

Tourism in Opolskie Voivodship in 2024

29 May, 2025

Concerns tourist accommodation establishments with 10 or more bed places.

↑ **6.0%**

Increase in the number of tourists accommodated in tourist accommodation establishments in relation to 2023

In 2024, 365.6 thousand tourists were accommodated in tourist accommodation establishments, for whom 772.2 thousand overnight stays were provided. Compared to 2023 it was more by 6.0% and by 9.1%, 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 2024 consisted of 131 facilities, i.e. by 20.2% more compared with the previous year. Among all the considered establishments, 117 facilities offered all year round leisure, and their number increased by 21.9% in relations to 2023. Taking into account the types of tourist accommodation establishments covered by the study 73 hotels and similar establishments as well as 58 other accommodation establishments were recorded.

In July 2024 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

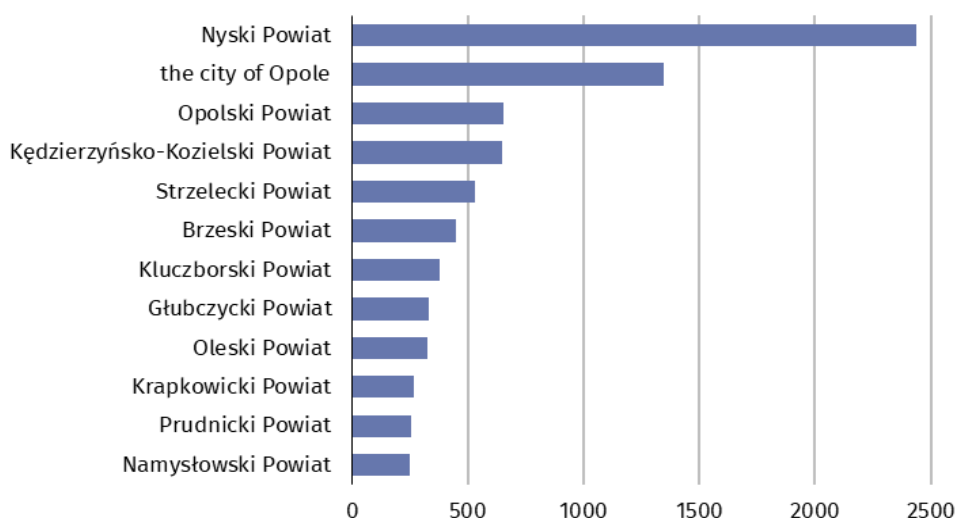
Specification	2023	2024		2023	2024	
	establishments			bed places		
	in absolute numbers		2023=100	in absolute numbers		2023=100
TOTAL	109	131	120.2	6441	7896	122.6
of which open all year	96	117	121.9	5644	6716	119.0
Hotels and similar establishments	64	73	114.1	3917	4217	107.7
of which hotels	47	49	104.3	3168	3146	99.3
Other establishments	45	58	128.9	2524	3679	145.8
School youth hostels	7	6	85.7	406	372	91.6
Camping sites and camping areas	4	5	125.0	210	730	3 times
Holiday centres	4	5	125.0	608	593	97.5
Training and recreation centres	2	2	100.0	130	130	100.0
Complexes of tourist cottages	3	4	133.3	171 ^a	226 ^a	132.2 ^a
Rooms for rent	9	19	211.1	186	446	239.8
Agrotourism lodgings	8	8	100.0	135	150	111.1
Other establishments	8	9	112.5	678	1032	152.2

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 – 49 establishments (by 4.3% more compared to 2023). 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 (by 42.9% more than the year before). Among the other establishments, the most numerous were rooms for rent– 19 (by 111.1% more compared with 2023), then agrotourism lodgings – 8 (without any changes in relation to the previous year) as well as youth hostels – 6 (by 14.3% less). 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 2024, similarly to the previous year, the majority of tourist accommodation establishments were located in Nyski Powiat (20.6%). The following places were the city of Opole (17.6%) and powiats: Opolski (10.7%), Kędzierzyńsko-kozielski (8.4%) and Oleski (7.6%).

