



Polish National Tourist Office
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PRESS RELEASE
7 JANUARY 2016

Wroclaw, Poland kicks off European City of Culture Year as one of ABTA's "destinations to watch" for 2016

As one of "12 Destinations to watch" for 2016, Poland's European City of Culture Wroclaw, one of only three European destinations along with Italy and France has been named in ABTA's Travel Trends Report 2016. According to ABTA, it is also the first time that Poland has entered the top 10 most visited destinations from the UK.

The report is released in association with the Foreign & Commonwealth Office and is based on research and feedback from ABTA members. Moreover, the report also highlights emerging and key trends in travel which will influence holiday habits in the year ahead stating that almost a quarter (23%) of the population are expecting to spend more on their holidays, up slightly from 20% last year.

Wroclaw is well positioned for an increase in UK visitors as one in five people (18%) say they will travel to a country they have never been to before in 2016, compared to 9% who said this last year. Furthermore, nearly a quarter (23%) say they will try a new resort or city (even if they have visited the country before) compared to 10% who said this last year.

It is not a surprise that Poland is so popular. The influx of Polish citizens to the UK has led to a big increase in the number of airline routes between the two countries and now more and more holidaymakers are looking to travel the other way.

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Wroclaw, Poland's fourth city has an eventful history, wondrous 13th century market square, atmospheric old town and picturesque riverside. Headline events for the city's year in the spotlight are a series of 12 cultural weekends, starting with Awakening, a winter fiesta of exhibitions, concerts and a mass parade. The showstopper will be a performance on 23 February by prolific movie composer Ennio Morricone, with 200 choristers and musicians.

The announcement was swiftly followed by Poland's inclusion in the Guardian's "Top 10 destinations 2016" as well as the Evening Standard's "Top holiday destinations to travel to in 2016". Poland is also included in Lonely Planet's best in Travel destinations 2016 and the Express Top travel destinations for 2016.

Bogdan Becla, acting director of the Polish National Tourist Office UK, commented "I am delighted that Poland has been named as one of ABTA's destinations to watch for in 2016, winning this prestigious award is recognition of its travel and tourism potential and completes the consumer media accolades received this year for Wroclaw."

For more information, please contact:

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