



# Polish hotel industry in 2011

Tourism is one of the most vigorous sectors of the Polish economy. According to Vice-President of the Institute of Tourism in Warsaw Krzysztof Lopaciński, PhD, tourism revenues, equal to all tourist expenditures, grew in 2010 by 6.4%, exceeding PLN 75 billion, which is 5.5% of GDP. According to a government document, “Directions of tourism development until 2015,” the importance of this branch of the economy will continue to grow. A new growth stimulus will certainly be the organisation of the Euro 2012 European Football Championship.

Janusz Turakiewicz

ONE OF THE MOST IMPORTANT FACTORS influencing the achievement of this growth is the development of tourism infrastructure facilities, especially the lodging base. It currently numbers 7,000 facilities, with over 600,000 rooms, from which 400,000 are year-round. More than 1/3 of the facilities are located in southern Poland, in the provinces of Dolnośląskie, Opolskie, Śląskie, Małopolskie and Podkarpackie, and almost 1/4 in Pomerania. This is also related to the concentration of tourist attractions and important urban areas – Cracow, the Tri-City (Gdańsk, Sopot, Gdynia), Wrocław. After the development of urban hotels, reaching also beyond the aforementioned centres to Warsaw and Poznań,

a movement of hotel investments to smaller urban centres and tourist areas is observed.

In Poland, operating a lodging business requires listing it in a registry kept by the province chairmen, as well as commune or municipality offices. Chairmen confirm that the facility, equipment and service quality meet the minimum standard, categorize the facility to the appropriate type (hotels, motels, guest houses, hostels, youth hostels, campsites) and award them a category (marked by the number of stars or Roman numerals). The registries kept by commune and municipality offices are for the remaining lodging establishments, which only have to meet the

appropriate requirements concerning building, fire and sanitary safety, not awarded a category – recreational and vacation centres, guest rooms, health resorts, agritourism establishments, Sunday recreational centres.

Hotels recognised by tourists across the world are of the greatest importance to the tourism market and its development. From 2000, their number in Poland more than doubled – presently there are 1950 of them. The highest growth in quantity occurred in the group of two and three-star facilities that have a main role on the Polish tourism market. The decrease in the number of one-star hotels is related to the improvement in service standards. The number of five-star hotels increased eightfold.

THE MOST IMPORTANT HOTEL BRANDS in the world are present on the Polish market. The most important are brands belonging to ACCOR, a branch investor and stakeholder in the quoted company ORBIS, presently owning 57 hotels – Mercure (12), Novotel (10), Ibis (10), Etap (8) and Sofitel (3). The importance is growing of the chains of RADISSON SAS, STARWOOD (Sheraton, Westin), HOLIDAY INN, LOUVRE HÔTELS (Campanile\*\*, Premiere Classe\*), BEST



WESTERN, B&B, SCANDIC. The hotel chain QUBUS is also growing dynamically. MARRIOTT, InterContinental, Le Royal Meridien and HILTON are also present. Other big players in the world hotel market are entering Poland: Wyndham Hotel Group (SUPER 8), Steigenberger (InterCityHotel, Motel One), Choince Hotels International (Quality).

Hotel companies financed by home-grown capital are also developing – GROMADA, INTERFERIE, GEOVITA, PUHiT, Hotele Diament, PTTK, WAM Hotel Group, GOŁĘBIEWSKI, Vivaldi Hotels, Hotel 500, ELBEST. Old names, frequently post-privatisation brands, which secured their place on the market back in the 1970's as government-owned enterprises, are still present – Hotele Warszawskie SYRENA, Przedsiębiorstwo Turystyczne [Tourist Enterprise] ŁÓDŹ, Przedsiębiorstwo Turystyczne KARKONOSZE in Jelenia Góra, Przedsiębiorstwo Usługowo-Turystyczne [Service and Tourist Enterprise] PRZYMORZE in Słupsk, CENTRUM MAZUR in Giżycko – and still effectively compete with the new companies. The importance of domestic reservation groups STAR HOTEL (50 economy hotels, 1\*-3\*) and POLISH PRESTIGE HOTELS (37 hotels, 3\*-4\*) is growing. Polish investments abroad are also becoming visible – GROMADA has facilities in Berlin and Cape Town, ORBIS manages a Novotel in Vilnius.

THE HOTEL INDUSTRY, together with restaurant services, numbers over 100,000 registered enterprises, mostly owned and managed by private individuals. This dispersion causes a lack of reliable data regarding the economic effectiveness of this business. According to statistical information from the Central Statistical Office (GUS) received from 282 of the largest enterprises, during January – September of 2010, they achieved a net profit of PLN 420 million (a growth of PLN 98 million compared to the previous year) and net return on sales at a level of 6.7% (5.5%, a year earlier). Taking into account that room occupancy rate reached 45.9% during this period (39.3 for the entire 2009), the forecasted growth in tourist traffic is good news for the entire industry.



Samotnia Refuge in Karkonosze Mountains

category	2000	2005	01.2011
5*	6	16	47
4*	40	66	176
3*	333	458	876
2*	285	421	638
1*	260	151	214
<b>Total</b>	<b>924</b>	<b>1112</b>	<b>1951</b>

The development of the Polish hospitality business along modern lines is primarily determined by the management skills of Polish hoteliers. Thoroughly educated in hotel management and catering schools as well as in universities, Polish hoteliers and chefs are rendering their services throughout Europe. Increasingly more do so as managers. Many are frequenting major hotel industry meetings. One is the Berlin the International Hotel Investment Forum (IHIF), the global hotel investment community's annual meeting which attracts the most influential faces in the industry as speakers and attendees.

The expertise gained by Polish hoteliers abroad pays dividend in that it enhances hotel service quality improvement at home. ::

## Hotels \*\*\*\*\*

Bydgoszcz: **Bohema** • Gdańsk: **Dwór Gdański, Hilton, Podewils, Radisson Blu Hotel** • Katowice: **Best Western Premier Katowice, Monopol** • Kołobrzeg: **Aquarius Spa** • Cracow: **Copernicus, Crown Piast Hotel, Dwór Kościuszko, Grand, Gródek, Niebieski – Art Hotel & Spa, Sheraton Kraków Hotel, Stary, Sympozjum, Holiday Inn Kraków, Radisson SAS** • Ostróda: **Hotel Spa Dr Irena Eris Wzgórza Dylewskie** • Poznań: **Sheraton Poznań Hotel** • Pyrzowice: **De Silva** • Sopot: **Rezydent, Sheraton, Sofitel Grand Sopot** • Szczawnica: **Modrzewie Park Hotel** • Tychy: **Piramida** • Ustroń: **Belweder** • Warsaw: **Hilton Warsaw & Convention Center, Victoria, Intercontinental Warszawa, Le Regina, Marriott, Radisson SAS Centrum Hotel, Rialto, Royal Meridien Bristol, Sheraton Warsaw Hotel & Towers, The Westin Warsaw** • Wrocław: **Monopol, Platinum Palace, Radisson Blu Hotel, Sofitel Wrocław, The Granary La Suite Hotel Wrocław** • Krynica Zdrój: **Prezydent** • Zabrze: **Alpex** • Zakopane: **Litwor, Villa Marilor**

Source:

- :: Institute of Tourism in Warsaw – [www.intur.com.pl](http://www.intur.com.pl)
- :: Current official hotel and rating listing – <http://turystyka.crz.mg.gov.pl>
- :: Statistical Bulletin 12/2010, Central Statistical Office Warsaw, 2011, table 28 and 64.