

## Potential of city break clubbing tourism in Wrocław

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**Abstract.** Over the last decade Polish cities have become popular destinations of the foreign clubbing tourism. Interest of foreign tourists, however, is not reflected in the interest of scientists, because clubbing tourism-related issues have not been extensively studied in the literature regarding Polish cities. In this paper the authors have tried to fill this gap by analysing the potential of city break clubbing tourism in Wrocław, the city which has been selected the European Capital of Culture 2016. As part of the analysis, the following elements affecting the development of this type of tourism were examined: transport accessibility, clubbing infrastructure (discos, nightclubs and pubs), and other factors (accommodation facilities and selected tourist attractions). The transport accessibility data include only regular direct flights carried by low-cost carriers (LCC) in 2014 (number of connections, frequency of flights and ticket prices), as this type of transportation is crucial for city break tourism.

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## 1. Introduction

The tourism industry is subject to significant changes in destination and character of activities, especially in terms of holiday destinations and its forms. New types of travel are becoming more important in the tourism market, in addition to the still popular trips to the so-called warm countries. The new forms include slum tourism, stag tourism, dark tourism, alcotourism and sex tourism (Durr, 2012; Hesse, Tutenges, 2011; Robb, 2009; Thurnell-Read, 2011). Looking at these changes, it can be said that besides the well known scheme of travel, often presented as 3xS (sun, sea, sand) and consociated mainly with carefree holidays at a resort hotel (necessarily all inclusive), a new scheme based on the cognitive function of tourism has emerged.

Along with the changes relating to the purpose of travel, there is another major change which is the duration of the trip. Traditional two-week holidays are no longer seen as a dominant form of leisure and are being replaced or supplemented by short-term trips, usually held at weekends (Dunn et al., 2010). These processes, taking place in the travel industry in Europe, are mainly related to increasing income of societies in European countries, along with a simultaneous change in lifestyle into more intense (Dunne et al, 2010; Trew, Cockerell, 2002).

Another factor influencing these transformations is the growth of low-cost carriers (LCC) on the airline passenger market (Alderighi et al., 2012; Dobruszkes, 2013; Francis et al., 2004). Cheap flights and a dense network of connections offered by individual carriers made the trips to selected cities in the continent available for the majority of potential tourists (Ene, Shoffield, 2011; Grigolon et al., 2012; Hughes, Allen, 2009).

As a result of these trends, the branch of tourism called city break has emerged. It can be characterised as a short-term, mostly leisure weekend trip to one city or town without accommodation in any other destination during the trip (Trew, Cockerell, 2002). The most important condition for the existence of such a form of inbound tourism in the city (in continental scale) is the presence of airports serving international flights. Additionally, increased availability of communication through services provided by LCC significantly impact on the increase

in the number of visiting tourists, which has directly positive influence on the economic sphere of the city (Smith, 2009; Graham, Dennis, 2010).

Analysing offers on the city break tourism market - in addition to typical sightseeing trips, consisting essentially of visiting the sights - the following types of tours can be specified: shopping, dating and clubbing.

The purpose of this article is to determine the potential of city break clubbing tourism in Wrocław. An additional goal is to fill in the gap in the research on this form of tourism in Poland. Polish cities, along with cities of other Eastern European countries, have gained great popularity among foreign clubbing tourists in recent years so such an analysis can be considered as a current issue (Thurnell-Read, 2011).

## 2. Clubbing tourism in Europe

Tourism clubbing as a mass phenomenon emerged when thousands of young people travelled to Ibiza in order to participate in techno music festivals. The beginning of this phenomenon took place in the late 1980s, and the dominant population choosing this type of tourism were young Britons (Goulding, Shankar, 2011). Clubbing trips combine the features of a typical leisure trip, such as sunbathing and water sports; their main purpose, however, is an evening and night party in clubs and pubs (Malborn, 1999).

Initially, clubbing tourists were connected closely with the rave subculture, related with the participation in spontaneously organised electronic music events. In many Western countries opinions were expressed about the negative impact of such youth festivals, which was connected with some negative forms of behaviour among participants. In the mid-1990s Great Britain banned such meetings in public places, in reaction to repeated ceases of alcohol and drugs abuse among youth people (Goulding et al., 2009). This move had a big impact on the popularity of foreign clubbing resorts among tourists from that country. Over time, the rave subculture became a niche in society, while clubbing as a form of leisure is chosen by 3.5 million British people every weekend. That is more than the number of

people going to the cinemas, theatres and sporting events cumulatively (Bellis et al., 2002; Hudson 2000, Thornton, 1995).

Significant changes in the clubbing tourism market occurred in the Central and Eastern European countries when they joined the European Union in 2004. Along with the accession, low cost carriers appeared on the aviation markets in these countries. Due to the increased communication availability, in a very short time, cities such as Bratislava, Budapest, Krakow, Riga and Tallinn, become important clubbing centers on the continent (Thurnell-Read, 2011).

