

## 2. RESULTS OF SURVEYS – SYNTHESIS

### 2.1. COLLECTIVE TOURIST ACCOMMODATION ESTABLISHMENTS AND THEIR OCCUPANCY

#### 2.1.1. Tourism in Małopolska and in the country

Małopolskie voivodship as of 1 January 2007 covered the area of 15183 km<sup>2</sup>, that was 4.9% of the country area. At the end of 2007 the area of Małopolska was inhabited by population of 3.3 mln, which constituted 8.6% of population in Poland. Average population density was 216 persons per km<sup>2</sup> (122 persons per km<sup>2</sup> in the country).

Małopolska is a significant area on the tourist map of Poland, because of its landscape and holiday values as well as wealthy culture heritage. Tourist traffic in the Małopolskie voivodship in 2007 remained a high level nationwide, particularly among foreign tourists.

TABLE I. TOURISTS ACCOMMODATED AND OVERNIGHT STAYS IN COLLECTIVE TOURIST ACCOMMODATION ESTABLISHMENTS IN THE MAŁOPOLSKIE VOIVODSHIP AND IN THE COUNTRY

TYPE OF FACILITIES	Tourists accommodated				Nights spent (overnight stays)			
	total		of which foreign tourists		total		of which foreign tourists	
	2006	2007	2006	2007	2006	2007	2006	2007
	Poland = 100							
<b>TOTAL</b> .....	<b>15.0</b>	<b>14.9</b>	<b>21.7</b>	<b>22.3</b>	<b>14.8</b>	<b>14.6</b>	<b>20.1</b>	<b>20.8</b>
<b>Hotel facilities</b> .....	<b>14.4</b>	<b>14.3</b>	<b>21.2</b>	<b>22.0</b>	<b>15.9</b>	<b>16.0</b>	<b>21.9</b>	<b>22.9</b>
Hotels .....	15.1	15.2	21.7	22.8	16.3	16.8	22.6	24.2
Motels .....	9.5	9.3	17.4	16.4	10.2	9.9	18.9	16.6
Boarding houses .....	35.1	33.4	38.5	29.4	40.0	38.8	28.9	26.6
Other hotel facilities .....	5.1	5.0	8.2	8.7	5.2	4.9	7.6	6.6
<b>Other facilities</b> .....	<b>16.3</b>	<b>16.1</b>	<b>24.6</b>	<b>24.4</b>	<b>13.9</b>	<b>13.4</b>	<b>14.6</b>	<b>13.7</b>
Excursion hostels .....	15.9	12.9	23.4	19.2	17.7	13.9	24.9	23.5
Shelters .....	60.5	55.5	85.6	78.1	58.3	55.7	87.1	76.1
Youth hostels .....	37.7	38.2	54.3	53.1	32.7	33.7	48.5	49.8
School youth hostels .....	12.2	13.6	12.6	10.5	12.6	13.2	21.8	11.9
Holiday centres .....	13.2	13.7	13.4	11.7	9.3	9.7	7.6	6.2
Holiday youth centres .....	7.5	5.3	–	0.4	4.9	5.2	–	0.1
Training-recreational centres ..	13.9	13.1	19.1	18.2	15.1	14.2	16.4	17.5
Creative arts centres .....	18.3	20.0	19.9	19.6	26.1	25.3	16.9	14.7
Public tourist cottages .....	6.5	6.1	13.1	16.4	7.4	6.0	15.5	16.4
Camping sites .....	11.1	10.5	18.9	20.5	7.8	7.9	16.4	18.1
Tent camp sites .....	5.0	4.8	7.5	6.0	3.3	3.4	6.3	4.7
Weekend and holiday accommodation establish-ments .....	51.2	49.3	90.4	88.9	31.8	28.6	78.9	74.1
Health establishments .....	18.7	16.6	1.9	1.4	18.0	16.4	1.3	0.9
Other non-classified facilities ..	21.0	21.3	39.8	40.4	18.4	17.4	37.8	36.8

In 2007 the occupancy rate of bed places in collective tourist accommodation establishments in the Małopolskie voivodship was higher by 2.1 percentage point than the country average. Occupancy rate of rooms in hotel facilities was higher by 7.3 percentage point than the country average, and in hotels — higher by 6.8 percentage point.

## 2.1.2. Collective tourist accommodation establishments

At the end of July 2007 on the area of the Małopolskie voivodship there were 843 collective tourist accommodation establishments, of which 286 hotel facilities. In comparison with previous year their number increased by 24 establishments; the number of hotel facilities increased by 27 and the number of other facilities decreased by 3. The number of hotels increased most (by 22) and amounted to 180.

Collective tourist accommodation facilities (at the end of July 2007) offered 64.1 thousand bed places, that was 1.4 thousand (2.2%) more than in July 2006. The number of bed places in hotel facilities increased by 2.9 thousand (12.6%). The greatest increase, both absolute (by 3.2 thousand places) and percentage (by 18.4%) related to number of bed places in hotels. However the number of bed places in facilities classified as "other collective tourist accommodation establishments" decreased by 1.5 thousand (3.8%).

The number of year-round bed places has decreased (by 0.4 thousand) as well as their share in total number of bed places (by 2.5 percentage points to 85.8%). The number of bed places occupied seasonally has decreased by 1.8 thousands (24.1%) to 9.1 thousand.

Like the previous years, the biggest number of bed places offered: hotels (20.4 thousand), holiday centres (9.2 thousand), other non-classified facilities (9.0 thousand), training-recreational centres (5.6 thousand) as well as health establishments (4.8 thousand). The average size of a collective tourist accommodation facility measured by the number of bed places amounted to 76 (1 less than the previous year). The largest facilities, like the previous year, were health establishments (on average 129 bed places), camping sites (121) as well as hotels (113).

TABLE II. COLLECTIVE TOURIST ACCOMMODATION ESTABLISHMENTS BY TYPE OF FACILITIES  
As of 31 VII

TYPE OF FACILITIES	Facilities		Bed places		Number of bed places per facility	
	in percent				2006	2007
	2006	2007	2006	2007		
<b>TOTAL</b> .....	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>76.6</b>	<b>76.1</b>
<b>Hotel facilities</b> .....	<b>31.6</b>	<b>33.9</b>	<b>36.5</b>	<b>40.2</b>	<b>88.5</b>	<b>90.2</b>
Hotels .....	19.3	21.4	27.5	31.9	109.1	113.5
Motels .....	1.2	1.3	0.7	0.7	45.3	39.6
Boarding houses .....	7.6	7.1	5.5	4.8	55.7	51.3
Other hotel facilities .....	3.5	4.2	2.8	2.9	60.8	53.1
<b>Other facilities</b> .....	<b>68.4</b>	<b>66.1</b>	<b>63.5</b>	<b>59.8</b>	<b>71.1</b>	<b>68.8</b>
Excursion hostels .....	1.7	1.5	1.4	1.3	62.1	62.1
Shelters .....	2.8	3.1	1.9	2.1	51.4	51.9
Youth hostels .....	0.9	0.7	0.9	0.8	80.7	89.5
School youth hostels .....	4.8	4.3	3.5	3.3	56.9	59.2
Holiday centres .....	16.7	15.8	14.7	14.4	67.2	69.5
Holiday youth centres .....	1.6	1.3	1.2	0.9	58.4	54.9
Training-recreational centres ..	8.1	8.1	9.4	8.7	89.7	82.4
Creative arts centres .....	1.6	1.5	0.7	0.6	31.6	31.2
Public tourist cottages .....	1.8	1.7	1.4	1.4	59.6	61.9
Camping sites .....	1.5	1.5	2.7	2.4	141.0	120.8
Tent camp sites .....	2.1	1.5	2.1	1.5	75.9	74.1
Weekend and holiday accommodation establishments .....	0.7	0.7	0.8	0.8	82.5	82.5
Health establishments .....	4.6	4.4	7.8	7.4	129.4	128.5
Other non-classified facilities ..	19.5	19.9	15.0	14.0	58.8	53.5

