



Invest
in Pomerania

2023

Economic & Real Estate Insight

Discover a dynamic region known for
its strategic location, innovation,
and investment-friendly ecosystem.



Nowadays, foreign direct investment flow has been significantly influenced by the COVID-19 pandemic. In addition, the war in Ukraine has brought us new challenges in terms of the stability of investment processes in our region. Current circumstances put a lot of pressure on European economies, forcing us to look for new investments and forms of development. However, the present situation does not interrupt the Pomerania region, which continues to develop and is constantly open to foreign direct investments.

The Pomeranian region is not only a perfect place to live with scenic landscapes and historical heritage but also an incubator for business development and investment. Pomerania is one of the most developed regions in Poland, with a perfect location, high-qualified graduates from 25 higher education institutions, innovative seaports in the Baltic Sea, an expanding airport, an improving road network infrastructure, and an attractive real estate market.

The investment attractiveness of Pomerania has been appreciated by many foreign investors. Nevertheless, our mission today is to continue building the future of Pomerania, with international investments as a motor of growth.

I recommend this report to all engaged in building an inclusive and sustainable tomorrow for Pomerania and the world.

Mieczysław Struk,
Marshal of the Pomeranian Voivodeship

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General Overview

Poland in a nutshell

Poland ranks **2nd** in the world
in the Lived Change Index 1990-2019

(The World Bank, conclusions
made by Young China Group).

Poland ranks **4th** in Europe
in terms of the number of FDI projects

(FDI Intelligence Report 2022).

Poland ranks **9th**
in terms of FDI projects

(EY Attractiveness Survey, May 2022).

Area

312,696 km²

Population

37.8 mln

1st

Biggest economy
in CEE region

1st

In number of workplaces
created by FDI in Europe

4th

In Europe, in value and number
of greenfield projects



Pomerania in a nutshell

Pomerania is one of the most economically developed regions in Poland. Its coastal location on the Baltic Sea, combined with an excellent talent pool, has won numerous FDI projects for the region in various industry sectors.

1.6 mln

Residents in Tricity
Metropolitan Area

18 293 km²

Total area
of the region

7th

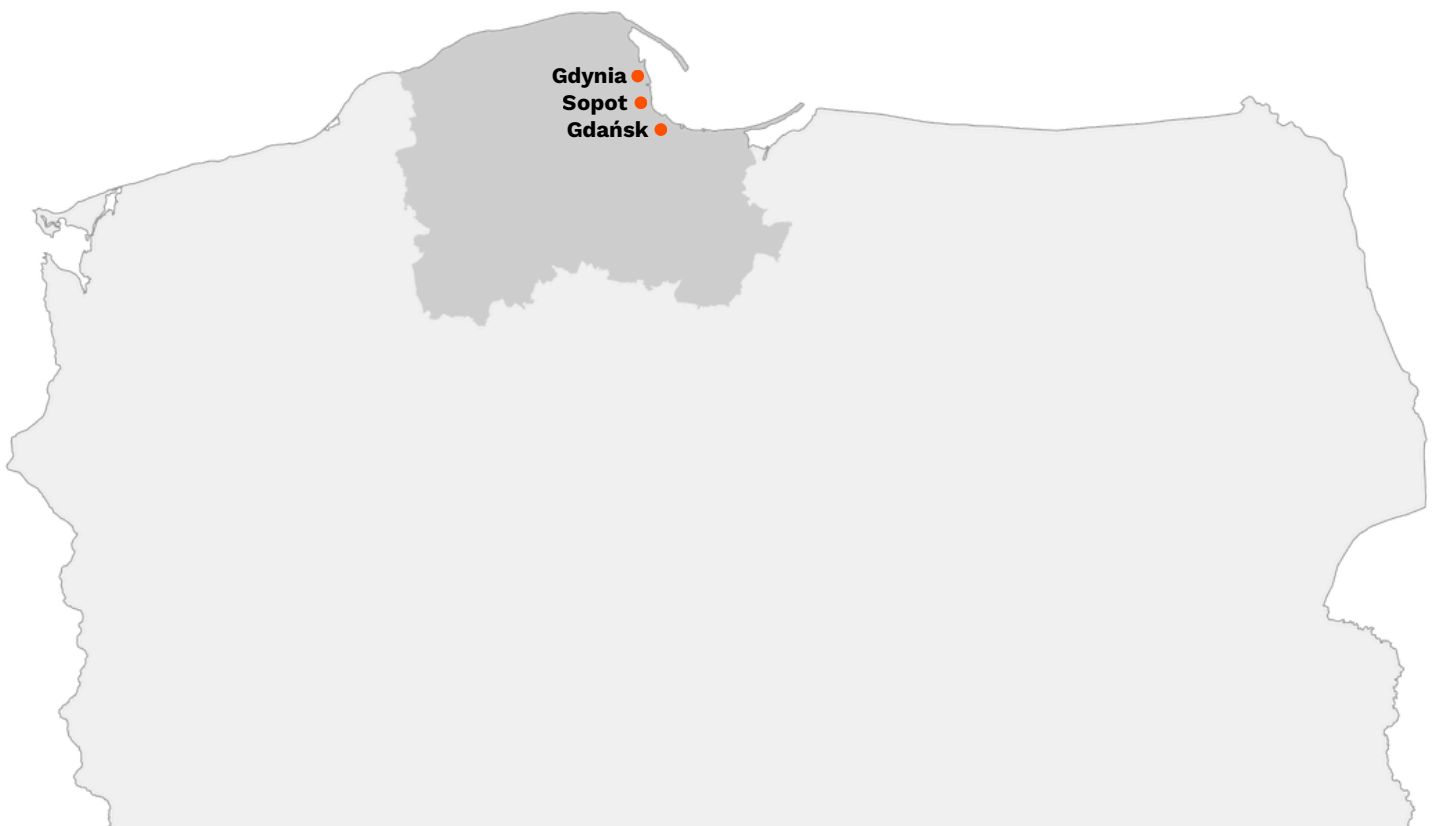
fDi's Mid-Sized European Region
of the Future 2022/23
- FDI Strategy

Tricity

Gdańsk, Gdynia and Sopot create the biggest
agglomeration in the Southern Baltic Region,
with 2 seaports and 1.6 mln residents

15,8%

GDP growth year to year
(2021)



Transport



Transit

Pomerania has a unique logistic potential, resulting primarily from its excellent geographic location. The region is situated at the intersection of two pan-European Networks, connecting Western Europe with the Baltic States and Scandinavian countries with the Adriatic Sea. The growing network of express-ways and motorways at the regional and national levels is of great importance to the local economy.



Railway

One of the most important TEN-T transport corridors, the Baltic-Adriatic Sea, runs through the Pomeranian Voivodeship.

1/3

inland terminals of Polish intermodal transport are located in the Port of Gdańsk and Gdynia

