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**POLAND.**  
More than you expected



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# Poland and the Nordics on the map of Europe



#VisitPoland



# Topography of Poland

MIGUEL VALENZUELA, 2021

IG: @mappdotofficial

Data Source: SRTM

Projection: ETRS 1989 Poland CS92



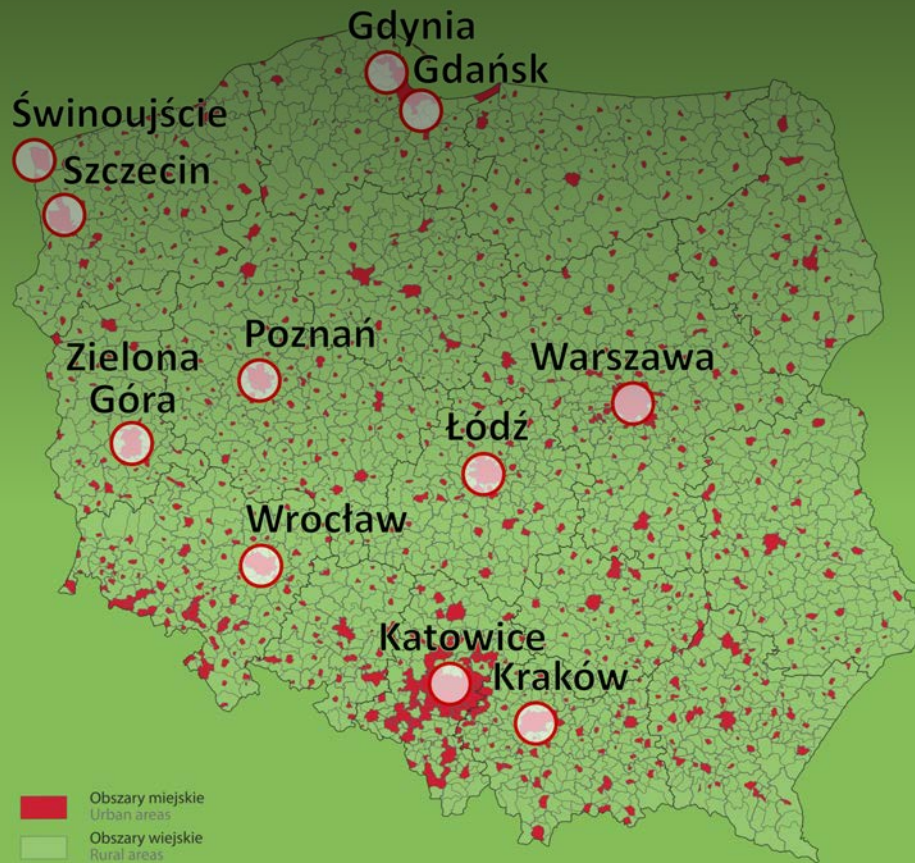
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Baltic coast and shifting dunes, Masurian Lakes and post-glacial landscapes, broad central plains, uplands in the south, and the Carpathians/Sudetes closing with alpine Tatras.

POLSKA

# Demography of Poland



Population of Poland approx. 37,489,087 people.

Dynamic urban hubs (Warszawa, Kraków, Wrocław, Poznań, Gdańsk), strong academic cities, regional identities from Silesia to Podlasie, a modern economy spanning tech, services and industry.



# Tourism in Poland – Jan–Jun 2025

## Key Figures

Total arrivals (foreign + domestic): 18.9 million  
(+11.6% vs 2024)

Foreign arrivals: 3.78 million (+14.4%)

Domestic arrivals: 15.1 million (+11.0%)

Norway: 68k (+12.6%)

Sweden: 74k (+15.7%)

Denmark: 51k (+6.4%)

Finland: 36k (+7.1%)

(Arrivals in all forms of paid accommodation, GUS/ETC-M3)



An aerial photograph taken from the perspective of someone looking out of an airplane window. The white wing of the aircraft is visible in the upper left corner. Below the wing, a wide, multi-lane highway stretches across the landscape, with several cars visible. The highway is flanked by green fields and clusters of residential houses with red-tiled roofs. In the far distance, the dense urban skyline of Warsaw is visible under a clear blue sky.

