

WARSAW 2017

THE NEW FASHION DESTINATION



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POLISH
TOURIST
ORGANISATI



GENERAL INFORMATION

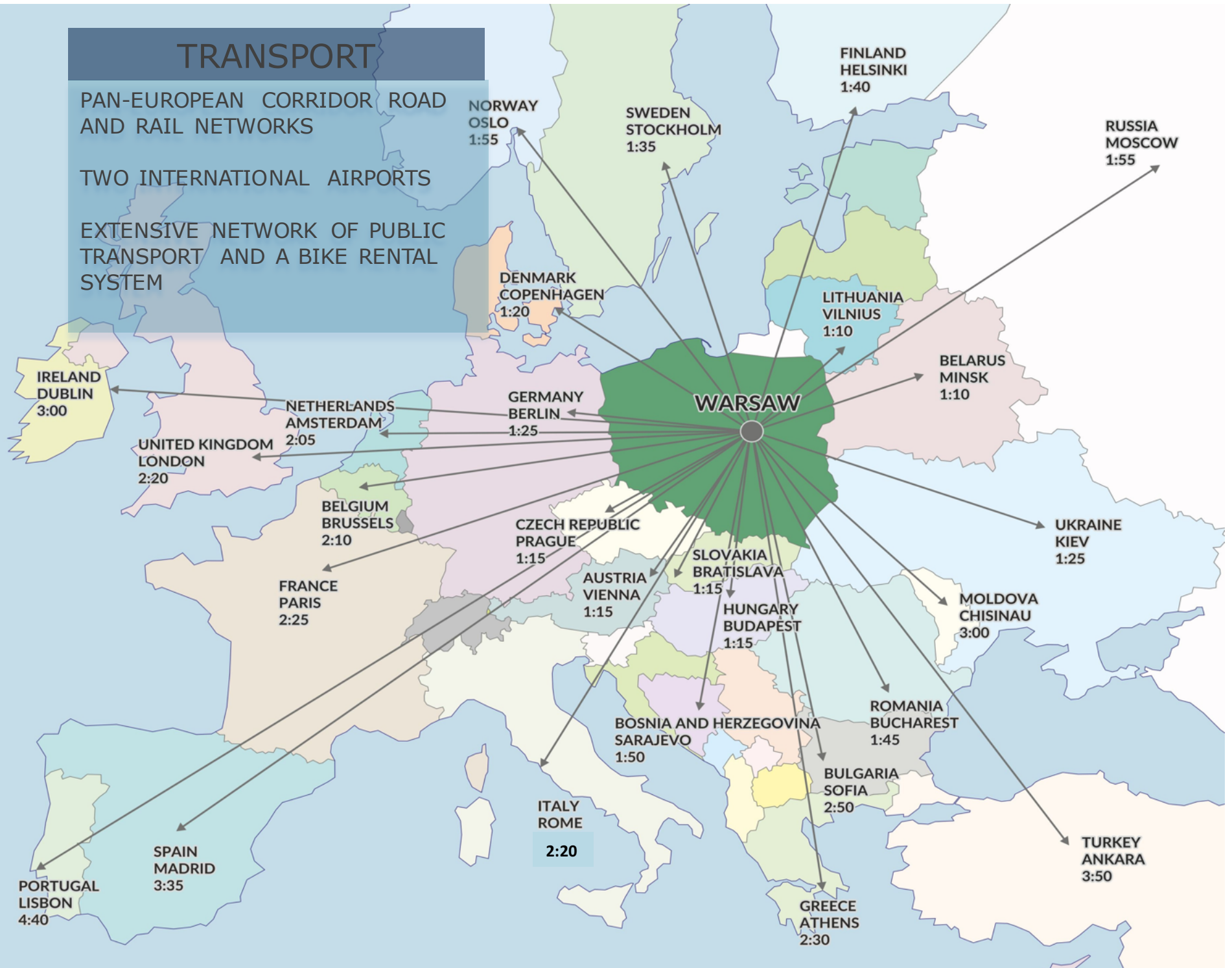
- POPULATION WITHIN AGGLOMERATION 3,2 MILLION
- 6,7 MILLION TOURIST PER YEAR
- AREA 517 SQ KM
- FDI FOREIGN COMPANIES IN WARSAW 8.500
- TOTAL INVESTMENT 15 BLN EURO SINCE 2000
- INVESTMENT VOLUME IN CITY CENTRE 7 BLN EURO
- 6^o PLACE IN THE WORLD ACCORDING TO THE GLOBAL INVESTMENT INDEX
- RETAIL 1.4 MILLION SQ M
- OVER MILLION SQ M OF SHOPPING CENTRE SPACE
- OVER 1 MILLION MODERN OFFICE SPACE
- NEARLY 100 OFFICE BUILDINGS WITH GREEN CERTIFICATES
- OVER 4 THOUSAND LUXURY APARTMENTS

