

Tourism in Opolskie Voivodship in 2025

28 May 2026

Concerns tourist accommodation establishments with 10 or more bed places.

 **14.0%**

Increase in the number of tourists accommodated in tourist accommodation establishments in relation to 2024

In 2025, 416.8 thousand tourists were accommodated in tourist accommodation establishments, for whom 855.3 thousand overnight stays were provided. Compared to 2024 it was more: by 14.0% and by 10.8%, respectively. A lower occupancy rate of bed places in tourist accommodation establishments and lower occupancy rate of rooms in hotel establishments compared to the previous year.

Tourist accommodation establishments in Opolskie Voivodship, as of 31 July 2025 consisted of 158 facilities, i.e. by 20.6% more compared to the previous year. Among all the considered establishments, 143 facilities offered all year round leisure, and their number increased by 22.2% in relation to 2024. Taking into account the types of tourist accommodation establishments covered by the study there were 79 hotels and similar establishments as well as other accommodation establishments each.

In July 2025 the number of tourist accommodation establishments, including those open all year, increased compared to July of the last year

Table 1. Tourist accommodation establishments
as of 31 July

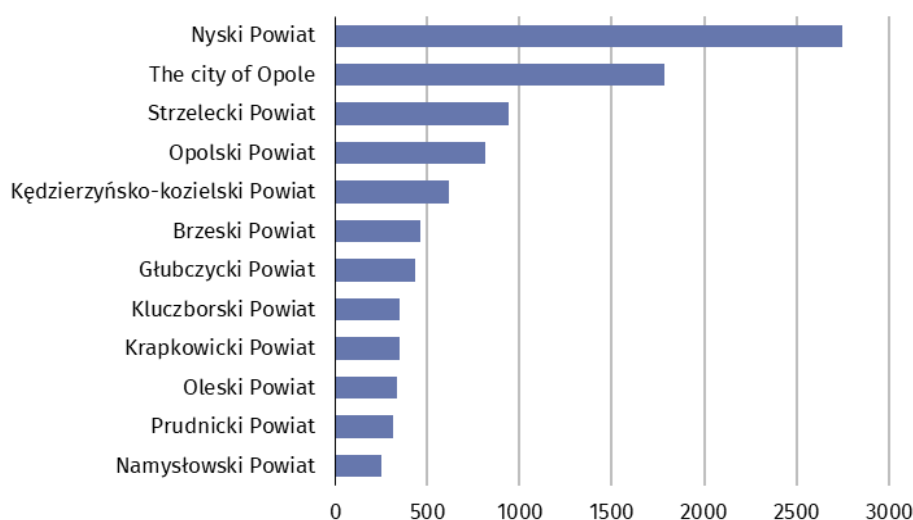
Specification	2024	2025		2024	2025	
	establishments			bed places		
	in absolute numbers		2024=100	in absolute numbers		2024=100
TOTAL	131	158	120.6	7896	9405	119.1
of which open all year	117	143	122.2	6716	7866	117.1
Hotels and similar establishments	73	79	108.2	4217	4945	117.3
of which hotels	49	55	112.2	3146	3912	124.3
Other establishments	58	79	136.2	3679	4460	121.2
School youth hostels	6	6	100.0	372	369	99.2
Camping sites and camping areas	5	5	100.0	730	950	130.1
Holiday centres	5	6	120.0	593	657	110.8
Training and recreation centres	2	2	100.0	130	130	100.0
Complexes of tourist cottages	4	4	100.0	226 ^a	303 ^a	134.1 ^a
Hostels	2	4	200.0	62	96	154.8
Rooms for rent	19	29	152.6	446	698	156.5
Agrotourism lodgings	8	14	175.0	150	271	180.7
Other establishments	7	9	128.6	970	986	101.6

a 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 – 55 establishments (by 12.2% more compared with 2024). 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 (e.g. inns, guest houses) – there were 20 such facilities (no change in relation to the previous year). Among the other establishments, the most numerous were rooms for rent – 29 (by 52.6% more in relation to 2024), then agrotourism lodgings – 14 (by 75.0% more in relation to the previous year) as well as youth hostels and holiday centres – 6 each (the number of youth hostels did not change, however the number of holiday centres increased by 20.0). 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 2025, similarly to the previous year, the majority of tourist accommodation establishments were located in Nyski Powiat (17.1%). The following places were the city of Opole (15.2%) and powiats: Strzelecki (14.6%), Opolski (10.8%), Głubczycki (8.2%) and Kędzierzyńsko-Kozielski (7.0%).