The average number of hotel rooms amounted to 55 (in 2006 — 54). 93.6% of hotel rooms were equipped in own bathroom and lavatory (95.5% at the end of July 2006). Most of the hotels had three-star category — 48.9% (44.5% of rooms) and two-star category — 28.9% (25,6% of rooms). The number of

hotels with the highest, five-star category increased by 1 to 6 facilities (3.3% of total number of hotels); the number of rooms increased by 0.9 thousand (9.1% of hotel rooms).

The average number of rooms in motels amounted to 18, and in boarding houses — 22. The standard of these facilities increased; the share of rooms equipped with bathroom and lavatory in motels increased to 92.4% (87.2% at the end of July 2006) and in boarding houses — to 93.2% (87.7% in previous year).

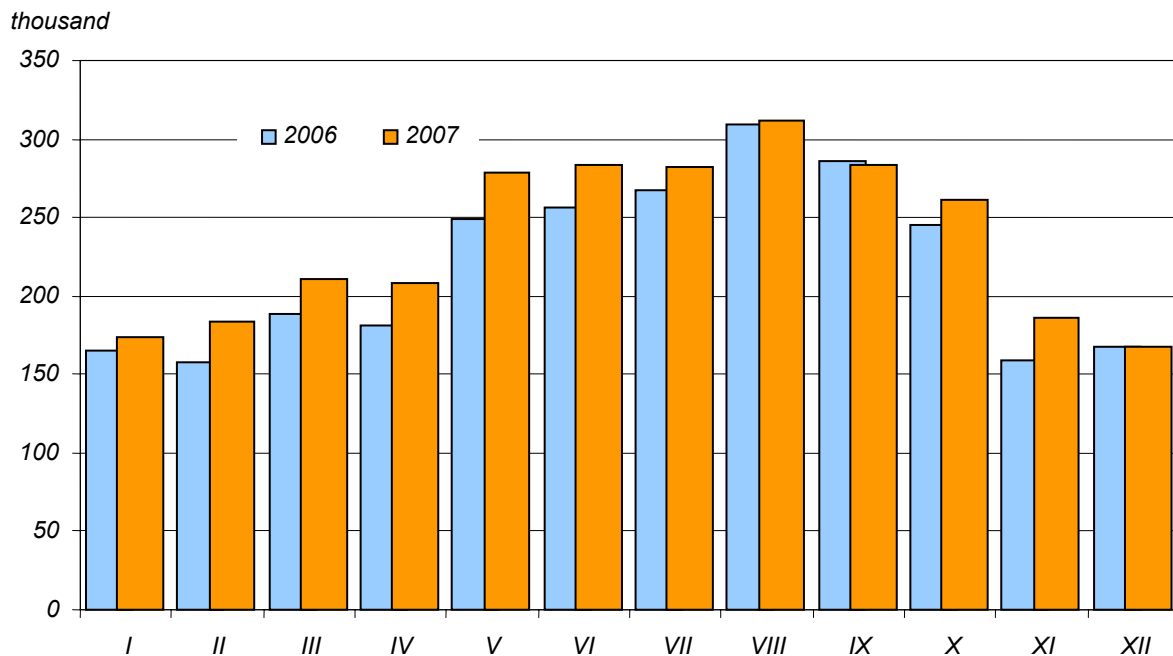
### 2.1.3. Tourists accommodated and nights spent (overnight stays) in collective tourist accommodation establishments

In 2007 the number of tourists accommodated in collective tourist accommodation establishments increased by 196.7 thousand persons (by 7.5%) and amounted to 2830.5 thousand. The greatest absolute increase was recorded in hotels (by 154.9 thousand persons). The share of people accommodated in hotels has been still growing. In 2007 it amounted to 55.5%. The highest relative increase of the number of tourists accommodated was recorded in: school youth hostels (by 16.4%), facilities classified as “other hotel facilities” (by 15.6%) and hotels (by 10.9%).

TABLE III. TOURISTS ACCOMMODATED AND NIGHTS SPENT (OVERNIGHT STAYS) IN COLLECTIVE TOURIST ACCOMMODATION ESTABLISHMENTS BY TYPE OF FACILITIES

