

***ENTREPRENEURIAL LEARNING EXCHANGE INITIATIVE FOR SUSTAINABLE
HOSPITALITY SMEs IN THE BALKAN-MEDITERRANEAN REGION***

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Aquahouse Thermal & Beach

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Source: <http://aquahouse.bg/>

Country/region of operation: St. St. Constantine and Helena resort, Bulgaria

Sustainability dimension: economic, resource-saving technologies, facility management

Description of the enterprise/initiative:

The thermal complex is located in St. St. Constantine and Helena resort at the seacoast itself and provides many opportunities for balneo, SPA and wellness tourism. It has 14 outdoor and indoor pools and water facilities, with various depths and temperatures, supplied with mineral water. The characteristics of the mineral water in the thermal complex have remarkable effect not only over the health, but also on the overall condition, relaxation and recovery of the body.

Four areas with various opportunities for relaxation, rehabilitation, beaching and water entertainment are specified in Aquahouse Thermal & Beach. They are suitable both for a day visits and during the weekends, or the vacations in the resort. The thermal complex works all year long.

Social/ community impact sought:

Utilization of the unique natural resources of St. St. Constantine and Helena resort in creation of a modern water venue close to the second biggest city in Bulgaria – Varna. The social impact sought is in providing high-class SPA, sport, healing and wellness procedures for the region residents as well as for the visitors.

Stakeholders: Residents of the region and visitors of Varna and St. St. Constantine and Helena resort looking for high-class wellness and SPA opportunities.

Approach applied:

St. St. Constantine and Helena resort is the First Black sea resort, which marks the beginning of the history of marine tourism and resort activities in Bulgaria. For more than a century now, the place has been offering its fascinating shore, clean air, cozy beaches and its cool freshness, as well as health and beauty, by the power of the sea water and the healing mineral waters in the resort. The founders of Aquahouse Thermal & Beach have used the advantage of the destination which is not only that the place have all required natural resources, necessary for the development of SPA, wellness and balneo tourism, but it also combine them with another two powers – the sea and the marine climate.

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Innovation applied:

The resort combines thalassotherapy with climate-therapy, balneology, SPA and mud treatment and it offers vacations, marine and SPA weekends, amenities for sport, relaxation, rehabilitation, care for health and beauty all year long.

Social impact and business results achieved:

As being close to Varna city, the complex became favourite destination for regular visits of the Varna residents who would like to swim, relax or need healing procedures.

Financial situation/sustainability of the business model:

The sustainability is achieved and maintained through the use of the available natural resources /hot mineral water. Marine climate and beach location/of the resort in combination with providing luxury and wide-range set of SPA and wellness procedures at affordable prices.

Key success factors: Luxury place, wide-range of relaxing and wellness opportunities at the right location – proximity to Varna city, affordable prices, innovations

Challenges and problems: The only/challenge problem determined is the absence of hotel accommodation opportunity in the complex which is the reason why some people prefer visiting another complex which may not be as good as Aquahouse Thermal & Beach in terms of SPA and wellness services but provides also accommodation.

Year when the enterprise was created: 2017

References (web-site, intent links, video, etc.):

<http://aquahouse.bg/>