Chart 1. Bed places in tourist accommodation establishments in 2025
As of 31 July



At the end of July 2025, there were 9.4 thousand bed places prepared in tourist accommodation establishments for the reception of tourists (of which 7.9 thousand in establishments open all year), i.e. by 19.1% more compared with July 2024. The most bed places – 3.9 thousand, i.e. 41.6% were offered by hotels. Tourist accommodation establishments density rate measured by the number of bed places per 1 km² of area amounted to 1.0 and increased by 0.2 in relation to July 2024.

The scale of changes concerning the number of bed places in relation to 2024 in each type of facilities varied. There was an increase in the number of bed places in majority of establishments, i.a. agrotourism lodgings (by 80.7%), rooms for rent (by 56.5%), hostels (by 54.8%), tourist cottages complexes (by 34.1%), camping areas (by 33.3%), camping sites (by 29.3%) and hotels (by 24.3%). A decrease in the number of accommodation was recorded, among others for motels (by 1.5%) and school youth hostels (by 0.8%).

In 2025 the most bed places in tourist accommodation establishments were located in Nyski Powiat (29.2% of the total number of bed places in the voivodship), followed by the city of Opole (19.0%), Strzelecki Powiat (10.0%) and Opolski Powiat (8.7%), while the least in powiats: Namysłowski (2.7%), Prudnicki (3.4%) and Oleski (3.6%).

Hotels accounted for 69.6% of all hotels and similar establishments

In July 2025 the number of bed places was higher than in the previous year

Compared to the previous year, an increase in the number of bed places was recorded in nine powiats, i.a. Strzelecki (by 76.3%), the city of Opole (by 32.4%) and Krapkowicki (by 30.6%). On the other hand, the number of bed places decreased in two powiats, i.e. Kluczborski (by 7.9%) and Kędzierzyńsko-kozielski (by 5.7%).

In tourist accommodation establishments, there were on average 101 bed places per 10 thousand population (85 – in 2024). In a cross-section according to powiats, the most bed places per 10 thousand inhabitants was recorded in Nyski Powiat (218), followed by the city of Opole (143) as well as Strzelecki Powiat (133), while the least in powiats: Brzeski (54), Oleski (56) and Kluczborski (58).

Per 10 thousand population, there were by 16 bed places more than in the previous year

Table 2. Occupancy of tourist accommodation establishments by their type

Specification	2024	2025		2024	2025	
	tourists accomodated			overnight stays		
	in absolute numbers		2024=100	in absolute numbers		2024=100
TOTAL	365618	416835	114.0	772198	855337	110.8
of which foreign tourists	37289	39128	104.9	90349	91505	101.3
Hotels and similar establishments	281332	312836	111.2	516239	556328	107.8
of which hotels	240174	264861	110.3	422618	462142	109.4
Other establishments	84286	103999	123.4	255959	299009	116.8
School youth hostels	7788	7518	96.5	20171	17767	88.1
Camping sites and areas	12098	15003	124.0	28973	27900	96.3
Holiday centres	12256	12797	104.4	53083	54055	101.8
Complexes of tourist cottages ^a	2244	3400	151.5	5439	7878	144.8
Rooms for rent	8228	19716	239.6	20499	43112	210.3
Agrotourism lodgings	2538	3398	133.9	8391	12355	147.2
Other establishments	39134	42167	107.8	119403	135942	113.9

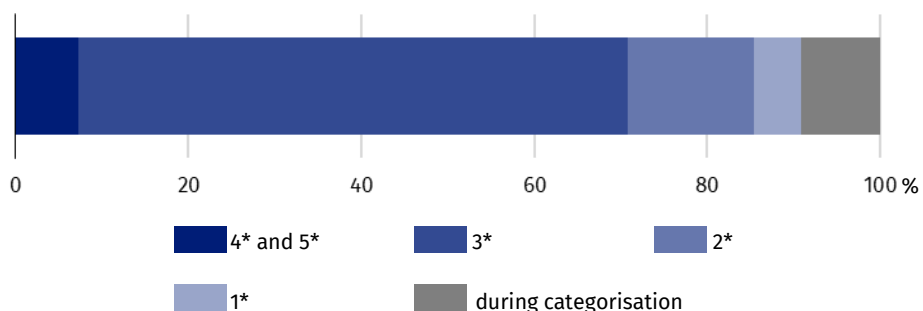
a Including camping sites if they occur within a complex.

