



FONDI STRUTTURALI E DI INVESTIMENTO
EUROPEI 2014/2020



fondo europeo
sviluppo regionale

IGHP | IZBA GOSPODARCZA
HOTELARSTWA POLSKIEGO

**Chamber of Commerce of the Polish
Hotel Industry (IGHP)
REPRESENTATIVE
OF THE HOTEL INDUSTRY IN POLAND**

Torino, 29 giugno 2020



CENTRO ESTERO INTERNAZIONALIZZAZIONE
PIEMONTE Agency for Investments, Export and Tourism





per una crescita intelligente,
sostenibile ed inclusiva
www.regione.piemonte.it/europa2020
INIZIATIVA CO-FINANZIATA CON FESR


POR Piemonte
FESR 2014/2020

Accommodation entities in Europe



in ,000



mln	
Country	Citizens
France	67
Germany	83
Italy	60
Poland	38
Spain	47

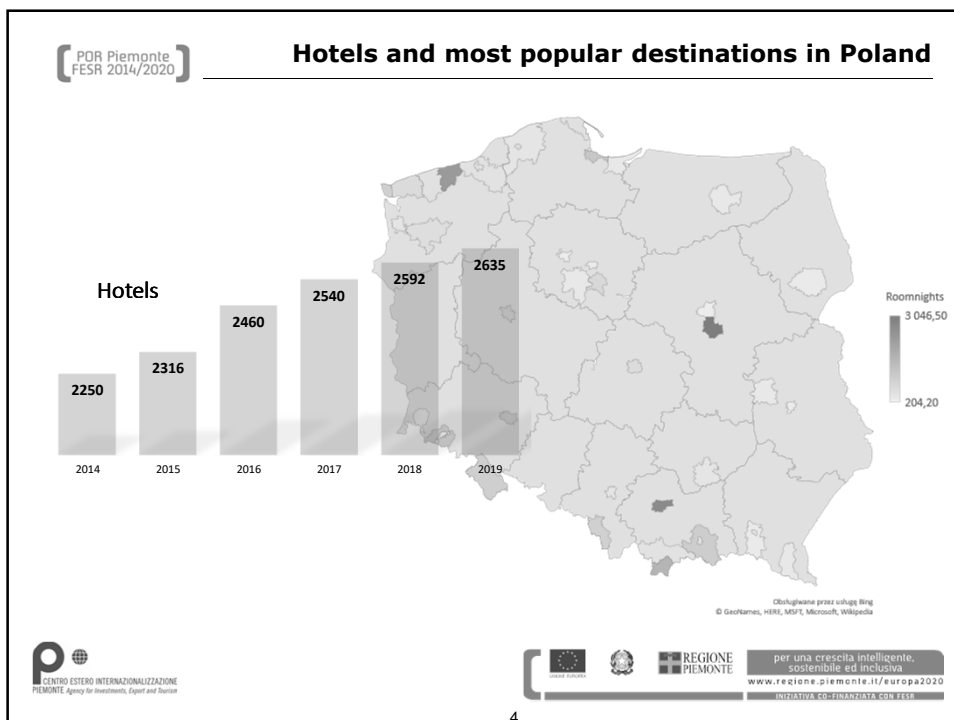
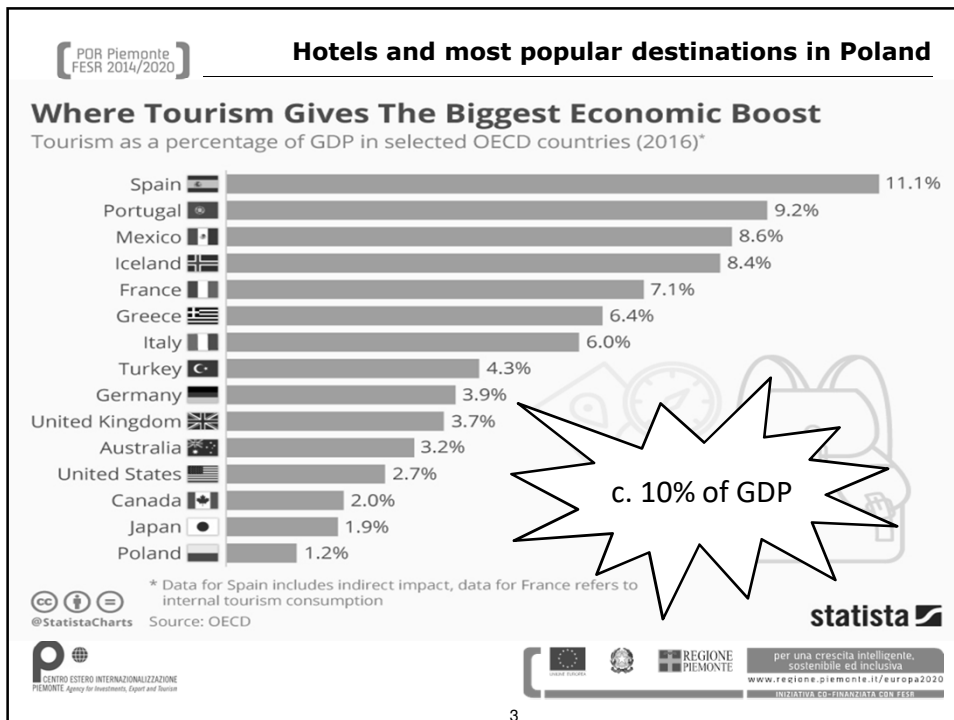