Your first glimpse of Warsaw as you land...



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# Kraków — royal, underground & after dark



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- **Top icons:** Wawel Hill & Cathedral, Main Market Square, St. Mary's Basilica, Kazimierz.
- **Masterpieces:** The **Czartoryski Museum** houses Leonardo da Vinci's *Lady with an Ermine*.
- **Underground time-travel:** **Rynek Underground Museum** under the Main Square traces Kraków's medieval trade routes with immersive exhibits.
- **Modern art pulse:** **MOC AK** (Museum of Contemporary Art in Kraków).
- **Memory lane:** **Oskar Schindler's Enamel Factory** museum.
- **Green ring:** **Planty Park** encircles the Old Town—perfect for strolls and picnic stops.
- **Pubs, bars & jazz:** From cellar bars in Kazimierz to jazz nights around the Rynek—easy to weave into an evening crawl.
- **Day trips:** **Wieliczka Salt Mine**, **Auschwitz-Birkenau Memorial**, **Zakopane/Tatras**.





# Polish mountains

## Peaks, lakes & wooden villages

- **Tatras (Tatra National Park):** Alpine scenery, famous lakes (Morskie Oko), rich wildlife.
- **Highest peak: Rysy** (2,503 m) on the PL/SK border.
- **Zakopane vibe:** Timber architecture, Gubałówka views, winter sports hub
- **Do not miss:** Pieniny (Dunajec Gorge rafting), **Bieszczady** (wild, starry skies), Sudetes & **Karkonosze** (Śnieżka).



# Dunajec River: a scenic escape between Kraków and Zakopane



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- **Rafting the gorge:** Traditional wooden raft rides through the dramatic limestone walls of the Dunajec Gorge—an unforgettable blend of nature and folklore.
- **Between two hubs:** Just 2 hours from Kraków and 1.5 hours from Zakopane, it's an easy day trip balancing culture and mountain adventure.
- **Borderline beauty:** The river winds along the Polish–Slovak border, with Pieniny peaks, medieval castles, and panoramic trails completing the experience.





# Warszawa — resilience, museums & tasty halls



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- Old Town: UNESCO-listed postwar reconstruction.
- WWII & memory: Warsaw Uprising Museum and POLIN Museum.
- Polish Vodka Museum at Koneser—surprisingly funny & informative.
- Food halls & shopping: Hala Koszyki, Hala Gwardii, Złote Tarasy.





# Łódź — post-industrial cool story



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- **Piotrkowska Street:** one of Europe's longest high streets.
- **Manufaktura:** 19th-century mill complex turned culture / retail hub.
- **EC1 Łódź:** science center & planetarium in a power-plant shell.
- **Łódź Film School** legacy & huge **street-art / mural** scene; **Księży Młyn** workers' quarter.





# Poznań — color, croissants & Christmas Ice



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- **Hidden-in-plain-sight gem** with a colorful Old Market Square.
- **Taste icon:** St. Martin's croissant (rogal świętomarciński)—EU PGI protected.
- **Winter sparkle:** International Ice Sculpture Festival alongside the Christmas Market.



# Zamość: the renaissance pearl of the north



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- **Renaissance jewel:** The UNESCO-listed Old Town, with its harmonious grid plan, colorful arcaded tenement houses, and the magnificent Great Market Square, is a textbook example of Renaissance urban design.
- **Fortified heritage:** Zamość Fortress, with bastions and gates still standing, tells the story of how this “Padua of the North” was both a cultural hub and a military stronghold.
- **Cultural heartbeat:** The Zamość Town Hall, with its grand staircase and iconic clock tower, remains the city's symbol—hosting concerts, festivals, and a vibrant café culture around the square.





# Wrocław — bridges, dwarfs & UNESCO



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**“Polish Venice” feeling:** 100+ bridges and river islands.

