Statistics Poland

18.11.2026

Tourist accommodation establishments in coastal areas in July and August 2026

(concerns tourist accommodation establishments with 10 or more bed places)

⇧ **2.9%**

Increase in the number of tourists in tourist accommodation establishments in coastal areas in July and August 2026 compared to the corresponding months of the previous year

In July and August 2026, 2.2 million tourists were accommodated in tourist accommodation establishments located in coastal areas, and 9.2 million overnight stays were provided for them. Compared to the same period last year, the number of tourists was higher by 2.9%, while the number of overnight stays increased by 2.8%.

Coastal gminas according to Eurostat methodology

According to the Eurostat methodology[1], 55 gminas of the voivodships: Pomorskie (26), Zachodniopomorskie (23) and Warmińsko-Mazurskie (6) are classified as coastal areas in Poland. They are situated by the Baltic Sea or are in direct proximity to the sea. They cover 2.9% of Poland's territory[2] (9.1 thousand square kilometres) and are inhabited by 4.2% of the country's population (1.6 million people)[3].

Map 1. Coastal areas



[1] According to the Eurostat methodology, coastal areas are classified on the basis of the distance of a given gmina from the sea: if a gmina borders on the sea, it is, as a rule, a coastal gmina; if a gmina does not border on the sea but 50% of its area is within 10 km from the sea, it is also considered a coastal gmina.

[2] The indicator takes into account the total area of the units, including the area of internal sea waters.

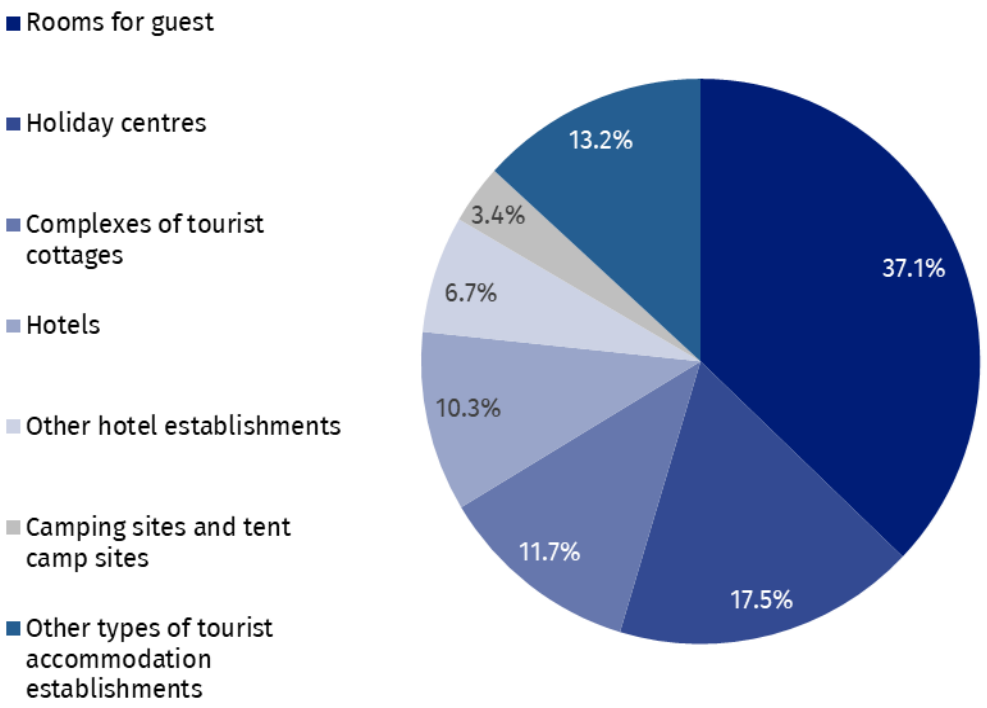
[3] Population balance as of 30th June 2026

Tourist accommodation establishments in coastal areas

As of the end of July 2026, 2411 tourist accommodation establishments operated in coastal areas, i.e. 21.0 % of all establishments in Poland (concerns tourist accommodation establishments with 10 or more bed places). Nearly two-thirds of them operated seasonally (the percentage of seasonal establishments in Poland was just over 25%). Almost half of the holiday centres operating in the country functioned here, as well as 40.8% of holiday youth centres, 34.5% of complexes of tourist cottages, 30.3% of rooms for guest, and 29.4% of camping sites. Compared to the previous year, the number of accommodation establishments in coastal areas decreased by 26 (i.e. by 1.1%).