Chart 1. Bed places in tourist accommodation establishments in 2024
As of 31 July



At the end of July 2024 there were 7.9 thousand bed places prepared in tourist accommodation establishments for the reception of tourists (of which 6.7 thousand in establishments open all year), i.e. by 22.6% more compared with July 2023. The most bed places – 3.1 thousand, i.e. 39.8% were offered by hotels. Tourist accommodation establishments density rate measured by the number of bed places per 1 km² of area amounted to 0.8 and increased by 0.1 in relation to July 2023.

The scale of changes concerning the number of bed places in relation to 2023 in each type of facilities varied. There was an increase in the number of bed places in majority of establishments, i.a. camping areas (5 times), camping sites (3 times), rooms for rent (by 139.8%), tourist cottages complexes (by 32.2%) and agrotourism lodgings (by 11.1%). A decrease in the number of accommodation was recorded, among others, for school youth hostels (by 8.4%), holiday centres (by 2.5%) and hotels (by 0.7%).

In 2024 the most bed places in tourist accommodation establishments were located in Nyski Powiat (30.9% of the total number of bed places in the voivodship), followed by city of Opole (17.1%), and in powiats Kędzierzyńsko-kozielski and Opolski (8.3% each), while the least in powiats: Namysłowski (3.2%), Prudnicki (3.3%) and Krapkowicki (3.4%).

Hotels accounted for 67.1% of all hotels and similar establishments

In July 2024 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 eight powiats, i.a. Strzelecki (by 58.8%), Nyski (by 55.5%) as well as Krapkowicki (by 52.3%). On the other hand, the number of bed places decreased in three powiats, i.e. Prudnicki (by 13.4%), Opolski (by 6.3%) as well as Oleski (by 1.5%).

In tourist accommodation establishments, there were on average 85 bed places per 10 thousand population (69 – in 2023). In a cross-section according to powiats, the most bed places per 10 thousand inhabitants was recorded in Nyski Powiat (191), then in the city of Opole (107) and in Głubczycki Powiat (79), while the least in powiats: Krapkowicki (45), Prudnicki (50) as well as Brzeski and Oleski (53 each).

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	2023	2024		2023	2024	
	tourists accomodated			overnight stays		
	in absolute numbers		2023=100	in absolute numbers		2023=100
TOTAL	344997	365618	106.0	707654	772198	109.1
of which foreign tourists	34177	37289	109.1	83704	90349	107.9
Hotels and similar establishments	274935	281332	102.3	491492	516239	105.0
Of which hotels	239125	240174	100.4	414870	422618	101.9
Other establishments	70062	84286	120.3	216162	255959	118.4
School youth hostels	8138	7788	95.7	18058	20171	111.7
Camping sites and areas	3409	12098	4 times	6316	28973	5 times
Holiday centres	13916	12256	88.1	63055	53083	84.2
Complexes of tourist cottages ^a	2898	2244	77.4	5849	5439	93.0
Rooms for rent	2818	8228	292.0	6654	20499	3 times
Agrotourism lodgings	2052	2538	123.7	6480	8391	129.5
Other establishments	36831	39134	106.3	109750	119403	108.8

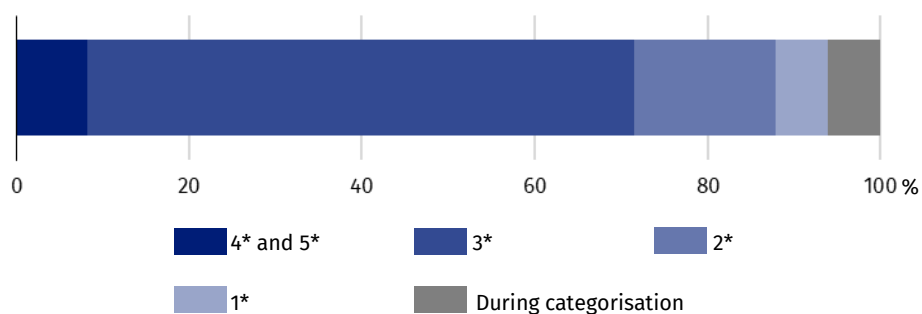
a Including camping sites if they occur within a complex.

