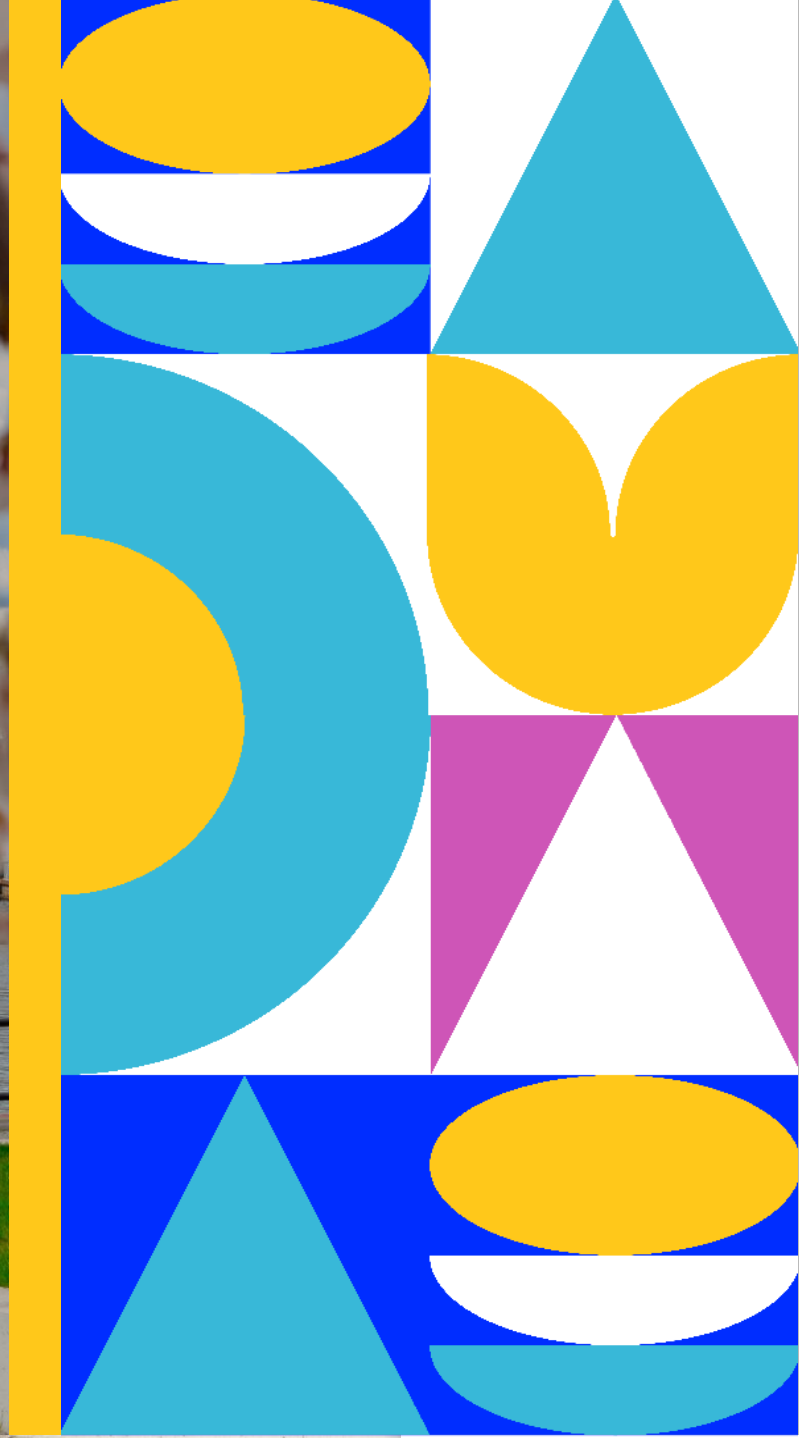


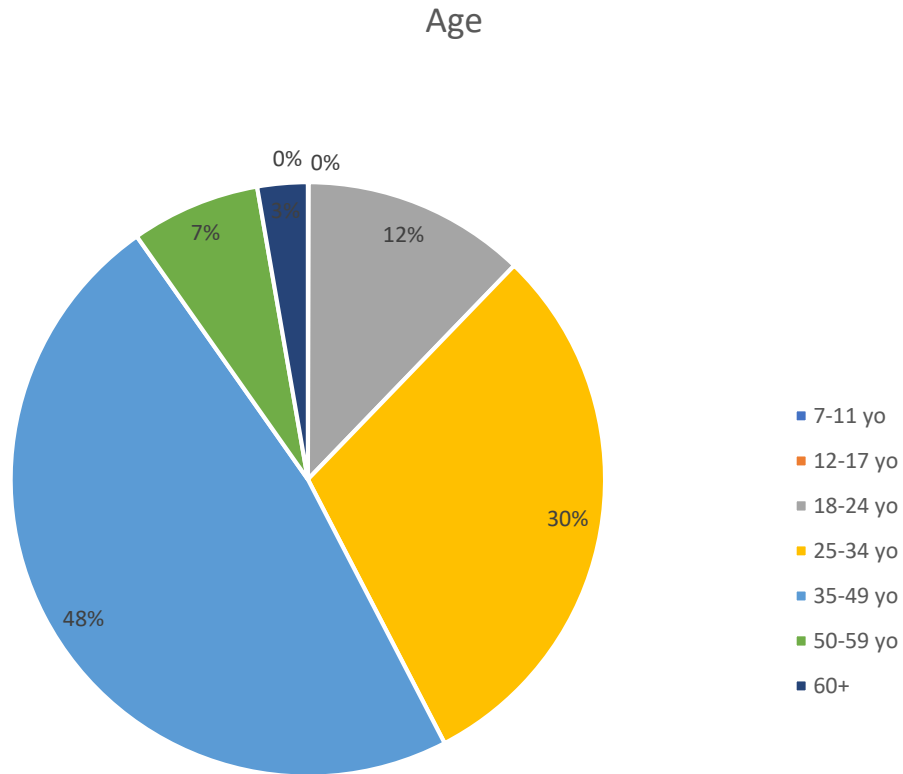
Trip.com Group™

Poland User Profile on Ctrip

Overseas Destination Marketing Team

