

# Booking in Poland

September 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Polish consumers continue to enjoy restorative “sun and sea” holidays in locations such as Turkey  
Orex by Anex expands its scope of activities

### PROSPECTS AND OPPORTUNITIES

Ukrainians are expanding the consumer audience in Poland, along with wealthy international workers  
Dynamic packaging trends set to take off further

### CATEGORY DATA

Table 1 - Booking Sales: Value 2018-2023

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## Travel in Poland - Industry Overview

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Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

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Summary 1 - Research Sources

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