In 2024, 365.6 thousand tourists were accommodated in tourist accommodation establishments, of which in hotels and similar establishments – 281.3 thousand persons and in other establishments – 84.3 thousand persons. Compared to the previous year, the number of tourists accommodated in tourist accommodation establishments increased by 20.6 thousand persons, i.e. by 6.0% (in 2023 – by 8.2 thousand, i.e. by 2.4%). The number of domestic tourists staying at bed places increased by 5.6%, while for foreign tourists by 9.1%, in relation to 2023 (the year before by 2.0% and by 6.2%, respectively).

Among most popular tourist accommodation establishments, hotels were most popular. In 2024 the number of persons accommodated in this type of establishments amounted to 240.2 thousand which accounted for 65.7% of the total number of tourists accommodated in all bed place accommodations. Their number increased by 1.0 thousand persons, i.e. by 0.4% compared with 2023. The majority of hotels' guests chose services of facilities categorised as three-stars establishments. This type of accommodation was chosen by 164.5 thousand persons, i.e. 68.5% 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 2024
as of 31 July



In 2024, 38.7 thousand tourists were accommodated in other hotel establishments, i.e. 10.6% of the total number of persons accommodated in accommodation base of Opolskie Voivodship. Compared to 2023 their number increased by 5.1 thousand persons, i.e. by 15.2%.

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

Specification	2023	2024		2023	2024	
	tourists accommodated			overnight stays		
	in absolute numbers		2023=100	in absolute numbers		2023=100
VOIVODSHIP	344997	365618	106.0	707654	772198	109.1
Nyski Podregion	120895	130069	107.6	284562	318170	111.8
powiats:						
Brzeski	11648	15313	131.5	25908	36053	139.2
Głubczycki	3063	6349	207.3	5619	13310	236.9
Namysłowski	20286	17216	84.9	39543	35509	89.8
Nyski	70229	75179	107.0	184882	201246	108.9
Prudnicki	15669	16012	102.2	28610	32052	112.0
Opolski Podregion	224102	235549	105.1	423092	454028	107.3
powiats:						
Kędzierzyńsko-kozielski	24713	25878	104.7	51189	60170	117.5
Kluczborski	12952	14288	110.3	19502	24449	125.4
Krapkowicki	20977	18326	87.4	40067	33305	83.1
Oleski	15302	13902	90.9	24942	23992	96.2
Opolski	29904	32348	108.2	55749	56948	102.2
Strzelecki	24339	25403	104.4	54896	58563	106.7
City with powiat status – Opole	95915	105404	109.9	176747	196601	111.2

The greatest number of tourists accommodated in tourist accommodation base was recorded in the city of Opole: 105.4 thousand persons, i.e. 28.8% of the accommodated in total, in Nyski Powiat – 75,2 thousand (20.6%) as well as in Opolski Powiat – 32.3 thousand (8.8%), while the least in powiats: Głubczycki – 6.3 thousand (1.7%), Oleski – 13.9 thousand (3.8%) and Kluczborski – 14.3 thousand (3.9%).