TRANSPORT

PAN-EUROPEAN CORRIDOR ROAD AND RAIL NETWORKS

TWO INTERNATIONAL AIRPORTS

EXTENSIVE NETWORK OF PUBLIC TRANSPORT AND A BIKE RENTAL SYSTEM



TOURISM IN WARSAW

Estimated number of tourists and same-day visitors in Warsaw in 2015

8,450,000

Total tourists and same-day visitors



Foreign tourists and same-day visitors by country

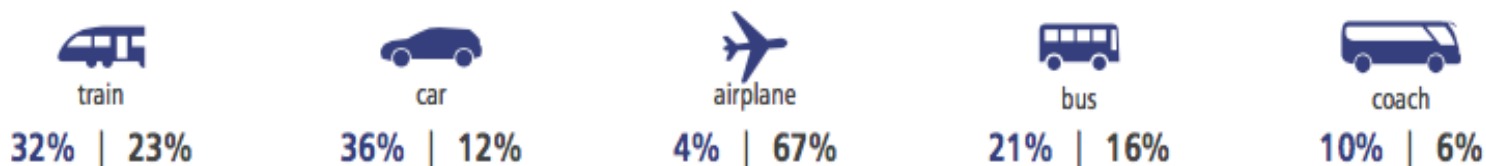


Source: *Tourism in Warsaw. Report 2015, Warsaw Tourism Office 2016*

TOURISM IN WARSAW

Means of transport used by tourists coming to Warsaw

domestic | foreign



over
420
tourist accommodation
establishments including 81 hotels

over
36,000
bed
places



over
3 million
tourists have used tourist
accommodation establishments

over
5 million
nights spent
by tourists

Main purposes of visiting Warsaw

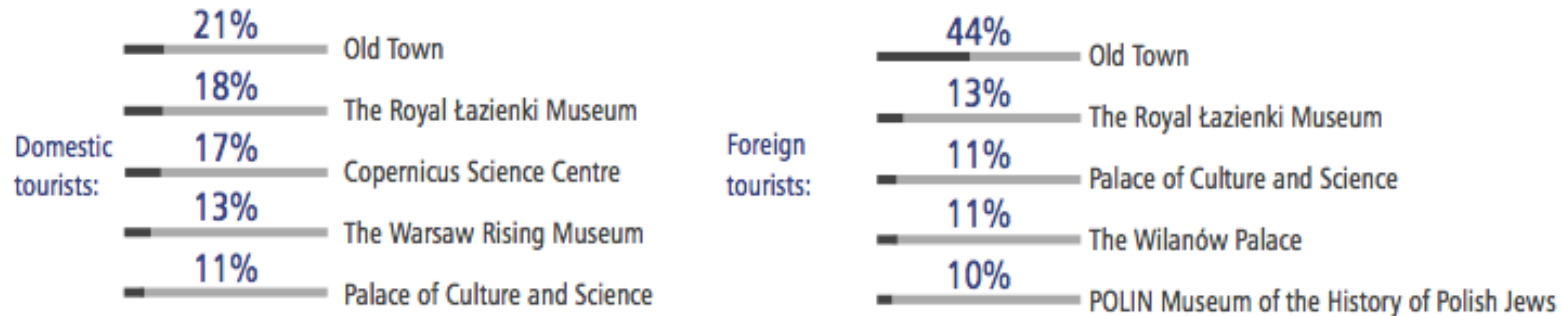
domestic | foreign



Source: *Tourism in Warsaw. Report 2015, Warsaw Tourism Office 2016*

TOURISM IN WARSAW

Top 5 tourist attractions



7.85
average tourist attractiveness of Warsaw
in the opinion of tourists
(on a scale of 1 to 10)



4 days
average stay

 **PLN 717**

average declared amount
spent per person during stay



PLN 407
domestic tourists




PLN 1,542
foreign tourists

97% of domestic tourists and **85%** of foreign tourists
intend to
visit Warsaw again

95% of domestic tourists and **95%** of foreign tourists
are ready to recommend
a visit to Warsaw to their friends