3x

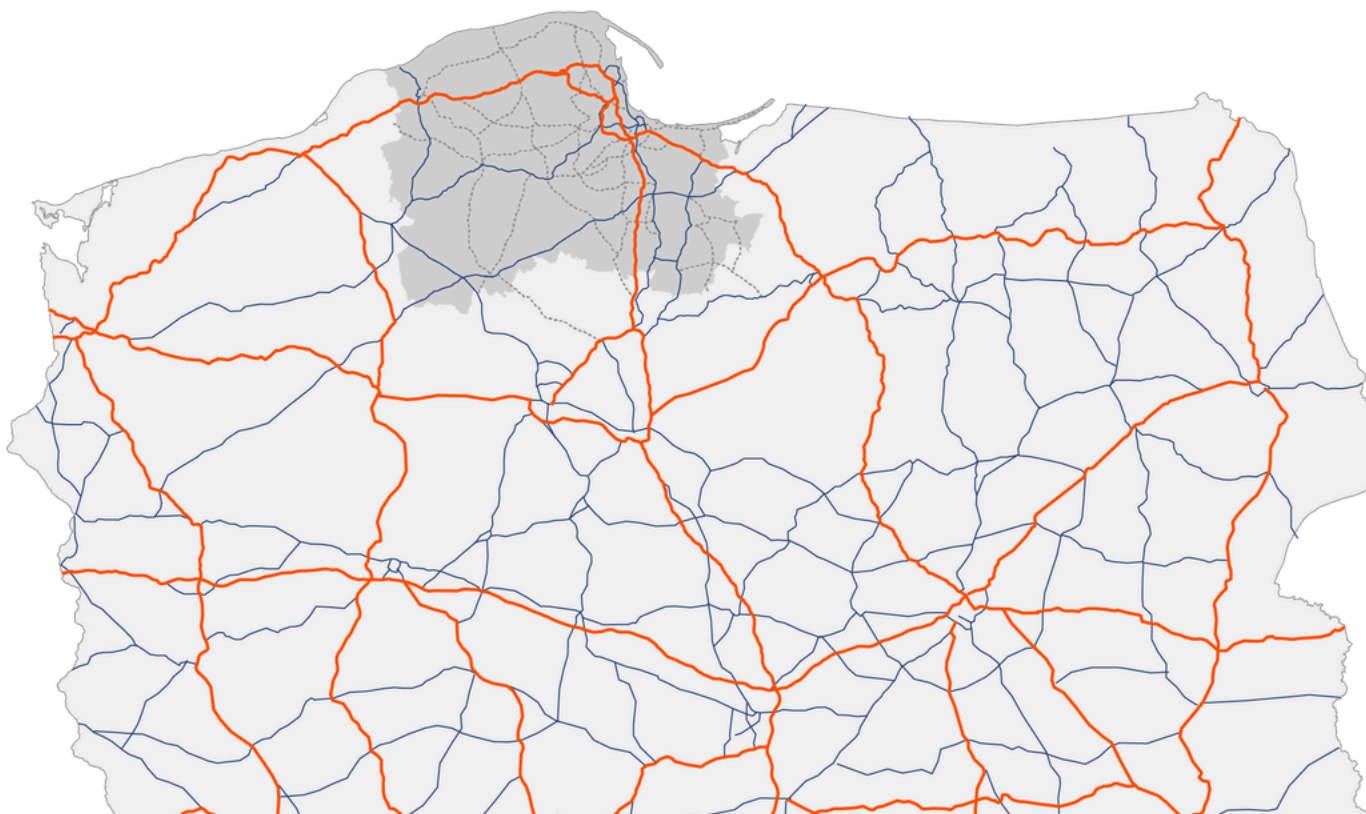
more TEU is transported by rail than in 2012 - the great potential and development of combined transport, including transit

35%*

PKP Cargo has the largest share in intermodal transport
*of all traffic

Polish ports are an important point for cargo in transit for the purpose, among others, mills, factories, car manufacturers or replacement cargo for the **Czechia, Slovakia, and Hungary.**

— dual carriageway — regional roads — local roads





Airport

The Gdańsk Lech Wałęsa Airport is the second-biggest regional airport in Poland. Gdańsk Airport offers direct flights to the most important European economic hubs, and the network of connections is constantly growing. Until 2019, each year, the airport in Gdańsk recorded a steady increase in the number of passengers served. Although the recent years have been rough, there has been an increase in this field. This indicates that Polish tourism has started to adapt to the new reality.

After the expansion of the western pier of Gdańsk Airport T2 Terminal, Gdańsk Airport can handle 9 million passengers annually. Higher passenger traffic and an increased number of operations stimulate the Pomeranian economic development.

Number of passengers served (in mln)



Flight times to airports
of 4 major hubs



71

Flight destinations

23

Countries



Seaports

Pomerania stands out from all the other regions in Poland due to its coastal location and presence of deep-water ports. The two Pomeranian ports (Port of Gdańsk and Port of Gdynia) handle all kinds of cargo and remain tide- and ice-free all year round. 2022 was a record year for transshipment in the Tricity ports, mainly due to the transshipment of energy resources. There has not been a port in Europe in the last decade that saw such an increase in transshipment as the port of Gdańsk.

The Port of Gdynia also recorded a year-on-year increase of 6%, making 2022 a record year for the port in terms of handled cargo. At the same time, the Port of Gdynia is a leader among the Baltic ports in terms of grain cargo.

Container handling is undoubtedly the key driver of growth. The main contributor to this result was Baltic Hub. With direct calls from Asia, the terminal has become a port hub for the CEE region, inhabited by nearly 100 million citizens. Growing global trade, the progressive process of containerization, and expected economic growth in CEE (the fastest-growing region in Europe) will definitely enhance the container business in the next decade.



2.05 mln TEU

Transshipped via Baltic Hub in 2022

4.5 mln TEU

**Operational capacity (TEU)
by 2025**

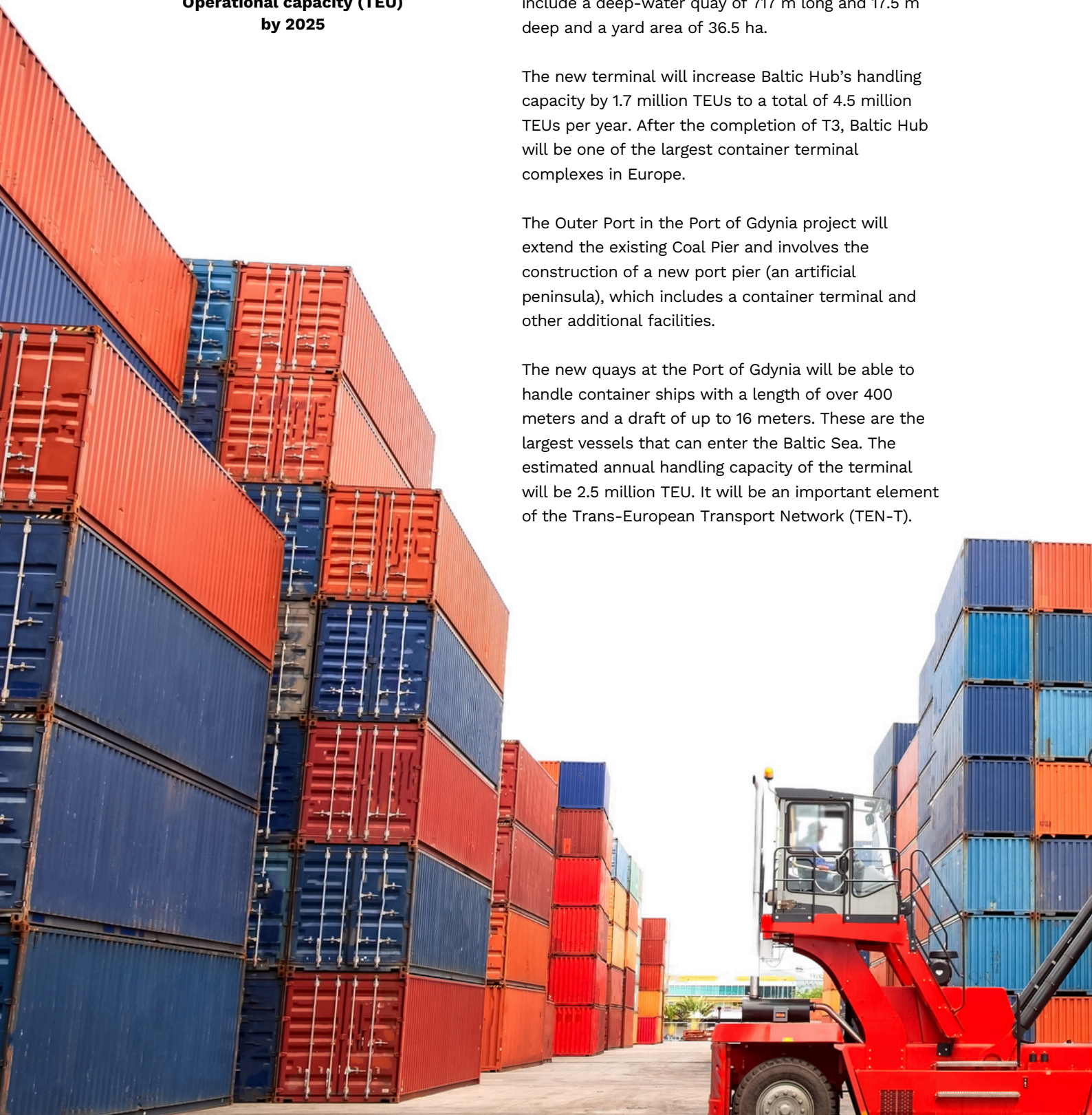
The Pomeranian ports also hold a leading position in the Baltic Sea region in terms of container handling measured in TEUs. This is thanks to the Baltic Hub, Poland's largest container terminal, which has been in operation since 2007.

Baltic Hub has signed a contract for the construction of the third deep-water terminal known as T3, which is scheduled to open for commercial operations by mid-2024, with full completion of the project planned for the second quarter of 2025. The investment will include a deep-water quay of 717 m long and 17.5 m deep and a yard area of 36.5 ha.

The new terminal will increase Baltic Hub's handling capacity by 1.7 million TEUs to a total of 4.5 million TEUs per year. After the completion of T3, Baltic Hub will be one of the largest container terminal complexes in Europe.