In 2025, 416.8 thousand tourists were accommodated in tourist accommodation establishments, of which in hotels and similar establishments – 312.8 thousand persons and in other establishments – 104.0 thousand persons. Compared to the previous year, the number of tourists accommodated in tourist accommodation establishments increased by 51.2 thousand persons, i.e. by 14.0% (in 2024 – by 20.6 thousand, i.e. by 6.0%). The number of domestic tourists staying at bed places increased by 15.0%, while for foreign tourists by 4.9% in relation to 2024 (the year before: by 5.6% and by 9.1%, respectively).

Among tourist accommodation establishments, hotels were most popular. In 2025, the number of persons accommodated in this type of establishments amounted to 264.9 thousand, which accounted for 63.5% of the total number of tourists accommodated in all bed place accommodations. Their number increased by 24.7 thousand persons, i.e. by 10.3% compared with 2024. The majority of hotels' guests chose services of facilities categorised as three-stars establishments. This type of accommodation was chosen by 182.5 thousand persons, i.e. 68.9% 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 2025
as of 31 July



In 2025, 45.1 thousand tourists were accommodated in other hotel establishments, i.e. 10.8% of the total number of persons accommodated in accommodation base of Opolskie Voivodship. Compared with 2024 their number increased by 6.4 thousand persons, i.e. by 16.6%.

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

Specification	2024	2025		2024	2025	
	tourists accommodated			overnight stays		
	in absolute numbers		2024=100	in absolute numbers		2024=100
VOIVODSHIP	365618	416835	114.0	772198	855337	110.8
Nyski Podregion	130069	150122	115.4	318170	344833	108.4
powiats:						
Brzeski	15313	19684	128.5	36053	45721	126.8
Głubczycki	6349	8104	127.6	13310	19725	148.2
Namysłowski	17216	18176	105.6	35509	36463	102.7
Nyski	75179	87431	116.3	201246	211031	104.9
Prudnicki	16012	16727	104.5	32052	31893	99.5
Opolski Podregion	235549	266713	113.2	454028	510504	112.4
powiats:						
Kędzierzyńsko-Kozielski	25878	26224	101.3	60170	53278	88.5
Kluczborski	14288	14989	104.9	24449	25602	104.7
Krapkowicki	18326	28730	156.8	33305	51725	155.3
Oleski	13902	14780	106.3	23992	24203	100.9
Opolski	32348	35720	110.4	56948	67348	118.3
Strzelecki	25403	39125	154.0	58563	89453	152.7
City with powiat status – Opole	105404	107145	101.7	196601	198895	101.2

The greatest number of tourists accommodated in tourist accommodation base was recorded in the city of Opole: 107.1 thousand persons, i.e. 25.7% of the accommodated in total, in Nyski Powiat – 87.4 thousand (21.0%) and in Strzelecki Powiat – 39.1 thousand (9.4%),

while the least in powiats: Głubczycki – 8.1 thousand (1.9%), Oleski – 14.8 thousand (3.5%) as well as Kluczborski – 15.0 thousand (3.6%).

