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Post-Olympic Sochi Sees Winter Hotel Boom

By The Moscow Times

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Hotels in the post-Olympic resort of Sochi had a much better winter this year than last as a weaker ruble made the city's newly revamped facilities a more appealing deal for Russian snow sport enthusiasts.

Occupancy rates in hotels in Sochi's Krasnaya Polyana ski resort climbed 29 percent in the first quarter of the year compared to the same period in 2014, real estate consultancy Jones Lang LaSalle (JLL) said in a report.

Total occupancy stood at 61 percent, up from 47 percent during the same period last year, according to JLL.

"Good snow conditions, increased prices to fly to the Alps, good weekend business [and] public holidays" all helped Sochi hotels drum up business, David Jenkins, the head of JLL hotels and hospitality group, was quoted as saying.

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