

Tourism in Opolskie Voivodship in 2023

29 May 2024

Concerns tourist accommodation establishments with 10 or more bed places.

↑ **2.4%**

Increase in the number of tourists accommodated in tourist accommodation establishments in relation to 2022

In 2023, 345.0 thousand tourists were accommodated in tourist accommodation establishments, for whom 707.7 thousand overnight stays were provided. Compared to 2022 it was: more by 2.4% and fewer by 1.4%, respectively. A higher occupancy rate of bed places in tourist accommodation establishments and a higher occupancy rate of rooms in hotel establishments compared to the previous year.

Tourist accommodation establishments in Opolskie Voivodship, as of 31 July 2023, consisted of 109 facilities, i.e. by 9.2% fewer than in the previous year. Among all the considered establishments, 96 facilities offered all year round leisure, and their number decreased by 5.9% in relation to 2022. Taking into account the types of tourist accommodation establishments covered by the study, 64 hotels and similar establishments as well as 45 other accommodation establishments were recorded.

In July 2023, the number of tourist accommodation establishments, including those open all year, decreased compared to July of the previous year

Table 1. Tourist accommodation establishments
as of 31 July

Specification	2022		2023		2022		2023	
			establishments				bed places	
	in absolute numbers		2022=100		in absolute numbers		2022=100	
TOTAL	120	109	90.8	6849	6441	94.0		
of which open all year	102	96	94.1	5823	5644	96.9		
Hotels and similar establishments	69	64	92.8	3965	3917	98.8		
of which hotels	51	47	92.2	3208	3168	98.8		
Other establishments	51	45	88.2	2884	2524	87.5		
School youth hostels	7 ^a	7	100.0	349 ^a	406	116.3		
Camping sites	4	3	75.0	260	180	69.2		
Camping areas	1	1	100.0	30	30	100.0		
Holiday centres	6	4	66.7	638	608	95.3		
Training and recreation centres	3	2	66.7	205	130	63.4		
Complexes of tourist cottages	5	3	60.0	298 ^b	171 ^b	57.4 ^b		
Rooms for rent	10	9	90.0	207	186	89.9		
Agrotourism lodgings	7	8	114.3	115	135	117.4		
Other establishments	8	8	100.0	782	678	86.7		

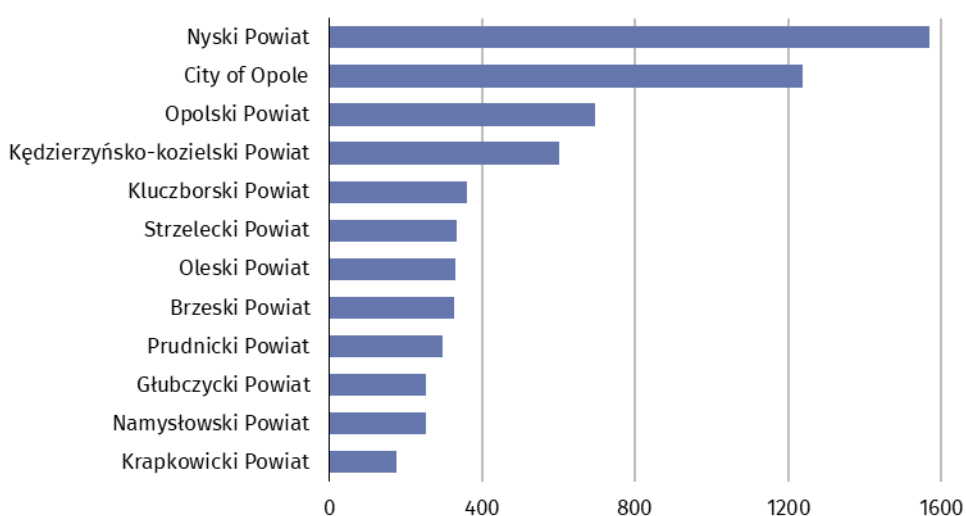
a Including hostels. b Including camping sites if they occur within a complex.

Among hotels and similar establishments, the most numerous group, similarly to the previous years were hotels – 47 establishments (by 7.8% fewer compared to 2022).