The Outer Port in the Port of Gdynia project will extend the existing Coal Pier and involves the construction of a new port pier (an artificial peninsula), which includes a container terminal and other additional facilities.

The new quays at the Port of Gdynia will be able to handle container ships with a length of over 400 meters and a draft of up to 16 meters. These are the largest vessels that can enter the Baltic Sea. The estimated annual handling capacity of the terminal will be 2.5 million TEU. It will be an important element of the Trans-European Transport Network (TEN-T).



Education

Tricity is the biggest academic hub in northern Poland. There are more than 84 thousand students at Pomeranian universities. The institutions are finely adjusted to the labour market and allow for development and professional career in Pomeranian Voivodeship. In Pomerania, despite the demographic decline, the number of students is constantly growing. Pomeranian universities are attractive places for international students.

Over the last seven years, the level of internationalization of Pomeranian universities has increased more than twice. Currently, over 3,500 foreigners study in Pomerania (data for the year 2021).

84k+

Number of active students
during 2021/22 academic year

19k+

Number of graduates
during 2021/22 academic year

28

Number of Universities
in Pomerania

Top 3

Gdańsk University of Technology
rank among institutions in Poland

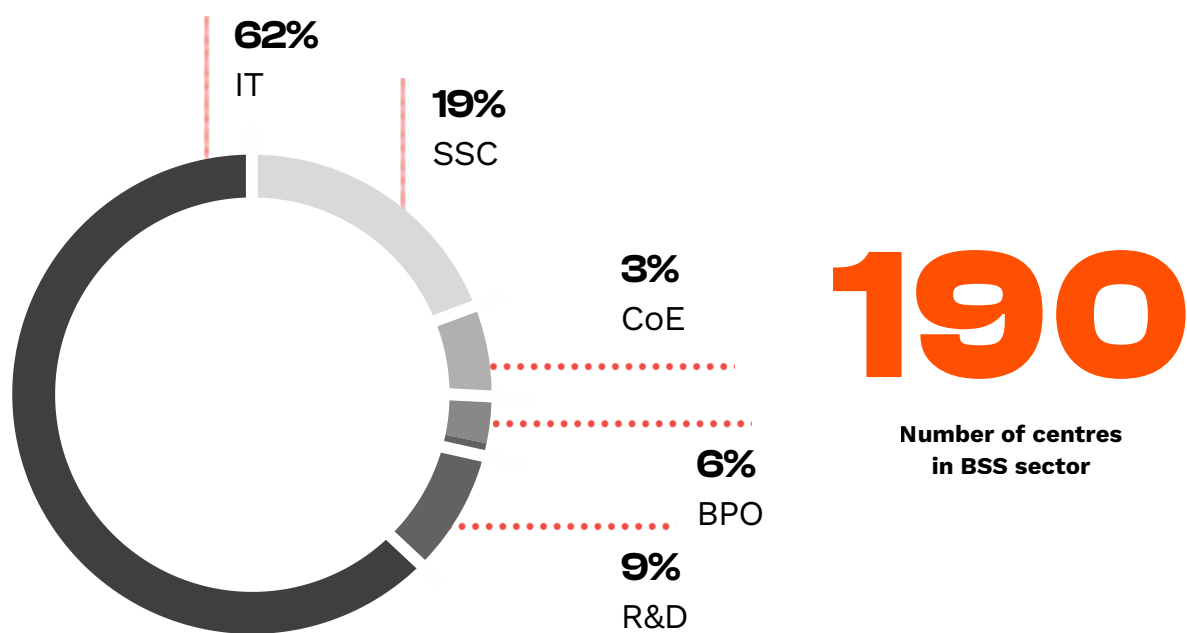


Business Services Sector

35,000

**Employment in the sector
(2022)**

The Business Services Sector is currently the biggest commercial employer in Poland, with Pomerania having the fastest growth among Polish locations (currently set at 35,000 people in nearly 190 centres). The high number of IT and R&D centres with technologically advanced processes, both among product and service companies, is the dominant characteristic of the Tricity market. The remaining centres operate mainly finance, accounting, and HR processes with an important footprint of financial security processes (AML, KYC- over 2500 professionals in Tricity).



Types of centres

Most investments come from the US, the Nordics, Germany, and UK/Ireland, but a growing number of projects represent Ukraine, Japan, and India. The modern business services sector, which primarily needs IT specialists is constantly expanding in the region. It is not a coincidence that Tricity was chosen by global giants as one of their preferred locations.



Polish educational system has a rich scientific heritage, especially in mathematics, physics, chemistry, and information technology. On top of strong theoretical background, graduates of Polish technical universities are also very curious – they ask questions of “why”, and “how” and look for answers to these questions. It transforms into a true passion. An additional advantage of the Pomerania region is its diversity and tolerance, which roots back to the history of the multicultural free city of Gdańsk. It is a very attractive place to live for many talented engineers, not only from Poland.

**Bartosz Ciepluch, Vice President,
Datacenter, AI and Networking Poland General Manager**
Intel

IT sector

IT is one of the most dynamically developing industries in Pomerania. As a result, the percentage share of the industry in direct foreign investments is growing every year.

Size of IT centers - FTEs

amazon

> 1000



> 3000

Nordea

> 1000



> 1000

<epam>

> 1000



Lufthansa
Systems

500 - 1000

IT talent pool

	Tricity Area	Catchment Area
Developers	25,500*	40,000*
IT Students	10 600	6 550
Graduates	2 100/ year	950/ year
Code Academies	1,000+/ year	

* Own estimates based on national statistics (2020)

Top programming languages

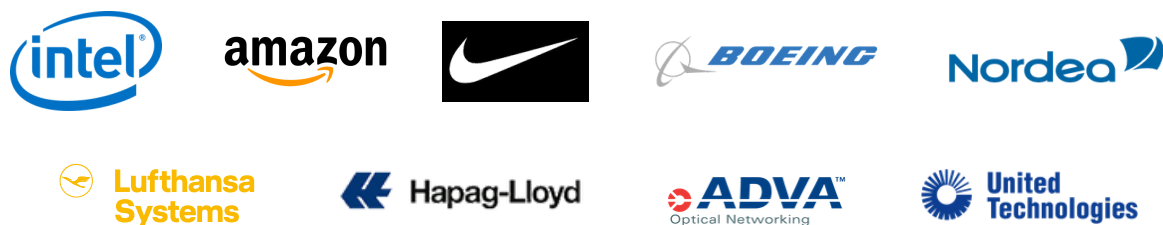
Java SQL Python Javascript C# C++ .Net

Examples of IT operations in Tricity

ITO



Product Development



Part of SSC



Maritime and Offshore

Tricity has a thriving port and shipbuilding industry that stands out from the rest of Poland. The Tricity shipyard's product portfolio includes highly specialized vessels, such as cable layers, heavy-lift jack-up, LNG-powered vessels, wind towers, arctic container ships and exclusive yachts.

Among the completed projects, the heavy-lift jack-up Innovation vessel (built by the Crist shipyard) should be mentioned. Cable layer Siem Aimery (built by the Remontowa Shipyard) is another example of advanced projects delivered in recent years. Siem Aimery alone is one of the most expensive and technologically advanced projects ever undertaken by the Polish shipbuilding industry.



Being at Pomerania, generates for us plentiful of potentials as a shipyard to construct, erect and deliver modern ships. CRIST S.A. is famous for building ships using innovate methods, especially taking care of the environment. So we endeavour to implement innovative technologies and advanced applications in shipbuilding with focus on the environment protection by promoting electric or hybrid vessels designed with zero emission at harbour and reduced emission while steaming. To succeed with the market demand, CRIST S.A. is already geared up and ready for the challenges expecting us in key offshore wind farm development trends. Thus our creativity, know-how and the foremost our experience allows us also to stay in competition on global market for EPC construction of modern heavy lift jack-up vessels designated to install wind farms with most demanding windmills of the sizes yet to come.

Daniel Okrucinski, Deputy Commercial Director,
Crist S. A.

Companies in Pomerania



Ship repairs and construction of specialized vessels (arctic container ships, heavy-lift jack-up, or LNG-powered vessels, hybrid-powered ferries)



Construction of heavy-lift jack-up units



Steel structures for the offshore sector and other energy related industry



Construction of wind towers



Construction of steel structures for the maritime industry



Deck winches and engine service



Ship repairs

Current Offshore projects

There are fifteen wind offshore projects under development on the Polish coast. It should be noted that Pomeranian companies are already active within the offshore wind supply chain, providing various types of products and services. This share will steadily increase due to the acquisition of new competences by local suppliers, but also due to the direct foreign investment already taking place in the region. In 2021, Semco ETP Renewables opened a design centre in Gdynia at the Baltic New Technology Port. At the end of 2022, the opening of a competence centre in Gdańsk was announced by Siemens Gamesa. At the beginning of 2023, the Industrial Development Agency, Baltic Towers and the Spanish company GRI Renewable Industries, S.L. signed an agreement to establish a wind tower factory for offshore wind energy in Gdańsk.

