

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

Subsidy Contract No. BMP1/1.3/2616/2017

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**Company name: Canape Connection**



Source: <https://twitter.com/canapehostel>

**Country/region of operation: Sofia, Bulgaria**

**Sustainability dimension: environmental, social, economic**

**Description of the enterprise/initiative:** Nadia and Zlaty are twins and owners of a guest house and two guest apartments united under the name Canape Connection. The accommodation places are type of hostels located in the city of Sofia. The apartments offer accommodation for 2 or 4 persons and the house can host up to 16 people. The house itself is 130 years old, but it has gone through restoration. It has a total of six rooms - a big attic room, 3 rooms on the first floor and 2 rooms on the bottom floor. The bathrooms and toilets are shared and are on the first floor. The bottom floor has the kitchen where guests can store and cook food, make coffee or tea, etc. The dining room is there also and board games and computer are provided too.

The house together with the garden is a place suitable for small private events like birthday parties, launching new products, Christmas parties, etc. The advantage of the house, for using it as an event center, is that it has a much more artistic atmosphere than that of a conference hall or a hotel auditorium. Of course, catering and decorations can be provided as well, along with other preparations needed for the event.

As the owners are keen on providing additional services upon request and they are constantly developing the business, their last project is the addition of a Co-living & Co-working HUT to the guest house premises for small teams up to 10 people. The room offers comfortable working corners, conference space, as well as chill-out relaxing spots with board games and guitars.

Canape Connection means social connections between people by telling stories, showing pictures, having a drink on the couch or simply guests socializing. The owners act like travel agencies and tour guides, devoted themselves in making the guests feel at home and giving them the best deals and ideas for traveling in Bulgaria. Some of the services offered by Nadia and Zlaty are day trips organization and conduction, culinary classes, art workshops, transfers and more.

**Social/ community impact sought:** Creating low-cost but artistic and chic place suitable for couples, families, party animals, travellers, big groups and retreat teams.

**Stakeholders:** The place is suitable for traveling couples looking for spacious beds and a quiet surrounding or for a family with children and a baby, for which small baby cot can be set in the room. Of course the rooms can also be used as a resting place for guests on a business trip as well. The house is one of the few in the city where a big group can stay together.

**Approach applied: poshtel approach**

**Innovation applied:** Opportunity to be a guest in the house of a Bulgarian family /the owners of the hostel/ and have traditional home-cooked food, meet a whole family and know more about the different generations in Bulgaria, relationships and habits.

**Social impact and business results achieved:** Canape connection is running the only poshtel in Sofia offering cozy accommodation on budget. The total number of guests that have visited the accommodation facilities for their 7 years of operation are over 21000.

**Financial situation / sustainability of the business model: The sustainability of the business model is ensured by the**

**Key success factors:**

**Challenges and problems: lack of investment in training**

**Year when the enterprise was created:**

**References (web-site, intent links, video, etc.):** <https://www.canapeconnection.com/>

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