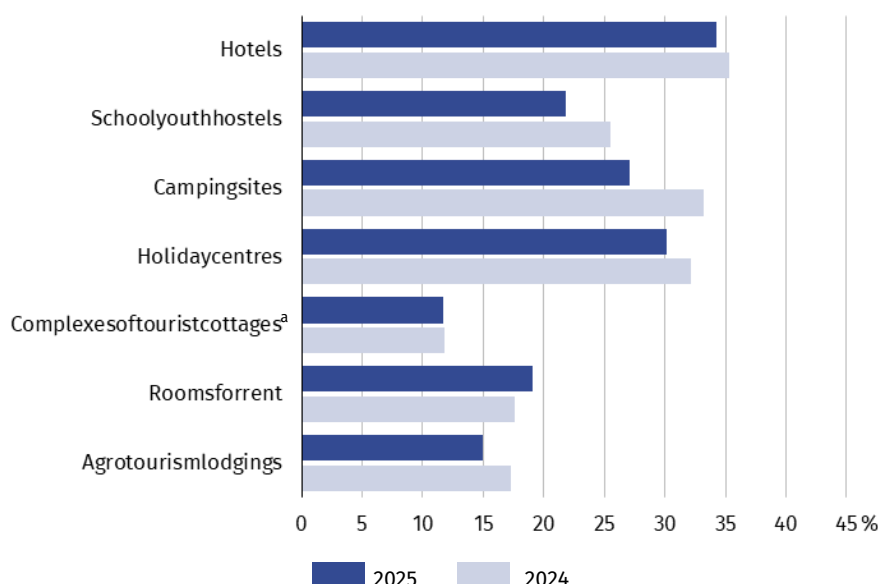
In 2025, tourists who visited Opolskie Voivodship were provided with 855.3 thousand overnight stays in tourist accommodation establishments, i.e. by 83.1 thousand (by 10.8%) more in relation to 2024. In hotels and similar establishments, 556.3 thousand overnight stays were provided, i.e. 65.0% of all overnight stays. Similarly to the previous years, most overnight stays were provided in hotels – 462.1 thousand, which accounted for 54.0% of the total overnight stays, however in the group of other hostel establishments, 82.7 thousand (9.7%) overnight stays were provided. The other establishments accounted for 299.0 thousand overnight stays, i.e. 35.0% of the total number of overnight stays. Compared with 2024 the number of overnight stays in the hotels and similar establishments increased by 7.8%, and in other establishments by 16.8%.

The greatest number of overnight stays was provided for tourists in establishments located in Nyski Powiat – 211.0 thousand, i.e. 24.7% of total overnight stays, in the city of Opole – 198.9 thousand (23.3%) as well as Strzelecki Powiat – 89.5 thousand (10.5%), however the least in powiats: Głubczycki – 19.7 thousand (2.3%), Oleski – 24.2 thousand (2.8%) as well as Kluczborski – 25.6 thousand (3.0%).

In 2025, the total occupancy rate of bed places in all tourist accommodation establishments was at the level of 29.5% and was lower by 1.6 percentage points than the year before. A higher degree of this indicator characterised, among others hotels (34.3%), holiday centres (30.1%) and camping sites (27.1%). Lower values of this indicator were recorded, among others, for complexes of tourist cottages (11.7%), agrotourism lodgings (15.0%) and rooms for rent (19.1%).

Occupancy rate of bed places in tourist accommodation establishments decreased annually from 31.1% to 29.5%

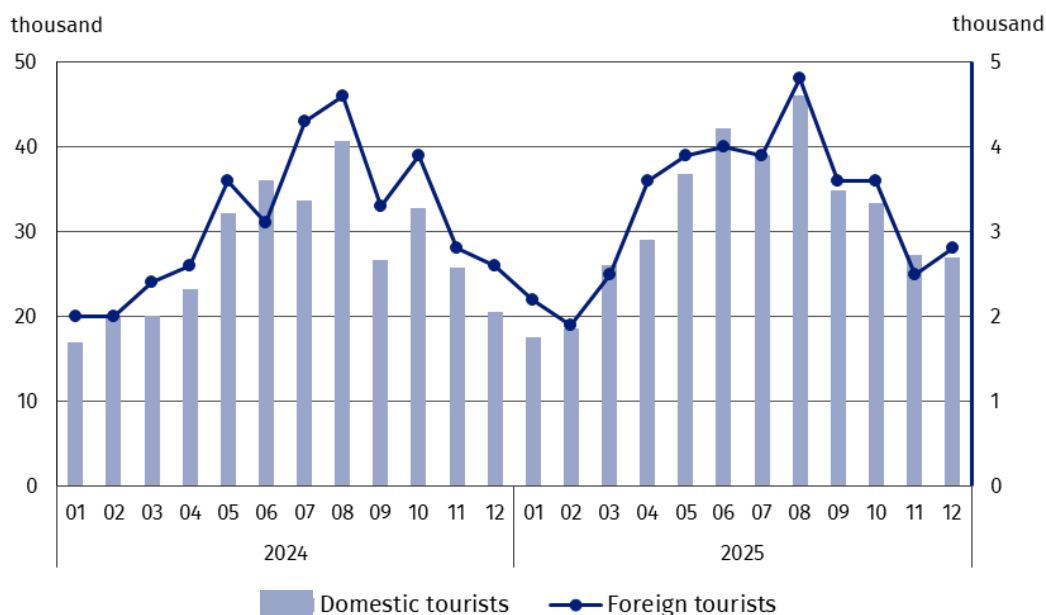
Chart 3. Occupancy rate of bed places in selected tourist accommodation establishments