Despite a large role clubbing plays in the current city break tourism, the authors of papers about clubbing in Europe are focused mainly on the analysis of negative factors accompanying the participants of this type of leisure, such as alcohol and drug consumption (Bellis et al., 2003; Hughes et al., 2008; Calafat et al., 2008; Jarvinen, Ravn, 2011; Van Havere et al., 2011; Williams et al., 2010), while in the tourism geography such information is vague or completely ignored. Two of the cases of clubbing analysis in geographical aspects are included in the paper by Sonmez et al. (2013), who present the mapping of clubbing facilities in the resort of Ayia Napa in Cyprus, and an article about selected aspects of foreign clubbing tourism in Tricity in Poland (Iwanicki, Dłużewska, 2014).

In current literature, apart from the negative aspects associated with clubbing, there are also analyses made by sociologists, including publications related to the relationship between the participants of events (Harrioso 1998; Malborn, 1999; Fritz, 2000; St John, 2004), as well as articles about clubbing in the light of the LGBT issues (Johnston, 2005; Puar, 2002; Browne, 2007). Some authors raise the issue of casual sex among clubbing participants (Bellis et al., 2002, 2003; Briggs, 2011; Downing, 2011), but at this point clubbing tourists should be clearly distinguished from some of the party tourism-related travellers, such as sex tourists and stag tourists. In all three types of travel sex experiences and casual sex play an important role, but for clubbing tourists objects such as strip clubs, brothels and brothel districts (red-lights districts) do not play a major role, because the whole process of familiarisation, and establishing intimate relationships takes place on the dance floor, and is

kind of a side effect of participation in the event (Malborn, 1999). On the other hand, for sex tourists and stag tourists such erotic sensations are the main motive for the decision to travel to a particular destination, and a network of strip clubs and brothels are very important in this type of tourism (Hesse, Tutenges, 2011).

### 3. Materials and research method

Literature on tourism potential of selected cities can be divided into two main categories. The first one includes publications treating the problem comprehensively. This group includes works by Bellinger (1994) and Zajadacz (2004), in which the tourist potential is calculated as a result of accounting all the components of selected categories, and on the basis of synthetic indicators. These publications are related primarily to the methodological aspects defining rankings of the studied cities or regions.

The second group of papers includes the analyses of the potential of one specific tourism branch in a city. One of such publications is an article of Cudny (2011), describing the potential of movie-related tourism in Łódź. The author focuses on presenting various movie festivals in the city. He also stressed the potential importance of those events in the process of creating tourist branded products in this city. Other works of this type include the publication on the fashion tourism in Belgrade (Demirović, Pivac, 2013), dance tourism (Romanowka, 2014), clubbing tourism (Iwanicki, Dłużewska, 2014), and others (Dunne et al, 2010, Grigolon et al, 2012, Ści-borska-Kowalczyk, 2013). The methodology used in the paper *Selected aspects of foreign clubbing tourism in Tricity* (Iwanicki, Dłużewska, 2014) will also be used in this paper. All the individual components of the potential of clubbing city break tourism in Wrocław will be analysed, on the basis of the discussion of three major categories of the components of this potential.

The choice of the above-mentioned categories was followed by the analysis of the components contained in the selected offers of city break clubbing trips, available on the European market, as well as the monitoring of web portals dedicated to this

type of activities ([www.clubbing.abroad](http://www.clubbing.abroad)). In particular, the main attention was paid to the comments of 25 users of these websites in terms of tourist preferences during clubbing trips. Additionally, the results were included of the pilot on-line survey on abroad clubbing trips ( $n = 728$ ), carried out at the turn of 2012/2013 among people registered on portals. The questions were related to their transport and leisure preferences.

On the basis of these sources of information, it was decided to select three basic elements affecting the tourism potential of destinations in terms of city break clubbing, which include: transport accessibility (LCC scheduled flights), clubbing infrastructure (discos, nightclubs and pubs) and other factors (accommodation and popular tourist attractions).

One of the most important characteristics of people engaging in city break clubbing is that they come to the city for a maximum of 2-3 days and are active mainly in the evening and at night. While visiting clubbing resorts they are predominantly interested in spending their free time in clubs and pubs, thus monuments, architecture and other cultural attractions of the city are less important than clubbing infrastructure.

The first category of the studied potential is the transport accessibility of a destination (time and price). The analysis for Wrocław includes all 25 regular routes served by low-cost airlines in 2013 (Ryanair and Wizzair). The data from this category was divided into two seasons: winter (carnival) and summer, and was related to the frequency of flights and ticket prices on 133 regular routes. Prices of individual flights were divided in terms of the period of booking a ticket into those purchased one week and one month in advance. In addition, this category was also presented in terms of airports availability with regards to the city centre, in terms of a distance as well as diverse means of transport. The data was obtained from the official websites of Wrocław Airport and the reports of the Civil Aviation Authority. Ticket prices were derived from popular booking portals and official websites of individual carriers.