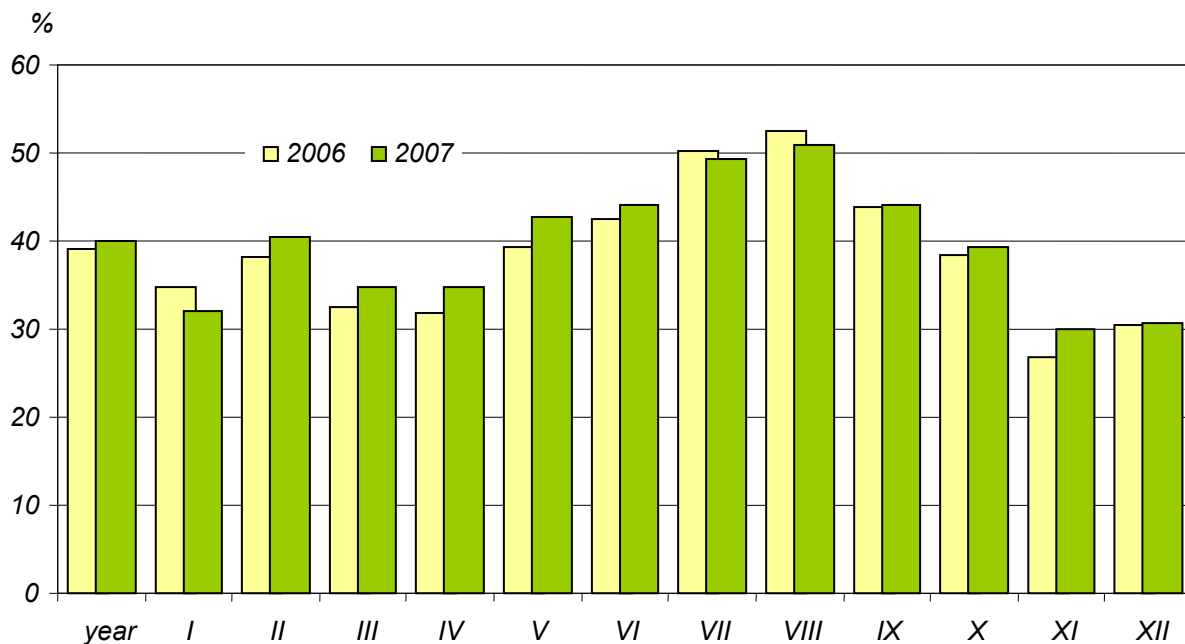
TYPE OF FACILITIES	Tourists accommodated		Nights spent (overnight stays)		Average tourist stay at facility in days	
	in percent				2006	2007
	2006	2007	2006	2007		
<b>TOTAL</b> .....	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>2.9</b>	<b>2.8</b>
<b>Hotel facilities</b> .....	<b>61.6</b>	<b>63.2</b>	<b>46.0</b>	<b>48.7</b>	<b>2.1</b>	<b>2.2</b>
Hotels .....	53.8	55.5	38.1	40.8	2.0	2.1
Motels .....	1.1	1.0	0.5	0.5	1.5	1.5
Boarding houses .....	4.2	4.0	5.5	5.3	3.7	3.7
Other hotel facilities .....	2.5	2.7	1.9	2.1	2.2	2.2
<b>Other facilities</b> .....	<b>38.4</b>	<b>36.8</b>	<b>54.0</b>	<b>51.3</b>	<b>4.0</b>	<b>4.0</b>
Excursion hostels .....	1.2	0.9	1.3	1.0	3.3	3.3
Shelters .....	2.4	2.3	1.5	1.5	1.7	1.8
Youth hostels .....	1.5	1.6	1.1	1.1	2.1	2.0
School youth hostels .....	2.0	2.2	1.8	1.8	2.6	2.4
Holiday centres .....	7.8	7.8	11.7	11.6	4.3	4.2
Holiday youth centres .....	0.3	0.2	0.7	0.6	5.6	7.8
Training-recreational centres ..	6.6	6.2	8.5	7.9	3.7	3.6
Creative arts centres .....	0.4	0.4	0.7	0.7	5.2	4.7
Public tourist cottages .....	0.6	0.5	0.9	0.7	4.3	3.8
Camping sites .....	0.9	0.8	0.7	0.7	2.1	2.4
Tent camp sites .....	0.2	0.2	0.2	0.2	2.6	2.7
Weekend and holiday accommodation establishments .....	0.6	0.6	0.4	0.4	1.7	1.7
Health establishments .....	3.5	3.2	15.3	14.6	12.6	12.8
Other non-classified facilities ..	10.2	9.9	9.3	8.6	2.6	2.5

**TOURISTS ACCOMMODATED  
IN COLLECTIVE TOURIST ACCOMMODATION ESTABLISHMENTS  
BY MONTHS**



*In 2007 there were 8014.0 thousand of overnight stays in collective tourist accommodation establishments — by 6.0% (451.4 thousand) more than in previous year. The number of overnight stays increased the most in hotels — by 386.2 thousand (by 13.4%). The biggest relative increase of overnight stays in comparison with previous year was recorded in “other hotel facilities” — by 16.3% (by 23.3 thousand). In 6 kinds of facilities there was recorded a decrease of the number of overnight stays, from 1.6% in training-recreational centres to 19.6% in excursion hostels. An average stay of a tourist in the facility has been shortened to 2.8 days (2.9 days in 2006).*

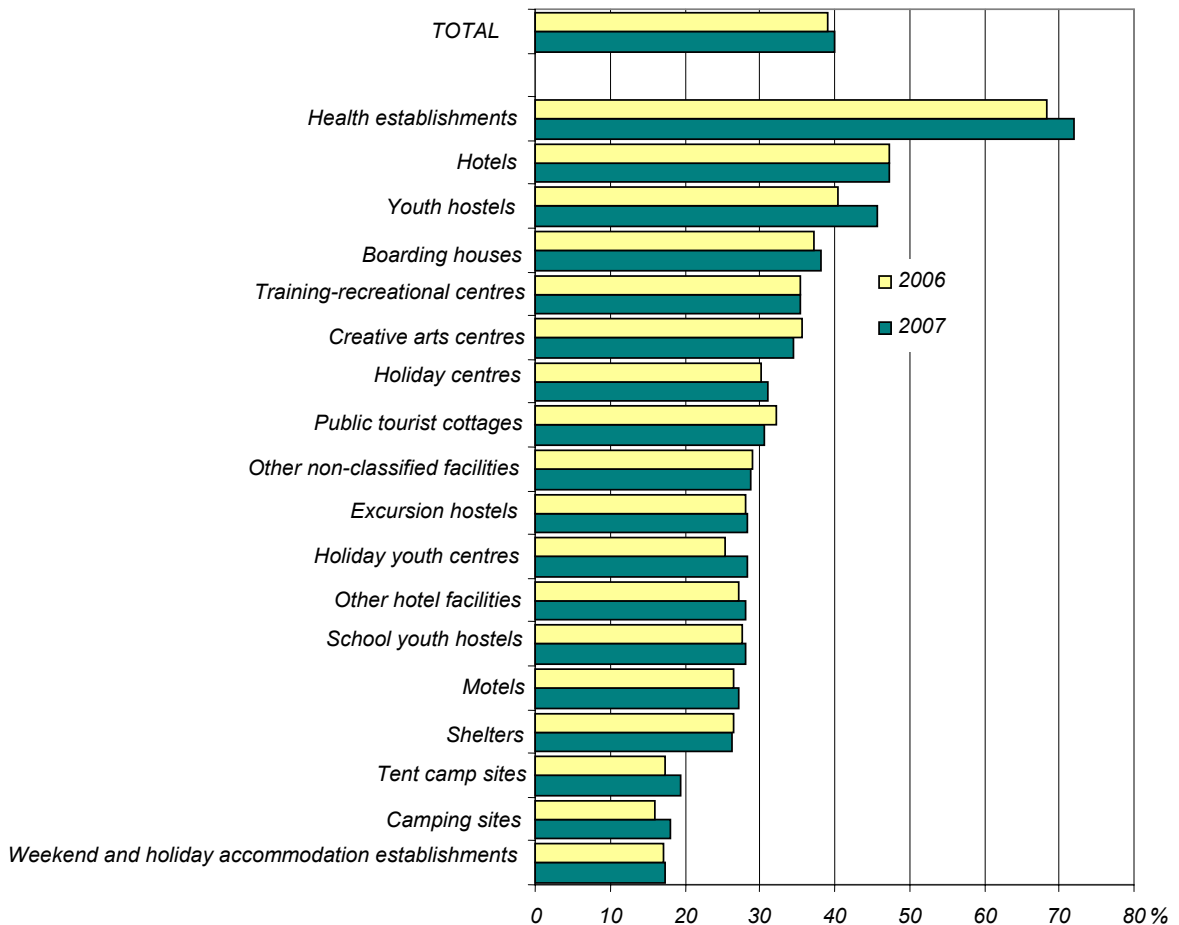
**OCCUPANCY RATE OF BED PLACES  
IN COLLECTIVE TOURIST ACCOMMODATION ESTABLISHMENTS  
BY MONTHS**



The occupancy rate of bed places in collective tourist accommodation establishments in 2007 increased by 0.8 percentage point and amounted to 39.9%. The occupancy rate increased the most in youth hostels (by 5.3 percentage point), health establishments (by 3.5 point) and holiday youth centres (by 2.9 point). Traditionally, the highest occupancy rate of bed places was recorded in August — 50.8% and in July — 49.4%. The occupancy rate of bed places during holidays and in January decreased in relation to 2006, however it increased in all other months of the year.