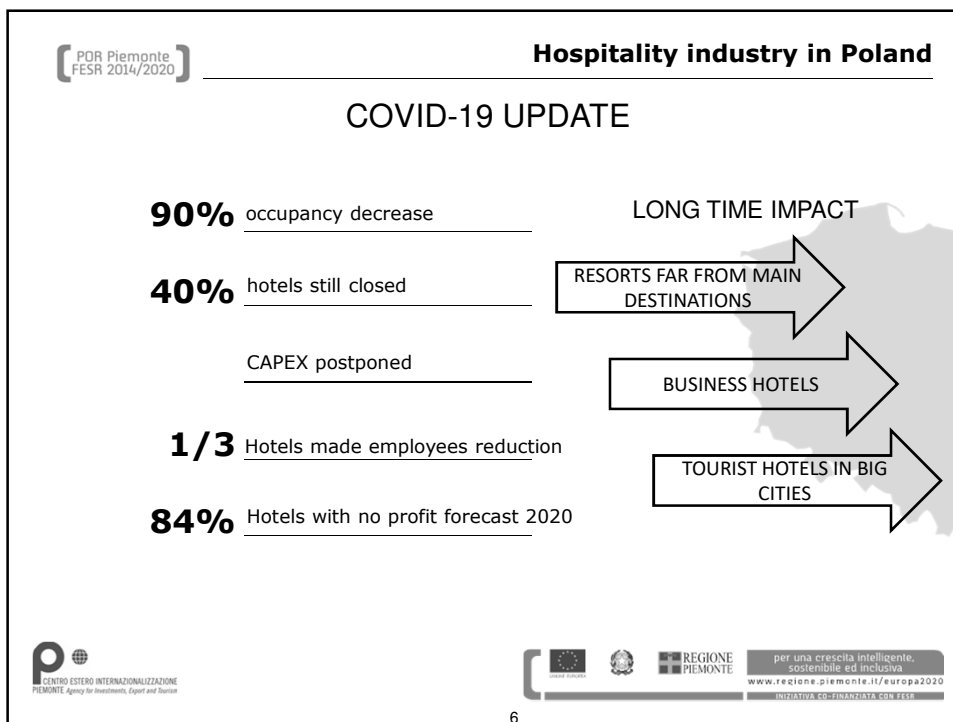
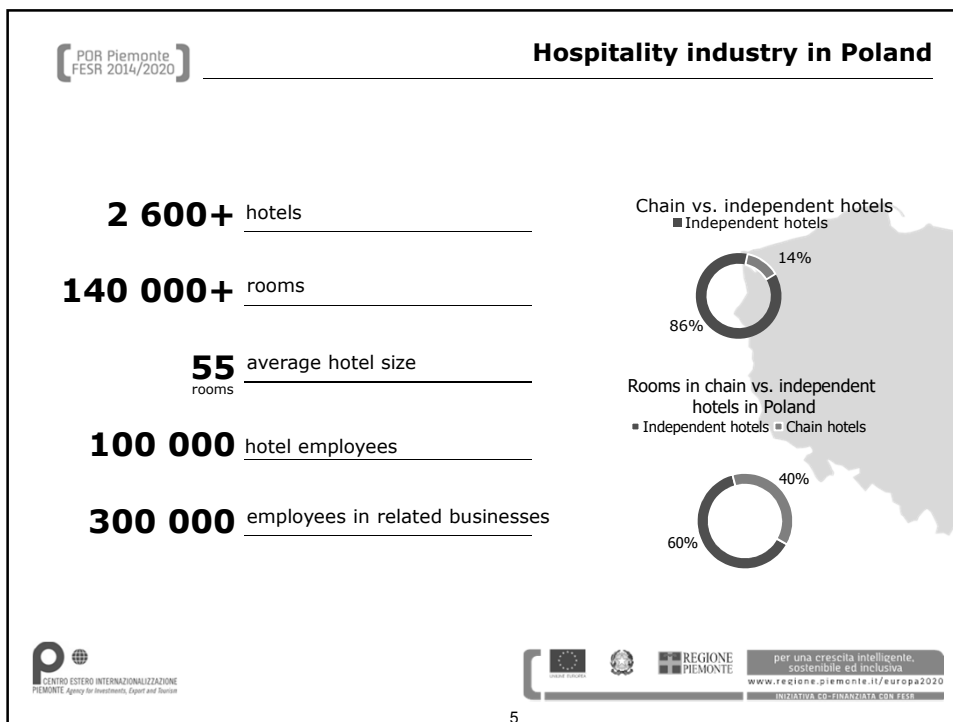
CENTRO ESTERO INTERNAZIONALIZZAZIONE
PIEMONTE Agency for Investments, Export and Tourism