The second category is the clubbing infrastructure, in which the analysis included music clubs, nightclubs and pubs. The research includes the number, location and type of these facilities in Wrocław, as well as the existing facilitation for foreign tour-

ists (club website in foreign languages). Data used in this category was taken from the official websites of the studied objects (as of 01 Jan. 2014).

The last category analyses the remaining values important in this type of tourism. They can be divided into two main groups: accommodation facilities and places of urban space attractive to clubbing tourists. Details about this category came from catalogues, records and official websites of each of the analysed places.

Information about the accommodation database came from the booking.com portal and referred to 168 facilities located in Wrocław: hotels, hostels, guest houses, apartments, private homes and other objects providing accommodation services. This database was based on its resources, which more fully reflect the accommodation market (the largest number of objects on offer) compared to the official data of the Central Statistical Office and other booking portals (Polish and foreign).

Wrocław as an area of research was chosen for two reasons. The first was a complete lack of clubbing tourism analysis regarding this city in the existing literature. The second reason was the representativeness of the city; as it is not located by the sea, it can be regarded as a typical example of a city break clubbing destination (aspects of leisure on the beach and water sports are excluded). In addition, the authors wanted to analyse a city which operates somewhat in the shadow of other more popular party tourism destinations in Poland - Krakow, Warsaw and Tricity.

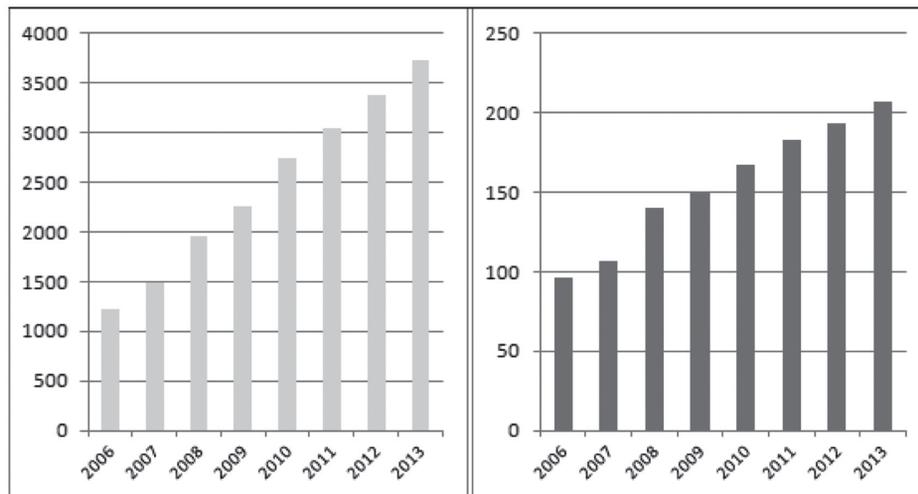
#### 4. Transport accessibility

As cheap airlines play a key role in the city break tourism, other forms of travel were not taken into account in this analysis. It should be noted, however, that Wrocław lies at a distance of approx. 2-3 hours away by car, train or bus from the areas located in neighbouring Germany and the Czech Republic, so it can play an important role as a regional tourist centre.

Development of this type of tourism is related mainly to the popularity of travelling by LCC. In the years 2006-2013 the number of routes served by The European Low Fares Airline Association (ELF-

AA) increased from 1,220 to 3,729, i.e. threefold. A significant growth was also recorded in the number

of passengers, reaching almost 207 millions in 2013 compared with 96 million in 2006 (Fig. 1).

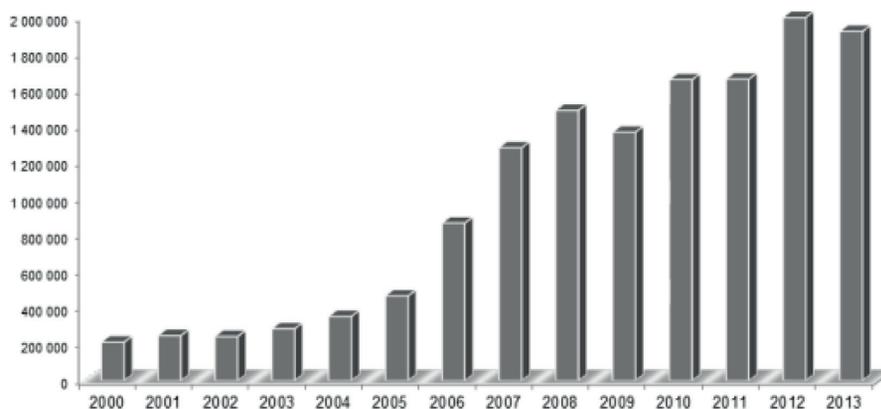


**Fig. 1.** Number of routes (left) and millions of passengers (right) served by LCC in the years of 2006-2013

Source: Author's own work based on ELFAA data

Wrocław-Strachowice Airport is the fifth largest airport in Poland in terms of number of passengers. Since 2003, with the exception of 2009 and 2013, annual growth in terms of passenger numbers was recorded (Fig. 2). In the record-breaking