Data Source Period: 2024 Jan - 2025 Nov





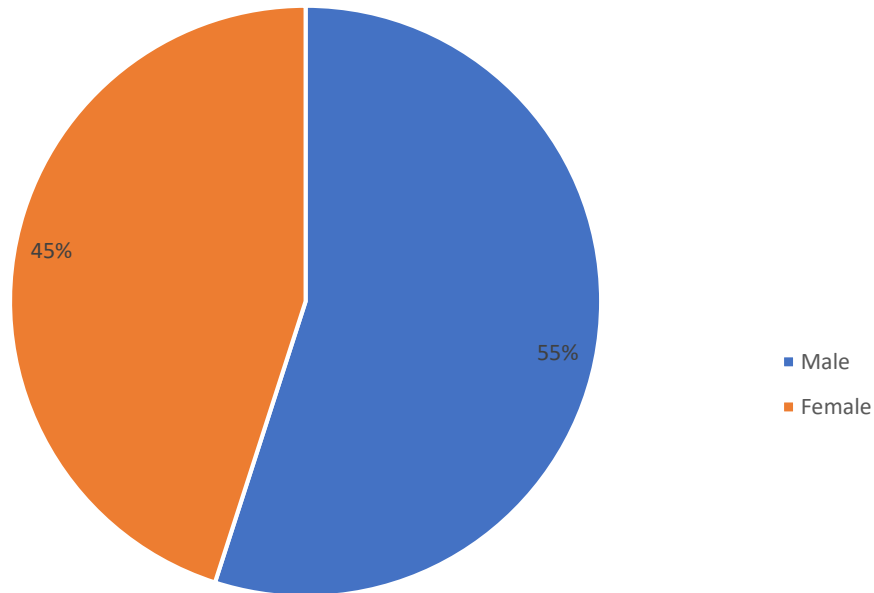
Summary:

Users aged 25–49 dominate bookings, accounting for over 78%, with the 35–49 segment contributing nearly 48%.

