

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

Subsidy Contract No. BMP1/1.3/2616/2017

**Company name: Hostel “Old Plovdiv”**



Source: [http://hosteloldplovdiv.com/?page\\_id=56](http://hosteloldplovdiv.com/?page_id=56)

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

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

Description of the enterprise/initiative: Built in 1868, the house, where Hostel “Old Plovdiv” is located, belonged to one of the richest local tobacco merchants. The wooden columns of the house are made of Lebanese cedar and you will also see marble from Greece and granite from Ottoman Turkey. The 130-year old wooden floors and the 4 metres high ceilings and big windows will take you back in time of the Bulgarian Renaissance. Furnished with authentic antique beds and wardrobes, purchased from local antique shops and renovated by professional restorers in the local Renaissance style, the 9 spacious and cosy rooms offer luxury accommodation at affordable price. The hostel has rooms for 2,3 or 4 people. It’s also possible to have a single room, or to ask kindly for a room for 5. Each room has something special, unique bedframes and antique accessories. There’s even a room with an amazing 120years old painting on the wall.

Hostel “Old Plovdiv” has a superb location in the centre of the town. It is in a walking distance from the city’s vibrant main pedestrian street, and in the best part of the historical old town’s district.

The owners offer 8 different trip routes and organize guided daily excursions to nearby and distant monuments, natural, historical and cultural landmarks.

**Social/ community impact sought:** Providing luxury accommodation at low cost.

**Stakeholders:** Tourists on budget

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**Approach applied:** facility management, low-cost luxury accommodation

**Innovation applied:** The place is one of a kind – it is a boutique hostel or “poshtel” giving the guests the opportunity to stay at 120 old building – a cultural heritage with old paintings and expensive antique furniture, at the lowest price possible. An innovative approach applied by the managements is the exposition of the expected guests’ names, during the certain day, in front of the hotel on a special signboard so that they feel welcome and awaited, as well as the national flag of the country they come from. Innovative for a hostel is also the offered free welcome drink and the rich breakfast.

**Social impact and business results achieved:** As a result of the first class services provided, the hostel is ranked as the best hostel in Plovdiv and among the top 10 best value stays for 2014 by Lonely Planet. Moreover, the TripAdvisor rate of the place is excellent.

**Financial situation / sustainability of the business model:** The sustainability of the business is ensured by the cultural heritage preservation, the personal involvement of the owner, the personal relationships with the guests, the unbeatable quality-price rate, the additional services provided, the hospitality gestures, the use of energy efficient appliances and lighting, etc.

**Key success factors:** personal connection with guests, additional services, high-quality and low cost.

**Challenges and problems:** limited capacity and unavailability of accommodating larger than 5 person groups.

**Year when the enterprise was created:** n/a

**References (web-site, intent links, video, etc.):** <http://hosteloldplovdiv.com>

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