2012, Wrocław airport served 1,942 m passengers. Such high numbers are directly related to the European Football Championships held in Poland and Ukraine, as Wrocław was one of the host cities for the event.



**Fig. 2.** Number of passengers using the Wrocław airport in the years of 2000-2013

Source: [http://www.stat.gov.pl/bdl/app/dane\\_podgrup.hier?p\\_id=348189&p\\_token=-606527616](http://www.stat.gov.pl/bdl/app/dane_podgrup.hier?p_id=348189&p_token=-606527616)

In winter 2013, Wrocław had 17 direct and regular flights operated by LCC (not counting satellite airports), including 54 regular flights (Tab. 1). Most of

them were to the UK (46.3%), Ireland (13%), France and Norway (9.3% each). The share of flights to Belgium, the Netherlands, Germany, Sweden and Italy

in the total number of regular connections was 3.7% each. Taking into account individual cities, tourists departing from London (including Luton and Stansted)

had a choice of 12 flights per week, which was 22.2% of the total arrivals to Wrocław in this period. The following cities were Oslo and Paris (5 flights each).

**Table 1.** Average return ticket prices to Wrocław from various airports in Europe in the winter of 2013

| City               | Airline  | Flights per week | Average return ticket prices in EUR |     |                    |     |
|--------------------|----------|------------------|-------------------------------------|-----|--------------------|-----|
|                    |          |                  | A week in advance                   |     | A month in advance |     |
|                    |          |                  | A                                   | B   | A                  | B   |
| London-Stansted    | Ryanair  | 7                | 130                                 | 160 | 73                 | 69  |
| London-Luton       | Wizz Air | 5                | 124                                 | 82  | 82                 | 59  |
| Nottingham         | Ryanair  | 4                | 110                                 | 111 | 62                 | 62  |
| Dublin             | Ryanair  | 3                | 244                                 | 179 | 147                | 148 |
| Liverpool          | Ryanair  | 3                | 150                                 | 99  | 69                 | 66  |
| Oslo-Rygge         | Ryanair  | 3                | 90                                  | 99  | 33                 | 14  |
| Paris              | Ryanair  | 3                | 94                                  | 87  | 49                 | 41  |
| Bologna            | Ryanair  | 2                | 77                                  | 78  | 57                 | 53  |
| Bristol            | Ryanair  | 2                | 118                                 | 77  | 57                 | 74  |
| Brussels-Charleroi | Ryanair  | 2                | 91                                  | 99  | 39                 | 39  |
| Cork               | Ryanair  | 2                | 122                                 | 120 | 72                 | 51  |
| Doncaster          | Wizz Air | 2                | 151                                 | 102 | 90                 | 89  |
| Dortmund           | Wizz Air | 2                | 48                                  | 42  | 51                 | 26  |
| Eindhoven          | Wizz Air | 2                | 143                                 | 113 | 72                 | 62  |
| Glasgow-Prestwick  | Ryanair  | 2                | 104                                 | 117 | 93                 | 69  |
| Malmö-Sturup       | Ryanair  | 2                | 109                                 | 110 | 35                 | 34  |
| Milan              | Ryanair  | 2                | 101                                 | 89  | 66                 | 53  |
| Oslo-Torp          | Wizz Air | 2                | 62                                  | 120 | 26                 | 14  |
| Paris              | Wizz Air | 2                | 71                                  | 127 | 47                 | 41  |
| Shannon            | Ryanair  | 2                | 109                                 | 103 | 92                 | 70  |

Explanation: A – weekends; B – working days

Source: Own work based on booking portals and official websites of carriers

Comparing ticket prices on all the routes, it is clear that flights booked one month in advance were in most cases cheaper than those booked one week in advance. In the studied period, the most expensive tickets were from Dublin, while the cheapest from Oslo and Dortmund. Prices of flights from other cities were roughly on the same level.

In the summer, there were some significant changes compared to the situation during the carnival. This is due to the fact that at this time of the year there is an increased tourist traffic, which affects both increased number of connections (especially with the countries of Southern Europe) and higher tickets prices.

First of all, the number of regular connections grew to 25, which is a 47% increase compared to the previously discussed season. Also, the total number of all regular flights increased to 79 (increase by 46.3%).

