



**Magiczny
Kraków**

2016 - New investments in the Krakow hotel industry

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2016 looks promising in terms of new investments in Krakow. Hotel offer will be expanded with more than 300 rooms. The important fact, from the perspective of conference customers, is that the new investments include minimum 4-star hotels, conveniently located downtown.

Stylish boutique hotels

A 5-star H15 hotel owned by the Poznańska 15 company will be an important investment. The luxurious hotel will be located at śt. Jana 15 in a historic bourgeois palace. It will offer 71 rooms. The investment is to combine modern concepts of behaviour and respect for the history of the place. The Poznańska 15 company owns the prestigious H15 Boutique Hotel in Warsaw, recognized as one of the most luxurious in the capital.

A boutique hotel will also be constructed at Filipa 18. The Indigo Krakow Hotel - Florian Gate offers 56 rooms, a conference room, a fitness room, a restaurant and a bar. The hotel, which is scheduled to open this year, will be the first hotel of this brand in Poland. Indigo hotels include a chain of boutique hotels owned by InterContinental Hotels Group. Each Indigo hotel refers to the local history, culture and architecture. The interiors also reflect seasonality, by changing the music, the smell, the decor. What's more, the interior of the Krakow boutique will be inspired by the works of Polish painters - including Wyspiański, Matejko, Kantor, Malczewski. So far, in Europe, the Indigo brand of hotels has operated in Finland, France, Germany, Italy, Russia, Spain and the United Kingdom.

The Likus family also plans investments. After the enlargement of the Stary Hotel, the Copernicus Hotel at Kanonicza Street is also to be enlarged. There is also an investment planned in Kazimierz, it will become part of the atmosphere of the district which is compared by Wiesław Likus to London's Soho.

Another big investment by Orbis SA

Construction works opposite the Krakow Gallery are progressing, a four-star Mercure hotel will be constructed there.

Orbis group invested on the square at the intersection of Pawia and Kurniki. Opening the investment for nearly PLN 100 million is planned for the end of this year. Mercure will offer 200 rooms. This is Orbis group's third investment near Krakow Railway Station: in 2012, two economy class hotels - Ibis and Ibis Budget - were built there.

Investments in hotels meet the demand. The demand for accommodation in Krakow is not decreasing. The city brand is based on rich history and tradition, offering an interesting cultural calendar to attract tourists. Consistent expansion of the airport and numerous events in the ICE Krakow Congress Centre, Tauron Arena and Krakow Expo are not without significance for tourism, Krakow is being increasingly associated with international congresses and conferences, as well as exciting sporting



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events.