**Wrocław Dwarfs:** a city-wide trail of whimsical bronze figures.

**Hydropolis:** award-winning water-science center.

**Centennial Hall:** UNESCO modernist masterpiece.





# Rzeszów — underground routes & aerospace



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- **Underground Tourist Route** beneath the Market Square.
  - **Aviation Valley HQ** (regional aerospace cluster).
  - **Modern fountains & boulevards**; gateway to Subcarpathia castles.



# Lublin — European Capital of Culture 2029



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- **Must-see icons:** Lublin Castle's Holy Trinity Chapel—Gothic meets Byzantine Ruthenian frescoes.
- **Signature festival:** Night of Culture turns the Old Town into an all-night arts playground.
- **Taste of Lublin:** Cebularz lubelski—PGI-protected onion flatbread.



# Toruń — Copernicus & gingerbread



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- **UNESCO Medieval Old Town** in brick Gothic.
- **Copernicus birthplace** & planetarium / observatory sites.
- **Piernik (gingerbread)**—taste it and try to do-it-yourself.



# Elbląg — boats on grass & Hanseatic echoes



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- **Old Town** reborn after WWII; brick Gothic **St. Nicholas Cathedral** and waterfront.
- **Museum of Archaeology & History** in historic granaries.
- **Gateway to nature:** Vistula Lagoon & lowland landscapes.





# Elbląg Canal — boats on rails & a national monument of history



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- 19th-century marvel (82 km, opened 1860) with five unique inclined planes where boats ride on rail trolleys — the famous “boats on grass.”
- Recognized as a Polish National Historic Monument (2011) extensively modernized and open today for scenic cruises.





# Baltic Coast — dunes, amber & wild shores



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- **Słowiński National Park:** Europe's largest moving sand dunes—a “Sahara by the sea.”
- **Amber country:** Gdańsk's Museum of Amber underlines the city's “World Capital of Amber” claim.
- **Wildlife & rehab:** Hel Seal Sanctuary works to restore Baltic grey seals; popular visitor center.
- **Calm and wild:** coastal lakes, pine forests, rich birdlife, nature reserves all around



# The Polish Riviera — Tri-City by the sea



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- **Three-in-one:** Gdańsk, Sopot, Gdynia combine culture, spa sands and modernist seafronts—often nicknamed the **Polish Riviera**.
- **Sopot:** beach town aura + record-long **wooden sea pier**.
- **Gdynia:** modernist city with **Orłowo Cliff & pier** viewpoints





# Gdańsk — port of freedom & amber



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- **Long Market & Neptune Fountain:** Main Town Hall panoramas.
- **St. Mary's Basilica:** among the world's largest brick churches.
- **European Solidarity Centre:** the story of Solidarność & the fall of Communism.
- **Museum of the Second World War:** world-class narrative museum.
- **Amber trails:** Museum of Amber and workshops.





# Malbork — brick colossus on the Nogat river



- **UNESCO World Heritage:** The **Castle of the Teutonic Order in Malbork**, one of the world's largest brick castles by area.
- ***Easy day trip*** from Gdańsk with medieval legends and grand courtyards



# Moszna & friends — sleep in a castle (some with spas!)



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**Moszna Castle:** fairy-tale silhouette; you can **stay overnight** in castle rooms.


**Książ Castle complex:** on-site **Hotel Książ** by the castle park; atmospheric rooms.

Across Poland, several castles/palaces run hotels & wellness—great for romantic getaways.



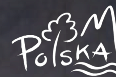


# Białystok & Poland's Palaces — from baroque to fairy-tale

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- Białystok's Branicki Palace—the “Polish Versailles.”
  - Nearby: Choroszcz Palace (Branicki summer residence).
  - National standouts: Wilanów Palace, Łańcut Castle, Moszna Castle, Książ Castle — iconic sites to visit



# Meet the Żubr: Europe's bison up close in **Poland**



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- **European bison is Europe's largest land mammal** and a conservation comeback—its status improved to **Near Threatened** on the IUCN Red List (2020).
  - **Białowieża Forest (UNESCO)** hosts the **largest free-roaming population** of European bison.
  - **How many in Białowieża now?** A **2023 winter count** reported **~892 individuals** in the Polish part of the forest and adjacent areas.