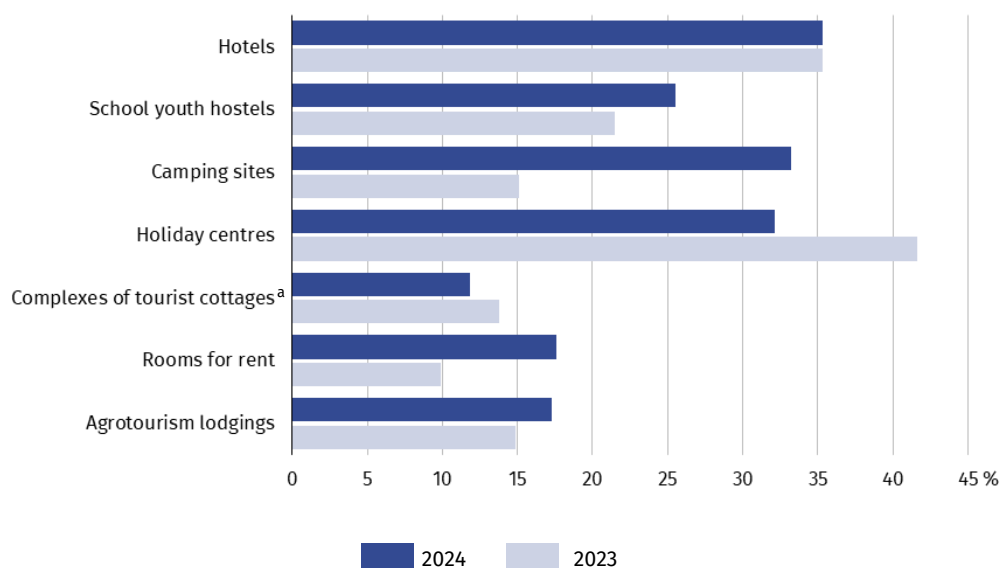
In 2024 tourists who visited Opolskie Voivodship were provided with 772.2 thousand overnight stays in tourist accommodation establishments, i.e. by 64.5 thousand (by 9.1%) more in relation to 2023. In hotels and similar establishments, 516.2 thousand overnight stays were provided, i.e. 66.9% of all overnight stays. Similarly to the previous years, most overnight stays were provided in hotels – 422.6 thousand, which accounted for 54.7% of the total overnight stays, however in the group of other hostel establishments, 84.3 thousand (10.9%) overnight stays were provided. The other establishments accounted for 256.0 thousand overnight stays, i.e. 33.1% of the total number of overnight stays. Compared to 2023 the number of overnight stays in the hotels and similar establishments increased by 5.0%, and in other establishments 18.4%.

The greatest number of overnight stays was provided for tourists in establishments located in Nyski Powiat – 201.2 thousand, i.e. 26.1% of total overnight stays, in the city of Opole – 196.6 thousand (25.5%) and in Kędzierzyńsko-kozielski Powiat – 60.2 thousand (7.8%), while the least in powiats: Głubczycki – 13.3 thousand (1.7%), Oleski – 24.0 thousand (3.1%) as well as Kluczborski – 24.4 thousand (3.2%).

In 2024 the total occupancy rate of bed places in all tourist accommodation establishments reached 31.1% and was lower by 1.2 percentage point than the year before. A higher degree of this indicator characterised, among others hotels (35.3%), camping sites (33.2%) and holiday centres (32.1%). Lower values of this indicator were recorded, among others, for complexes of tourist cottages (11.8%), agrotourism lodgings (17.3%) and rooms for rent (17.6%).

Occupancy rate of bed places in tourist accommodation establishments decreased annually from 32.3% to 31.1%

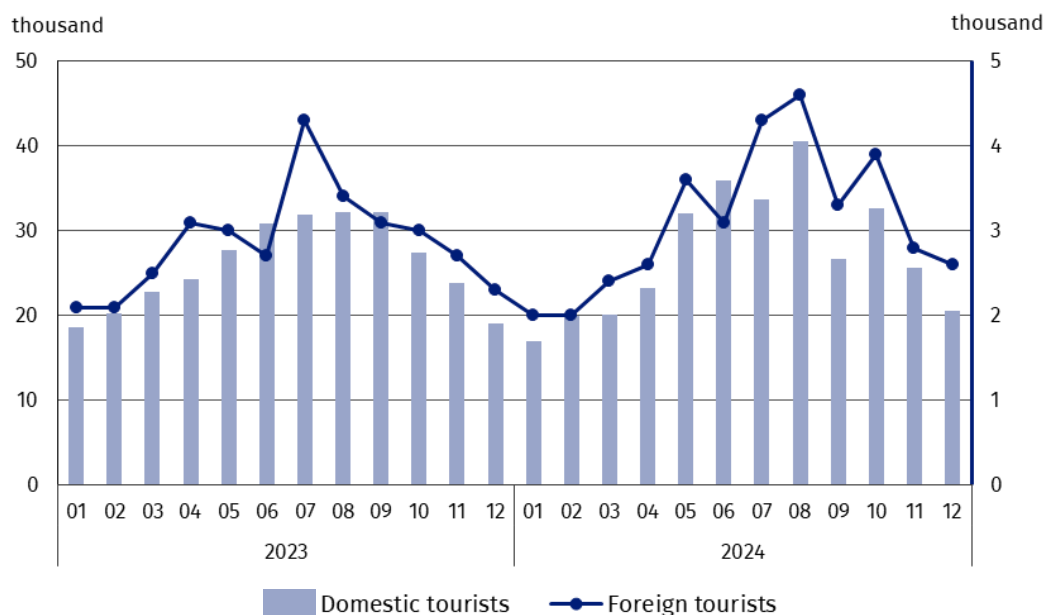
Chart 3. Occupancy rate of bed places in selected tourist accommodation establishments



