powiats: Głubczycki – 3.2 thousand (1.3%), Brzeski – 6.3 thousand (2.6%) and Prudnicki – 7.9 thousand (3.3%).

In 2021, tourists who visited Opolskie Voivodship were provided with 512.2 thousand overnight stays in tourist accommodation establishments, i.e. by 44.9 thousand (by 9.6%) more compared to 2020. In hotels and similar establishments, 335.4 thousand overnight stays were provided, i.e. 65.5% of all overnight stays. As in previous years, most overnight stays were provided in hotels – 287.2 thousand, which represented 56.1% of the total overnight stays. In motels, boarding houses and other hotel establishments, 38.7 thousand (7.6%) overnight stays were provided. The other establishments accounted for 176.8 thousand overnight stays, i.e. 34.5% of the total number of overnight stays. Compared to 2020, the number of overnight stays in hotels and similar establishments increased by 7.5% and by 13.9% – in other establishments.

Compared to 2020 more by 12.5% overnight stays were provided for domestic tourists, while less by 12.1% to foreign tourists

The greatest number of overnight stays was provided for tourists in facilities located in Nyski Powiat – 140.8 thousand, i.e. 27.5% of total overnight stays, the city of Opole – 117.8 thousand (23.0%) as well as in Opolski Powiat – 48,0 thousand (9.4%), whereas the smallest in powiats: Głubczycki – 7.2 thousand (1.4%), Brzeski and Prudnicki – 16.0 thousand each (3.1% each).

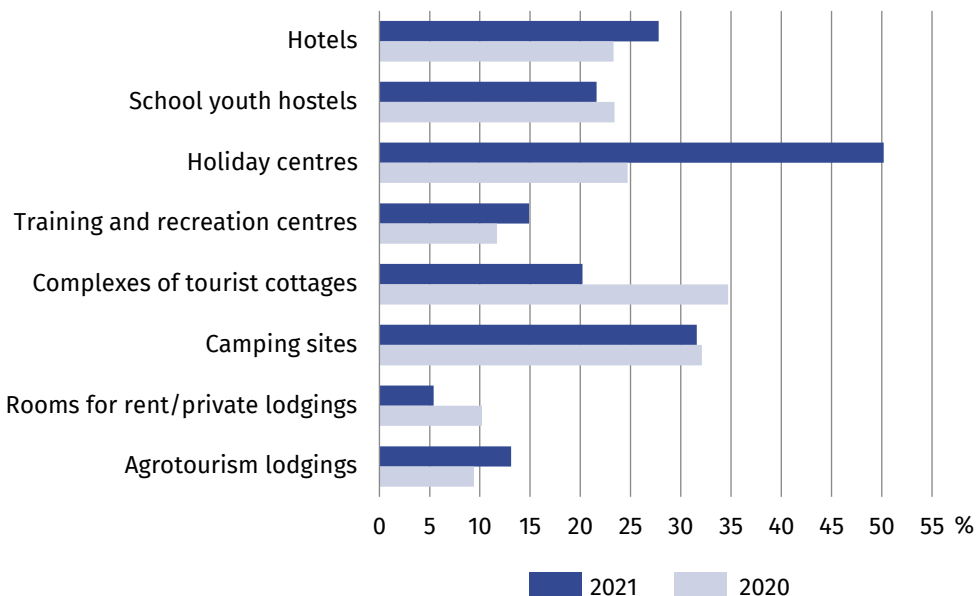
Table 3. Tourists accommodated and overnight stays in tourist accommodation establishments

Specification	2020	2021		2020	2021	
	tourists accommodated			overnight stays		
	in absolute numbers		2020=100	in absolute numbers		2020=100
VOIVODSHIP	213303	238973	112.0	467323	512231	109.6
Nyski Subregion	83800	83308	99.4	208219	207114	99.5
powiats:						
Brzeski	10693	6263	58.6	27749	16017	57.7
Głubczycki	3686	3186	86.4	8347	7186	86.1
Namysłowski	10499	12919	123.0	21080	27118	128.6
Nyski	51125	53083	103.8	134412	140760	104.7
Prudnicki	7797	7857	100.8	16631	16033	96.4
Opolski Subregion	129503	155665	120.2	259104	305117	117.8
powiats:						
Kędzierzyńsko-kozielski	9679	13486	139.3	23260	27651	118.9
Kluczborski	10099	11771	116.6	19139	21685	113.3
Krapkowicki	15081	17604	116.7	27525	29347	106.6
Oleski	7271	12237	168.3	13322	20416	153.3
Opolski	23150	25077	108.3	44415	47957	108.0
Strzelecki	13045	15987	122.6	28942	40288	139.2
City with powiat status – Opole	51178	59503	116.3	102501	117773	114.9

