
SUMMARY

Spa and wellness services are becoming, more and more frequently, the component of an extended offer presented by hotels. It happens that the income gained from such services is higher than the one earned by hotel restaurants. Such services are not only attractive, but also constitute an element of hotel’s image and an important source of its income. The study conducted in three hotels functioning in Jelenia Góra valley, recognized as the leading ones in spa and wellness sector in the region, does confirm the following thesis: extending hotels’ offer by spa and wellness services is the way to increase their competitiveness, strengthen their image and improve basic economic indicators. The due activities taken up in this domain should be professional and innovative, as well as aim at obtaining certificates confirming the quality of spa and wellness services.

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