The second group in terms of size were other hotel establishments, i.e. those which do not meet the requirements for hotels, motels and boarding houses but provide hotel services % fewer compared to 2022), followed by agrotourism lodgings – 8 (by 14.3% more in relation to the previous year) and youth hostels – 7 (by 16.7% more). In the discussed group of accommodation establishments, other ones 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.

As of the end of July 2023, similarly to the previous year, the majority of tourist accommodation establishments were located in Nyski Powiat (21.1%). The following places were the city of Opole (14.7%) and powiats: Opolski (13.8%), Kędzierzyńsko-kozielski and Oleski (9.2% each).

Chart 1. Bed places in tourist accommodation establishments in 2023 as of 31 July



At the end of July 2023, there were 6.4 thousand bed places prepared in tourist accommodation establishments for the reception of tourists (including 5.6 thousand in establishments open all year), i.e. 6.0% fewer compared to July 2022. The most bed places – 3.2 thousand, i.e. 49.2% were offered by hotels. Tourist accommodation establishments density rate measured by the number of bed places per 1 km² of area amounted to 0.7 and did not change in relation to July 2022.

The scale of changes concerning the number of bed places in relation to 2022 in each time of facilities varied. There was a decrease in the number of bed places in majority of establishments, i.a. in tourist cottages complexes (of 42.6%), training and recreation centres (of 36.6%), camping sites (of 30.8%), rooms for rent (of 10.1%) and holiday centres (of 4.7%). An increase in the number of accommodation was recorded, among others, for school youth hostels (of 31.4%) and agrotourism lodgings (of 17.4%).

In 2023, the most bed places in tourist accommodation establishments were located in Nyski Powiat (24.3% of the total number of bed places in the voivodship), followed by city of Opole (19.2%) and in Opolski Powiat (10.8%), while the least in powiats: Krapkowicki (2.7%), Namysłowski (3.9%) and Głubczycki (4.0%).

Compared to the previous year, a decrease in the number of bed places was recorded in nine powiats, i.a. in Krapkowicki (of 37.6%), Opolski (of 31.9%) and Brzeski (of 11.4%). On the other hand, the number of bed places increased in three powiats, i.e. in Prudnicki (of 55.2%), Kędzierzyńsko-kozielski (of 20.2%) and in the city of Opole (of 6.5%).

Hotels accounted for 73.4% of all hotels and similar establishments

In July 2023, the number of bed places was lower than in the previous year

Per 10 thousand population there were by 3 bed places fewer than in the previous year

In tourist accommodation establishments, there were on average 69 bed places (72 – in 2022) per 10 thousand population. In a cross-section according to powiats, the most bed places per 10 thousand inhabitants was recorded in Nyski Powiat (122), then in the city of Opole (98) and in Kędzierzyńsko-kozielski Powiat (69) while the least in powiats: Krapkowicki (29), Brzeski (38) and Strzelecki (47).

Table 2. Occupancy of tourist accommodation establishments by their type

Specification	2022	2023		2022	2023	
	tourists accommodated			overnight stays		
	in absolute numbers		2022=100	in absolute numbers		2022=100
TOTAL	336781	344997	102.4	717966	707654	98.6
of which foreign tourists	32169	34177	106.2	82209	83704	101.8
Hotels and similar establishments	272588	274935	100.9	502715	491492	97.8
of which hotels	235274	239125	101.6	420424	414870	98.7
Other establishments	64193	70062	109.1	215251	216162	100.4
School youth hostels	9779 ^a	8138	83.2	22399 ^a	18058	80.6
Camping sites and areas	5993	3409	56.9	11857	6316	53.3
Holiday centres	11228	13916	123.9	54215	63055	116.3
Complexes of tourist cottages ^b	3590	2898	80.7	9279	5849	63.0
Rooms for rent	2092	2818	134.7	10050	6654	66.2
Agrotourism lodgings	1182	2052	173.6	4314	6480	150.2
Other establishments	30329	36831	121.4	103137	109750	106.4

