

POLAND: OVERLOOK OF HOTELS AND PRICES



The financial situation of many hotels in Poland improved last year. Some of the hoteliers even started investing again. However, the price of a room in a Polish hotel is generally lower than in the rest of the European countries.

According to the news published in Rzeczpospolita, **more than half of the hotels in Poland improved their financial situation last year**. There are over 6,500 hotels and guest houses in Poland and one in four of them managed to better its revenues last year. A research done in the middle of February showed that 47% hoteliers are satisfied with their situation; 18% consider their financial situation as very good, 29% as good, and 6% think their situation is bad.

Hoteliers are so content with their finances that they **have started investing again**. The whole 747 investments were done in Europe in January, which is a quarter more than last year. Poland shows the same trend. Moreover, hoteliers expect a lot from the Polish presidency of the EU in 2012. The number of overnight stays is predicted to grow and so are the prices.

The average price for a night in a hotel in Europe is €107. Unfortunately, **the prices in Poland are usually below the average**. According to the data from Trivago, a night in a hotel in Warsaw costs €73, €75 in Wroclaw and €79 in Poznan. An average type of accommodation in Krakow cost €62 in February. There are also more expensive resorts such as for example Zakopane, where a guest will pay €100 for an average hotel room. Sopot is even more expensive; a night in a hotel costs up to €138.

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