In 2021, the total occupancy rate of bed places in all tourist accommodation establishments reached 25.7% and was by 3.5 percentage points higher than the year before. A higher degree of this indicator characterised, among others, holiday centres (50.2%), camping sites (31.6%), hotels (27.8%), school youth hostels (21.6%) and complexes of tourist cottages (20.2%). Lower values of the indicator were recorded, among others, for rooms for rent/private lodgings (5.4%), agrotourism lodgings (13.1%) and training and recreation centres (14.9%).

Occupancy rate of bed places in tourist accommodation establishments increased annually from 22.2% to 25.7%

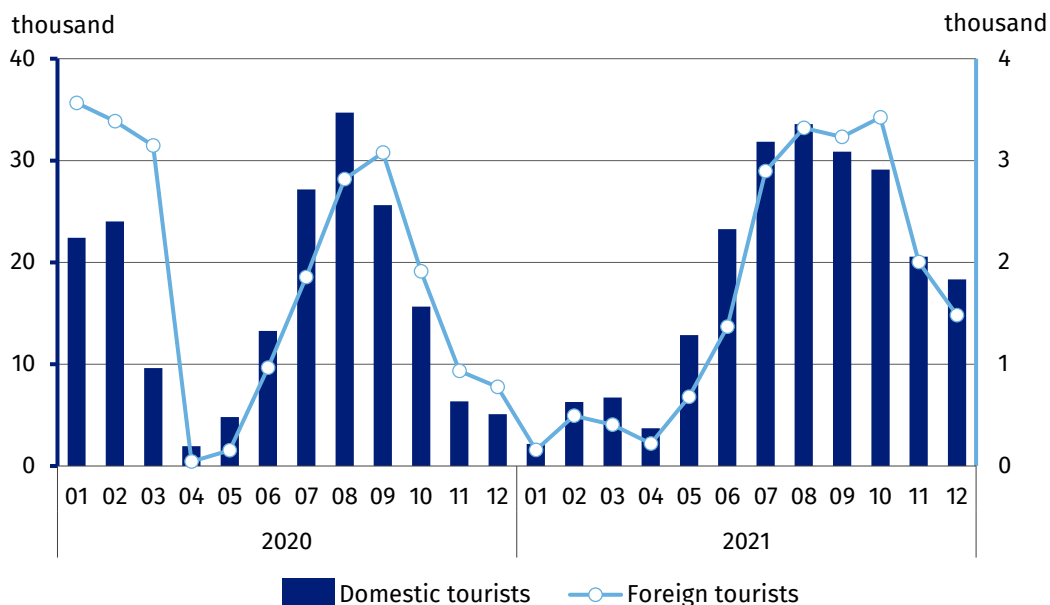
Chart 4. Occupancy rate of bed places in selected tourist accommodation establishments



The occupancy rate of bed places is seasonal, the highest was in the months: July and August (39.0% each), followed by September (32.0%) and October (28.9%). The lowest occupancy rate of bed places was recorded in January (8.5%), followed by: April (11.7%) and March (13.4%).

In 2021, the highest occupancy rate of bed places was recorded in July and August, while the lowest in January