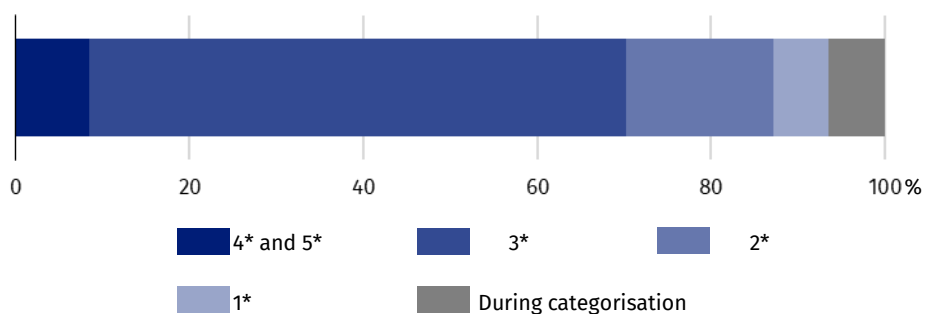
a Including hostels. b Including camping sites if they occur within a complex.

In 2023, 345.0 thousand tourists were accommodated in tourist accommodation establishments, of which in hotels and similar establishments – 274.9 thousand persons and in other establishments – 70.1 thousand persons. Compared to the previous year, the number of tourists accommodated in tourist accommodation establishments increased by 8.2 thousand persons, i.e. by 2.4% (in 2022 – by 97.8 thousand, i.e. by 40.9%). The number of domestic tourists staying at bed places increased by 2.0%, while for foreign tourists by 6.2% in relation to 2022 (the year before by 38.9% and by 63.5%, respectively).

Among most popular tourist accommodation establishments, hotels were most popular. In 2023, the number of persons accommodated in this type of establishments amounted to 239.1 thousand, which accounted for 69.3% of the total number of tourists accommodated in all bed place accommodations. Their number increased by 3.9 thousand persons, i.e. by 1.6% compared to 2022. The majority of hotels' guests chose services of facilities categorised as three-stars establishments. This type of accommodation was chosen by 161.2 thousand persons, i.e. 67.4% of the total number of persons accommodated in hotels.

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

Chart 2. Hotels by category in 2023
as of 31 July



In 2023, 33.6 thousand tourists were accommodated in other hotel establishments, i.e. 9.7% of the total number of persons accommodated in accommodation base of Opolskie Voivodship. Compared to 2022, their number decreased by 1.5 thousand persons, i.e. by 4.2%.

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

Specification	2022	2023		2022	2023	
	tourists accommodated			overnight stays		
	in absolute numbers		2022=100	in absolute numbers		2022=100
VOIVODSHIP	336781	344997	102.4	717966	707654	98.6
Nyski Podregion	108045	120895	111.9	272308	284562	104.5
powiats:						
Brzeski	10147	11648	114.8	25244	25908	102.6
Głubczycki	4497	3063	68.1	11402	5619	49.3
Namysłowski	19162	20286	105.9	42246	39543	93.6
Nyski	63413	70229	110.7	170265	184882	108.6
Prudnicki	10826	15669	144.7	23151	28610	123.6
Opolski Podregion	228736	224102	98.0	445658	423092	94.9
powiats:						
Kędzierzyńsko-kozielski	26770	24713	92.3	53991	51189	94.8
Kluczborski	15154	12952	85.5	25741	19502	75.8
Krapkowicki	25102	20977	83.6	45498	40067	88.1
Oleski	15711	15302	97.4	26783	24942	93.1
Opolski	34748	29904	86.1	74770	55749	74.6
Strzelecki	24487	24339	99.4	50222	54896	109.3
City with powiat status – Opole	86764	95915	110.5	168653	176747	104.8

The greatest number of tourists accommodated in tourist accommodation base was recorded in the city of Opole – 95.9 thousand persons, i.e. 27.8% of the accommodated in total, in Nyski Powiat – 70.2 thousand (20.4%) and in Opolski Powiat – 29.9 thousand (8.7%), while the least in powiats: Głubczycki – 3.1 thousand (0.9%), Brzeski – 11.6 thousand (3.4%) and Kluczborski – 13.0 thousand (3.8%).

