

Abstract:**Title:**

Customers' preference in choosing of an accommodation

Point of thesis:

To reach by the help of questionnaire investigation customer's preferences of potential clients while choosing of an accommodation. Propose suggestions for entrepreneurial subjects in presented sphere of business.

Method:

Descriptive analysis, observation, questionnaire investigation

Results:

Records indicate preferences of potential domestic clients of accommodation facilities. Records will lead to suggestions for entrepreneurial subjects in sphere of accommodating services and travelling.

Key words:

Travelling, hotel, marketing, services, advertisement, accommodation