Chart 5. Tourists accommodated in tourist accommodation establishments



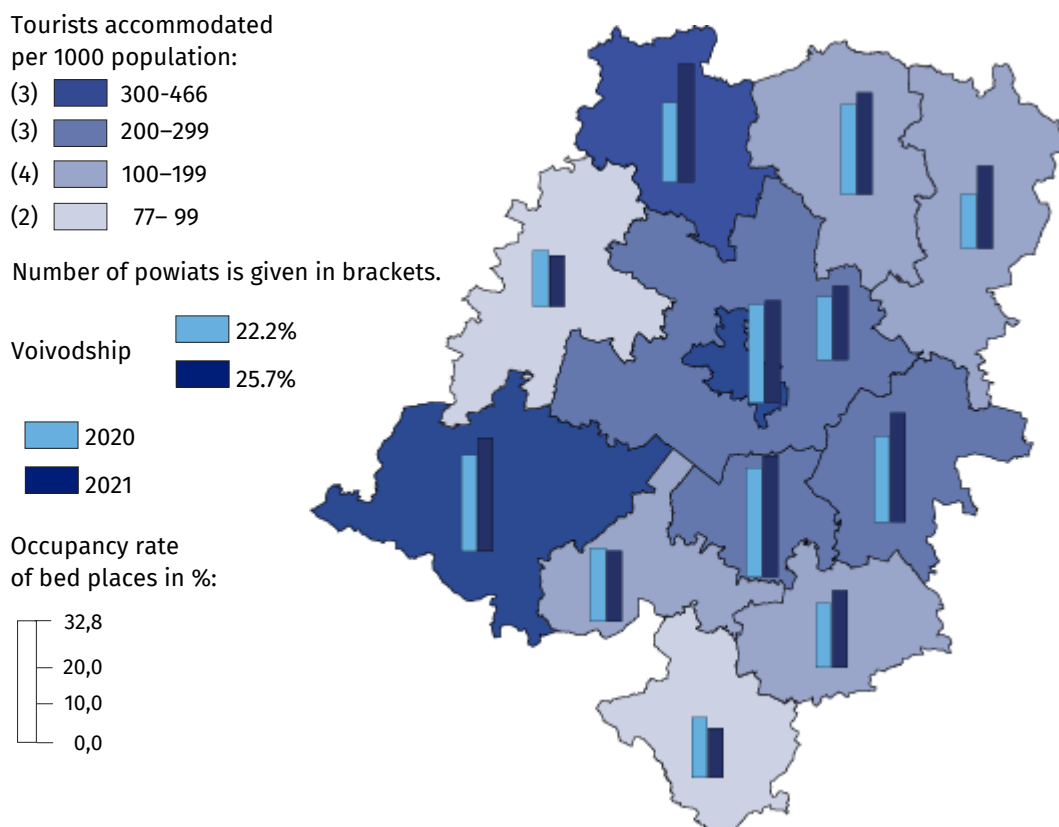
The tourist accommodation development rate measured by the number of persons accommodated in tourist accommodation establishments per 1 bed place was at the level of 33 and increased compared to 2020 when it was at 28. The highest place was occupied by Krapkowicki Powiat (the tourist accommodation development rate – 72), then Namysłowski Powiat (49) as well as Opolski Powiat and the city of Opole (41 each). The lowest values of this rate were in powiats: Brzeski and Głubczycki (12 each) as well as Nyski (27).

The tourist accommodation development rate increased in relation to 2020. The highest position was occupied by Krapkowicki Powiat, whereas the lowest by powiats: Brzeski and Głubczycki

In 2021, 208.8 thousand rooms were rented in hotels and similar establishments (i.e. hotels, motels, boarding houses and other hotel establishments) – by 8.9% more than the year before, of which 31.4 thousand to foreign tourists (an increase of 1.2%). Most, i.e. 180.1 thousand rooms were rented in hotels, which accounted for 86.3% of the total number of rooms rented in hotels and similar establishments. The occupancy rate of rooms in hotels and similar establishments amounted to 34.0% and was higher than in the previous year (28.6%), and in hotels – 35.3% (29.4% – the year before).

Occupancy rate of rooms in hotels and similar establishments was higher than in 2020 and amounted to 34.0%

Map 1. Tourists accommodated and occupancy rate of bed places in tourist accommodation establishments



There were 246 tourists provided with overnight stays per 1000 inhabitants in the voivodship (the highest number in the city of Opole, and the lowest in Brzeski Powiat)

The average duration of a tourist's stay in a tourist accommodation establishment was 2.1 days, while of a foreign tourist – 2.5 days (in 2020, 2.2 and 2.4, respectively). The analysis of the length of stay in individual types of establishments showed that the stay of tourists in hotels and similar establishments (including hotels) was on average 1.8 days. Tourists stayed longer in other tourist accommodation establishments, i.e. 3.2 days, of which the longest in holiday centres – 3.9 days, and then in rooms for rent/private lodgings – 3.6 days.

In 2021, 19.7 thousand foreign tourists stayed overnight in tourist accommodation establishments, i.e. by 13.1% fewer than the year before. They accounted for 8.2% of all tourists accommodated in tourist accommodation establishments located in the voivodship. The majority, i.e. 83.5% of foreign tourists accommodated in tourist accommodation establishments stayed in hotels and similar establishments, of which 79.2% in hotels. Compared to 2020, the number of foreign guests in hotels increased by 2.2%.