The share of the UK cities in the total number of connections to Wrocław fell to 41.8% (although the absolute number increased from 25 to 33). An analogous decrease was recorded in relation to the cities of Ireland (11.4%), France and Norway (6.3% each). The largest increase occurred in the aspect of Italian cities (up to 10.1% share). There also appeared connections with some new destinations (Greece, Spain, Malta), while the share of cities from other countries remained largely unchanged.

The biggest changes between winter and summer season were related to tickets prices. In most of the analysed routes the cost of the flight more than doubled. It has to do with the generally increased tourist traffic in this period of

year (Tab. 2). The most expensive flights were again from Ireland and from most of the UK cities. The cheapest tickets were still from Oslo and Dortmund, as well as from Malmö, Bologna and Venice.

**Table 2.** Average return ticket prices to Wrocław from various airports in Europe in the summer of 2013

| City               | Airline  | Flights per week | Average return ticket prices in EUR |     |                    |     |
|--------------------|----------|------------------|-------------------------------------|-----|--------------------|-----|
|                    |          |                  | A week in advance                   |     | A month in advance |     |
|                    |          |                  | A                                   | B   | A                  | B   |
| London-Stansted    | Ryanair  | 10               | 370                                 | 327 | 178                | 146 |
| London-Luton       | Wizz Air | 5                | 300                                 | 268 | 214                | 181 |
| Nottingham         | Ryanair  | 5                | 284                                 | 269 | 183                | 176 |
| Dublin             | Ryanair  | 5                | 324                                 | 326 | 220                | 174 |
| Doncaster          | Wizz Air | 3                | 236                                 | 204 | 236                | 159 |
| Eindhoven          | Wizz Air | 3                | 187                                 | 152 | 135                | 84  |
| Glasgow-Prestwick  | Ryanair  | 3                | 337                                 | 208 | 125                | 105 |
| Liverpool          | Ryanair  | 3                | 275                                 | 188 | 283                | 145 |
| Malmö              | Ryanair  | 3                | 92                                  | 97  | 47                 | 47  |
| Oslo-Rygge         | Ryanair  | 3                | 158                                 | 108 | 60                 | 33  |
| Paris              | Ryanair  | 3                | 146                                 | 172 | 82                 | 78  |
| Alicante           | Ryanair  | 2                | 313                                 | 330 | 215                | 228 |
| Barcelona-Girona   | Ryanair  | 2                | 164                                 | 180 | 139                | 123 |
| Bologna            | Ryanair  | 2                | 142                                 | 121 | 101                | 65  |
| Bournemouth        | Ryanair  | 2                | 439                                 | 274 | 183                | 147 |
| Bristol            | Ryanair  | 2                | 273                                 | 290 | 162                | 135 |
| Brussels-Charleroi | Ryanair  | 2                | 123                                 | 126 | 62                 | 54  |
| Chania             | Ryanair  | 2                | 246                                 | 174 | 247                | 177 |
| Cork               | Ryanair  | 2                | 307                                 | 361 | 263                | 188 |
| Dortmund           | Wizz Air | 2                | 114                                 | 98  | 76                 | 95  |
| Malaga             | Ryanair  | 2                | 278                                 | 222 | 294                | 229 |
| Malta              | Ryanair  | 2                | 155                                 | 157 | 167                | 134 |
| Milan-Bergamo      | Ryanair  | 2                | 130                                 | 79  | 206                | 79  |
| Oslo-Torp          | Wizz Air | 2                | 94                                  | 108 | 38                 | 62  |
| Paris              | Wizz Air | 2                | 148                                 | 146 | 131                | 98  |
| Rome-Ciampino      | Ryanair  | 2                | 321                                 | 322 | 131                | 127 |
| Shannon            | Ryanair  | 2                | 544                                 | 477 | 204                | 240 |
| Venice             | Ryanair  | 2                | 138                                 | 121 | 63                 | 52  |

Explanation: A – weekends; B – working days

Source: Own work based on booking portals and official websites of carriers

A very important element in the field of transport accessibility is the connection between the airport and the city centre, especially for people who are visiting the city for the first time. The official website of the studied airport informs tourists about

the main types of transport, which would take them to the particular parts of the city. The airport is situated over 13 km from the city centre, and a taxi costs about 12 Euros. Tourists can also use public buses (no. 406), departing from the airport 52

times a day. Additionally, there are night buses going three times a night (no. 249).

The emergence of low-cost airlines in Wrocław significantly influenced the increase of tourist traffic in this city. Since 2007, there has been a large increase in the number of scheduled air services from other European cities (Fig. 3). Prices on regular routes are varied but several major trends can be distinguished. Northern directions (Scandinavia) are relatively cheap compared with flights to other countries. The most expensive flights are on routes

connecting Wrocław with cities inhabited by a large number of Polish immigrants (British Isles). Ticket prices grow significantly in the summer season, which is associated with the general processes in passenger air transport at this period of year. After this analysis it can be concluded that the multitude of connections supported by LCC, moderate ticket prices and good transport communication between airport and the city centre mean that transport accessibility is a strong asset of Wrocław in stimulating city break clubbing tourism.