The occupancy rate of rooms in hotel facilities was the same as in 2006 and it amounted to 51,4%, however it decreased in hotels (by 0.6 percentage point) and in motels (by 1.2 point), and increased in other hotel facilities (by 3.1 percentage point) as well as in boarding houses (by 1.0 point).

#### OCCUPANCY RATE OF BED PLACES IN COLLECTIVE TOURIST ACCOMMODATION ESTABLISHMENTS BY TYPE OF FACILITIES



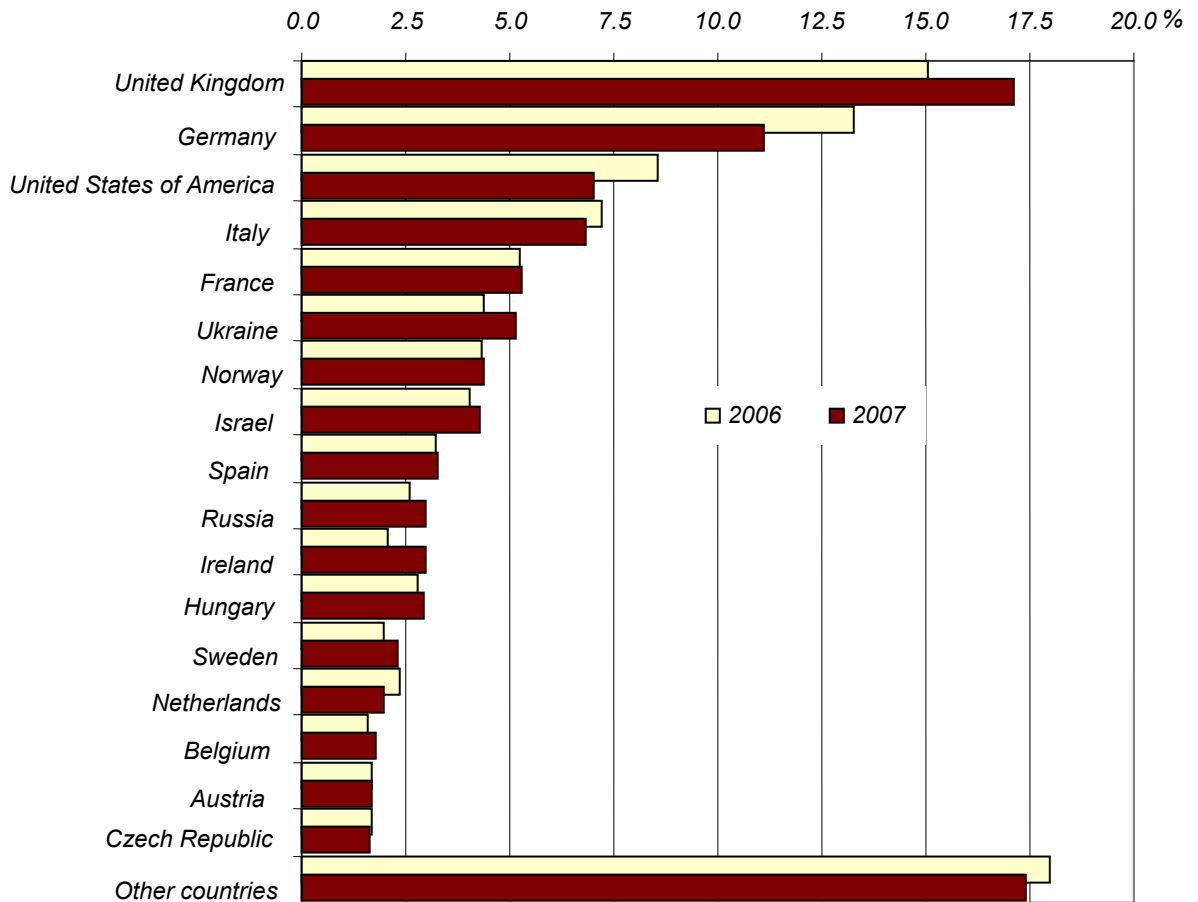
#### 2.1.4. Foreign tourists

In 2007 the number of foreign tourists accommodated in collective tourist accommodation establishments in Małopolska increased once again. In comparison with 2006 their number increased by 44.4 thousand and amounted to 979.4 thousand. The number of guests in hotel facilities was higher by 51.0 thousand (in hotels — higher by 53.5 thousand). However the number of tourists accommodated in other facilities decreased by 6.6 thousand.

In 2007 a revival of domestic tourism took place. It was proved by the fact, that with increasing number of tourists accommodated in collective tourist accommodation establishments (both domestic and foreign guests), dynamics of the number of foreign tourists was lower by 4.3 percentage point than those of tourists coming from Poland.

The share of foreign tourists in total number of persons accommodated in 2007 amounted to 34.6% and was a little (by 0.9 percentage point) lower than in 2006; in hotel facilities it accounted for 47.2% and in other facilities — 13.0%. Traditionally, most (82.2%) foreign guests for overnight stay chose a hotel (by 1.8 percentage point more than in 2006). Their share in total number of hotel guests was still decreasing (51.2% — 1.8 percentage point less in comparison to the share in 2006). It means that domestic tourists more often chose hotels for overnight stay. The share of foreign tourists accommodated was the greatest on camping sites and it amounted to 69.0% (in 2006 - 60.2%).

**FOREIGN TOURISTS ACCOMMODATED  
IN COLLECTIVE TOURIST ACCOMMODATION ESTABLISHMENTS  
BY SELECTED COUNTRY OF PERMANENT RESIDENCE**



The share of foreign tourists whose place of permanent residence was Europe, accommodated in boarding facilities in collective tourist accommodation establishments amounted to 81.1% (in 2006 — 78.7%). Newcomers from Asia constituted 8.3% (8.6% in previous year), and from North America — 7.8% (in 2006 — 9.3%).

2007 was the second year, in which the greatest share of foreign tourists constituted tourists the United Kingdom. Their share amounted to 17.1% (by 2.1 percentage point more than in previous year). Both the number and the share of tourists coming from Germany was still decreasing — 11.1% (towards 13.3% in 2006), from the United States — 7.0% (8.6% in 2006) as well as from Italy — 6.8% (7.2% in 2006).

In 2007 foreign tourists spent 2268.9 thousand nights, i.e. by 150.2 thousand (7.1%) more than one year ago. An average stay of a tourist amounted to 2.3 days, as in previous years. For the longest period (on average 7.7 days) foreign tourists were accommodated in health establishments and for the shortest period — in motels (1.2 days). The time range of average stay of a tourist as regards the country of permanent residence was from 1.3 days (Latvia) to 4.0 days (Malta).

## 2.1.5. Tourism in Małopolskie voivodship in a territorial breakdown

Tourist traffic in Małopolska has concentrated in Kraków and in powiats situated south of voivodship, that was in: nowosądecki, nowotarski and tatrzański.