# Polanica-Zdrój & the Wellness Belt — microclimates to breathe in...



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- **Polanica-Zdrój**: elegant spa town in the Kłodzko Valley, famed for mineral springs, parks, and 19th-century pump rooms.
- **Ciechocinek**: iconic **graduation towers** creating a saline microclimate ideal for inhalations.
- **Krynica-Zdrój**: classic mountain **mineral-water pump rooms** and promenades.
- **Kołobrzeg**: Baltic **brine & peat-mud** treatments; seaside microclimate
- **Sopot**: historic spa town with Europe's longest wooden sea pier; iodine-rich sea air..





# Winter Fun — ski in Poland



Zakopane & Tatras for alpine vibe.

Szczyrk Mountain Resort, Białka Tatrzańska, Karpacz & Szklarska Poręba,  
Jaworzyna Krynicka—modern lifts & family runs.

Cross-country Mecca: Jakuszyce (home of Bieg Piastów).



# Active Holidays — Hel & the Jura (two easy examples)



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- **Hel Peninsula (Puck Bay):** shallow, flat waters = **kitesurfing paradise** (beginner-friendly).
- **Kraków-Częstochowa Jura:** castles, cliffs & caves on the **Eagles' Nests Trail** — prime for hiking / biking.





An aerial photograph of a golf course at sunset. The scene is bathed in warm, golden light. A large, well-manicured green is the central focus, surrounded by several sand traps. A winding path or fairway leads through the landscape, which is dotted with trees and bordered by a body of water. The sky is a mix of orange and blue, reflecting on the water's surface.

# Golf in **Poland** — scenic, challenging and ... underrated



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- **Scale:** ~36 golf courses and over 7,600 affiliated golfers (EGA 2025).
- **Bucket-list layouts:** **Modry Las** (Gary Player design; resort by lakes & forests) and **Postołowo** near Gdańsk (one of Europe's longest par-72s—7,101 m).
- **Mix of 9/18-hole courses** spread across lake districts and hills—easy to pair with sightseeing.



# Poland After Dark — stargazing hotspots



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- **Toruń (Copernicus' hometown):** astronomy heritage, planetarium, and stargazing events
- **Izera Dark-Sky Park (with Czech partners):** first of its kind in the region; famed Milky Way views.
- **Bieszczady Starry-Sky Park:** exceptionally low light pollution.
- **Sopotnia Wielka (Żywiec Beskids):** community-led dark-sky area.



# 5 things you might not expect to see in **Poland**



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You can find remarkable museums such as:

- Potato Museum of Poznań
- The Museum of Soap and the History of Dirt in Bydgoszcz
- Neon Museum in Praga South district of Warsaw
- Museum of Communism in Warsaw
- Be Happy Museum in Warszawa, Szczecin, Poznań and Zakopane





# Michelin Map — Where to book a table



- **2025 snapshot:** 1× two-star, 6× one-star, 1 Green Star across Poland.
- Cities now include **Warsaw, Kraków, Poznań, Wrocław** and the **Pomorskie Tri-City: Gdańsk, Gdynia, Sopot**.
- **Takeaway:** fast-rising culinary scene with dozens of Bib Gourmands and recommended spots.





# Polish Wineries — A young scene on the rise



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- **Scale:** Over **500 registered wineries** by 2025; production and vineyard area have grown significantly since 2009
- **Grapes that thrive:** **Solaris, Hibernar, Johanniter, Seyval Blanc, Muscaris;** reds like **Regent, Rondo, Cabernet Cortis** (cold-hardy PiWi varieties).
- **Signature festival:** **Zielona Góra Winobranie** each September; **Jasło International Wine Days** in Subcarpathia.



# Christmas Markets — cozy lights from the sea to Sudetes



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- **Gdańsk** has repeatedly been singled out as Poland's **most beautiful** market in international round-ups.
- **Also great:** **Wrocław** (huge fairy-tale stalls), **Kraków** (Main Square traditions), **Poznań** (plus the **Ice Sculpture Festival**), **Warsaw** (Old Town , winter parks and the Festival of Lights).



Do you need more  
info about **Poland?**



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