Insight:

35-49 segment drives almost half of bookings—high-spending mid-career travelers with tight schedules.

Gender



Summary:

Male users slightly outnumber female users, making up ~55% of total bookings.

Insight:

Gender split is almost even; Poland appeals equally to both sexes.



Ctrip Membership System

Poland Travelers Membership	Order Percentage
Silver	5.11%
Gold	11.56%
Platinum	19.55%
Diamond	23.31%
Gold Diamond	26.22%
Black Diamond	14.25%

Summary:
High-tier members (Gold Diamond, Diamond, Black Diamond) contribute over 63% of orders, showing high spending power.

Insight:
Top-tier members generate >60% of orders—Poland is a high-value, high-loyalty segment.

Source Cities	Order Percentage
Shanghai	17.12%
Shenzhen	14.12%
Beijing	12.99%
Hangzhou	7.23%
Ningbo	6.84%
Guangzhou	6.16%
Suzhou	5.15%
Nanjing	3.68%
Tianjing	3.17%
Wenzhou	2.65%

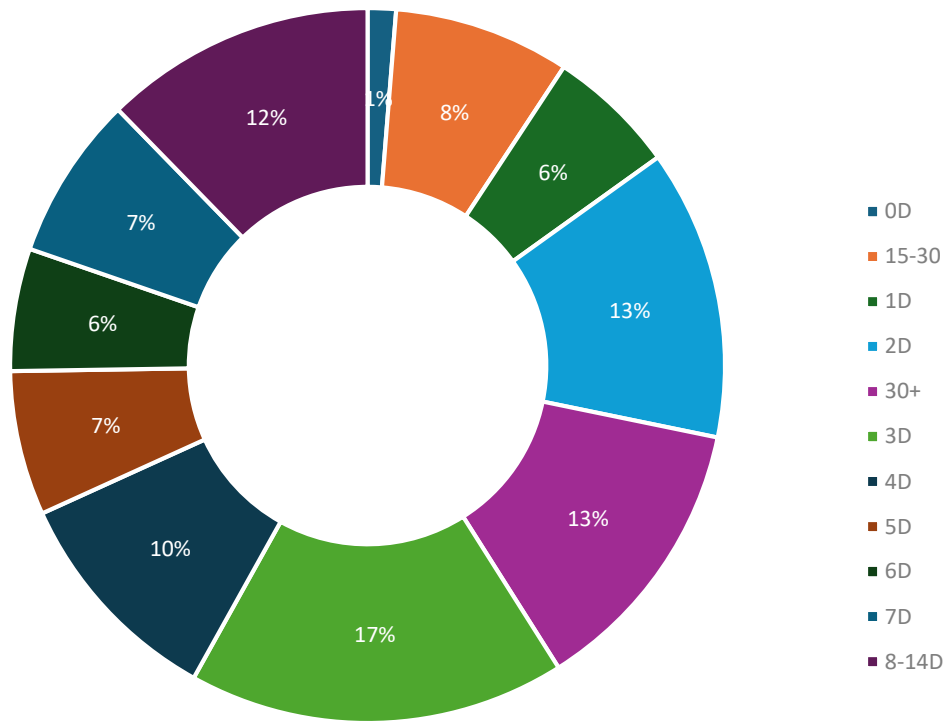
Summary:

Top 5 source cities—Shanghai, Shenzhen, Beijing, Guangzhou, and Hangzhou—account for over 54% of bookings.

Insight:

Tier-1 & new Tier-1 cities account for >50%; demand radiates from major outbound hubs.

Length of Stay



Summary:

3-day stays lead at 17.1%; 2–4-day trips account for 40.3% of all bookings, dominating short-to-mid-length travel.