### COLLECTIVE TOURIST ACCOMMODATION ESTABLISHMENTS AND THEIR UTILIZATION BY POWIATS IN 2007

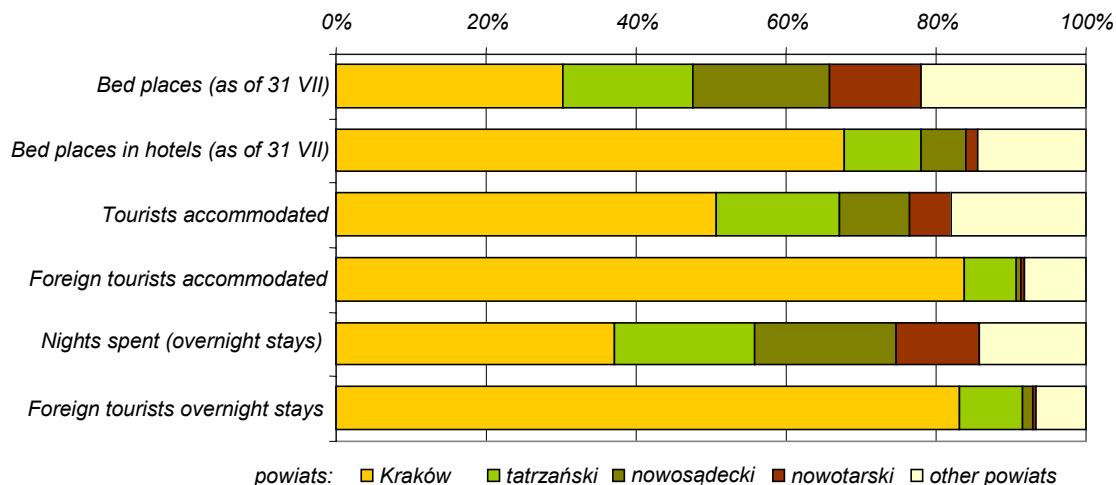


TABLE IV. COLLECTIVE TOURIST ACCOMMODATION ESTABLISHMENTS BY POWIATS  
As of 31 VII

SPECIFICATION	Facilities		Bed places		Number of bed places per facility	
	in percent					
	2006	2007	2006	2007	2006	2007
<b>TOTAL</b> .....	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>76.6</b>	<b>76.1</b>
<b>POWIATS</b>						
Bocheński .....	2.2	2.0	1.9	1.9	65.8	72.0
Brzeski .....	1.1	1.1	0.8	0.7	55.1	53.1
Chrzanowski .....	0.2	0.2	0.1	0.1	17.5	17.5
Dąbrowski .....	0.2	0.2	0.1	0.1	25.0	25.0
Gorlicki .....	3.5	3.0	2.8	2.6	61.6	66.1
Krakowski .....	2.7	3.6	2.1	2.2	61.1	46.7
Limanowski .....	3.5	3.7	2.9	2.8	62.0	58.1
Miechowski .....	0.1	0.1	0.0	0.1	24.0	40.0
Myślenicki .....	1.8	1.9	1.7	1.5	69.1	60.4
Nowosądecki .....	19.7	18.7	18.7	18.2	73.1	73.8
Nowotarski .....	15.4	15.8	12.5	12.2	62.4	58.9
Olkuski .....	1.6	1.2	0.9	0.7	42.4	45.5
Oświęcimski .....	1.1	0.8	1.0	0.8	71.3	74.7
Proszowicki .....	0.2	0.1	0.2	0.0	66.5	21.0
Suski .....	5.0	4.9	3.5	3.2	53.5	50.3
Tarnowski .....	1.2	1.1	0.7	0.6	44.6	42.1
Tatrzański .....	17.9	17.1	18.3	17.4	78.3	77.4
Wadowicki .....	2.0	2.3	1.9	2.0	76.4	67.1
Wielicki .....	1.0	1.5	0.6	0.9	44.6	42.1
<b>CITIES WITH POWIAT STATUS</b>						
Kraków .....	16.8	18.6	27.1	30.3	123.3	123.6
Nowy Sącz .....	1.3	1.2	1.0	1.0	57.1	61.3
Tarnów .....	1.2	0.9	1.1	0.9	67.1	70.9

The average number of bed places in collective tourist accommodation establishments in the Małopolskie voivodship in calculation per 100 actual voivodship residents (Defert's rate) amounted to 2.0 (in 2006 — 1.9). The value exceeding the average was recorded in 36 gminas, and the highest — in Krynica-Zdrój (36.5), Szczawnica (32.1) and Zakopane (30.2).

The density of collective tourist accommodation facilities expressed by number of bed places per 1 km<sup>2</sup> of administrative area amounted to 4.2 (increase by 0.1 in comparison with that calculated in 2006). The rate exceeding the average occurred in 31 gminas and the highest, like the previous year, was recorded in Zakopane (97.6), Kraków (59.4) and Krynica-Zdrój (42.2).

The occupancy rate of bed places (calculated as a percentage share of overnight stays to the nominal number of bed places in collective tourist accommodation establishments) exceeding the voivodship's average was recorded in Kraków — 49.7% and nowosądecki powiat — 42.3%. The occupancy rate of bed places exceeding 35% occurred in 3 powiats (tatrzański — 39.7%, gorlicki — 36.8%, nowotarski — 36.1%). The lowest rate (under 14%) was recorded in 3 powiats (dąbrowski, proszowicki, miechowski).

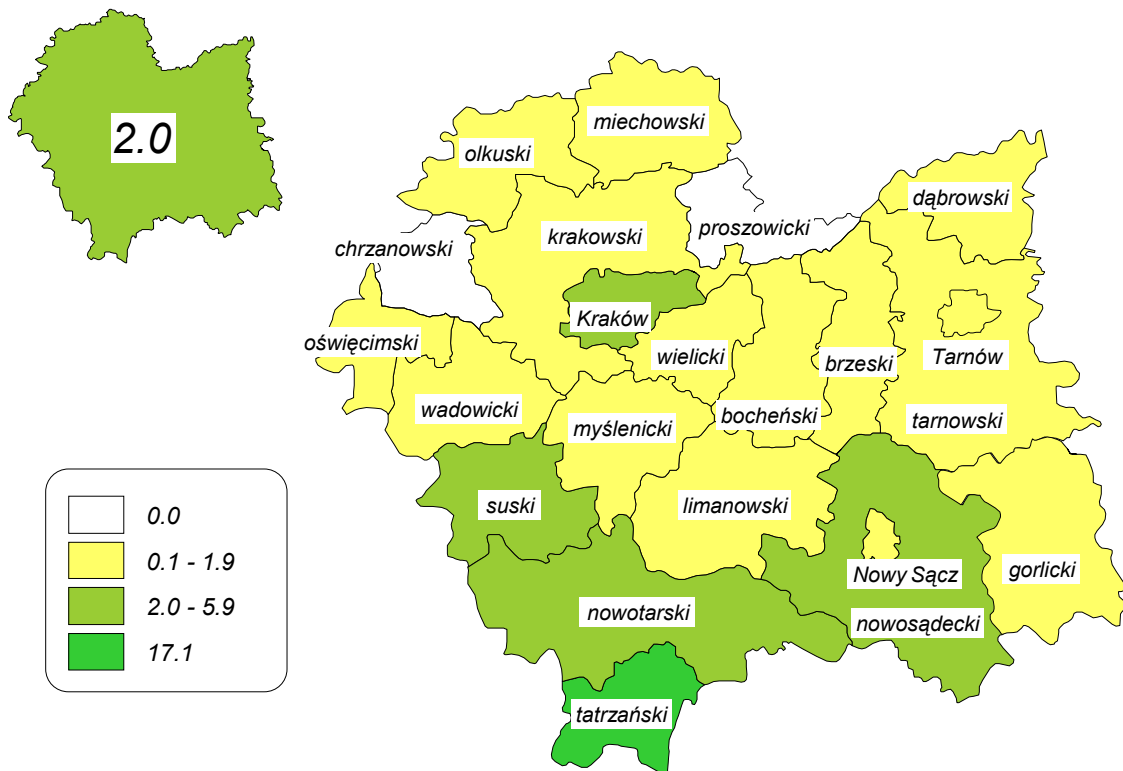
TABLE V. TOURISTS ACCOMMODATED AND OVERNIGHT STAYS IN COLLECTIVE TOURIST ACCOMMODATION ESTABLISHMENTS BY POWIATS