The structure of accommodation establishments in coastal areas is fundamentally different from the structure of establishments in total in Poland. Rooms for guests prevail – at the end of July this year there were 895 of them. There were numerous holiday centres – 423 and complexes of tourist cottages – 281. Hotels accounted for a significant number of tourist accommodation establishments – 249. There were 318 other types of tourist accommodation establishments[4].

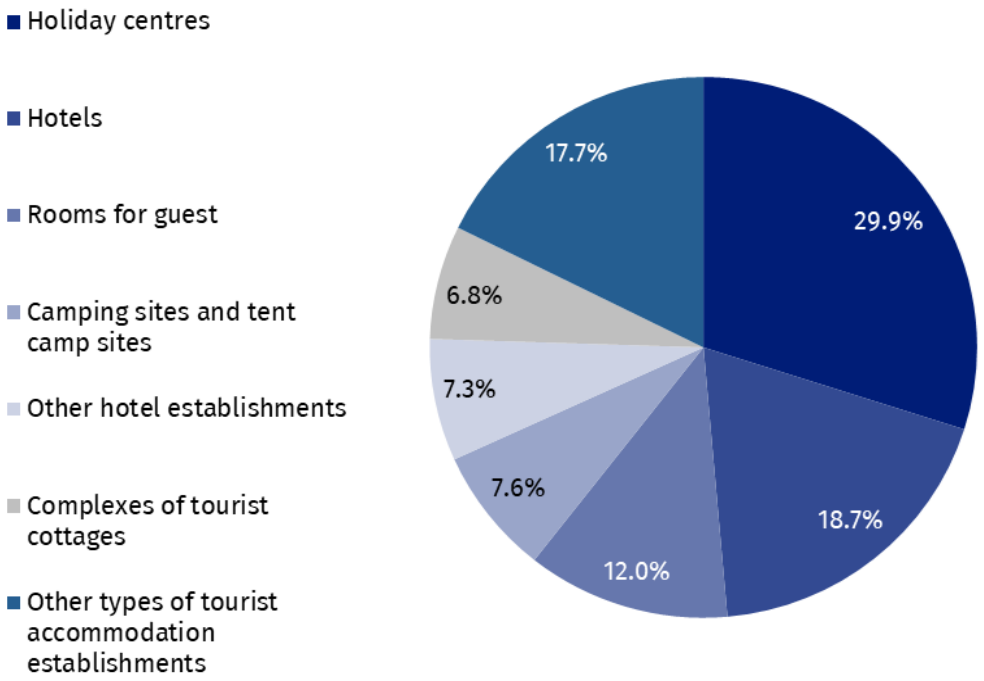
Chart 1. Tourist accommodation establishments in coastal areas in 2026
as of 31 July



At the end of July 2025, tourist accommodation establishments located in coastal gminas had 241.3 thousand bed places, which accounted for 26.5% of the total number of bed places in accommodation establishments in Poland, and it was 3.1 thousand (i.e. 1.3%) more than a year ago. Compared to the corresponding period of the previous year, the number of bed places increased the most in camping sites (by 3.1 thousand), next in other hotel establishments (by 1.5 thousand), and in hotels and holiday centres (by 0.7 thousand each).

[4] Other types of tourist accommodation include motels, boarding houses, excursion hostels, shelters, youth hostels, school youth hostels, holiday youth centers, training and recreation centers, creative art centers, hostels, health establishments, agritourism lodgings, and other tourist accommodation establishments (places that serve as lodging for tourists when not used for their primary purpose, e.g., boarding schools, student dormitories).

