

## Cushman & Wakefield has been named patron of Hotel Investment Trends Poland&CEE

**Global real estate services firm Cushman & Wakefield has been appointed a patron of the Hotel Investment Trends Poland&CEE conference to be held by the publisher of monthly *Hotelarz* at Warsaw's Renaissance hotel on 17 May 2018.**

Cushman & Wakefield, which celebrated its 100<sup>th</sup> anniversary last year, is among the world's largest commercial real estate services firms with revenue of \$6 billion across core services of agency leasing, asset services, capital markets, facility services (C&W Services), global occupier services, investment and asset management (DTZ Investors), project and development services, tenant representation, and valuation and advisory. It has 45,000 employees in more than 70 countries.

Cushman & Wakefield has one of the strongest hospitality teams in Central and Eastern Europe. As a leading commercial real estate advisor in this market segment, it offers transaction and hotel operator consulting, valuation services, and support in new project financing.

*"We are delighted that the second edition of the conference will be hosted in participation with Cushman & Wakefield. We are confident that thanks to cooperation with such a strong partner not only will we develop a highly topical agenda, but we will also invite to discussions the world's leading hotel chains and investment funds interested in the rapidly growing CEE market,"* says **Krzysztof Gonciarek**, a management board member of Polskie Wydawnictwa Specjalistyczne ProMedia, a publisher of the *Hotelarz* monthly.

*"Hotel Investment Trends Poland&CEE is the best-known event of its kind on the Polish hospitality market and focusing on investments. Demand for hospitality assets among both local and international investors is rising, fuelled by the rapid expansion of CEE's hotel sector generating strong income returns. We are pleased to support this year's conference with our expertise and experience at this crucial time for this sector,"* says **Maria Zielińska**, Senior Hospitality Advisor, Cushman & Wakefield, Poland.

**Hotel Investment Trends Poland&CEE, organised by the publisher of *Hotelarz*, is a forum on hotel investments in Poland and Central and Eastern Europe.** Its previous edition was a huge success in terms of both agenda topics and attendance. Last year's conference attracted more than 350 leading hospitality professionals and experts from Poland and abroad, including hotel chains, private investors, investment funds, banks and architectural studios.

More than 2,200 hospitality professionals participated in the previous five editions of Hotel Trends Poland&CEE, hosted by the publisher of *Hotelarz*. Over 340 leading Polish and international hospitality experts chaired discussions on nearly 95 topics, with support coming from 165 sponsors.

For more about the conference, please go to: [www.hit-poland.pl](http://www.hit-poland.pl).

HOST



**HOTELARZ**  
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**Hotelarz** is the best and most popular publication for hoteliers in Poland. It has been the country's top selling hospitality monthly since 1962. It also runs Poland's leading hospitality website [www.e-hotelarz.pl](http://www.e-hotelarz.pl).

Hotelarz plays an active role in and supports hospitality industry initiatives to help Polish hoteliers boost their competencies. Every autumn, it organises Hotel Trends Poland&CEE, the largest hospitality conference in Central and Eastern Europe, and in spring it hosts an investment conference Hotel Investment Trends Poland&CEE. For more than ten years it has also held specialist trainings *Akademia Hotelarza* to assist Polish hospitality professionals in furthering their expertise and skills. Hotelarz also initiates and organises regional debates from the series *Śniadania Hotelarza* and leading industry competitions: *Hotel z Pomysłem* and *Hotelarz Roku*.

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