SPECIFICATION	Tourists accommodated		Nights spent (overnight stays)		Average tourist stay at facility in days	
	in percent				2006	2007
	2006	2007	2006	2007		
<b>TOTAL</b> .....	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>2.9</b>	<b>2.8</b>
<b>POWIATS</b>						
Bocheński .....	2.1	2.4	1.0	1.2	1.4	1.4
Brzeski .....	0.4	0.5	0.6	0.5	4.0	3.3
Chrzanowski .....	0.1	0.1	0.1	0.1	2.1	1.8
Dąbrowski .....	0.0	0.0	0.0	0.0	1.7	1.6
Gorlicki .....	1.4	1.5	2.4	2.2	5.1	4.3
Krakowski .....	2.8	3.3	1.6	1.9	1.7	1.6
Limanowski .....	0.9	1.0	1.1	1.1	3.6	3.2
Miechowski .....	0.1	0.0	0.0	0.0	1.3	1.2
Myślenicki .....	0.7	0.7	0.7	0.6	2.9	2.4
Nowosądecki .....	9.7	9.2	19.5	18.9	5.8	5.8
Nowotarski .....	5.5	5.6	10.5	11.1	5.5	5.6
Olkuski .....	0.7	0.6	0.5	0.5	2.4	2.3
Oświęcimski .....	1.0	0.9	0.9	0.7	2.4	2.3
Proszowicki .....	0.2	0.1	0.1	0.0	1.9	1.6
Suski .....	1.6	1.7	2.1	1.9	3.7	3.3
Tarnowski .....	0.7	0.7	0.5	0.5	2.2	2.0
Tatrzański .....	17.6	16.5	19.9	18.7	3.2	3.2
Wadowicki .....	1.7	1.6	1.1	1.1	1.9	1.9
Wielicki .....	0.7	1.0	0.4	0.6	1.6	1.7
<b>CITIES WITH POWIAT STATUS</b>						
Kraków .....	50.1	50.7	35.4	37.0	2.0	2.1
Nowy Sącz .....	0.9	0.8	0.5	0.5	1.8	1.8
Tarnów .....	1.4	1.3	0.9	0.8	2.0	1.7

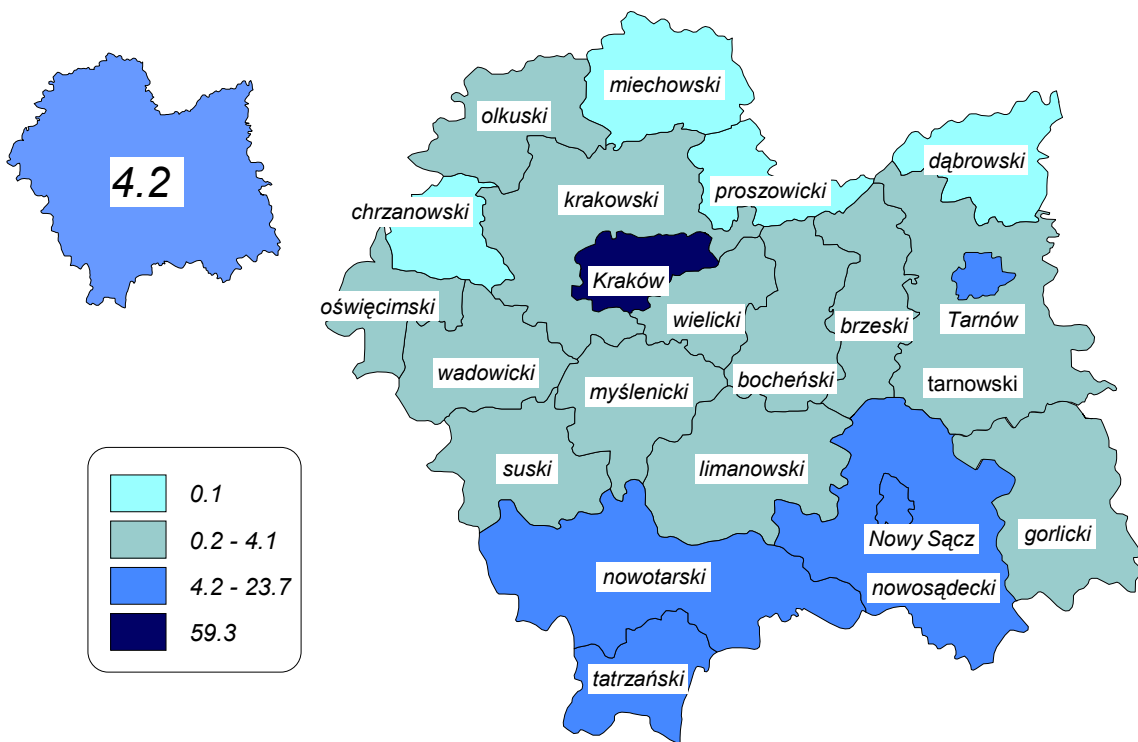
Graphs present the value of: Defert's rate, boarding facilities density rate and Schneider's rate (the number of tourists accommodated per 100 residents) in powiat breakdown. Class intervals were assumed to display powiats with intensity rate above and below the voivodship's average as well as extreme values (maximum and minimum). Graphics indicates 2 significant tourist areas in Małopolska, such as the city of Kraków and powiats situated south of voivodship (nowosądecki, nowotarski, tatrzański).