11 GW

Current wind offshore projects
on the Polish coasts by 2040

33 GW

The potential for the whole
Polish coast by 2040 (PSEW.PL)

Yacht manufacturing



The Polish yacht industry is the world leader in the most popular segment for 6-9 m long motor boats (Poland is second, after the USA, in the category). Pomerania region has become one of the EU's top yacht suppliers.

7th

In terms of global export of
yachts (2021)

6th

In terms of european
export of yachts

2nd

In terms of global construction
of motor yachts up to 9 m long

22,000

Annual production of motor
and sailing yachts in Poland



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Automotive

Poland has for years been one of the largest European manufacturers in the automotive industry. The Pomeranian Voivodeship due to its coastal location and dynamically developing port infrastructure has huge development potential in the automotive sector.



We have chosen Gdańsk city, located in Pomeranian Voivodeship, for operation of Northvolt's production plant in Poland. Many analyses highlighted the advantages of this location, including logistics aspects and access to qualified workforce. Support for the investment process provided by the local authorities and organisations like Invest in Pomerania was crucial. We appreciated also access to renewable energy (more than 50% of energy production in Pomeranian region comes from renewable sources) and introduction of pro ecological solutions, like electric public transport.

Anna Sobolewska, Communications and Public Affairs Director,
Northvolt Systems Poland Sp. z o.o.

Production in the sector



Advanced technology
for autonomous driving



Lithium batteries
for e-cars



Semi-trailers

21,300

Number of employed
in the Automotive sector



Trucks and buses



Garbage trucks



Chargers
for e-cars

• A P T I V •

northvolt

intel

EATON



SCANIA



ControlSolutions
Solutions in automation



ZOELLER TECH
ZOELLER GROUP



enelion

CIMC

Gardner
AEROSPACE

NordGlass

MS
NIPPON SEIKI

BIBUS MENOS

Electronics
LACROIX

TENNECO



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Electronics

The electronics sector is one of the vital economic sectors in Pomerania. The presence of international companies indicates the region's dynamic development. They produce cameras, lighting systems, control panels, telecom devices, circuit boards, data centre infrastructure, and firmware development.



Flextronics International Poland Sp. z o.o. is a world-class manufacturing partner in the electronic industry which executes orders for the top companies from the telecommunication, consumer and industrial electronics sector, as well as other related industries. With excellent transportation location possibilities by air, land and sea we become an attractive area for international investments. Close cooperation with the research centres and local universities, like the Gdańsk University of Technology and the University of Gdańsk, allows us to hire educated workers with good qualifications in terms of technical abilities and knowledge. Our industrial park has currently 4 buildings with a total area of 80,000 m² with employment rate exceeding 4,000 workers. Support for entrepreneurs creates Pomerania Voivodeship a place with a variety of diverse economies, which is the foundation of new and advanced technology. All of the above makes it a perfect place for investments and development.

Stanisław Motylski, General Manager,
Flex Poland



Key sectors



Telecom



Automotive



Defence



Security



Smart
Home



Industry 4.0
sectors



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Chemistry and Biotechnology

The good condition of the chemistry and biotechnology in Pomerania stems from three reasons: combination of favorable location factors with developed transport infrastructure, availability of higher specialized personnel and research and development infrastructure.

Key companies



Biggest Polish cosmetics producer, offering products for face, body and hair care.



Biggest Polish pharmaceutical manufacturer, with around 2,200 employees in Pomerania. It produces drugs used in cardiology, gastroenterology and neurology, as well as over-the-counter drugs.



Polish company, offering antiallergic cosmetics, products for sensitive skin, dermocosmetics, as well as drugs and medical products.

Innovative medtech



Enzyme producer, with laboratories in Gdynia and Gdańsk. From 2021 the company set up a 5-year long investment for 10 mln PLN in order to develop their laboratories.



Producer of assistive devices and patient-handling equipment. The company has been operating in Pomerania since 2020, with target employment of 250 people.



The company works on innovative diabetes treatment and was created by scientists from the Medical University of Gdańsk.



The clinic carries out research and development projects, being a precursor of new solutions in the field of infertility treatment and diagnostics.

Heavy chemistry



(The ORLEN Group)

Lotos Lab provides services in the field of sampling and laboratory testing of petroleum products, water and sewage. It conducts research and development activities in the area of processing and use of petroleum products.

In cooperation with:



Gdansk
Convention
Bureau



Real Estate Market

Office market

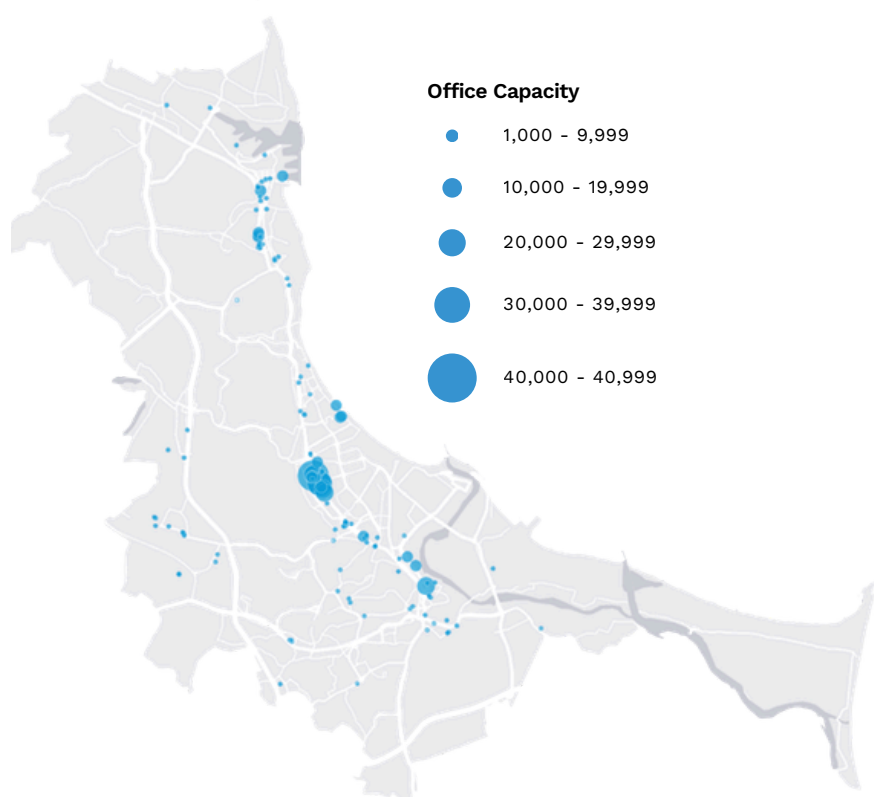


The total stock in Tricity amounts to over 1 million m², which places Tricity in third place among all regional cities. In 2022, approximately 50,600 m² of modern office space was delivered to the market in four projects (Airport City Gdańsk Alpha, Format, Palio Office Park B). In Q1 2023 the usage permit was granted to the Officer project in Gdynia. At the beginning of 2023, over 93,000 m² of office space was under construction, the completion of which is scheduled for 2023-2025. The location that is currently dynamically developing is the Young City in Gdańsk.

The year 2022 was, in a way, a landmark year for Tricity, as the supply on the market has crossed the one million sq m mark. The current year 2023 has started with very good results, the market achieved the leading position in terms of the quarterly take-up volume among 8 regional markets with almost 48,000 sq m. This accounts for 44% of last year's annual demand in Tricity. Rents have remained stable, but as utility prices have risen, service charges have gone up, too. Despite this, Tricity tenants remain active, and the market continues to attract new companies looking to locate and expand their businesses here.

says Izabela Disterheft, Regional Director,
Colliers

Concentration of the existing modern office space in Tricity



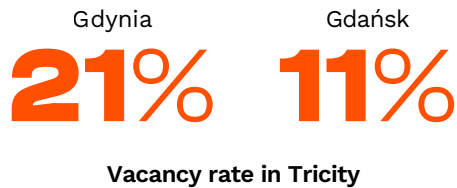
The modern stock is concentrated along the route of Szybka Kolej Miejska, Droga Gdynńska and al. Grunwaldzka (Wrzeszcz, Oliwa). Office projects are also located in the vicinity of the Gdańsk airport and in the center of Gdańsk.