Chart 2. Bed places in tourist accommodation establishments in coastal areas in 2026
as of 31 July



The largest number of bed places was offered by holiday centres – 72.1 thousand. Hotels had 45.2 thousand places prepared for tourists, while rooms for guest had 28.9 thousand. Among other types of establishments, 17.6 thousand bed places were available for tourists in other hotel establishments, 16.3 thousand in complexes of tourist cottages and 14.1 thousand in camping sites.

Establishments in coastal areas are larger than the average in Poland. One establishment functioning in coastal areas had an average of 100 places (79 places in the country).

In 2026, the density index of the accommodation establishments in coastal areas was 26.4 places per 1 square kilometre of area. By contrast, for the country as a whole, this figure stood at 2.9 places per 1 square kilometre of area[5].

Tourists accommodated in tourist accommodation establishments

Tourists accommodated in establishments in coastal areas during the holiday period 2026 constituted 21.3% of all tourists accommodated in the whole country during that period

During the holiday season (i.e. in July and August) of 2026, 2.2 million tourists were accommodated in accommodation establishments located in coastal gminas (1.1 million in both July and August), i.e. 21.3% of tourists accommodated in accommodation establishments throughout the country during this period (in the corresponding period of 2025 this percentage amounted to 21.7%). Compared to the corresponding period of 2025, the number of tourists using overnight stays in July and August was higher by 60.7 thousand, i.e. by 2.9% (in July higher by 4.8% and in August by 1.1%).

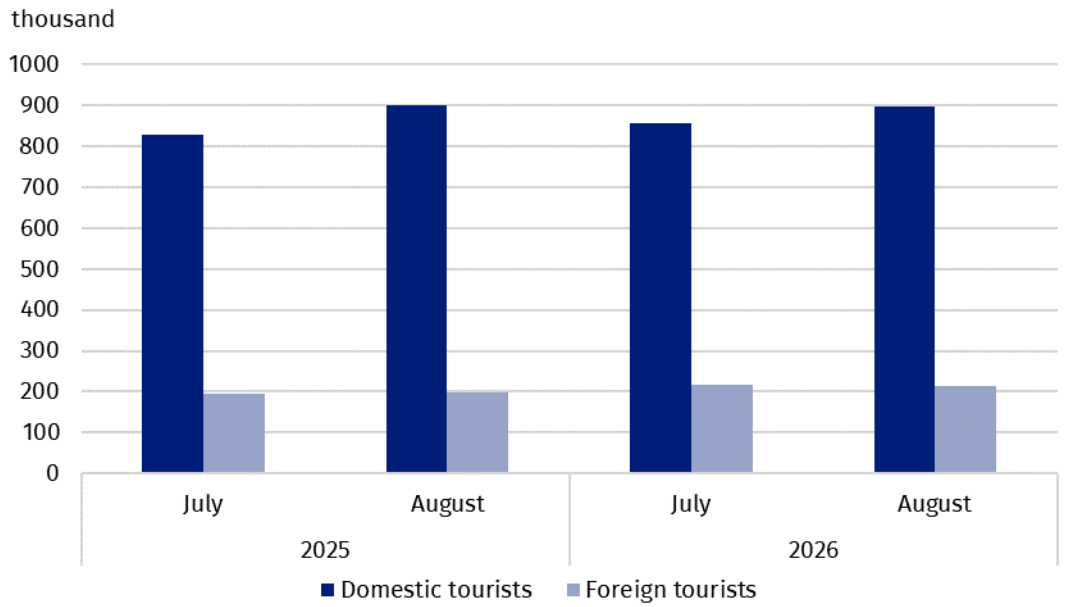
Over 1/3 of tourists (i.e. 754.5 thousand) staying in these areas were accommodated in hotels. A large number of tourists chose to stay in holiday centres – 442.5 thousand (20.3%) and in other hotel establishments – 248.6 thousand (11.4%).