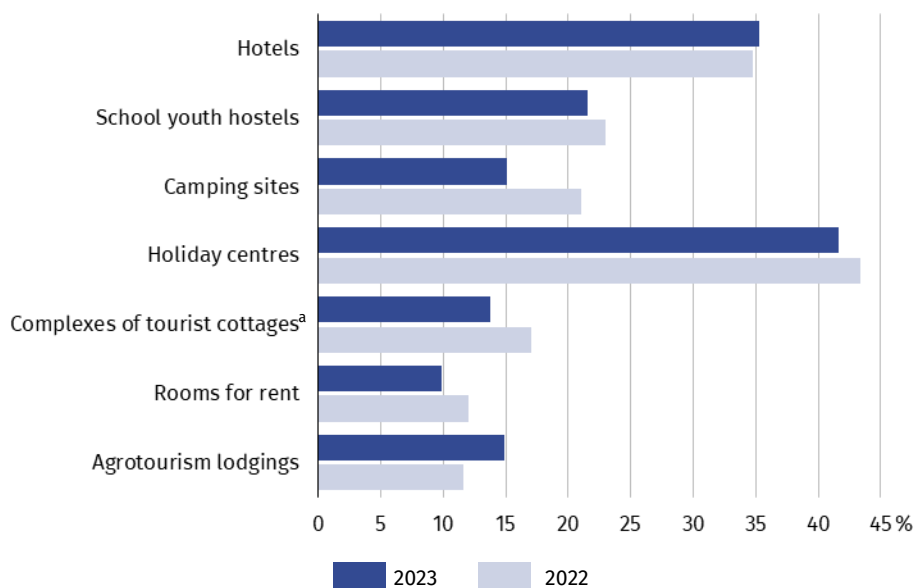
In 2023, tourists who visited Opolskie Voivodship were provided with 707.7 thousand overnight stays in tourist accommodation establishments, i.e. by 10.3 thousand fewer (by 1.4%) in relation to 2022. In hotels and similar establishments, 491.5 thousand overnight stays were provided, i.e. 69.5% of all overnight stays. Similarly to the previous years, most overnight stays were provided in hotels – 414.9 thousand, which accounted for 58.6% of the total overnight stays, however in the group of other hostel establishments, 66.3 thousand (9.4%) overnight stays were provided. The other establishments accounted for 216.2 thousand overnight stays, i.e. 30.5% of the total number of overnight stays. Compared to 2022 the number of overnight stays in the hotels and similar establishments decreased by 2.2%, however increased by 0.4% in other establishments.

The greatest number of overnight stays was provided for tourists in establishments located in Nyski Powiat – 184.9 thousand, i.e. 26.1% of total overnight stays, in the city of Opole – 176.7 thousand (25.0%) and in Opolski Powiat – 55.7 thousand (7.9%), while the least in powiats: Głubczycki – 5.6 thousand (0.8%), Kluczborski – 19.5 thousand (2.8%) and Oleski – 24.9 thousand (3.5%).

In 2023, the total occupancy rate of bed places in all tourist accommodation establishments reached 32.3% and was higher by 0.8 percentage point than the year before. A higher degree of this indicator characterised, among others, holiday centres (41.6%) and hotels (35.3%). Lower values of this indicator were recorded, among others, for rooms for rent (9.9%), complexes of tourist cottages (13.8%) and agrotourism lodgings (14.9%).

Occupancy rate of bed places in tourist accommodation establishments increased annually from 31.5% to 32,3%

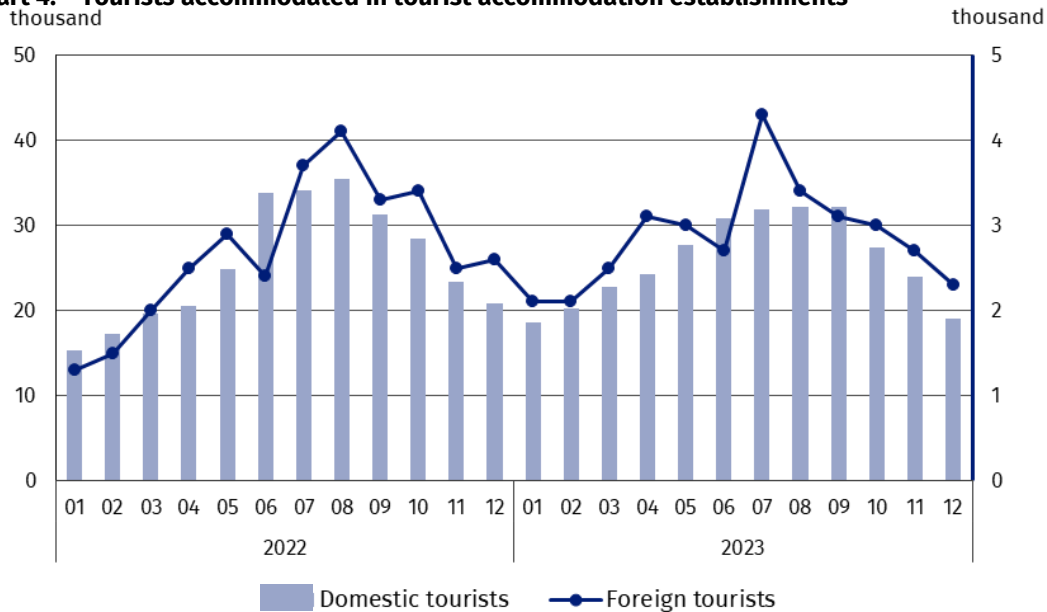
Chart 3. Occupancy rate of bed places in selected tourist accommodation establishments