Selected occupiers

Tenant	Building
Airhelp	Olivia Star
Amazon	Alchemia
Arla Foods	Centrum Biurove Neptun
IHS Global	C200
Intel	Tryton Business House
Nordea	Olivia Star, Tensor
PwC	Olivia Star
Sii	Olivia Prime
SK Hynix	Airport City Gdańsk Alpha
Spaces	Wave A
State Street	Alchemia

In 2022, gross demand for office space in Tricity amounted to 101,000 m². The largest share of deals were new contracts, which increased by 28 p.p. compared to 2021 and amounted to 68%. Renegotiations reached 21% and expansions of existing tenants accounted for 11% of annual take-up. Pre-let transactions in 2022 totalled 3,200 m² (3% of total demand).

The average lease transaction signed in 2022 amounted to 1,000 m². The largest transactions signed between Q1 2022 and Q1 2023 included renegotiation of Sii in Olivia Prime (10,100 m²), a new contract of LSEG in 3T Office Park (8,300m²) and a renegotiation by a confidential tenant in Olivia Star (5,400 m²). The vacancy rate increased by 1 p.p. compared to 2021 and at the end of Q1 2023, amounted to 13.2%, which translated into 134,400 m² of available office space.



Total gross take-up (m²)

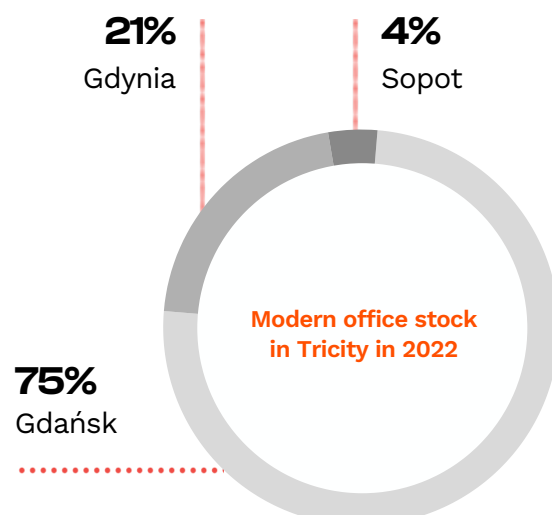
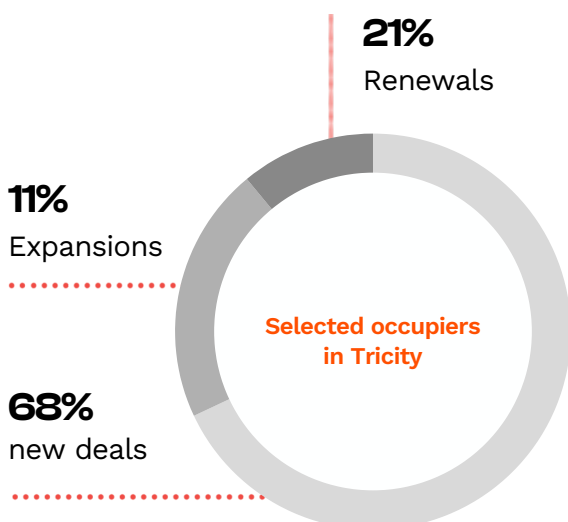
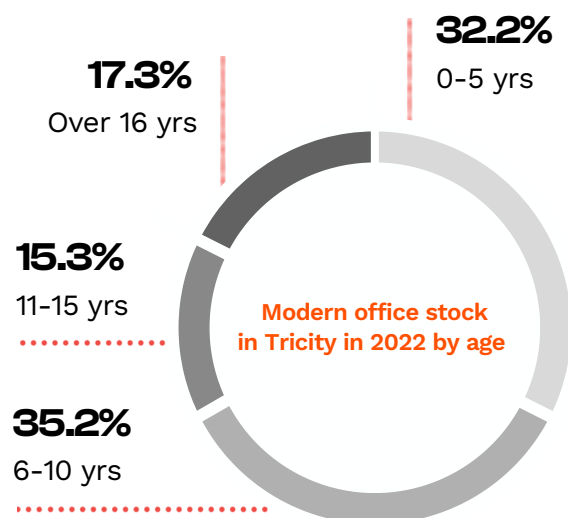
100k+

Rental rates in class A buildings (m²/mth)

€13.5-€15.5

Rental rates in class B/B+ buildings (m²/mth)

€8.5-€13



Warehousing market



The industrial and logistics stock in Tricity is spread across 30 parks totalling 1.3 million m², placing it among the most meaningful regional markets of Poland. Tricity is one of the most dynamically growing markets in Poland, doubling its size within the last three years. Most of the logistics stock offered in the region is concentrated in Gdańsk-Kowale, Gdańsk Airport, Refinery and Port, together accounting for some 75% of existing space. The planned extension of the S7 expressway, being a new ring road of Gdańsk will undoubtedly trigger new developments in the western part of the agglomeration. In the meantime, destinations out of the agglomeration have also gained significance with Tczew being the leading example.

Key figures in Tricity

34,100 m²

Gross demand (Q1 2023)

1,312,100 m²

Total stock (Q1 2023)

0.4%

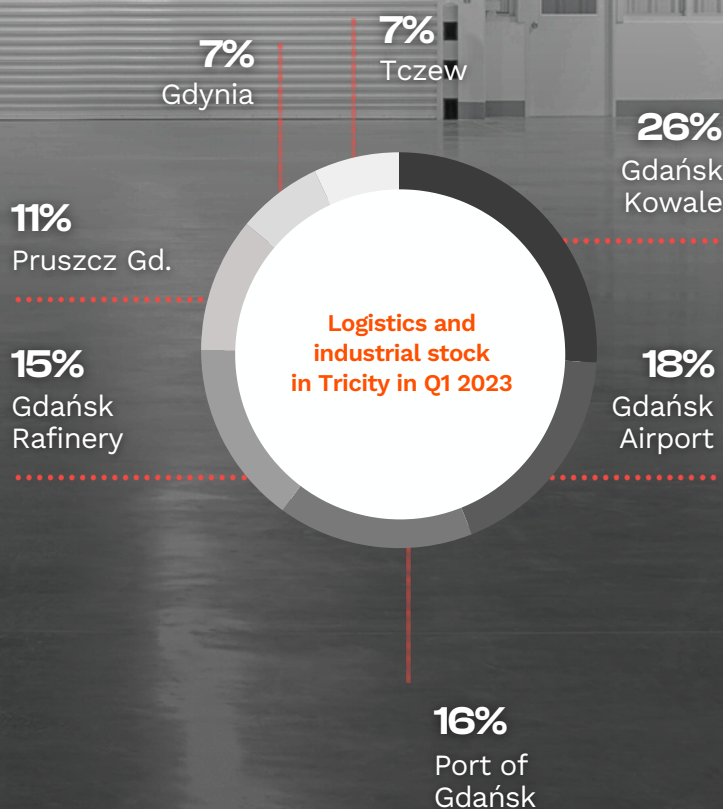
Vacancy rate (Q1 2023)

71,400 m²

Under construction (Q1 2023)

€3.8-€5

Headline rent (m²/ mth)

