



<b>Event</b>	Interview
<b>Interviewee</b>	Ms. Anna Nerozina PR Manager, Reikartz Hotels & Resorts <a href="http://www.reikartz.com">www.reikartz.com</a>
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**Eunite Ukraine (EU): What is the Reikartz Hotels & Resorts history and experience in Ukraine? What is your hotels performance today?**

Ms. Anna Nerozina (AN): The history of Reikartz Hotels & Resorts started in 2003, when the Belgian architect Francois Ryckaerts and partners bought a building on Drukarska Street in Lviv, Western Ukraine. Later on, having noticed the absence of a national hotel chain of 3-4 level in the country and seeing great potential in this segment, Mr Ryckaerts decided to start this project and found the investors. Thus, Reikartz Hotels & Resorts were created with Francois Ryckaerts as Chief Architect and Member of the Board.

In December 2008 Reikartz Hotels & Resorts opened the first hotel, Reikartz Carpaty, in Zhdeniyev, Zakarpatska region. This region is an important tourist and travel destination with wonderful landscapes and mild climate - a perfect choice for skiing, hiking and admiring the beauty of nature.

Today, Reikartz Hotels & Resorts is a Ukrainian chain of 3 and 4 star hotels, located in the largest cities and most attractive resorts of Ukraine. As of now, the chain consists of 8 hotels in Zhdeniyev, Polyana (Zakarpatska region), Lviv, Pochayiv (Ternopil region), Kirovograd, Mykolayiv, and Kriviy Rih (Dnipropetrovsk region). There is also a two-star hotel operated by Reikartz Hotel Management in Sevastopol.

The hotel chain is operated by the company Reikartz Hotel Management in strict accordance to the specially developed and implemented Standards of Service, thus providing the guests with the highest level of service and comfort.

**EU: What development plans do you have for the nearest future?**

AN: Reikartz Hotels and Resorts has just announced the opening of the 4 star Reikartz Dnipropetrovsk hotel which will be ready to accommodate guests by May 1st. The new hotel is located in the historical and commercial center of Dnipropetrovsk, several minutes away from one of the main streets. Reikartz Dnipropetrovsk will offer 80 modern rooms, two spacious conference-halls, a restaurant with European and Ukrainian cuisine, and a stylish bar. There will also be an exclusive Premium category 3-room suite for high-level guests.

By the end of the year, Reikartz Hotels & Resorts plans to open at least three more hotels – in Mariupol (Donetsk region), Kharkiv, as well as another hotel in Sevastopol. Altogether, there will be 13 hotels managed by the company with the overall hotel room capacity more than 800. According to the announced plans, Reikartz Odesa will be opened in 2012. And by 2015, the company plans to open more than 20 hotels in Ukraine.



**EU: How is Reikartz Hotels & Resorts preparing to EURO 2012?**

AN: Euro 2012 is an important event, but it is still impossible to get back the investments to a hotel during the Championship. In general, EURO 2012 will have a positive impact on the Western European image of Ukraine as a tourist country, which will facilitate the hospitality sector development in the long run and increase the occupancy rate of all Ukrainian hotels.

**EU: The shortage of which categories of hotels is the most evident in Kiev and regions?**

AN: As we can see it, in Kiev the most lacking are 2 and 3 star hotels. It is quite common in regions, that there are no good 3 star hotels at all.

**EU: Do you expect new international hotel operators entering the market in the nearest future?**

AN: Since hospitality market of Ukraine is almost 20 times smaller compared to, for example, UK market, the probability of coming of international hotel operators is very high.

**EU: What is your forecast of Ukrainian hotel industry development in the close future?**

AN: There is a clear tendency to the increase of international hotel operators on the market. Such hotels offer pretty high level of customer service; therefore it will be hard for many Ukrainian hotels to compete with them without changes in the quality of service. Thus, we can expect the improvement in quality of hotel service. Another noticeable trend is market consolidation – more and more hotels will transfer under the management of Ukrainian and foreign chains, create alliances, etc.