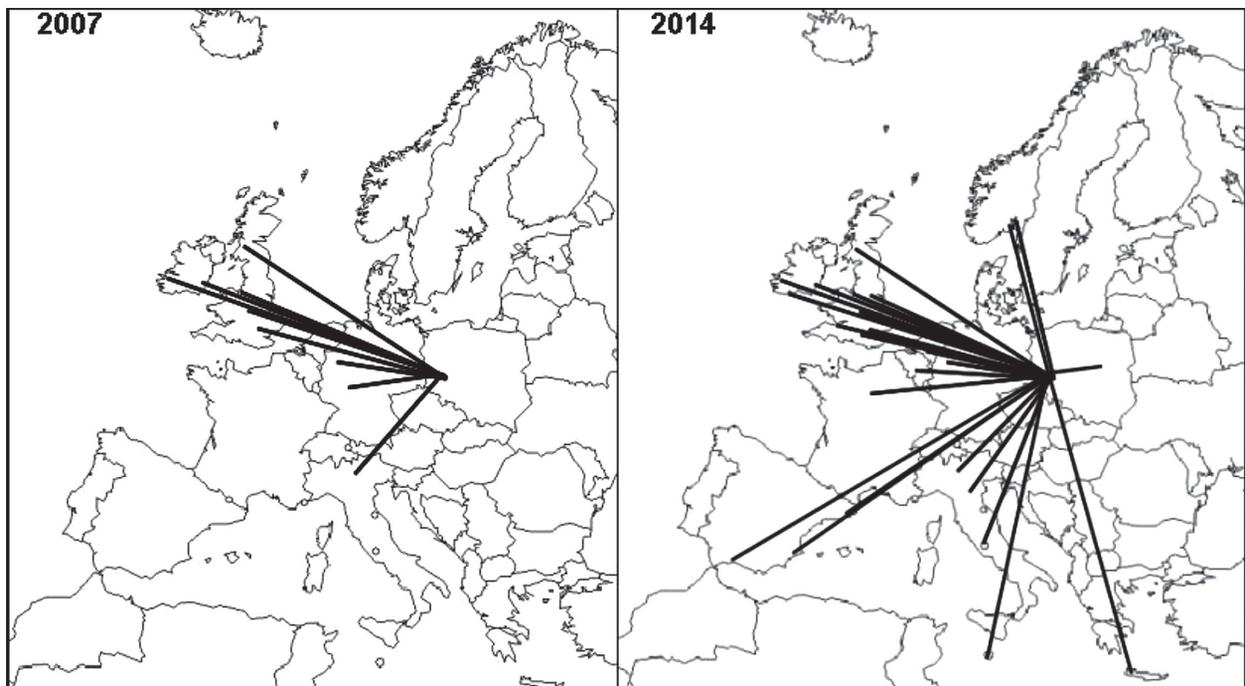


Fig. 3. The number of regular routes served by LCC in 2007 and 2014 at the airport in Wrocław

Source: Author's own made based on data from the *Urząd Lotnictwa Cywilnego* and [www.airport.wroclaw.pl](http://www.airport.wroclaw.pl)

## 5. Clubbing infrastructure and other facilities

The most important component of the tourism potential of city break clubbing is the clubbing infrastructure consisting of dance clubs, night clubs and pubs. Currently in Wrocław there are 84 plac-

es of this type (as of 1 March 2014). The vast majority of them (81%) are located in the district of the Old Town (I), including approximately 90% of them within 500 m from the Main Market Square (Fig. 4). The main clubbing places are Kielbaśnicza Street, Niepold Passage, Salt Square (*Plac Solny*) and the Main Market Square (*Rynek Główny*). The most popular clubs are: the Alibi, Bed Club, Cherry Club, Das Lokal, Daytona, Domówka and Eter.

