

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Hostel Mostel



Source: <http://www.hostelmostel.com/>

Country/region of operation: Sofia, Veliko Tarnovo and Plovdiv, Bulgaria

Sustainability dimension: environmental, social, economic

Description of the enterprise/initiative: The company consists of 3 hostels located in totally renovated big traditional Bulgarian houses just few steps away from the main tourist attractions in Sofia, Veliko Tarnovo and Plovdiv, very easily accessed from the bus and train stations. The hostels provide accommodation in 6-8 person mixed dorms as well as in private double rooms. The kitchens are fully equipped with modern appliances and provide opportunities for self-catering as the hostel in Veliko Tarnovo offers a barbeque and garden area as well as Hammocks and Tent spaces, bar and chill out area.

Social/ community impact sought: Providing low cost and high quality accommodation and catering in the three of the biggest tourist cities in Bulgaria, preserving and exhibiting the traditional Bulgarian furnishing, food and hospitality.

Stakeholders: tourists on budget

Approach applied: facility management, low-cost luxury accommodation, cultural heritage preservation

Innovation applied: As the hostel in Veliko Tarnovo features a garden, it provides the guests with opportunity to rent a tent space and sleep outside. In addition, Hostel Mostel is the only place in Sofia, Veliko Tarnovo and Plovdiv where the guests get free All-you-can-eat breakfast and a portion of pasta and a beer each day of their stay.

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Social impact and business results achieved: The hostel is satisfied with what it's offering and even promises that if someone finds a better offer as their cheaper, they will refund double the price difference. Usually, when people spend time in Hostel Mostel in one of its locations, they choose the hostel as accommodation place in its other locations as well.

Financial situation / sustainability of the business model: The sustainability of the business model is ensured by the renovation and preservation of the old Bulgarian houses, the exhibition of traditional furniture, life, culture and food and the provided opportunity for the tourists on budget to experience the Bulgarian hospitality.

Key success factors: best price – quality rate

Challenges and problems: Mixed dorms are seen as a problem by some of the travellers as separate male and female dorms are usually preferred.

Year when the enterprise was created: n/a

References (web-site, internet links, video, etc.): <http://www.hostelmostel.com/>