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

The occupancy rate of bed places is seasonal, the highest was in months: August (40.3%), June (38.1%), July (36.7%) and May (31.6%). The lowest one was recorded in January (20.0%), followed by: March (23.0%) and December (23.1%).

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 44 and decreased compared with 2024, when it was 46. The highest place was occupied by Krapkowicki Powiat (the tourist accommodation development rate – 82), followed by Namysłowski Powiat (72) and the city of Opole (60). The lowest values of this rate were noted in powiats: Głubczycki (19), Nyski (32) and Strzelecki (42).

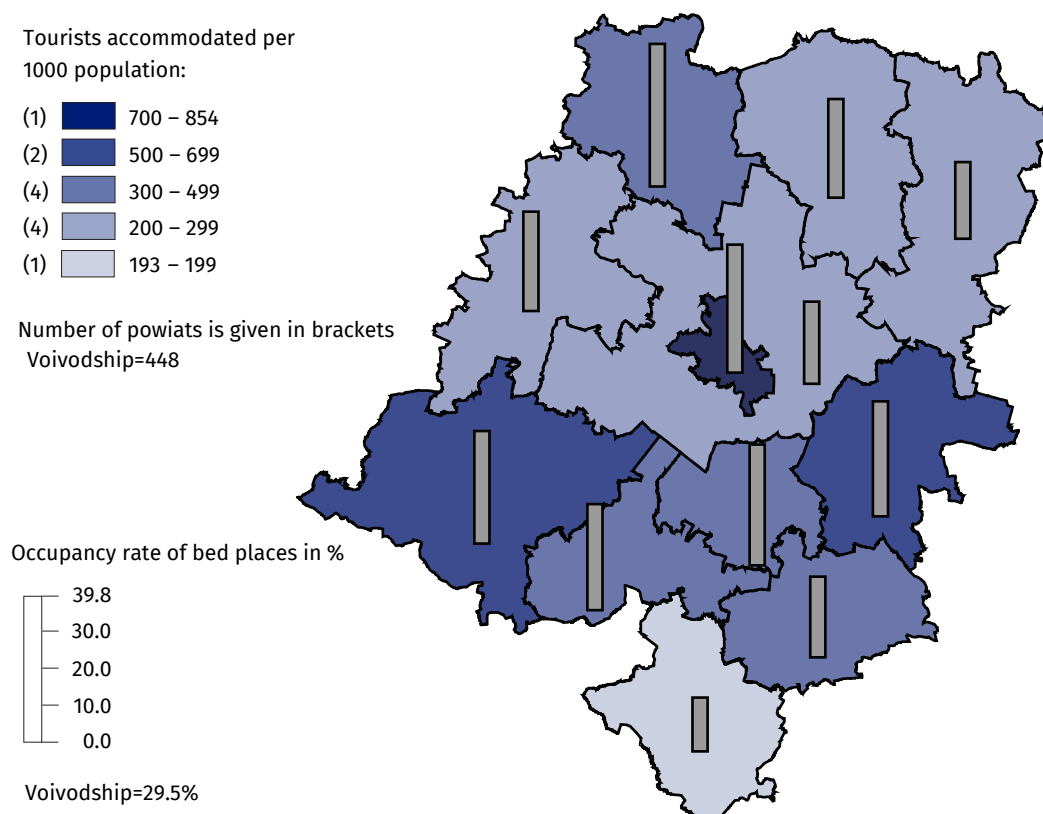
In 2025, 354.3 thousand rooms (by 6.6% more than the year before), were rented in hotels and similar establishments (i.e. hotels, motels, boarding houses and other hotel establishments) of which 61.0 thousand by foreign tourists (decrease of 4.1%). The most rooms, i.e. 297.6 thousand were rented in hotels, which accounted for 84.0% of the total number of rooms rented in hotels and similar establishments. The occupancy rate of rooms in hotels and similar establishments amounted to 42.7% and was lower than the year before (45.5%), and in hotels – 45.9% (47.8% – the year before).