Source: Tourism in Warsaw. Report 2015, Warsaw Tourist Office, 2016



QUALITY OF LIFE

6° PLACE IN THE WORLD IN
KNOWLEDGE OF ENGLISH

150 SCIENTIFIC INSTITUTIONS

5° GOOGLE CAMPUS IN THE
WORLD

75 UNIVERSITIES

250 000 STUDENTS

OVER 200 000 HA OF GREEN
AREAS WITHIN WARSAW. ALMOST
A QUARTER OF CITY'S SURFACE

OVER 3500 RESTAURANTS

72 SPORTS HALLS

MORE THAN 400 KM OF BICYCLE
PATHS



QUALITY OF LIFE HAPPINESS IN WARSAW

- 91% OF CITIZENS ARE HAPPY WITH THE PLACE WHERE LIVE
- 81% FROM THOSE WHO CHOSE TO LIVE IN WARSAW FEEL GOOD HERE
- MORE THAN HALF OF INHABITANTS APPRECIATE THE CARRER OPPORTUNITIES IN WARSAW
- 80% OF THE POPULATION HAS A GOOD OPINION ON PUBLIC TRANSPORT
- 90% IS SATISFIED WITH METRO SERVICES

(SOURCE: REPORT OD INTERNATIONAL SURVEYS PUBLIC OPINION, LA FARGE, WARSAW 2014)



QUALITY OF LIFE

LEISURE

- 28% OF GREEN AREAS IN THE CITY
- 59 CITY PARKS
- 5 PUBLIC BEACHES
- 98 MUSEUMS
- 31 CINEMAS (14 MULTISCREEN)
- 44 THEATRES AND 2 OPERAS
- 100 OUTDOOR GYMS
- OVER 3 500 RESTAURANTS
- OVER 1 000 000 SQ M OF SHOPPING CENTRE SPACE
- NUMEROUS ICE RINKS, AQUAPARKS AND A SKI SLOPE OPEN ALL YEAR LONG
- OVER 100 OPEN GYMS



QUALITY OF LIFE

INFRASTRUCTURE

- OVER 730 TRAMS (320 MODERN TRAMS)
- EXTENSIVE BUS NETWORK (281 LINES, OVER 1800 MODERN BUSES)
- 32 RAPID URBAN RAILWAY TRAINS
- 70 MODERN SUBWAY TRAINS, ANOTHER 30 PLANNED TO BUY
- CONTINUED CONSTRUCTION OF THE 2° METRO LINE (11 NEW STATIONS)
- CONTINUED CONSTRUCTION OF NEW 19 PARK AND RIDE FACILITIES WITHIN THE METROPOLITAN AREA (ALL TOGETHER 30 PARK & RIDE PLACES)
- THE LARGEST PERCENTAGE OF RESIDENTS USING PUBLIC TRANSPORT (OECD)

LUXURY HOTELS AND INVESTMENTS

MAJOR INTERNATIONAL HOTEL NETWORKS OPERATE IN WARSAW, SUCH AS STARWOOD, MARRIOT, INTERCONTINENTAL, HILTON OR ACCOR. RICH HOTEL OFFER MEETS THE STANDARDS OF A BUSINESS TOURIST AND AN INDIVIDUAL TOURIST AS WELL





NIGHTLIFE



FINE DINING

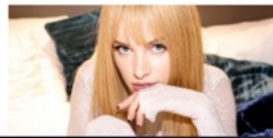
MAFFASHION

STRONA GŁÓWNA

ARCHIWUM

KONTAKT

LOOKBOOK



WYSZUKAJ NA BLOGU...



FACEBOOK

FASHION WEEK WARSAW



FASHION BLOGS

JEMERCED

RUNWAY / FASHION / CELEBRITY / BEAUTY / VIDEO / CONTACT



MY STYLE

DAILY

RISK
MADE IN
WARSAW



AGA
PRUS



MO61



CEDET

AT JEROZOLIMSKIE AVENUE



VITKAC

AT JEROZOLIMSKIE
AVENUE



MARSZAŁKOWSKA STR.



NOWY ŚWIAT/CHMIELNA
PART OF THE
ROYAL ROUTE



COSMOPOLITAN AT GRZYBOWSKI SQUARE



PRAGA DISTRICT KONESER



MUSEUM OF MODERN ART
IN WARSAW

AT DEFILAD
SQUARE





GREEN WARSAW

| City with a green heart



POLISH
TOURIST
ORGANISATION



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