Among the total number of tourists accommodated in tourist accommodation establishments 80.3% (i.e. 1.8 million) were domestic tourists, and 19.7% (i.e. 0.4 million) were foreign

[5] The indicator takes into account the total area of the units, including the area of internal sea waters.

tourists. In relation to the same period of 2025, the number of domestic tourists was higher by 1.5% and the number of foreign tourists by 8.8%.

Chart 3. Tourists accommodated in coastal areas in July and August



In July and August 2026, as in previous years, visitors from Germany (206.4 thousand) accounted for the largest share of foreign tourists staying in coastal areas. This represented an increase of 7.7 thousand compared with the same period of the previous year. The share of tourists from Germany among all foreign tourists remained at a similar level to that recorded a year earlier, amounting to 48.0%. The share of guests from other countries did not exceed 7.0%; most of them were from Czechia (28.3 thousand), followed by Sweden (23.2 thousand) and Norway (20.0 thousand), who constituted respectively 6.6%, 5.4% and 4.6% of the total number of foreign tourists accommodated in coastal areas.

Overnight stays provided at tourist accommodation establishments

Overnight stays provided in July and August in coastal areas accounted for 31.3% of all overnight stays in Poland during this period

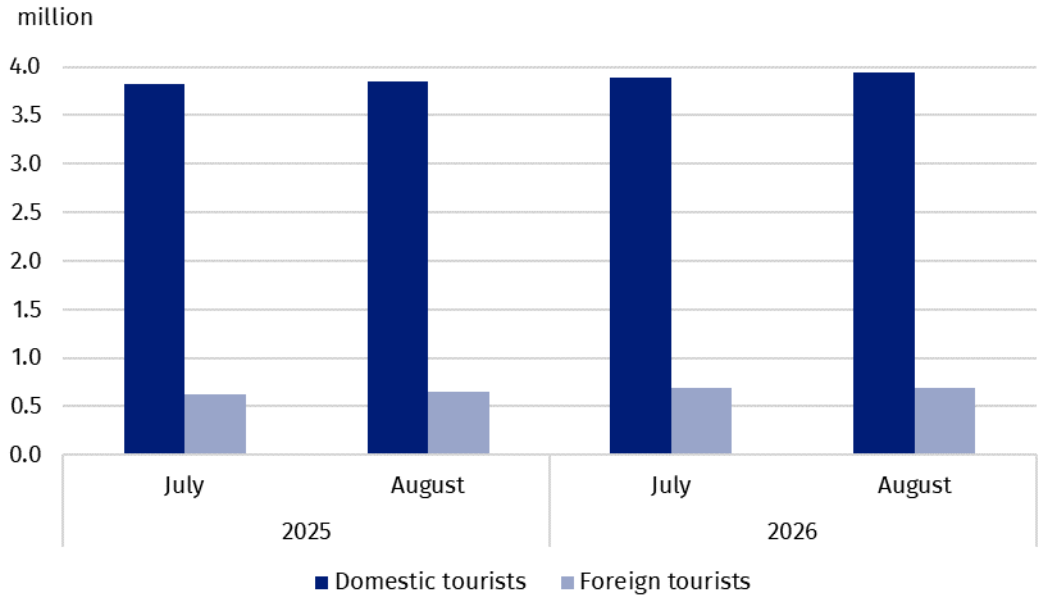
A total of 9.2 million overnight stays were provided for tourists staying in coastal areas in July and August this year, which accounted for 31.3% of all overnight stays provided at tourist accommodation establishments in Poland during that period. In the same period last year, the share was 0.3 percentage points higher.

This year, both July and August saw 4.6 million overnight stays each for tourists. Compared to the same period in 2025, the total number of overnight stays provided in July and August this year was higher by 2.8% (i.e. 254.8 thousand) – in July by 2.8% (i.e. 126.4 thousand), and in August by 2.9% (i.e. 128.4 thousand).

On average, 4.2 overnight stays were provided for tourists during their holiday trips, while the average length of a tourist stay in Poland during that period was 2.9 nights.

