

Hotels

Poznań power

IBB Andersia in Poznań is scheduled to open its doors early this summer, to be followed by several luxury developments from Fortis and Radisson SAS

This summer, the four-star IBB Andersia Hotel in Poznań will welcome its first guests. The nine-storey hotel is part of Von der Heyden Group's class-A office building, Andersia Tower. Fortis and Radisson SAS are also working on their own four-star projects in the city center.

The IBB Andersia will offer 147 standard rooms, 12 junior suites, three senior suites, eight executive suites, a 100-sqm presidential suite and three luxurious limited-access VIP apartments on the top floor for the hotel's most prestigious guests. Rooms all feature quality amenities from stylish interior design, advanced communications and entertainment technology, air conditioning

and humidity controls. There is also a world-class fitness center and spa on site.

According to Katarzyna Kołodziejczyk, the hotel's director, Poznań's rapidly-developing economic environment calls for a hotel like the IBB Andersia. "The focus is on local and international business clients. We aim to provide guests with the highest standard in every aspect, especially with regard to business and technology services," says Kołodziejczyk.

The hotel has devoted over 1,000 sqm for conference facilities and banquet facilities consisting of four board rooms and four banquet halls, with a total area of 200 sqm and 600 sqm and a capacity of 800 and 550, respectively. The hotel also offers a 500-sqm exposition hall.

The IBB Andersia is already proving popular. "Despite the fact that the hotel isn't open for another couple of months, we've gotten reservation requests for later dates and we are already fully booked during

the Polagra Food fair in September," reveals Kamil Juwa, the hotel's sales and conference manager.

Poznań offers a number of advantages for business travelers and tourists as a city on the direct route from Warsaw to Berlin on the A2 highway. It is considered Poland's second financial center after Warsaw.

Coincidentally, Fortis, the company that owns the Stary Browar, is building a four-star boutique hotel on the property, set to open by the end of this year. The hotel will offer only 20 rooms, decorated so that no two rooms are alike. The building will resemble a gallery of works by young artists and photographers rather than your run-of-the-mill hotel.

Rafał Przybył, board director of Fortis, states "The standards set by the Stary Browar property will be hard to match by many investors attracted by Poznań's rapidly-developing commercial market."

Poznań has also lured Radisson SAS Hotels and Resorts to a landmark property



COURTESY OF IBB ANDERSIA

IBB Andersia meets the demand for a top-of-the-line hotel for businesspeople in Poznań

– St. Wojciech's Hill. A luxury hotel on the site of the Carmelite Monastery will offer 250 high-standard rooms that will fit into the existing architecture and history of the property.

The boom in luxury hotels implies a significant upgrade in Poznań's role as a major financial center at the heart of the CEE region. "I believe luxury hotel properties have the potential to attract a great num-

ber of business travelers as economic activity grows significantly over the next decade. Poznań's biggest advantage is its diversified commercial profile and now it's clearly undergoing a transformation through a number of successful real-estate developments," says Alex Kloszewski, director of the hotel department at Colliers in Poland.

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