TOURIST FUNCTION RATE (DEFERT'S RATE) <sup>1</sup>  
BY POWIATS IN 2007



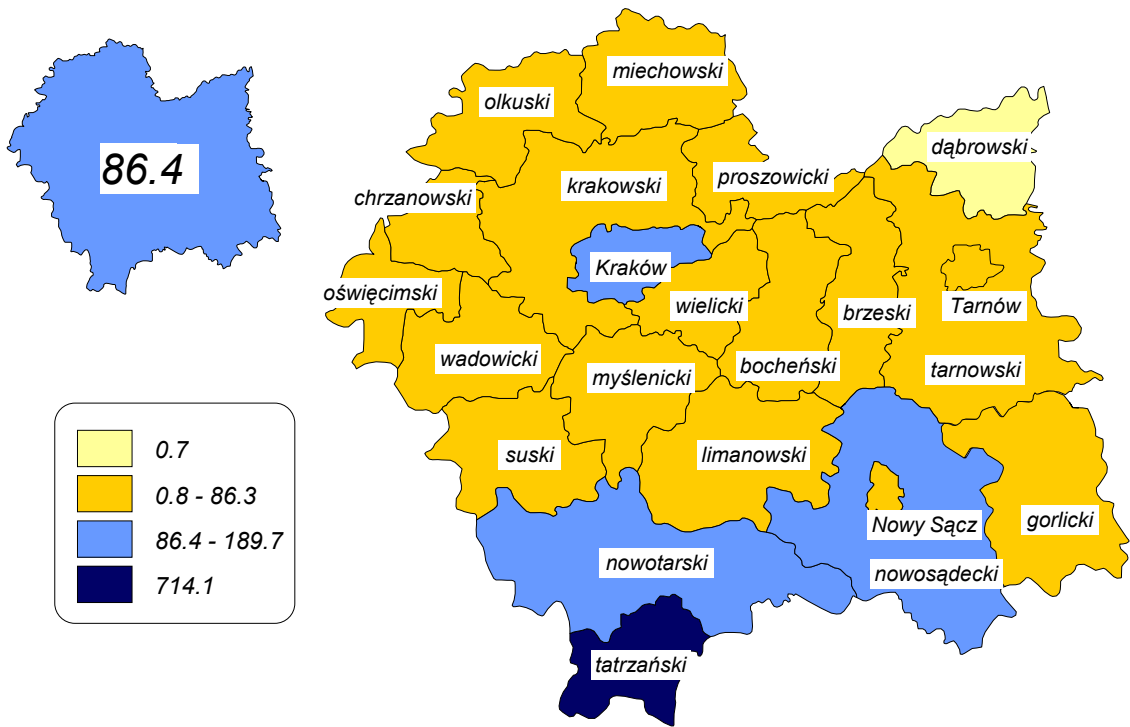
BOARDING FACILITIES DENSITY RATE <sup>2</sup>  
BY POWIATS IN 2007



<sup>1</sup> The number of bed places per 100 residents.

<sup>2</sup> The number of bed places per 1 km<sup>2</sup>.

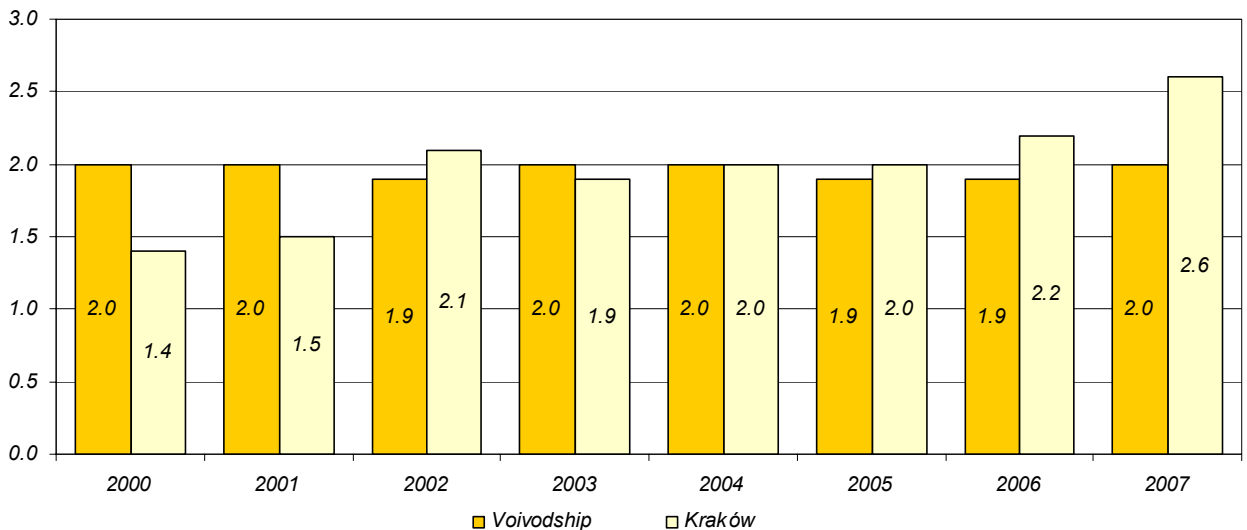
**TOURIST TRAFFIC INTENSITY RATE (SCHNEIDER'S RATE)<sup>3</sup>  
BY POWIATS IN 2007**



**2.1.6. Tourist traffic in Kraków**

As of 31 VII 2007 in Kraków, which was the centre of tourist traffic in Małopolska, there were 157 collective tourist accommodation establishments accounting for 18.6% of voivodship's boarding facilities. At these facilities there were 19.4 thousand bed places prepared at tourists disposal (30.3% of bed places in voivodship). In comparison with the previous year the number of facilities increased by 13.8% and the number of places — by 14.0%. In the voivodship's scale the increase was lower, relatively by 10.9 and 11.8 percentage point. In 2007 the tourist accommodation facilities density rate amounted to 59.3 (in 2006 — 52.0) whereas the voivodship's average — 4.2 (4.1).

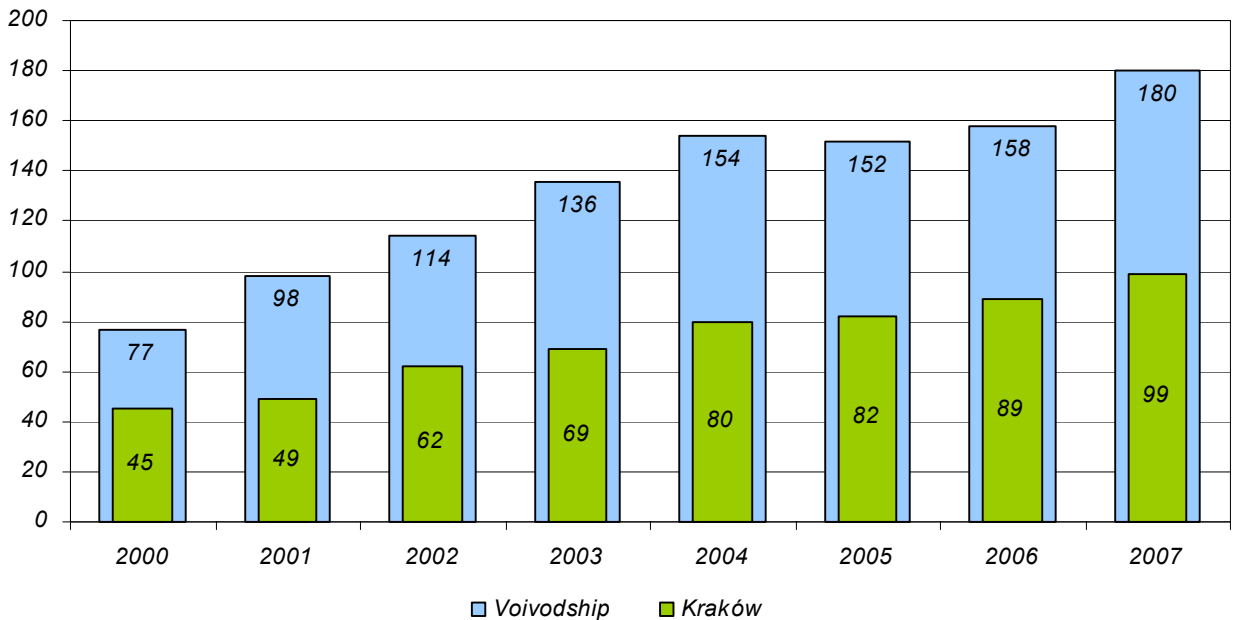
**TOURIST FUNCTION RATE (DEFERT'S RATE)  
FOR KRAKÓW AND MAŁOPOLSKIE VOIVODSHIP**