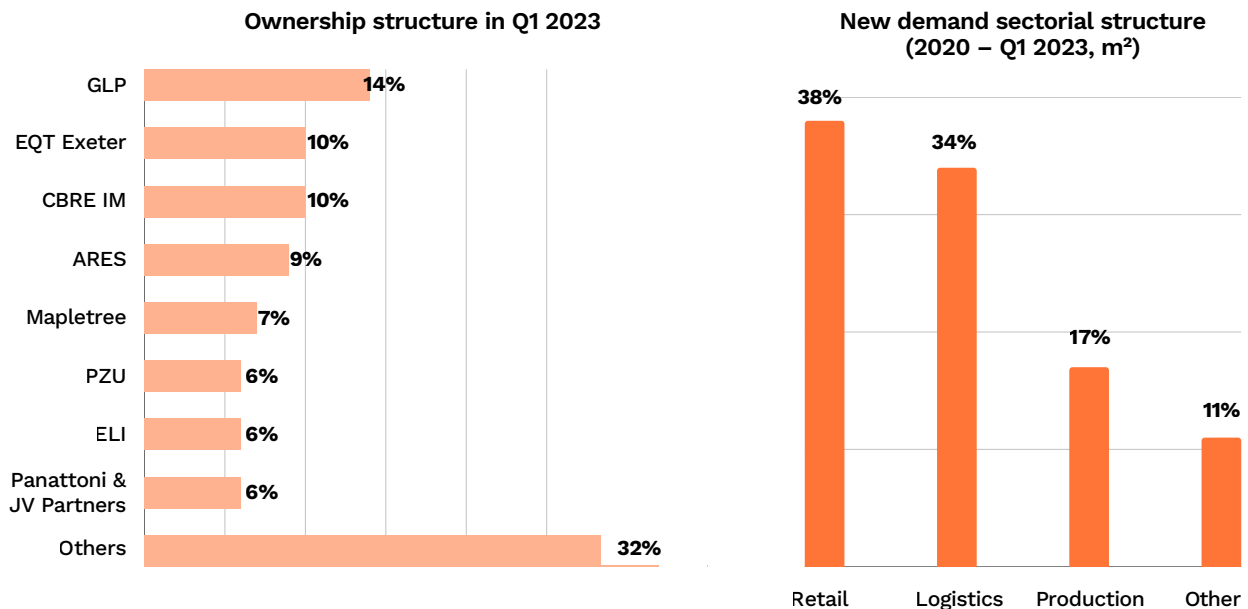


Demand in Tricity has been driven by retail chains and logistics operators, accounting for 72% of total take-up since 2020. Production and light manufacturing occupiers are responsible for a healthy 17% of demand, taking up over 150,000 m² in the last three years. Continuously increasing capacity and transshipment volume in the Gdańsk DCT Terminal will undoubtedly drive new players towards the region.

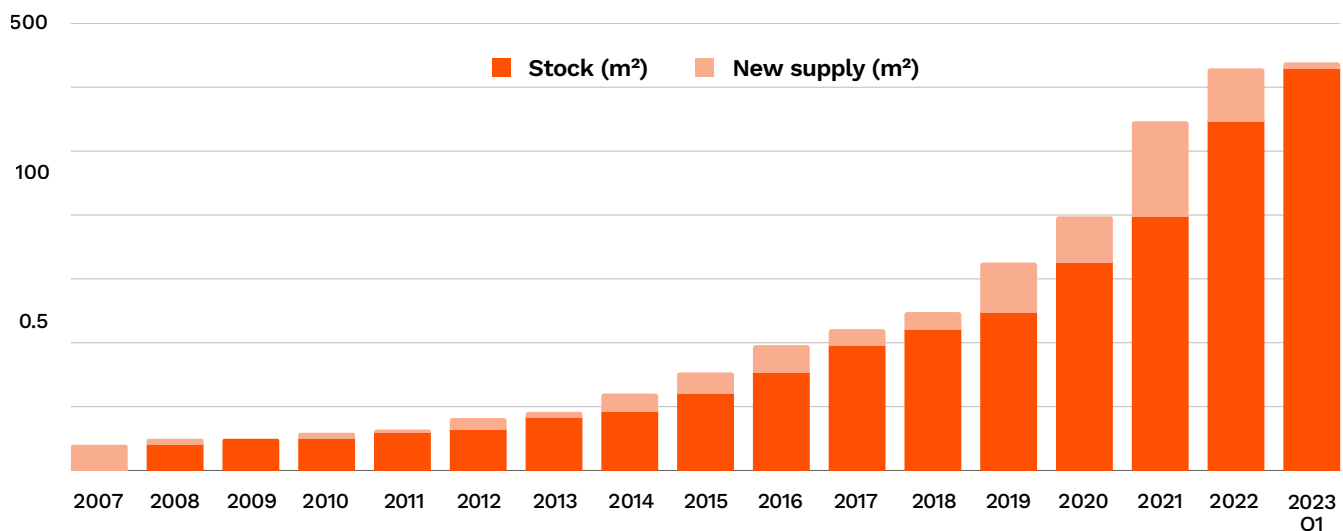
These are both logistics operators and retailers (including e-commerce), who benefit from the proximity of the maritime port, especially ones importing from Asia. Over 50% of existing stock is concentrated in the hands of the five largest landlords. The presence of multiple top market players reflects the maturity of the logistics market in Tricity.

Tricity, along with Szczecin and Lubuskie is one of the most meaningful regional markets of Poland. Strong local consumer market and increasing significance of Baltic Hub, the Gdańsk Deepwater Container Terminal (DCT) are among strongest drivers boosting logistics activity in the region.

Maciej Kotowski, Director,
Research and Consultancy JLL



Stock evolution in Tricity (mln)



Residential market



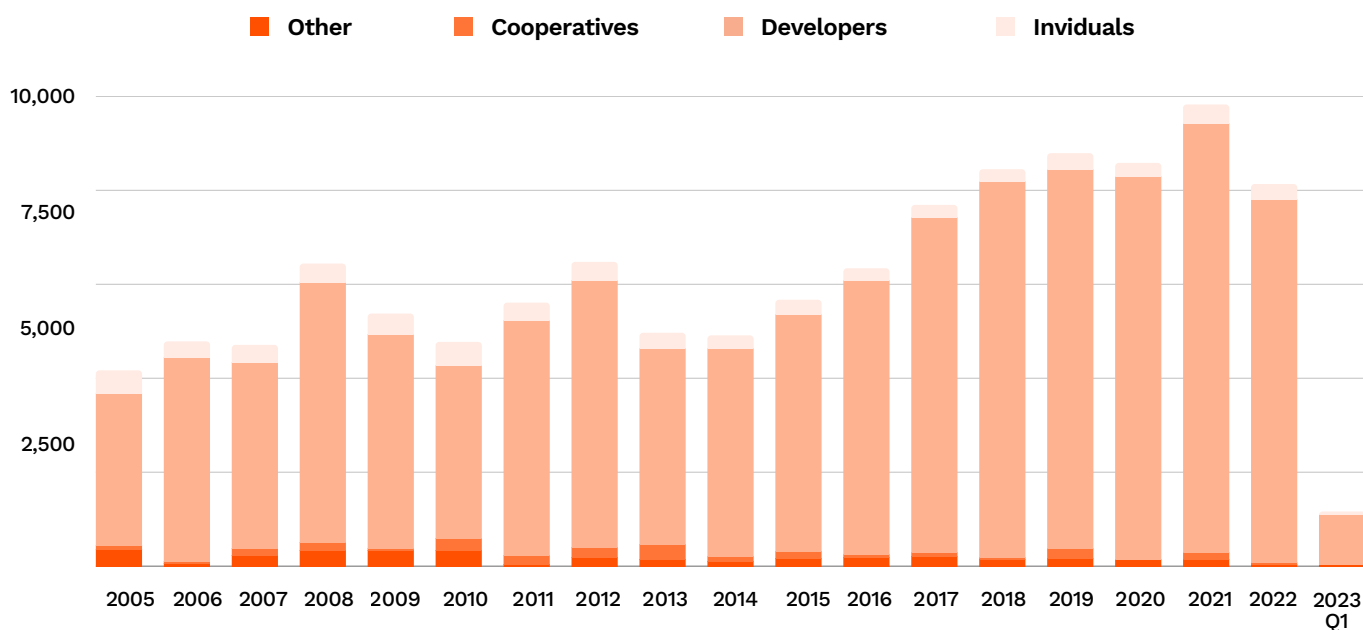
Similar to other main residential markets in Poland, the supply of new housing in Tricity has seen a remarkable growth trend over the years. The number of dwelling completions rose from around 4,000 in 2005 to almost 10,000 in 2021. In 2022, the number of flats completed slightly decreased, however, it was still at a very high level of 8,000 units. In the case of multifamily construction, private developers had the lion's share of the annual production - between 85 and even 99%. Q1 2023 showed a slowdown in the number of completed units in Tricity. Throughout the 2023 year, a slightly lower number of dwellings completed than in 2022 is expected.

The activity of developers in Poland is focused on the construction of flats for sale, but in recent years the activity in the institutional private rental sector (PRS) has also been growing quite dynamically. Currently, in PRS there are ca. 900 operating units, over 1,800 in 6 projects under construction and another 2,900 units in the planning stages.

Number of completed dwellings



Residential units (flats or homes) completed in Tricity from 2005 - Q1 2023



The Tricity consists of three residential markets of a slightly different nature.

Gdańsk

Around 80% of all new flats in agglomeration have been completed here. In 2022, it even increased to 88%. This means that during the boom period, developers have been completing annually in Gdańsk about 6,000 - 7,000 residential units. A very important element of the city is the old town put on the UNESCO list, in the vicinity of which luxury apartments are being built, often purchased for short-term rental.

