

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

Subsidy Contract No. BMP1/1.3/2616/2017

**Company name: Hotel Capitol**



Source: <https://capitol.bg/gallery/>

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

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

**Description of the enterprise/initiative:** **Hotel Capitol** is located in the heart of the city and attracts guests who appreciate the charm of a quiet neighbourhood yet close to major business centers, shopping and leading historic and cultural attractions like Varna Archaeological Museum, the Cathedral, and Varna Aquarium, the Sea garden and main institutions. The Hotel offers refuge for business travellers, people which have a taste for life and anyone who respects the art of living well. It is an excellent point for exploring Varna, a modern city with a history that can be traced back over thousands of years, with antique arts from, Thracians, Greeks, Romans and the Ottoman Empire.

Inspired by classic design in Art Nouveau Secession Style, and based on a modern art concept its interior interweaves with stone, marble, wrought iron ornaments and the original wooden pillars of the hotel lobby, creating an atmosphere of peace and graceful, classic elegance. Its glamorous look is highlighted by delightful touches such as the eye-catching

painted sky-light in the lobby, an intimate restaurant, a lobby bar. Warm and relaxing, the atmosphere reminds of a private member's club.

Delicious haute cuisine A la carte is one of the delights that Hotel Capitol makes tradition: from classic European or Mediterranean to typically Bulgarian menu. The dishes, made from locally sourced, high-quality fresh ingredients, are masterfully crafted by our internationally acclaimed Chef Sekulidis.

**Social/ community impact sought:** Creating a hotel cherishing art and the feeling of comfort and luxury accommodation in the city of Varna. Showing the guests the pleasure of dining as at the same time empowering the local producers by purchasing ecologically clean, seasonal products

**Stakeholders: residents and visitors of Varna**

**Approach applied:** art-inspired and green approach

**Innovation applied:** in addition to the services provided on spot, the hotel offers 5 stars catering services for special occasions.

**Social impact and business results achieved:** In addition to the excellent guests' reviews, the hotel has received important awards:

- "Boutique Hotel" 2012
- "1st place for Best hotel Management" 2008
- "Restaurant of the Year" 2004

**Financial situation / sustainability of the business model:** The sustainability of the business is ensured by the green policy measures and the additional services provided.

**Key success factors:** high-quality services, qualified personnel

**Challenges and problems:** difficulties in maintaining the staff capacity; seasonal workload

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

**References (web-site, intent links, video, etc.):** <https://capitol.bg/>

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