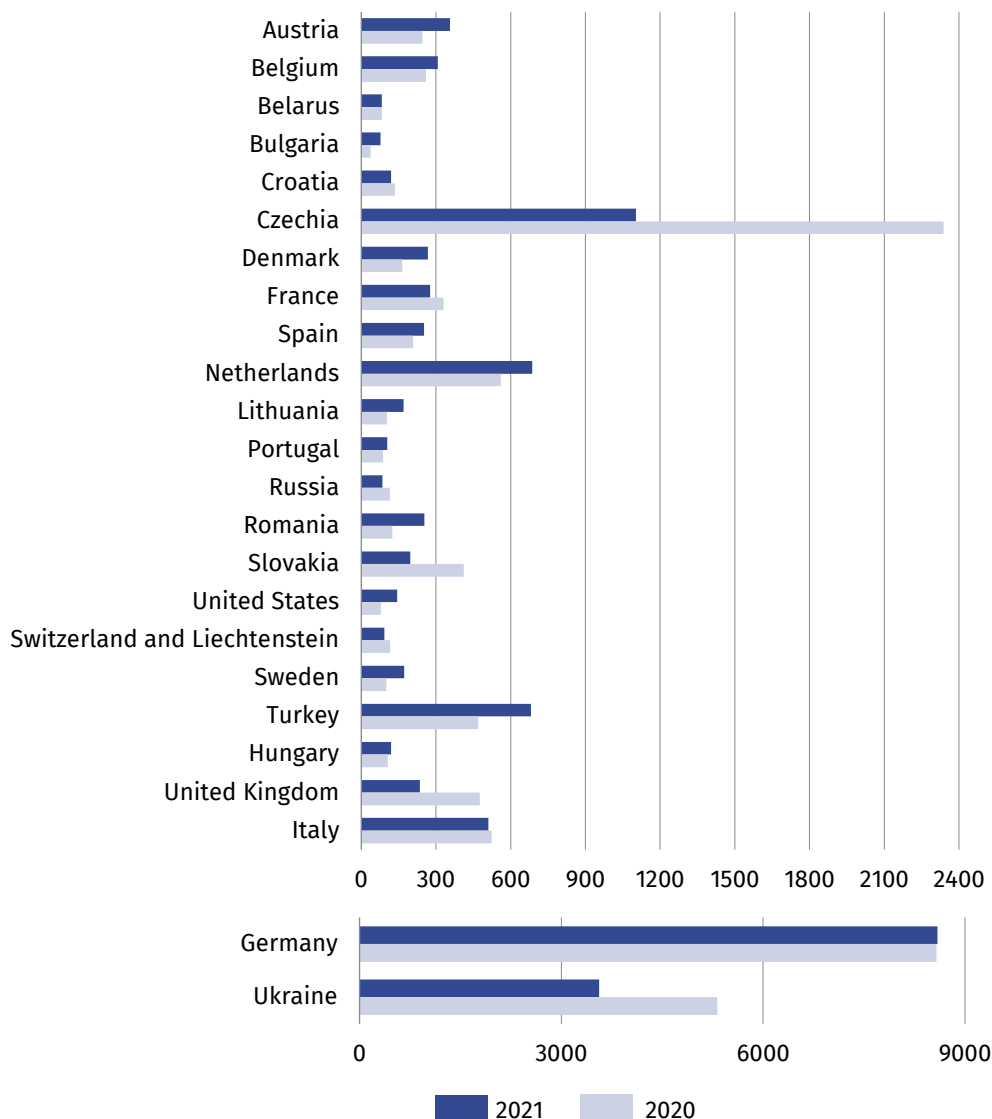
Most of foreign tourists stayed in hotels

Opolskie Voivodship was most visited by tourists from European countries (95.8% of total foreign tourists), however, their number decreased by 12.6% in relation to 2020. Tourists from Asia (2.7%) and North America (0.9%) ranked further.

National structure of foreign tourists accommodated in tourist accommodation establishments did not change significantly compared to previous years. Opolskie Voivodship was still most often visited by tourists from Germany (43.7% of all foreign visitors accommodated in tourist accommodation establishments), and then from Ukraine (18.1%), wherein compared to 2020, the number of tourists from Germany increased by 0.1%, while from Ukraine – decreased by 33.0%.