^a Including camping sites if they occur within a complex.

The occupancy rate of bed places is seasonal, the highest was in months: July (41.9%), August (41.5%), June (39.4%) and September (36.2%). The lowest one was recorded in December (22.1%), followed by: January (26.0%) and November (26.9%).

Chart 4. 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 54 and increased compared to 2022 when it was 49. The highest place was occupied by Krapkowicki Powiat (the tourist accommodation development rate – 119), followed by Namysłowski Powiat (81) and the city of Opole (78). The lowest values of this rate were noted in powiats: Głubczycki (12), Brzeski and Kluczborski (36 each).

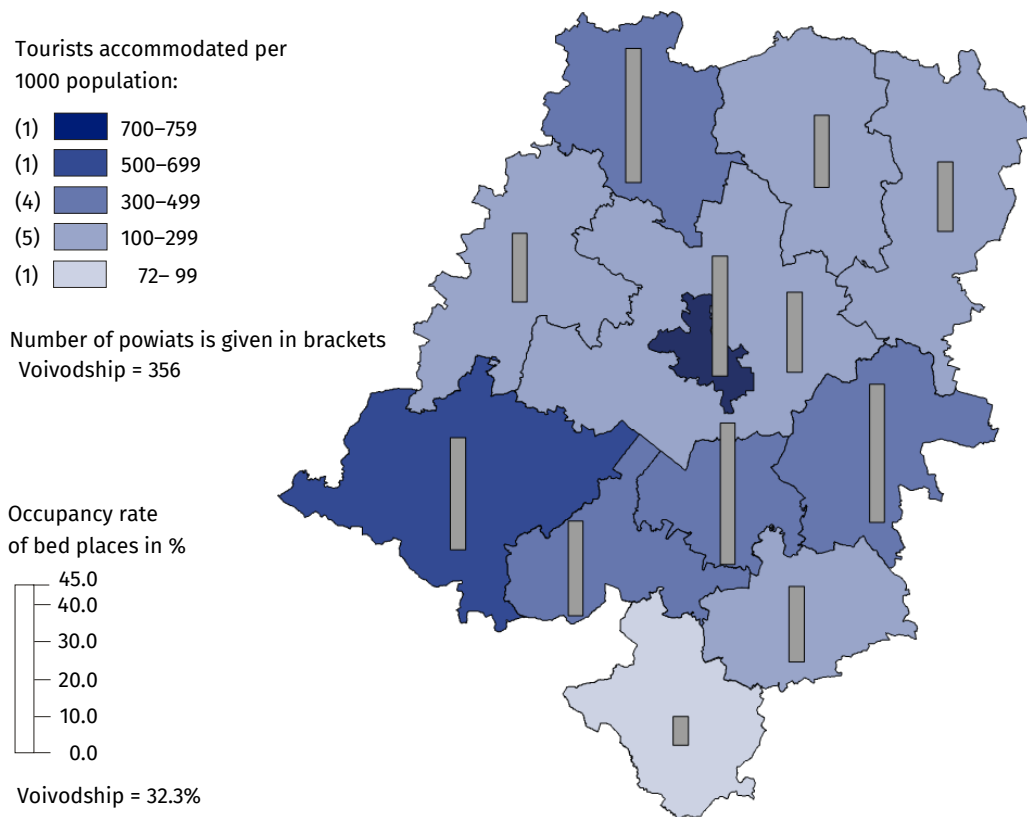
In 2023, 321.5 thousand (increase of 6.1% compared to the previous year) rooms were rented in hotels and similar establishments (i.e. hotels, motels, boarding houses and other hotel establishments). The most, i.e. 271.0 thousand rooms were rented in hotels, which accounted for 84.3% of the total number of rooms rented in hotels and similar establishments. The occupancy rate of rooms in hotels and similar establishments amounted to 46.0% and was higher than in the previous year (42.6%) and in hotels – 47.4% (44.6% - the year before).