7.8 million overnight stays were provided for domestic tourists (2.0% more than in July and August last year) in the period July-August 2025, and they accounted for 85.0% of the total number of overnight stays in coastal areas and 32.3% of the total number of overnight stays provided for domestic tourists in the same period in Poland. A total of 1.4 million overnight stays were provided for foreign tourists, which was 7.7% more than in the previous year. Most overnight stays were provided to tourists from countries neighbouring Poland, i.e. Germany (801.7 thousand – 58.2% of overnight stays of foreign tourists), Czechia (105.5 thousand – 7.7%) and also Sweden (50.6 thousand – 3.7%).

Chart 4. Overnight stays provided tourist accommodation establishments in coastal areas in July and August

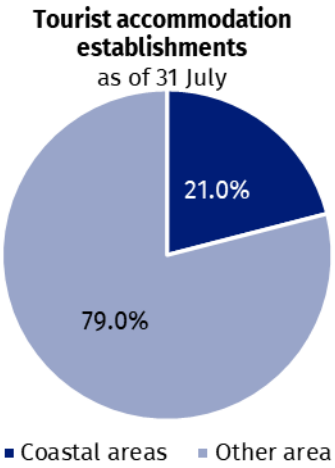


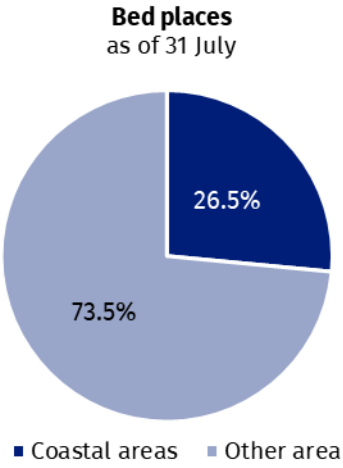
Occupancy rate of bed places in tourist accommodation establishments

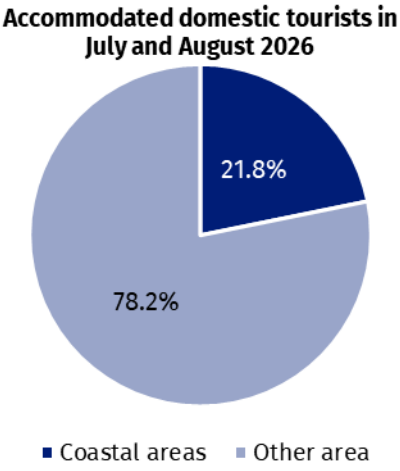
During the holiday season (July, August), places in tourist accommodation establishments located in coastal gminas are usually better occupied than in other areas of the country. In July, the occupancy rate of bed places amounted to 61.3%, and in August – 62.3%, while the average for the entire country amounted to 51.6% and 53.1%, respectively. Similarly, in the corresponding months of 2025, the indicator for coastal areas was higher than for the whole country – in July 60.7% and 50.2%, and in August, 61.9% and 53.1%, respectively.

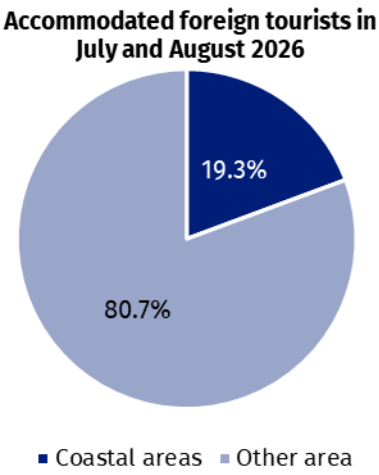
The occupancy rate of bed places in coastal gminas was higher than the national average and amounted to 61.3% in July and 62.3% in August

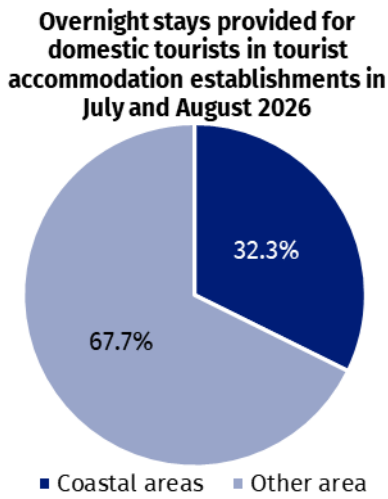
Chart 5. Tourist accommodation establishments in coastal areas in comparison with the country