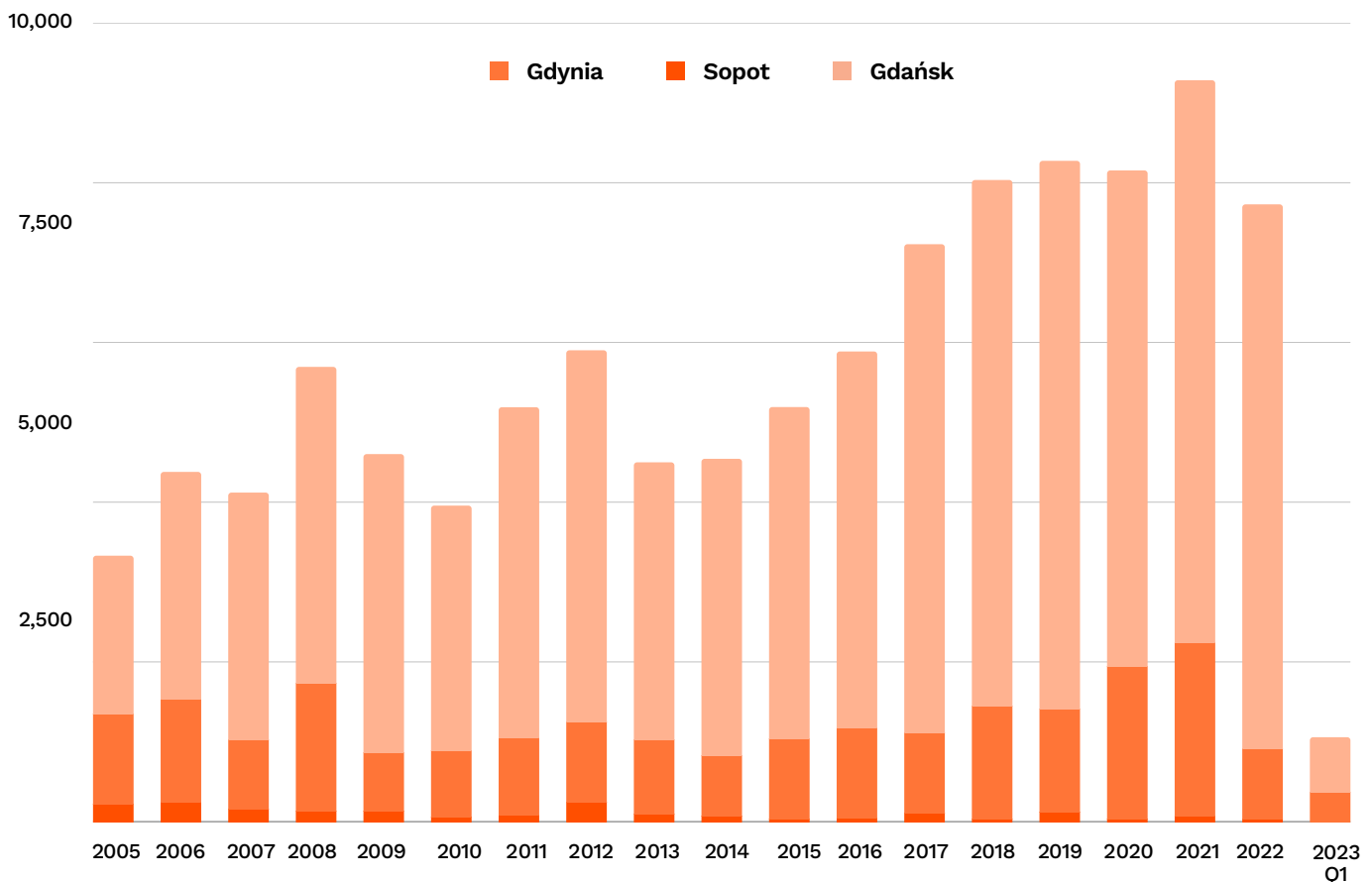
Sopot

The smallest market, where only several dozen apartments are delivered every year. This is mainly due to the small size of the city and its unique character of it (as a tourist and health resort), as well as the limited possibility of building larger multifamily projects.

Gdynia

Annual completions in Gdynia varied from 700 to over 2000 units and usually included units belonging to all market segments: from popular affordable apartments through centrally located infill buildings to luxury marina type apartments. The seaport is also an important element of the city's landscape.

Residential units (flats or homes) completed in Gdańsk, Gdynia and Sopot by developers

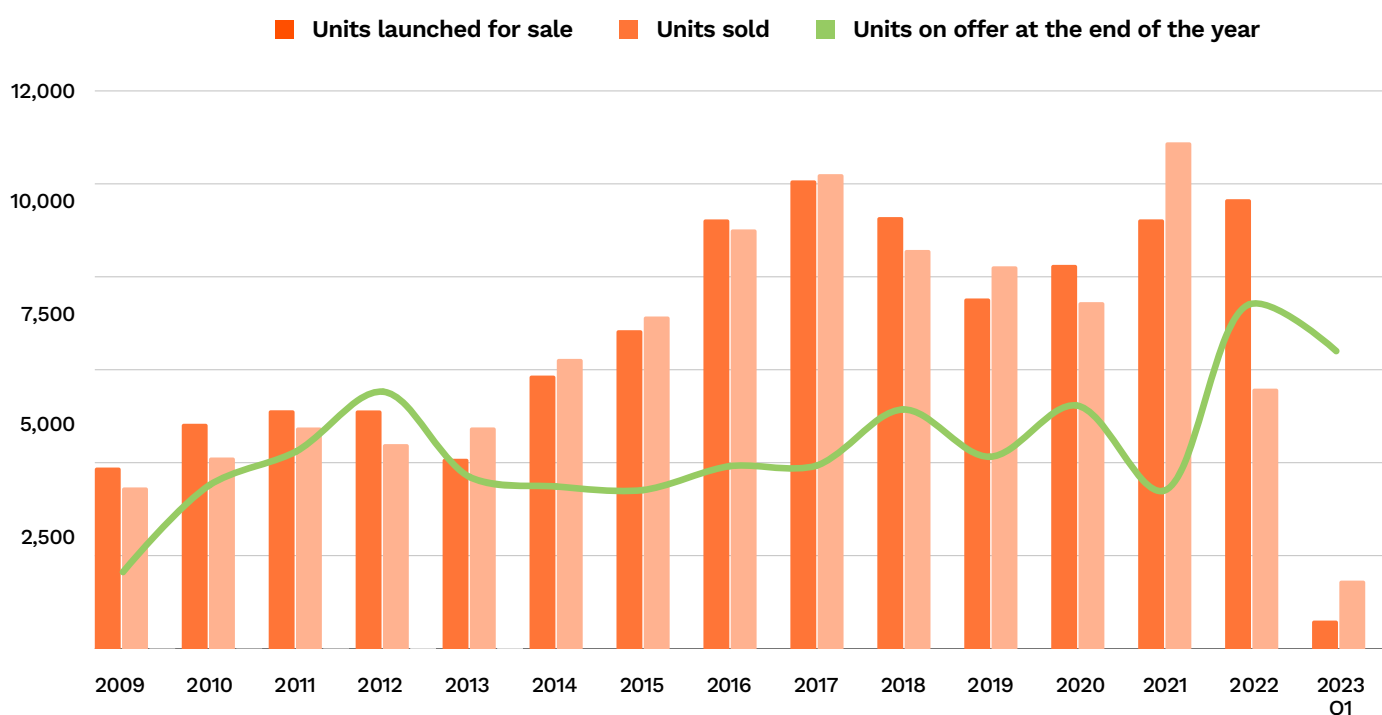


Source: Statistics Poland

The current state of the new residential market

The Tricity market competes with Cracow and Wroclaw for second place in the country in terms of the number of units sold annually on the primary market. In 2022 and also Q1 2023 Tricity dropped to fourth place in terms of sold units.

In the case of Tricity, the growing popularity of short-term rental has great importance due to the tourist nature of the region. All mentioned factors caused that in the Tricity years 2016-2021 were the best in terms of sales numbers. A record result was recorded in the 2021 year - almost 11,000 sold units.