Tourist traffic intensity rate measured by the number of tourists per 1000 persons in 2023 amounted to 367 and its value increased by 11 compared to the previous year. The spread of this rate hovered from 72 in Głubczycki Powiat to 759 in the city of Opole.

In 2023, the average duration of the tourist’s stay in a tourist accommodation establishment was, as the year before, 2.1 days, while of a foreign tourist – 2.4 days (in 2022 – 2.6). The analysis of the length of stay in individual types of establishments showed that the average stay of tourists in hotels and similar establishments amounted to 1.8 day (1.7 in hotels). Tourists however stayed longer in other tourist accommodation establishments, i.e. 3.1 days, of which a longer stay was recorded in holiday centres, i.e. 4.5 days.

Occupancy rate of rooms in hotels and similar establishments was higher than in 2022 and amounted to 46.0%

Map 1. Tourists accommodated and occupancy rate of bed places in tourist accommodation establishments in 2023



In 2023, 34.2 thousand foreign tourists stayed overnight in tourist accommodation establishments, i.e. by 6.2% more than in the previous year. They accounted for 9.9% of all tourists accommodated in tourist accommodation establishments located in the voivodship. The vast majority, i.e. 91.2% of foreign tourists accommodated in tourist accommodation establishments stayed in hotels and similar establishments, of which 80.3% in hotels. Compared to 2022, the number of foreign guests in hotels increased by 3.9%.

Opolskie Voivodship was most visited by tourists from European countries (93.7% of the total foreign tourists) and their number increased by 5.3% in relation to 2022. Tourists from Asian countries (3.5%) and North America (1.7%) were ranked further.

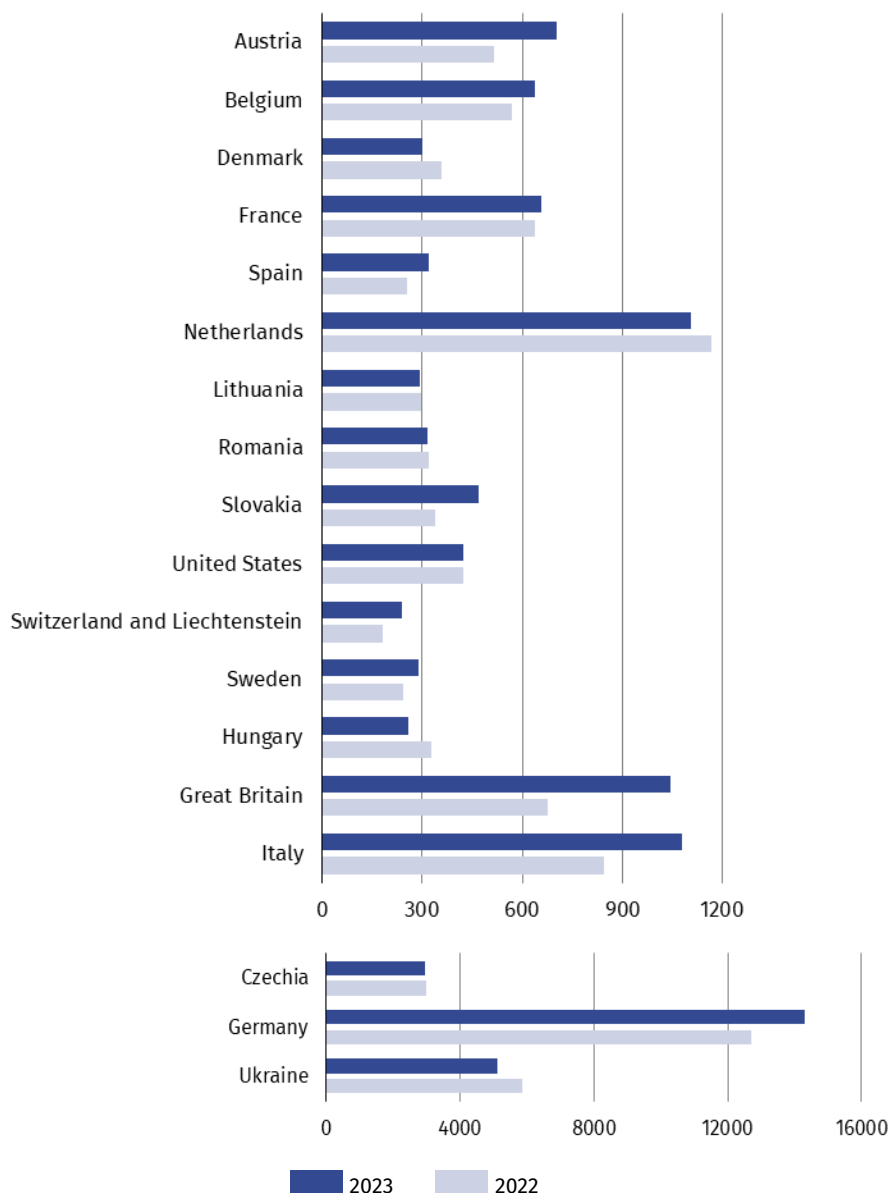
Out of all foreign tourists accommodated in tourist accommodation establishments, the most numerous were still tourists from Germany (41.9% of all foreign guests staying at tourist accommodation establishments), followed by Ukraine (14.9%). In comparison with 2022, the number of tourists from Germany increased by 12.6%, while from Ukraine – decreased by 13.1%. A large group of foreign tourists in 2023 were also the ones from Czechia (8.6%), though there were fewer of them by 0.9% compared to the year prior.

