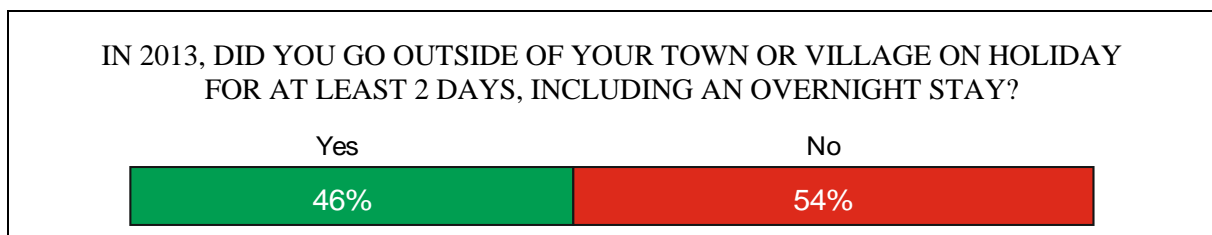


HOLIDAY TRAVEL IN 2013

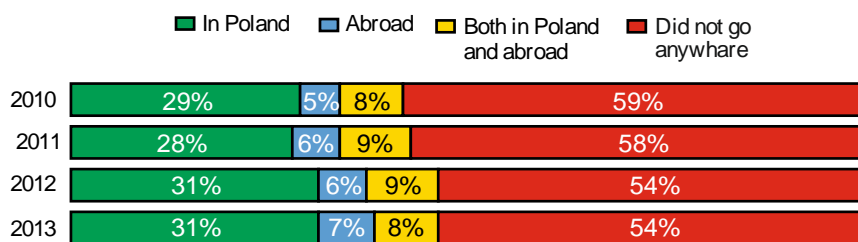
Although the majority of Poles (54%) planned to go on holiday, according to a survey from early 2013, eventually less than half (46%) of respondents went on vacation outside of their place of residence for at least 2 days. It is the same proportion as the year before. On average, Poles were on holiday for 15 days (mean is equal to 14.7).



As in previous years, most common holiday destinations were in Poland (85% of holiday makers, i.e. 39% of all Poles). One-third of people who took vacation (15% of all Poles) went on holiday abroad. The results are almost identical to the data recorded in 2012.

Similarly to 2012, two-thirds of holidaymakers (67%, i.e. 31% of all respondents) travelled in Poland only. Close to one-fifth of people who took at least two days of holiday outside of their place of residence (18%, or 8% of the total) went both inland and abroad, while 15% (7% of the total) went on vacation abroad.

WHERE DID YOU GO ON HOLIDAY?



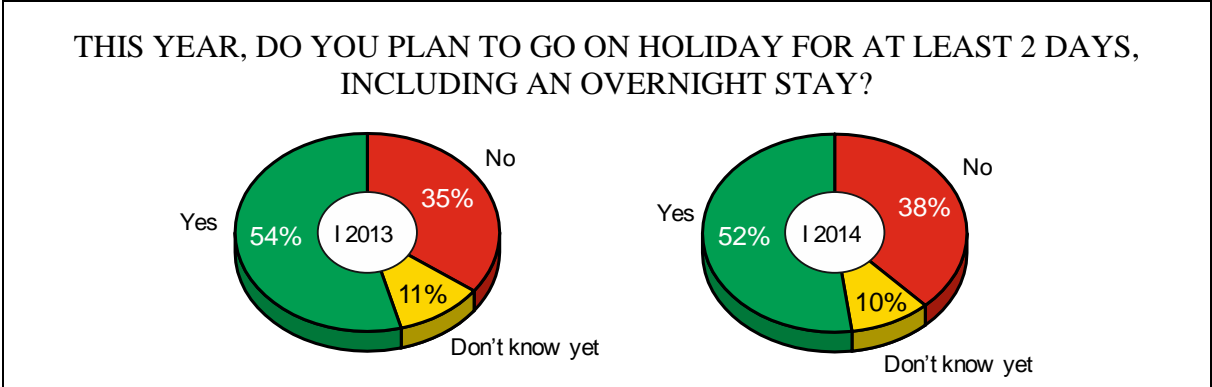
PERCENTAGE OF HOLIDAYMAKERS TAKING VACATION ABROAD WHO WENT TO THE FOLLOWING COUNTRIES



Most travellers going outside of Poland on holiday chose European destinations. As in the previous year, the most popular country for holidaymakers was Germany (19% of

travellers). Its popularity increased relative to 2012 by 5 percentage points. Croatia (10%) remained popular. The other countries on top of the ranking are: Italy (10%), Czech Republic (10%), Spain (9%) and France (8%). Turkey gained significantly in popularity (10%, 6-point increase), as did Hungary, to a smaller extent (7%, 3-point increase). In spite of the political turmoil in Egypt, its popularity as a holiday destination did not diminish significantly (5%, 1-point drop).

Holiday plans for 2014 are slightly less optimistic than in the previous year. More than half (52%) of respondents want to go vacation for at least two days this year, while almost two-fifths (38%) have no such plans, and one-tenth (10%) have not decided yet.



More information about this topic can be found in CBOS report in Polish: "Holiday travel in 2013 and plans for 2014", February 2014. Fieldwork for national sample: January 2014, N=1067. The random address sample is representative for adult population of Poland.