<sup>3</sup> The number of tourists accommodated per 100 residents.

The main part of boarding facilities in Kraków were hotel facilities (73.9%), of which mainly hotels (85.3%). At the end of July 2007 in Kraków 6 five-starred hotels were located, sole hotel facilities of this category in whole voivodship. The prevailing part constituted three-starred hotels — 53.5%. In hotels there were 13.9 thousand of bed places, which accounted for 67.9% in the voivodship's scale. In comparison to 2006 the number of hotel facilities in Kraków increased by 11.2% (bed places by 23.1%). During 2007 1.4 million of hotel rooms were rented (74.2% rented rooms in Małopolska). The occupancy rate of bed places in hotels amounted to 53.7% and 60.6% for rooms. For the voivodship it was lower relatively by 6.3 and 6.7 percentage point.

#### HOTELS IN KRAKÓW AND IN MAŁOPOLSKIE VOIVODSHIP As of 31 VII



In 2007 in Kraków 1.4 million persons were accommodated in collective tourist accommodation facilities, that was 50.7% of total persons accommodated in voivodship. More than 80% of accommodated persons stayed for a night in hotels.

Kraków is a city visited by large number of foreign tourists. In 2007 they accounted for 57.1% of all tourists accommodated in this city (in 2006 — 58.4%). For the voivodship this share amounted to 34.6% (35.5%).

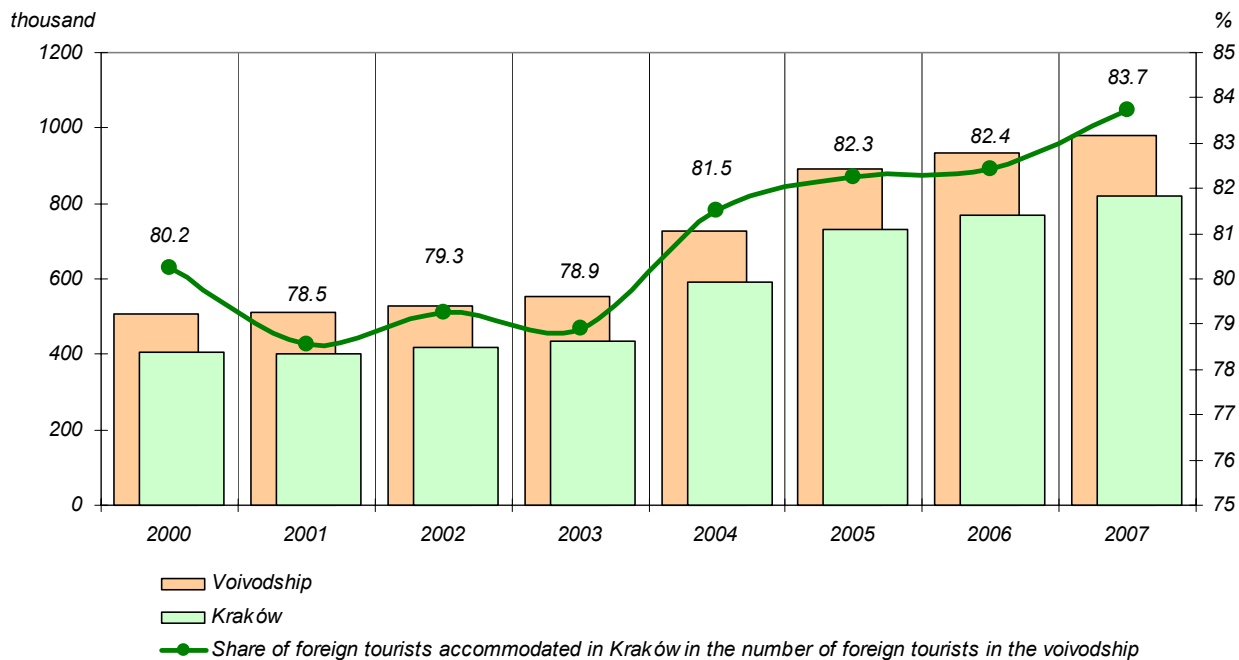
Among foreign tourists accommodated in the voivodship 83.7% persons stayed for a night in Kraków. In case of tourists accommodated in hotels, this share amounted to 89.7%. Foreign tourists whose place of permanent residence was Europe constituted 80.2%. The largest number of European tourists came from: the United Kingdom (23.2%), Germany (12.9%), Italy (9.3%), France (6.4%) and Norway (5.7%).

Amid residents of the European Union who came to the Małopolskie voivodship, 84.5% were accommodated in collective tourist accommodation facilities situated in Kraków; the greatest percentage of tourists accommodated constituted residents of Ireland (92.4% stayed for a night in Kraków), Portugal (92.2%), Spain (92.1%), Italy (91.2%), the United Kingdom (90.9%) and Malta (90.1%).

In 2007 there were 3.0 million of overnight stays in collective tourist accommodation establishments located in Kraków, of which 63.5% foreign tourists. A year ago it was less by 9.8% and the share of foreign tourists was lower by 0.4 percentage point.

The number of overnight stays in Kraków accounted for 37.0% of overnight stays in voivodship. For hotels this share amounted to 73.6%.

**FOREIGN TOURISTS ACCOMMODATED IN COLLECTIVE TOURIST ACCOMMODATION ESTABLISHMENTS IN KRAKÓW AND IN MAŁOPOLSKIE VOIVODSHIP**



Using the Pearson's correlation coefficient to research a relation between the number of tourists accommodated in facilities located in Kraków and on the rest of the voivodship (excluding Kraków), you can observe that with increasing number of tourists in Kraków the number of tourists on the rest of the voivodship's area is also increasing - the correlation coefficient<sup>4</sup> amounted to 0.94. This relation is even stronger (0.98) in case of foreign tourists. It may demonstrate, that the development of a tourist traffic in Kraków has a decisive influence on a tourist traffic in the voivodship.

<sup>4</sup> Calculated on the basis of data from 2000 till 2007.