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

The occupancy rate of bed places is seasonal, the highest was in months: August (42.9%), July (38.7%), June (37.5%) as well as May (34.0%). The lowest one was recorded in December (21.7%), followed by: January (23.4%) as well as March (24.1%).

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 46 and decreased compared with 2023 when it was 54. The highest place was occupied by the city of Opole ((the tourist accommodation development rate – 78), followed by Krapkowicki Powiat and Namysłowski (68 each). The lowest values of this rate were noted in powiats: Głubczycki (19), Nyski (31) and Brzeski (34).

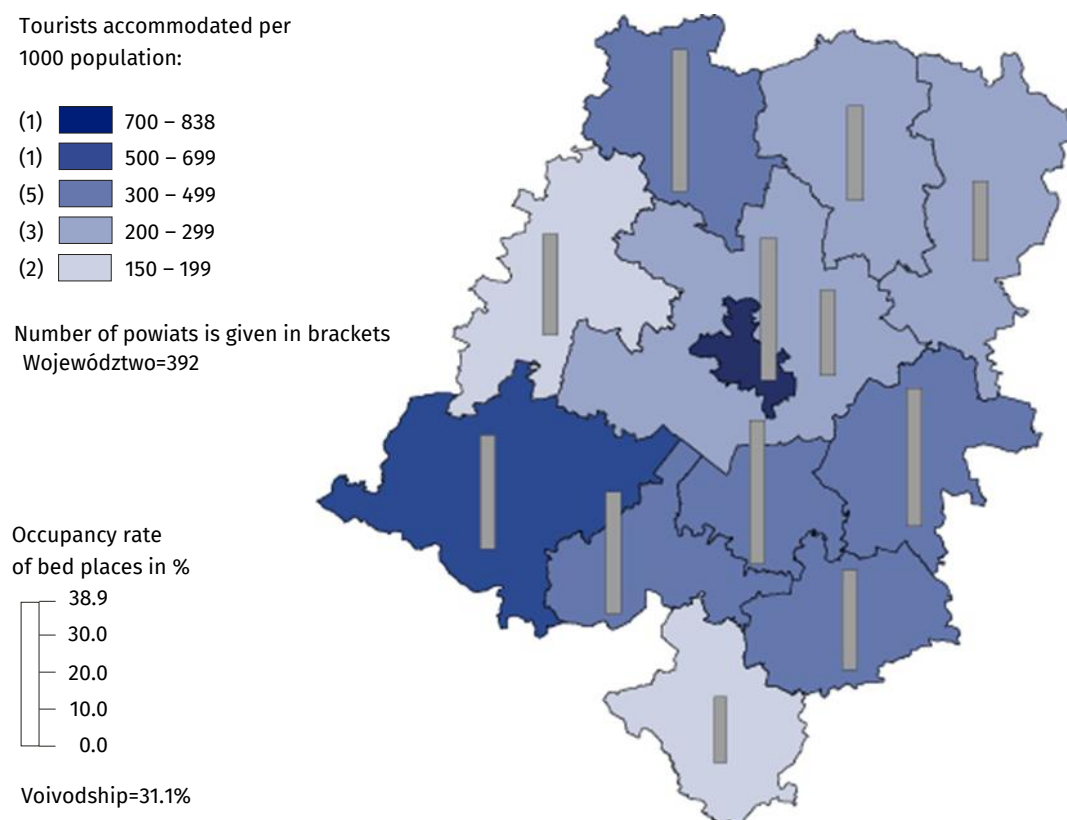
In 2024, 332.4 thousand rooms (by 3.4% more than the year before), were rented in hotels and similar establishments (i.e. hotels, motels, boarding houses and other hotel establishments), of which 63.6 thousand by foreign tourist (increase by 5.7%). The most rooms, i.e. 275.4 thousand were rented in hotels, which accounted for 82.8% of the total number of rooms rented in hotels and similar establishments. The occupancy rate of rooms in hotels and similar establishments amounted to 45.5% and was lower than in the previous year (46.0%), and in hotels – 47.8% (47.4% – than the year before).

