

Hotel Ibis looking for new owner

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Quinn Group has decided to sell the three-star hotel Ibis in Prague's suburb of Karlín - Cushman & Wakefield is looking for an investor. The hotel is currently run by the company Accor - which is authorized to use the Ibis brand - under operations contract. Accor's contract to operate the hotel has expired. According to the consultancy, the investor can thus get an opportunity to change hotel marketing strategy and remodel it. The hotel has been in operation since 1991, it has 226 rooms. "Right now is the time to buy a conveniently located hotel in Prague. Over the past few months, an increase in occupancy has been confirmed and average achieved daily price per room is expected to rise during the coming months," said Frédéric Le Fichoux, head of Central European hotel team at Cushman & Wakefield.

According to the Czech Statistical Office, the average use of rooms increased yoy from 38.7 % to 40.7 % last year. A higher increase of use of rooms and net use of beds was more in hotels with a higher number of stars. In five-star hotels, the average room occupancy increased from 46.8 % to 52.9 %. In contrast, the increase in incoming tourism was reflected in occupancy much less. Average room occupancy rose yoy from 38 to 39.2 % last year.

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