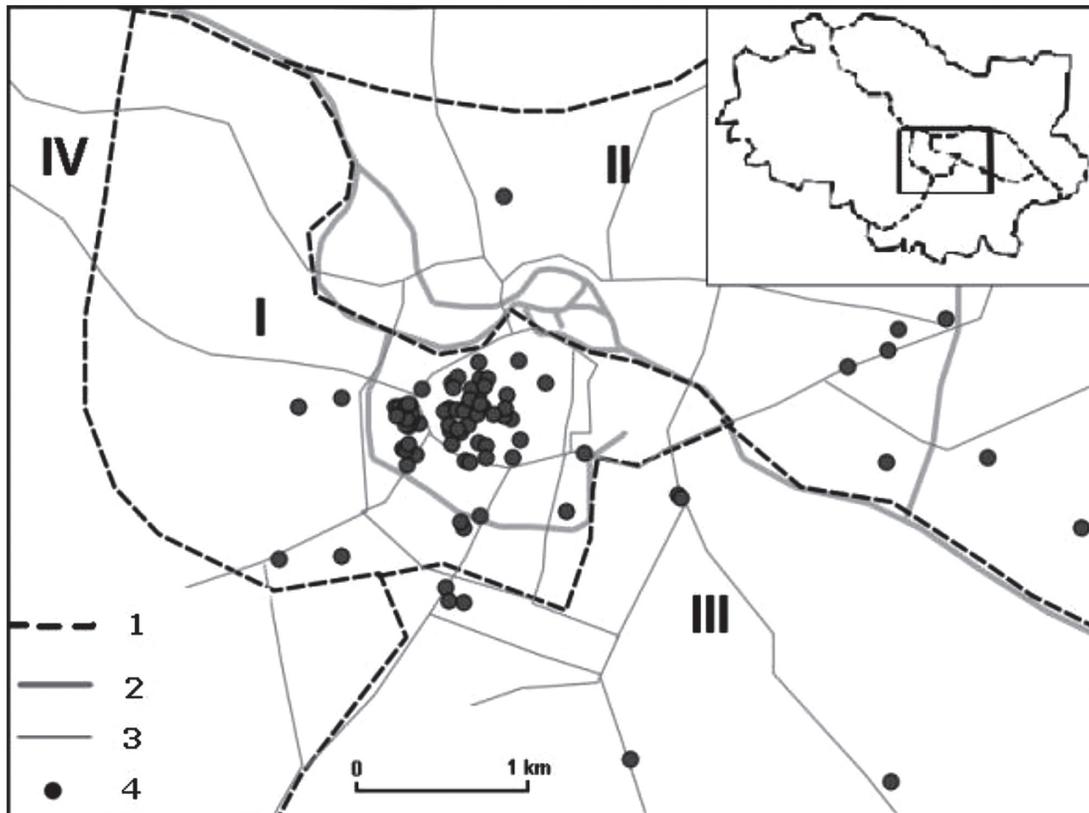


Fig. 4. Clubs and pubs in Wrocław in 2014

Explanation: 1. Boundaries of districts; 2. Rivers; 3. Major roads; 4. Clubs and pubs; Districts: I. Old Town; II. Downtown; III. Krzyki; IV. Fabryczna

Source: Author's own work

Such a dense concentration of clubbing base gives tourists interested in clubbing the opportunity to visit a large number of clubs without the need to use public transport or taxi services. This has a definite impact on the attractiveness of the city in this aspect, as this type of tourism involves visits to a few or a dozen or so clubs in one evening. In other districts of Wrocław, the club network is not as dense. The district of Śródmieście (II) has 9.5% of the total number of clubbing places. The other following districts are Krzyki (III, 8.3%) and Fabryczna (IV, 1.2%).

Only 42 clubs and pubs in Wrocław have their own websites, which means that 50% of the total number of such facilities does not have them at all. Still a smaller proportion of clubs have a foreign language version of their websites - only 2.4% of all analysed. Such low percentage may indicate that club owners are focused mainly on domestic customers.

A completely different strategy exists within accommodation industry, so the analysis of this category of tourism potential includes increasing impact of the Internet on the decisions taken by tourists. For this reason, a novel method of inventory of accommodation was used, which includes the offer available to the widest possible audience of potential tourists. The international booking portal, booking.com, the most popular among clubbing tourists, was selected for the analysis. The portal booking.com has 42 language versions, so it is widely available for tourists of many nationalities. The offer contained in it is significantly different from the accommodation base appearing in the databases of the Polish Central Statistical Office (GUS) (Fig. 5). This indicates that managers of the described objects think about domestic and foreign customers. The biggest differences between the booking.com base and official records refer to the number of so-called apartments. In Wrocław they constitute 45%

of the total number of 168 accommodation facilities (as of 1 March 2014). In terms of the number of objects, the following places are hotels (28%), hostels (19.6%) and B&Bs (3%). Other objects represent 4.4% of all accommodation facilities in Wrocław.

Considering the number of beds in the above-mentioned types of facilities, the ranking is different. The vast majority of available beds are in

hotels (62.4%), followed by hostels (19.9%), apartments (15.5%), B&Bs (1.2%) and other types of accommodation (1%).

In most of the analysed objects, except for prestigious hotels, accommodation prices are relatively similar. The most attractive in this aspect are hostels and apartments, where prices start at EUR 10-15 per person per night in a shared room.