Tourist traffic intensity rate measured by the number of tourists per 1000 persons in 2024 amounted to 392, and its value increased by 25 compared to the previous year. The spread of this rate hovered from 150 in Głubczycki Powiat to 838 in the city of Opole.

In 2024, 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. 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 (the same as in hotels). Tourists however stayed longer in other tourist accommodation establishments, i.e. 3.0 days, of which a longer stay was recorded in holiday centres, i.e. 4.3 days.

Occupancy rate of rooms in hotels and similar establishments was lower than in 2023 and amounted to 45.5%

Map 1. Tourists accommodated and occupancy rate of bed places in tourist accommodation establishments in 2024



In 2024, 37.3 thousand 2 thousand foreign tourists stayed overnight in tourist accommodation establishments, i.e. by 9.1% more than in the previous year. They accounted for 10.2% of all tourists accommodated in tourist accommodation establishments located in the voivodship. The vast majority, i.e. 90.3% of foreign tourists accommodated in tourist accommodation establishments stayed in hotels and similar establishments, of which 75.6% in hotels. Compared to 2023, the number of foreign guests in hotels increased by 2.7%.

Opolskie Voivodship was most visited by tourists from European countries (94.1% of the total number of foreign tourists), and their number increased by 9.6% in relation to 2023. Tourists from Asian countries (3.1%) and North America (1.6%) were ranked further.

