



Travel in Poland

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Geopolitical tensions redirect travel towards domestic and European destinations

AI and digital platforms reshape travel planning and booking

Government programmes support tourism in regional destinations

Chart 1 Travel Sales by Category: Value 2026

WHAT'S NEXT?

Shifting corridors to sustain travel growth

Regional tourism and hotel expansion to drive diversification

AI and automation to shape the digital travel journey

Chart 1 Forecast Travel Sales by Category: Value 2026-2031

COMPETITIVE LANDSCAPE

Scale and network strength sustain leading players

Digital innovation and partnerships intensify competitive pressure

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Carriers diversify routes and bundle holiday products

Integrated AI assistants reshape travel planning and booking

Voucher programmes support border region tourism

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