per una crescita intelligente,
sostenibile ed inclusiva
www.regione.piemonte.it/europa2020
INIZIATIVA CO-FINANZIATA CON FESR

2 © GeoNames, HBG, MBP, Microsoft, Bing
Obbligazione presso Ludwig Bins





POI Piemonte
FESR 2014/2020

About us (1/2)

IGHP | IZBA GOSPODARCZA
HOTELARSTWA POLSKIEGO

**Chamber of Commerce
of the Polish Hotel Industry (IGHP)**

represents hospitality industry in Poland in economic, professional
and legislative matters at local, national and European levels.



2003
The Chamber
was established
by **123** hotels



2015
The Chamber joins **HOTREC**
the umbrella association
of Hotels, Restaurants
and Cafes in Europe

P
CENTRO ESTERO INTERNAZIONALIZZAZIONE
PIEMONTE Agency for Investments, Export and Tourism





 per una crescita intelligente,
sostenibile ed inclusiva
www.regione.piemonte.it/europa2020
INIZIATIVA CO-FINANZIATA CON FESR


7

POI Piemonte
FESR 2014/2020


About us (2/2)



In November 2019 the Chamber
represented **more than 400 hotels**
with 42 k guestrooms (ca. 30% of
overall room stock in Poland) located
in all regions of the country.






Our members include major
hotel chains e.g.: Orbis,
Louvre Hotels Group, Qubus,
Gołębiewski, Likus Hotels, Vienna
House, Hotele De Silva as well as a
number of **independent hotel
enterprises and suppliers.**



The Chamber has its structures
in **14 regions** representing
**interests of local hospitality
communities** in relations
with local government and
professional organizations.

P
CENTRO ESTERO INTERNAZIONALIZZAZIONE
PIEMONTE Agency for Investments, Export and Tourism




 per una crescita intelligente,
sostenibile ed inclusiva
www.regione.piemonte.it/europa2020
INIZIATIVA CO-FINANZIATA CON FESR

8

[POR Piemonte FESR 2014/2020] **Membership fee**

15 PLN
per room
annually...

...it's only
1.25 PLN
per room
monthly

p
CENTRO ESTERO INTERNAZIONALIZZAZIONE
PIEMONTE Agency for Investments, Export and Tourism

REGIONE PIEMONTE
per una crescita intelligente, sostenibile ed inclusiva
www.regione.piemonte.it/europa2020
INIZIATIVA CO-FINANZIATA CON FESR

9

[POR Piemonte FESR 2014/2020] **Our goals and actions (1/2)**

Our activities are focused on:

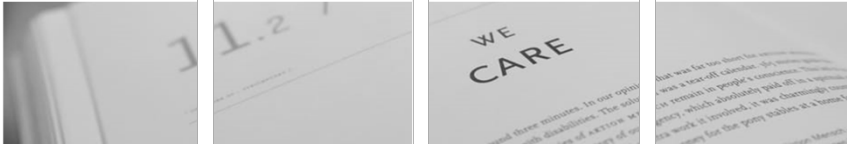
<p>TAXATION preservation of low VAT rates on hotel and F&B services</p>	<p>LEGISLATION ON STANDARDS AND CERTIFICATION examination of HSU applicability in Poland</p>	<p>COPYRIGHT FEES ongoing action (since 2013) against new high rates for hotels</p>	<p>INTERCHANGE FEES successful lobbying for reduction of interchange fees in Poland (2015)</p>
--	---	--	---

p
CENTRO ESTERO INTERNAZIONALIZZAZIONE
PIEMONTE Agency for Investments, Export and Tourism