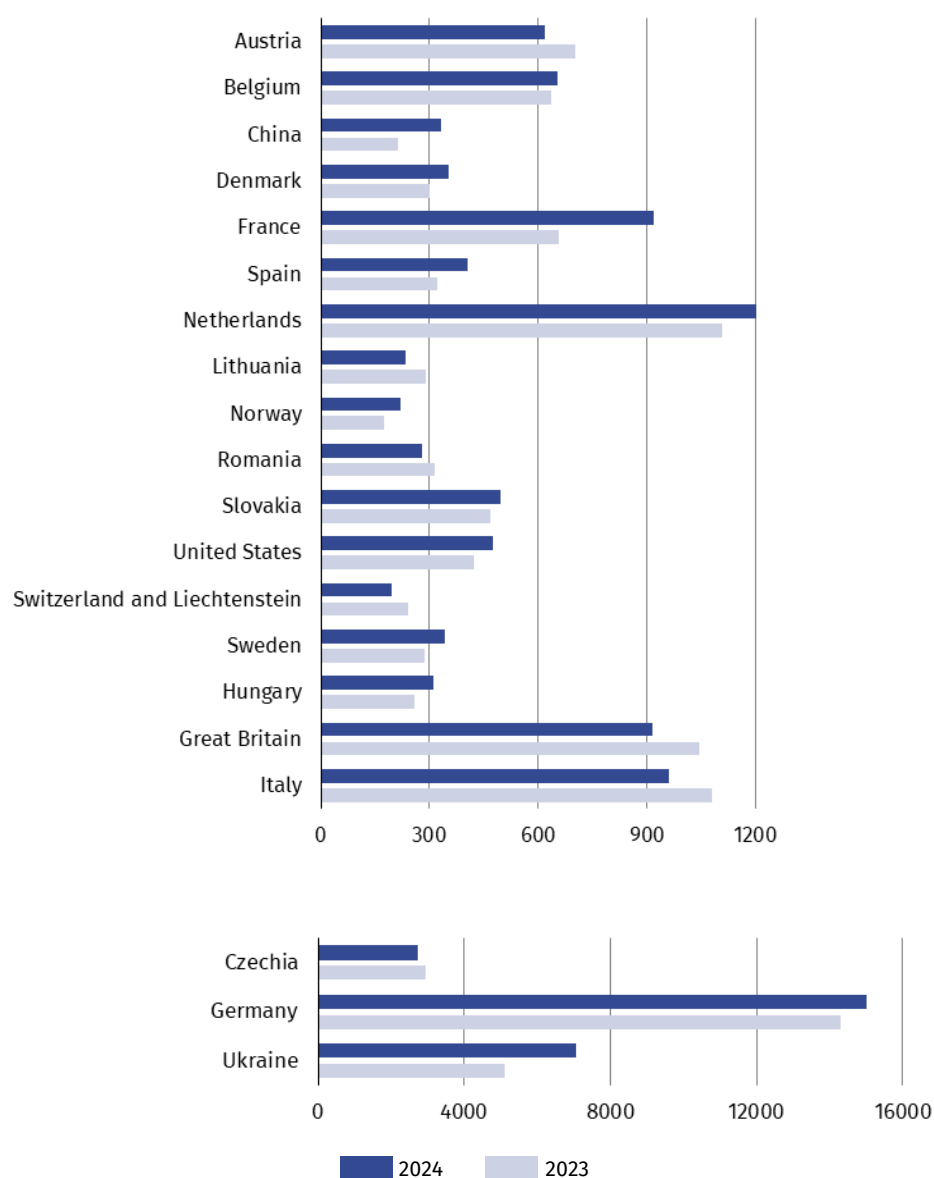
Out of all foreign tourists accommodated in tourist accommodation establishments, the most numerous were still tourists from Germany (40.2% of all foreign guests staying at tourist accommodation establishments), followed by Ukraine (18.9%). Compared to 2023 the number of tourists from Germany increased by 4.9%, while from Ukraine – by 38.2%. A large group of foreign tourists in 2024 were also the ones from Czechia (7.3%), though there were fewer of them by 7.1% compared to the year prior.

Out of other countries, the most tourists came from the Netherlands (3.4%), Italy (2.6%), France and Great Britain (2.5% each), Belgium (1.8%) as well as Austria (1.7%). Compared with 2023 there was an increase of foreign tourists staying in tourist accommodation establishments in case of countries such as: China (by 56.1%), France (by 39.8%), Spain (by 26.9%), Norway (by 25.0%), Hungary (by 20.9%) and Sweden (by 18.8%). A decrease was noted, among others, for tourists from Lithuania (by 19.9%), Switzerland (by 18.3%), Ireland (by 16.2%), Great Britain (by 12.5%), Austria (by 11.9%) as well as Italy (by 11.1%).

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 2024, 90.3 thousand overnight stays were provided for foreign tourists (by 7.9% more than the year before) which accounted for 11.7% 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 (44.3% of the total number of nights in the voivodship) followed by powiats: Kędzierzyńsko-Kozielski (18.7%) and Nyski (12.4%).

An important element determining the attractiveness of tourist establishments is catering. As of the end of July 2024 there were 114 catering establishments operating in tourist accommodation establishments, i.e. by 9.6% 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	2023	104	56	28	12	8
	2024	114	61	27	13	13
Hotels and similar establishments		84	52	20	6	6
of which hotels		66	41	17	4	4
Other establishments		30	9	7	7	7

Over a half (53.5%) of catering establishments were restaurants. The vast majority, i.e. 85.2% of restaurants were located in hotels and similar establishments, of which 67.2% – in hotels. Bars (including cafes) accounted for 23.7% of all catering establishments operating in tourist accommodation establishments, while canteens and catering outlets – 11.4% each.

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

Data available in databases

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Terms used in official statistics

[Tourism](#)

[Tourist accommodation establishment](#)

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

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

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