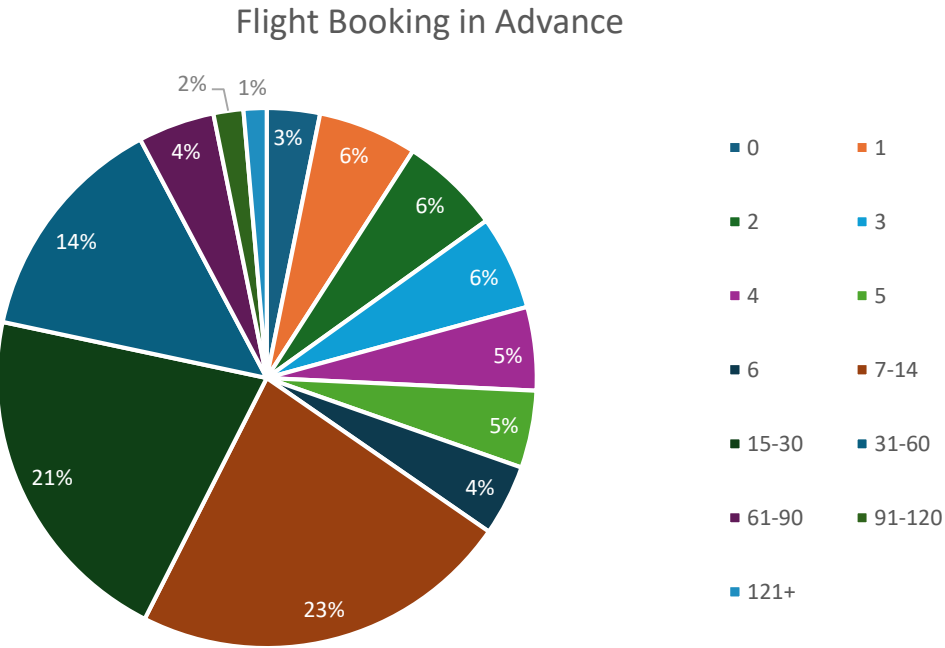
Insight:

2-4 day stays dominate—Poland is positioned as a short-break add-on, not a long-haul deep dive.

Product	Average Advance Booking Window
Hotel	9.55
Ticket	4.26
Train	7.30
Flight	20.76
Vacation	104.82

Summary:

Vacation bookings are made 100+ days ahead, flights ~21 days, hotels ~10 days—showing clear planning differences.



Summary:

Last-minute bookings (0–3 days) = 20.8%. The 7–30-day “planners” dominate at 43.7%; nearly half secure tickets 1 week–1 month ahead.

Insight:

Poland is positioned as a short-break add-on, not a long-haul deep dive.

Top 10 Provinces of Arrival

Destination of Province	Order Percentage
Masovian Voivodeship	56.17%
Lesser Poland Voivodeship	16.56%
Pomeranian Voivodeship	8.08%
Greater Poland Voivodeship	5.93%
Lower Silesian Voivodeship	5.15%
Silesian Voivodeship	4.54%
Łódź Voivodeship	1.08%
Kuyavian-Pomeranian Voivodeship	0.87%
West Pomeranian Voivodeship	0.85%
Subcarpathian Voivodeship	0.77%

Summary:
Masovian Province (Warsaw region) leads with over 56% of total bookings.

Top 9 Popular Attractions

Attraction	Ranking by Order
Wieliczka Salt Mine	1
National Museum in Warsaw	2
Fryderyk Chopin Museum	3
Royal Castle, Warsaw	4
Oskar Schindler's Enamel Factory	5
Chopin Concert Hall	5
Museum of the History of Polish Jews	5
Time for Chopin	8
Chopin Point Warsaw	9
Malbork Castle	9

Summary:
Wieliczka Salt Mine, Warsaw National Museum, and Chopin-related sites are the most visited attractions.

Top 10 Cities of Arrival

Destination of City	Order Percentage
Warsaw	57.08%
Kraków	15.46%
Gdańsk	7.70%
Poznań	5.67%
Wrocław	4.58%
Katowice	3.37%
Łódź	1.01%
Szczecin	0.65%
Rzeszów	0.64%
Krakowski (County)	0.63%

Summary:
Warsaw dominates with ~57% of bookings, followed by Kraków and Gdańsk, indicating high urban concentration.

Insight:
The capital of Poland is both gateway and end-destination—an outbound hub-and-spoke rather than a country-wide circuit.

Thank You!

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Nov 2025