Opolskie Voivodship was most often visited by tourists from Germany and Ukraine

Chart 6. Foreign tourists accommodated in tourist accommodation establishments by selected countries of residence



The voivodship was also visited by tourists from Czechia (5.6%), followed by tourists from the Netherlands and Turkey (both 3.5%), Italy (2.6%), Austria (1.8%), Belgium (1.6%) as well as France and Denmark (1.4% each). Compared to 2020, the number of foreign tourists accommodated in tourist accommodation establishments decreased by more than a half in the case of countries such as: Czechia, Slovakia and the United Kingdom. The increase was noted for tourists from Romania, Bulgaria and the United States.

In 2021, 48.5 thousand overnight stays were provided for foreign tourists, which represented 9.5% of the total nights provided in tourist accommodation establishments. Most overnight stays for foreign tourists were provided in establishments located in the city of Opole (51.5% of the total number of these overnight stays in the voivodship), and then in powiats: Kędzierzyńsko-Kozielski (11.5%) as well as Opolski (9.6%).

Most overnight stays were provided for foreign tourists in the city of Opole

An important element determining the attractiveness of tourist establishments is catering establishments. As of the end of July 2021, there were 109 catering establishments in tourist accommodation establishments, i.e. by 6.0% fewer than in the corresponding period of the previous year.

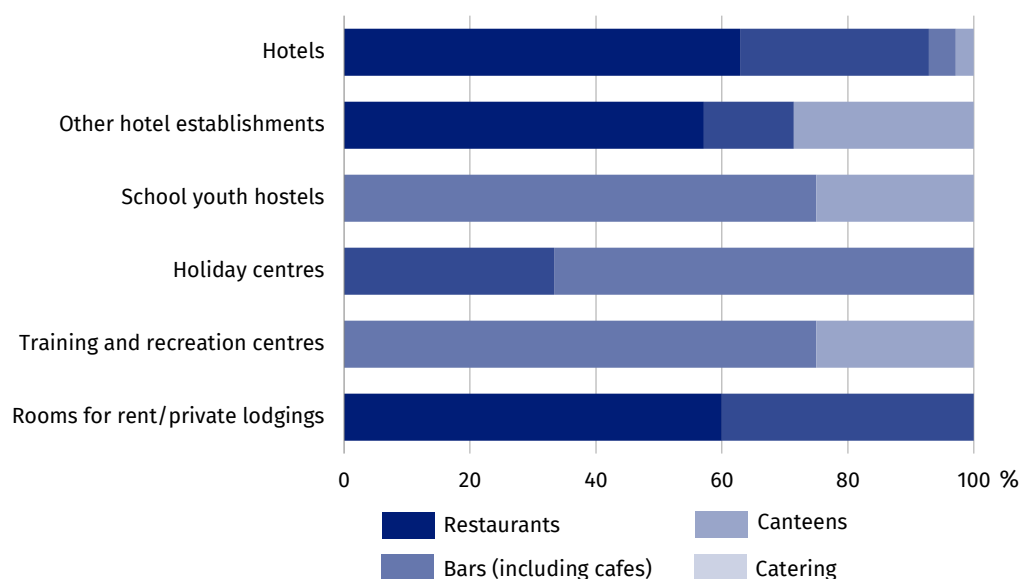
The number of catering establishments in tourist accommodation establishments decreased compared to July 2020.

Table 4. Catering establishments in tourist accommodation establishments
as of 31 July

Specification		Total	Restaurants	Bars (including cafes)	Canteens	Catering outlets
TOTAL	2020	116	62	32	14	8
	2021	109	57	27	13	12
Hotels and similar establishments		81	51	22	3	5
of which:						
Hotels		70	44	21	3	2
Other hotel establishments		7	4	1	–	2
Other establishments		28	6	5	10	7

Restaurants were owned by 52.3% of tourist accommodation establishments. The vast majority, i.e. 89.5% of restaurants were located in hotels and similar establishments, of which 77.2% in hotels. Bars (including cafes) accounted for 24.8% of all catering establishments operating in tourist accommodation establishments, canteens – 11.9%, and catering outlets – 11.0%.

Chart 7. Structure of catering establishments in selected tourist accommodation establishments in 2021
as of 31 July



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[Nights spent \(overnight stays\) in tourist accommodation establishments](#)

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