REGIONE PIEMONTE
per una crescita intelligente, sostenibile ed inclusiva
www.regione.piemonte.it/europa2020
INIZIATIVA CO-FINANZIATA CON FESR


10

[POR Piemonte FESR 2014/2020] **Our goals and actions (2/2)**



<p>OTHER LEGISLATION RELATED TO HOSPITALITY</p> <p>current monitoring of legislation at national and European levels</p>	<p>FAIR COMPETITION (OTA's CLAUSES, COLLABORATIVE ECONOMY)</p> <p>lobbying for introduction of respective legal regulations at national level. Active participation in HOTREC initiatives in European Commission</p>	<p>VOCATIONAL EDUCATION & TRAINING</p> <p>introduction of innovative programs of VET. Series of trainings on most required topics e.g. RM, data protection, cost control etc.</p>	<p>PERSONAL DATA PROTECTION</p> <p>consultation with the Government re. new data protection law. Introduction of the Code of Good Practices in hospitality</p>
---	---	--	---

11



per una crescita intelligente, sostenibile ed inclusiva
www.regione.piemonte.it/europa2020
INIZIATIVA CO-FINANZIATA CON FESR

[POR Piemonte FESR 2014/2020] **Other activities**

- ✓ Day-to-day assistance and counseling for our members
- ✓ Co-ordination of marketing activity of member hotels
- ✓ Organization of professional events and conferences
- ✓ Co-operation with peer organizations in tourism industry and regional governments
- ✓ Certification of goods and services for the hospitality industry

12



per una crescita intelligente, sostenibile ed inclusiva
www.regione.piemonte.it/europa2020
INIZIATIVA CO-FINANZIATA CON FESR

POR Piemonte
FESR 2014/2020

HOTREC

The **umbrella association of national trade organizations** representing the hotels, restaurants, cafés and similar establishments in Europe.

HOTREC's **principal activity** is to monitor and analyse policy developments at EU level that have an impact on the hospitality industry. By gathering information, HOTREC ensures that its member associations are kept abreast of any policy developments affecting the hospitality business.

Where the interests of the European hospitality industry are at stake, HOTREC expresses the concerns of its member associations to the EU representatives.

Julian Bystrzanowski, Vice President of IGHP has been elected member of HOTREC Executive Committee in 2018.

per una crescita intelligente, sostenibile ed inclusiva
www.regione.piemonte.it/europa2020
INIZIATIVA CO-FINANZIATA CON FESR

13

POR Piemonte
FESR 2014/2020

HOTREC major areas of activity

Collaborative Economy	OTA	Personal Data Protection
European hotel classification Hotel Stars Union	Accessibility for the disabled	Protection of tourists
ISO in tourism	Gastronomy	

per una crescita intelligente, sostenibile ed inclusiva
www.regione.piemonte.it/europa2020
INIZIATIVA CO-FINANZIATA CON FESR

14

POR Piemonte
FESR 2014/2020

Contact

ADDRESS
Izba Gospodarcza Hotelarstwa Polskiego
 ul. Mickiewicza 9 m. 4
 01-517 Warszawa

PHONE
 +48 22 251 7911 – Office
 +48 502 333 334 – Irek Węglowski - President
 +48 510 006 856 – Marcin Mączyński - Secretary General

E-MAIL/WWW
 ighp@ighp.pl
 www.ighp.pl

Find us on

CENTRO ESTERO INTERNAZIONALIZZAZIONE
PIEMONTE Agency for Investments, Export and Tourism

REGIONE
PIEMONTE

per una crescita intelligente,
sostenibile ed inclusiva

www.regione.piemonte.it/europa2020

INIZIATIVA CO-FINANZIATA CON FESR

15

POR Piemonte
FESR 2014/2020

Contact

Thank you...

Tomasz Pieniążek

Vice-president
IGHP

Partner
Mumotive Consulting Group

IZBA GOSPODARCZA
HOTELARSTWA POLSKIEGO

MUMOTIVE
consulting group
smart
in change

CENTRO ESTERO INTERNAZIONALIZZAZIONE
PIEMONTE Agency for Investments, Export and Tourism

REGIONE
PIEMONTE

per una crescita intelligente,
sostenibile ed inclusiva

www.regione.piemonte.it/europa2020

INIZIATIVA CO-FINANZIATA CON FESR

16