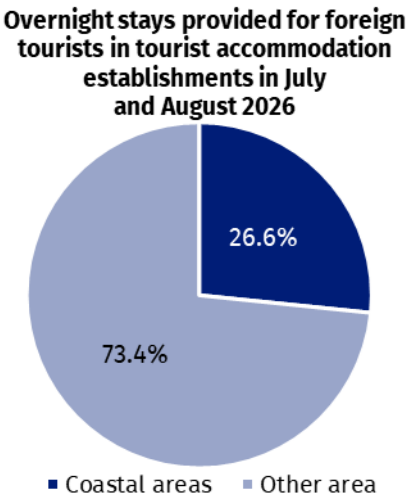












Occupancy of tourist accommodation establishments in gminas located in coastal areas in July and August 2026

In July and August, the largest number of overnight stays in coastal gminas was provided in Kołobrzeg and Gdańsk

In the coastal areas in July and August this year the highest number of overnight stays were provided in accommodation establishments located in Kołobrzeg urban gmina – 1000.1 thousand, which constituted 10.9% of all overnight stays provided in this area. 185.5 thousand tourists were accommodated there. This indicates that during the two summer months, an average of 428 tourists using accommodation facilities and 2,306 overnight stays were recorded per 100 residents of the city.

Large tourist traffic was also recorded in Gdańsk, where in July and August with almost 983.6 thousand overnight stays were provided to 399.5 thousand tourists. There was an average of 82 tourists and 201 overnight stays per 100 inhabitants of the city.

Between 500 thousand and 800 thousand overnight stays were provided in 4 gminas: Rewal – 755.5 thousand, Mielno – 586.1 thousand, Władysławowo – 547.3 thousand and Świnoujście – 528.2 thousand.

Over 400 thousand overnight stays were recorded in tourist night establishments in the following gminas: Kołobrzeg rural gmina (418.3 thousand), Ustronie Morskie (415.3 thousand) and Międzyzdroje (405.0 thousand).

Table 1. Tourist accommodation establishments and its occupancy in the period July-August in 2026

Gmina	Overnight stays provided			Tourists accommodated	
	in thousand	July and August 2025=100	in percentages	in thousand	July and August 2025=100
Coastal area of which:	**9,206.9**	**102.8**	**100.0**	**2,183.8**	**102.9**
Kołobrzeg (urban gmina)	1,000.1	101.5	10.9	185.5	105.2
Gdańsk	983.6	103.3	10.7	399.5	107.4
Rewal	755.5	110.5	8.2	156.2	115.3
Mielno	586.1	105.5	6.4	112.5	103.5
Władysławowo	547.3	97.9	5.9	117.2	97.0
Świnoujście	528.2	99.8	5.7	129.9	98.6
Kołobrzeg (rural gmina)	418.3	102.4	4.5	76.6	88.5
Ustronie Morskie	415.3	100.5	4.5	71.4	89.6
Międzyzdroje	405.0	100.6	4.4	112.4	106.0
Dziwnów	385.3	104.5	4.2	86.1	98.5

In total, over 65% of tourist traffic from coastal areas was concentrated in the above-mentioned 10 gminas, both in terms of the number of tourists using accommodation establishments and overnight stays.

NOTE: Due to data rounding, in some cases the sum of the components may differ slightly from the reported totals.

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Related information

Tourism in 2025

Data available in databases

Local Data Bank

Terms used in official statistics

Tourist

Tourist accommodation establishment

Bed places in tourist accommodation establishments

Foreign tourists in tourist accommodation establishments

Nights spent (overnight stays) in tourist accommodation establishments.

Duration of stay

Occupancy rate of bed places or rooms