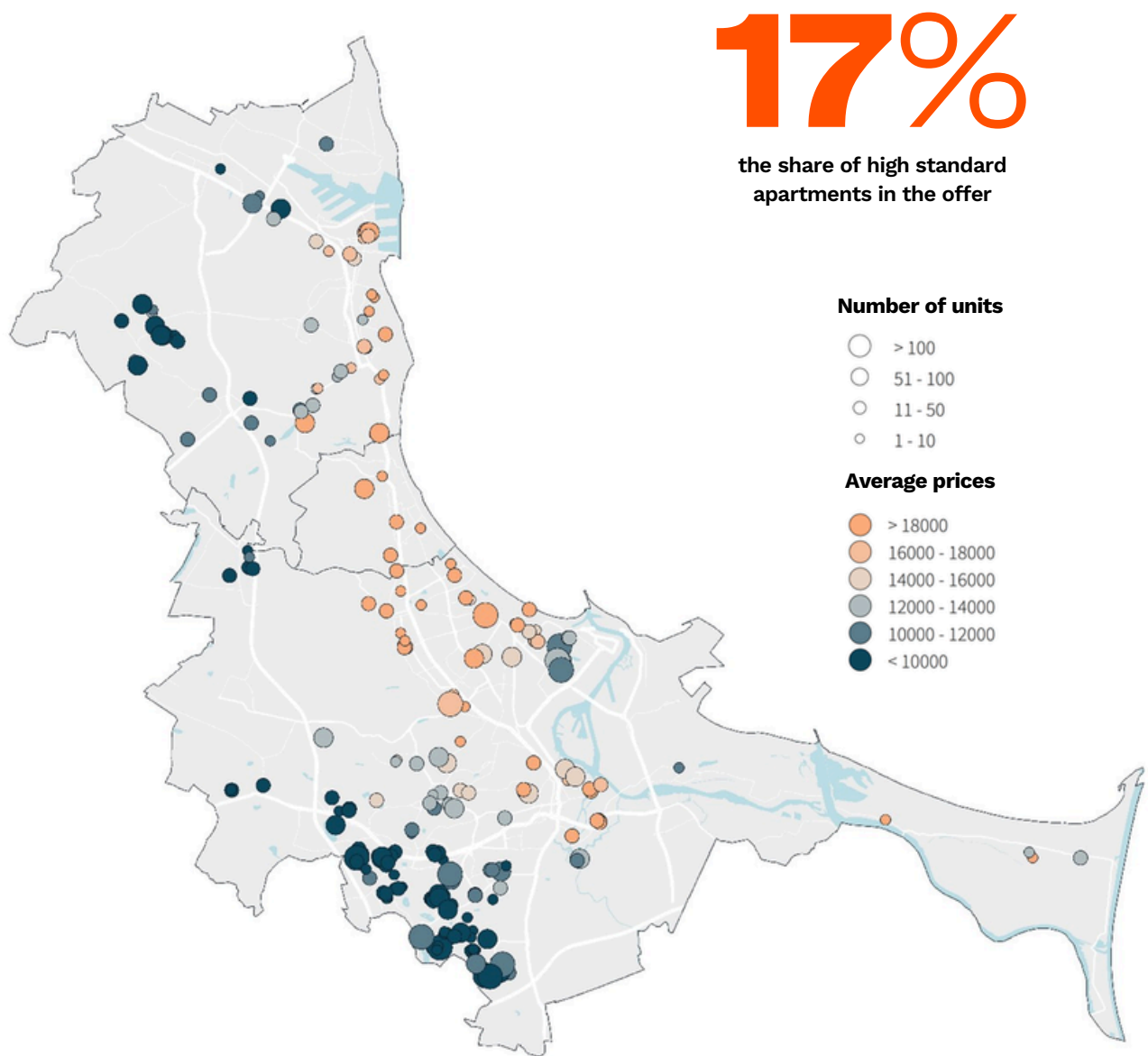


Source: Research and Consultancy JLL

Geography of the offer

In terms of the structure of the offer, the Tricity is quite diverse. Due to its tourist attractiveness (it is a city that combines access to cultural events, monuments, beaches, and business), several areas can be distinguished in the region, mainly the seaside area, city centre projects and projects located in the south of Gdańsk. Investments in the vicinity of the historic Old Town in Gdańsk, Sopot, as well as on the SKM railway axis, which provide excellent transport connections throughout the Tricity and with nearby towns, are also highly valued.

Looking at the geographical distribution of the offer, two price belts can be noticed - more expensive projects located along the coast and apartments of a lower standard located in the western part, close to the administrative border, along the Tricity beltway. At the end of Q1 2023, units at low-end standards accounted for 61% of the offer and their average price did not exceed PLN 10,000 per sq m.



It is worth to emphasized that compared to other major metropolitan areas, in Tricity the number of offered apartments in the high standard to the total offer is the largest, accounting for 17.3%. In absolute numbers, a share of 17% means that in the Tricity potential buyers have the greatest choice in terms of the offer of the best quality residential units – at the end of Q1 2023 it was ca. 1,400 apartments.

Between 2012 and 2016, the prices of residential units in Poland were quite stable. In Tricity, prices entered the path of intensive growth in mid-2017. It was the second market, after Warsaw, in which in mid-2020 the threshold of 10,000 PLN/sq m was exceeded. At the end of Q1 2023, the average gross asking price of a residential unit in Tricity was 12,600 PLN/sq m. The Tricity, just behind Cracow and Wroclaw, ranked fourth in terms of the average price per square meter in Poland.

Tourism and hotel market



The Pomeranian Voivodeship has been one of the most frequently visited regions in Poland for many years. Before the outbreak of the pandemic over, 3 million people annually used the offer of accommodation facilities, including 0.5 million foreign tourists. These data come from the Central Statistical Office and do not include short-term rental facilities, so the actual number of guests is several times higher. Travel restrictions related to the COVID-19 epidemic have had a significant impact on the number of tourists. In 2020, there was a decrease of 40% to 2 million people. However, in the following year - 2021 - the number of overnight guests in accommodation facilities increased to 2.4 million. In 2022 this number returned to its pre-pandemic state of 3.3 million. On the other hand, the traffic structure changed - the share of domestic guests in relation to foreign guests increased.

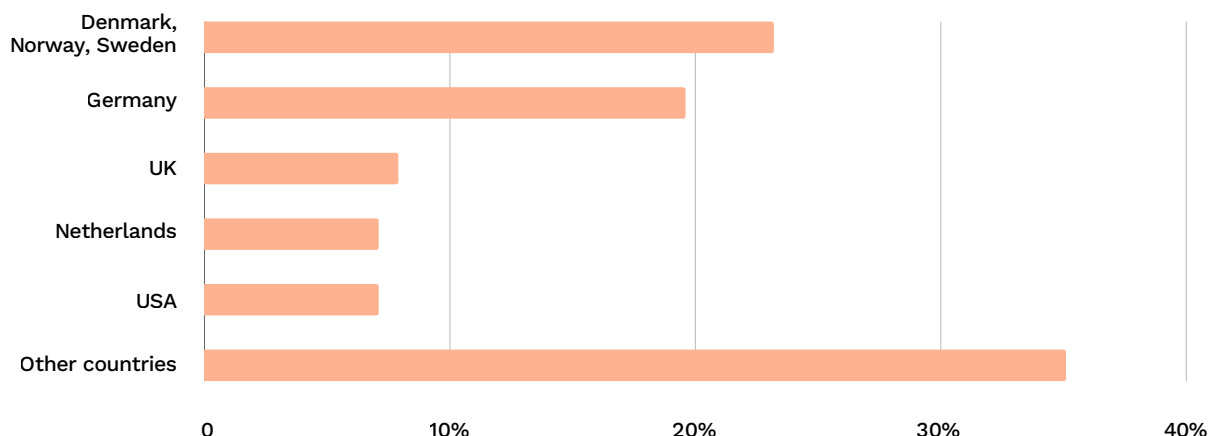
For many years, the largest group of foreign visitors came from Germany. However, in 2022 Scandinavian countries took their place as the largest group of tourists. The next positions were taken by the United Kingdom, the Netherlands and the United States of America. The importance of tourism for the development and condition of the region is evidenced by the expansion of the accommodation base. Over the last 10 years, the number of hotels has increased by 26%, while the number of 5* and 4* facilities has more than doubled - from 22 to 53.

Situation before and after the Pandemic



Today, guests visiting Pomerania have at their disposal over 27,000 bed places in hotels, including over 11 thousand in 5 and 4* hotels.*

Foreign tourists by country in 2022



Our Support

Data analysis

Comprehensive information on the region's economy, key industries, real estate, HR and legal regulations

Investment offers

Information on currently available investment plots and warehouses

Incentives

Comprehensive information on the currently available financial and operational incentive

On-location visits

Organized and planned location visits, including reference visits with strategic HR and RE agencies and visits to the actual investment locations

PR & Marketing

Media announcement of the new investment via a press release or a media event

Investment support

Support in all matters related to setup and construction

Employer branding

Creating bespoke campaigns to brand the company as an attractive employer via our Live more. Pomerania initiative

Talent attraction

Access to Poland's first-ever market-driven, profile-led recruitment platform, for free

Business development

Introduction to local business community, matchmaking and joint marketing efforts at conferences

Investor Spokesperson

Comprehensive support in all things administrative, e.g residence and work permits

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