Out of other countries, the most tourists came from the Netherlands and Italy (3.2% each), Great Britain (3.1%), Austria (2.1%) as well France and Belgium (1.9% each). Compared to 2022, there was an increase of foreign tourists staying in tourist accommodation establishments in case of countries such as: Great Britain (of 55.1%), Slovakia (of 38.6%), Austria (of 36.2%), Italy (of 27.9%) and Spain (of 25.5%). A decrease was recorded for, among others, tourists from Türkiye (of 63.5%), Hungary (of 21.3%) and Denmark (of 16.0%).

Most of foreign tourists stayed in hotels

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

Chart 5. Foreign tourists accommodated in tourist accommodation establishments by selected countries of residence



In 2023, 83.7 thousand overnight stays were provided for foreign tourists (more by 1.8% than in the year prior), which accounted for 11.8% of the total nights provided by tourist accommodation establishments. The most overnight stays for foreign tourists were provided in establishments located in the city of Opole (44.7% of the total number of nights in the voivodship) followed by powiats: Kędzierzyńsko-kozielski (16.6%) and Nyski (15.7%).

An important element determining the attractiveness of tourist establishments is catering. As of the end of July 2023, there were 104 catering establishments operating in tourist accommodation establishments, i.e. by 7.1% fewer than in the corresponding period of the previous year.

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

Specification		Total	Restaurants	Bars (including cafes)	Canteens	Catering outlets
TOTAL	2022	112	56	33	13	10
	2023	104	56	28	12	8
Hotels and similar establishments		81	50	23	4	4
of which hotels		70	42	21	4	3
Other establishments		23	6	5	8	4

Over a half (53.8%) of catering establishments were restaurants. The vast majority, i.e. 89.3% of restaurants were located in hotels and similar establishments, of which 75.0% - in hotels. Bars (including cafes) accounted for 26.9% of all catering establishments operating in tourist accommodation establishments, canteens – 11.5% and catering outlets – 7.7%.

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[Tourism in Opolskie Voivodship in 2022](#)

[Tourism in 2022](#)

[Occupancy of tourist accommodation establishments in 2023](#)

Data available in databases

[Local Data Bank – Tourism](#)

Terms used in official statistics

[Tourist accommodation establishment](#)

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

[Occupancy rate of bed places or rooms](#)

[Tourist](#)

[Rented rooms](#)