Tourist traffic intensity rate measured by the number of tourists per 1000 persons in 2025 amounted to 448, and its value increased by 56 compared with the previous year. The spread of this rate hovered from 193 in Głubczycki Powiat to 854 in the city of Opole.

In 2025, the average duration of the tourist's stay in a tourist accommodation establishment was, as the year before 2.1 while of a foreign tourist 2.3 days. 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 days (1.7 in hotels). Tourists however stayed longer in other tourist accommodation establishments, i.e. 2.9 days, of which a longer stay was recorded in holiday houses, i.e. 5.9 days.

Occupancy rate of rooms in hotels and similar establishments was lower than in 2024 and amounted to 42.7%

Map 1. Tourists accommodated and occupancy rate of bed places in tourist accommodation establishments in 2025



In 2025, 39.1 thousand foreign tourists stayed overnight in tourist accommodation establishments, i.e. by 4.9% more than the year before. They accounted for 9.4% of all tourists accommodated in tourist accommodation establishments located in the voivodship. The vast majority, i.e. 88.4% of foreign tourists accommodated in tourist accommodation establishments stayed in hotels and similar establishments, of which 76.3% in hotels. Compared with 2024 the number of foreign guests in hotels increased by 5.9%.

Opolskie Voivodship was most visited by tourists from European countries (94.1% of the total number of foreign tourists), and their number increased by 4.9% in relation to 2024. Tourists from Asian countries (3.0%) and North America (1.8%) were ranked further.

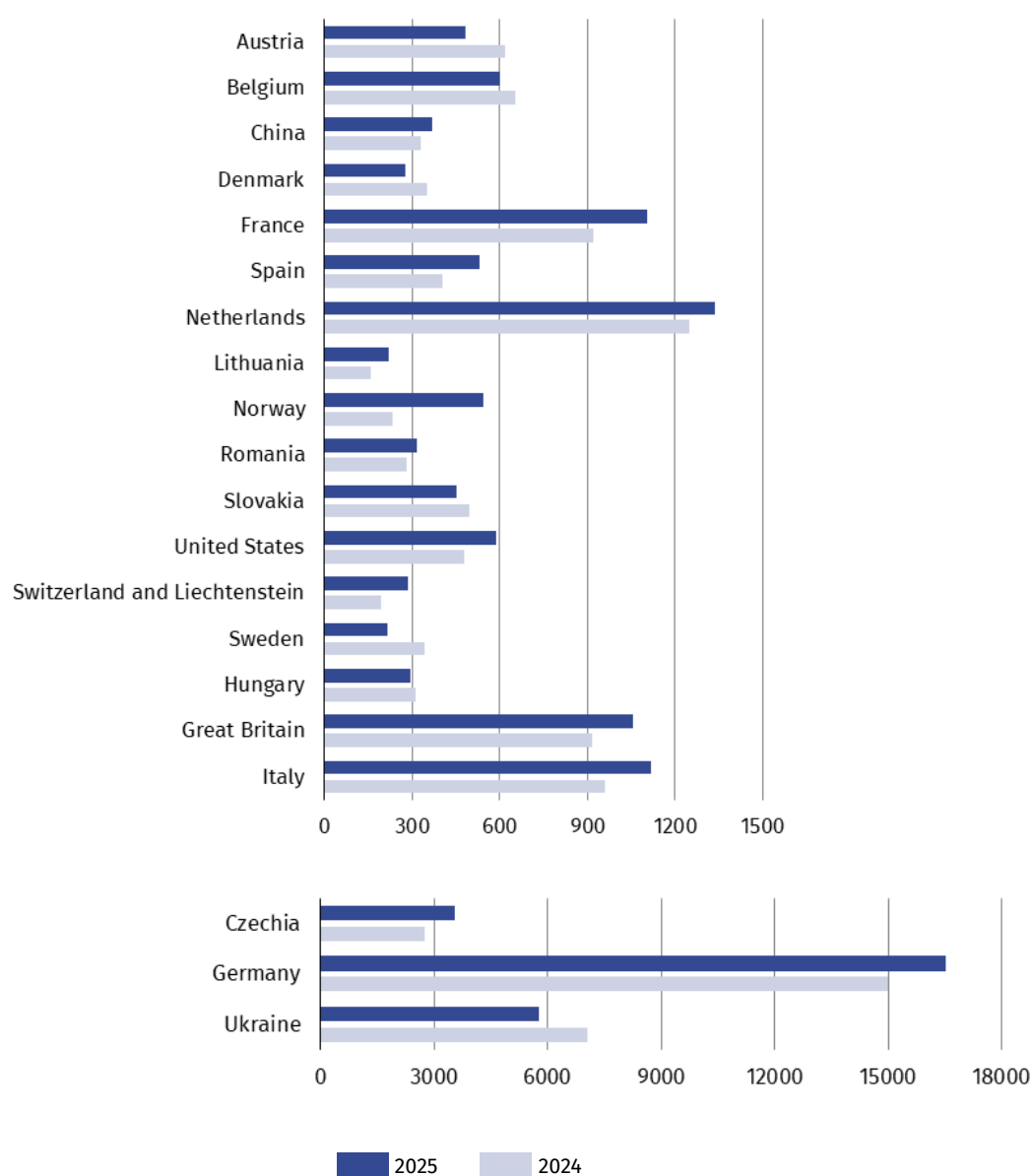
Out of all foreign tourists accommodated in tourist accommodation establishments, the most numerous were still tourists from Germany (42.2% of all foreign guests staying at tourist accommodation establishments), followed by Ukraine (14.7%). Compared to 2024 the number of tourists from Germany increased by 10.0%, while from Ukraine decreased by 18.3%. A large group of foreign tourists in 2025 were also the ones from Czechia (9.1%), there were by 30.0% more of them compared with the previous year.

