



Published on *Wynajem biur i powierzchni biurowych, biura do wynajęcia Warszawa centrum, Mokotów - Polski Holding Nieruchomości S.A. Warszawa* (<https://www.phnsa.dev01.vobacom.info>)

Home > THE FIRST HOTEL IN EUROPE OWNED BY THE VĪB CHAIN TO BE BUILT BY PHN AND PHH

---

## THE FIRST HOTEL IN EUROPE OWNED BY THE VĪB CHAIN TO BE BUILT BY PHN AND PHH

Friday, October 4, 2019 - 15:58

**Polski Holding Hotelowy will be the first company in Europe to introduce the Vīb hotel brand to the market, which belongs to the Best Western Hotels & Resorts chain. The “Apartamenty Zgoda” facility in Warsaw belonging to Polski Holding Nieruchomości will be operated by PHH under the Vīb brand.**

Vīb is an innovative brand of boutique hotels from the upper-midscale and upscale segments. The name itself means “vibrant”, which is why its hotels located in the hearts of cities around the world are characterized above all by modern design. The brand is focused on convenience, technology and social interaction. The hotel’s location is very important for guests who want to be near all the necessary amenities offered by the capital. Ultimately, the facility will feature 100 rooms.

*“We strive to use our resources optimally and effectively. The property situated in such an excellent location — in the very center of the capital at ul. Zgoda 6 — has huge potential. We are convinced that the cooperation with Polski Holding Hotelowy will result in the effective development of this property and will contribute to the success of this project,”* said **Marcin Mazurek**, President of the Management Board of Polski Holding Nieruchomości.

*“We have conducted an in-depth market analysis and came to a conclusion that the Vīb brand fits perfectly with Apartamenty Zgoda located in the very center of Warsaw, only a few steps away from the Palace of Culture and Science. We have wide experience in launching new brands, having pioneered the opening of hotels under the brands Courtyard by Marriott, Hampton by Hilton, Renaissance, and recently — Moxy,”* said **Gheorghe Marian Cristescu**, President of the Management Board of Polski Holding Hotelowy.

Thanks to the excellent location of the building belonging to PHN at ul. Zgoda 6 in Warsaw’s Śródmieście district, potential guests can very quickly access the most important and most attractive parts of the city. This is undoubtedly a great asset for people coming to Warsaw as tourists or for business. Guests can easily move around on foot and explore the Old Town and the most interesting places in Warsaw, including the Royal Castle, the Presidential Palace and even the National Stadium.

\*\*\*

## **Polski Holding Nieruchomości**

The Polski Holding Nieruchomości Group is the leading managing investor in the commercial property market in Poland. It is one of the largest companies in the sector in terms of the market value of its portfolio, which includes ca. 140 properties and nearly 700 ha of land with a value of ca. PLN 2.5 billion. PHN Group’s operations are focused in Warsaw and the major regional cities, including Łódź, Poznań, Wrocław and the Tri-City area. The total GLA of PHN Group’s properties is ca. 320,000 sq.m. PHN has long experience in both real estate management and construction project implementation. The Company has been listed on the Warsaw Stock Exchange since February 2013.

## **Polski Holding Hotelowy**

Polski Holding Hotelowy has many years of experience in the hotel industry and cooperates with leading global hotel networks such as Marriott, Hilton, Best Western, InterContinental Hotels Group, and Louvre Hotels Group. It has numerous business class and leisure hotels and is also a leader of airport-related projects in Poland, both as an investor and operator. With 100% state capital, PHH has been established in order to consolidate the management of the Treasury’s hotel facilities in one specialized company with high industry know-how. PHH’s

role is to shape standards on the Polish hotel market, to introduce innovations and state-of-the-art solutions, and to optimize the hotels' functioning.

Contact:

### **Polski Holding Nieruchomości**

Magdalena Kacprzak, Head of the Marketing, Strategy, Investor Relations and PR Office

mob.: +48 721 000 071; phone: +48 22 850 91 34, e-mail:

magdalena.kacprzak@phnsa.pl

[Go back to the news list](#) <sup>[1]</sup>

---

**Source URL:** <https://www.phnsa.dev01.vobacom.info/en/aktualnosc/first-hotel-europe-owned-vib-chain-be-built-phn-and-phh>

### **Links**

[1] <https://www.phnsa.dev01.vobacom.info/aktualnosci>