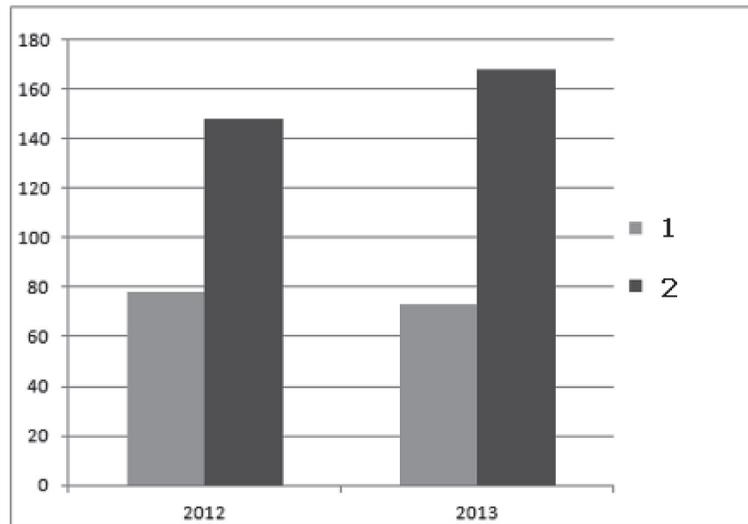


Fig. 5. Number of accommodation facilities according to GUS data, and booking.com in 2012 and 2013.

Explanation: 1. GUS data; 2. Booking.com data

Source: Author's own work based on GUS and www.booking.com

Clubbing tourists are also interested in many kinds of activities between evenings spent in clubs. In Wrocław there are plenty of sights and attractions at their disposal. First of all, the historic architecture of the Old Town, among which the most of the clubs and pubs are located, should be mentioned. Moreover, the zoo and sports facilities, such as the Municipal Stadium (which was the arena of the UEFA European Football Championship) as well as the Centennial Hall (UNESCO World Cultural Heritage Site), can be great attractions for tourists coming to Wrocław.

Another important element for clubbing tourists in the city are service areas, such as shopping centres (24 objects, including four in “the clubbing zone” or its immediate vicinity), restaurants, pizzerias, cafes and fast foods (311 objects including 178 in “the clubbing zone”), as well as city parks (44 ob-

jects including three in “the clubbing zone”) and boulevards along the Odra river. Wrocław is full of this type of urban spaces, which is an additional factor positively influencing the development of this type of tourism and the entire city break tourism.

## 6. Conclusions

City break tourism is present in Wrocław since 2005, after the launch of the first air route operated by Ryanair. Since then, the number of regular connections increased several times and now Wrocław has direct flights from 25 cities via low-cost airlines. Such a good accessibility affects not only the overall increase in the number of visiting tourists but is also an opportunity to expose local tourism prod-

ucts. One way to do this is to promote the cultural landscape of the city. The clubbing infrastructure discussed in this article also matches this landscape. The quality of these facilities is crucial in general clubbing tourism potential in any selected city.

In spite of the well-developed clubbing infrastructure, it should be noted that Wrocław is at a disadvantage in terms of competitiveness with the most popular clubbing destinations in Europe, such as Ibiza, Ayia Napa, Magaluf and Tenerife. The reason is the geographical location of Wrocław, i.e. no access to the sea; consequently, the city is devoid of the offer in the field of sunbathing and water sports (popular types of leisure among clubbing tourists). However, in terms of city break clubbing tourism, the aspects of the seaside location become secondary. Instead, other factors stand out, such as attractive prices of various services and low travel costs. Wrocław has a good airline accessibility with a large number of regular flights connecting the city with the airports located in Germany, UK, Scandinavia and Italy, and so with the countries from where the largest number of clubbing tourists comes. The number of these connections, their directions and low prices are associated with the Polish residents who migrate to work in these countries. This situation also benefits foreign tourists, who can come to Wrocław quickly and cost-effectively.

The nightlife infrastructure in Wrocław, including discos and pubs, is attractive to tourists, because most of them are located close to each other within a few hundred meters from the Main Market Square. Such a location provides a dense network of the facilities in a relatively small space. This makes it easier for tourists to use their services and increase the attractiveness of this part of the city for clubbing tourism. However, given the fact that only a few clubs have websites in foreign languages, it seems that clubs are not organised in terms of promotional campaign addressed to foreign guests, and they rely on spontaneous visit of tourists during their stay in the city. This may also prove that Wrocław is a destination for tourists of unspecified clubbing-related demands and is treated rather as “something new” on the European map of clubbing.

The results of the research presented in this article provide a solid base for undertaking further analyses, especially as regards the references to the tourism potential of clubbing in other Polish cities.

In addition, the deepening of research on clubbing tourism issues are very important, because apart from the profits arising from the increased tourist traffic there are risks associated with the negative aspects of this type of tourism, related mainly to indecent behaviour of such travellers.

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