Out of other countries, the most tourists came from the Netherlands (3.4%), Italy and France (2.8% each), Great Britain (2.7%), Belgium and the United States (1.5% each). there was an increase of foreign tourists staying in tourist accommodation establishments in case of countries such as.: Lithuania (of 134.3%), Switzerland and Liechtenstein (of 46.4%), Ireland (of 37.5%), Spain (of 30.3%), the United States (of 23.7%) and France (of 20.2%). A decrease was noted, among others, for tourists from Switzerland (of 36.4%), Austria (of 22.3%), Denmark (of 21.3%), Slovakia (of 8.5%), Belgium (of 8.0%) as well as Hungary (of 5.1%).

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 2025, 91.5 thousand overnight stays were provided for foreign tourists (by 1.3% more than the year before) which accounted for 10.7% 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 (42.9% of the total number of overnight stays in the voivodship), followed by powiats: Kędzierzyńsko-Kozielski (14.2%) and Nyski (12.3%).

An important element determining the attractiveness of tourist establishments is catering. As of the end of July 2025 there were 123 catering establishments operating in tourist accommodation establishments, i.e. by 7.9% more 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	2024	114	61	27	13	13
	2025	123	64	32	17	10
Hotels and similar establishments		92	58	22	7	5
of which hotels		76	46	21	6	3
Other establishments		31	6	10	10	5

Over a half (52.0%) of catering establishments were restaurants. The vast majority, i.e. 90.6% of restaurants were located in hotels and similar establishments, of which 71.9% – in hotels. Bars (including cafes) accounted for 26.0 of all catering establishments operating in tourist accommodation establishments, canteens – 13.8%, while catering outlets – 8.1%.

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Prepared by:
Statistical Office in Opole
Director Renata Wasilewska
Phone: 77 453 14 52

Issued by:
Opolski Centre for Regional Surveys
Information Centre
Phone: 77 423 10 00, 510 993 218

**Media contact person
in Statistical Office in Opole**
Phone: 514 901 001
e-mail: H.Sterniuk-Moscicka@stat.gov.pl

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[Tourism in 2024](#)

[Occupancy of tourist accommodation establishments in 2024](#)

Data available in databases

[Local Data Bank – Tourism](#)

Terms used in official statistics

[Tourism](#)

[Tourist accommodation establishment](#)

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

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

[Tourist](#)

[Rented rooms](#)