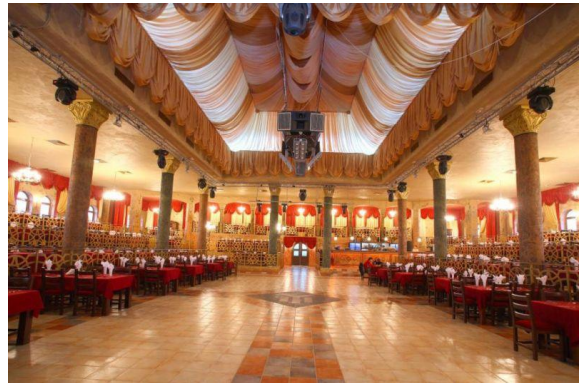


***ENTREPRENEURIAL LEARNING EXCHANGE INITIATIVE FOR SUSTAINABLE  
HOSPITALITY SMEs IN THE BALKAN-MEDITERRANEAN REGION***

Subsidy Contract No. BMP1/1.3/2616/2017

**Company name: Kaloyanova Fortress**

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Source: <https://www.google.bg/>

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

**Sustainability dimension:** heritage-based tourist products, experiential tourism, facility management

**Description of the enterprise/initiative:**

“Kaloyanova Fortress” is a big challenge back to our history – medieval castle with wooden bridges leading to soldier defences and towers. The monument of king Kaloyan that stands regally in front of the fortress is one of the newest in the history of Bulgaria. The historical references are part of the general look, the interior and the artistic programs. The railings, the lamps and the decorations are copies of the originals found at the Tsarevets Hill excavations. The restaurant “Kaloyanova Fortress” has 450 seatings, huge stage-dancing, perfect sound and effective lighting – musicians of its own together with musical and artistic programs and guest artists. The “Kaloyanova Fortress” hotel has 2 stars. It offers 10 double rooms, 2 luxury rooms, and 2 VIP rooms. All the rooms are equipped with double bed, their own bathroom-toilet, mini bar, TV, cable TV, Internet, room service, wake-up call. The luxury ones has Jacuzzi and steam bath.

**Social/ community impact sought:**

Creating a place for glorification the Bulgarian history and folklore as at the same time a place satisfying the customers’ demands for celebration.

**Stakeholders:** Visitors of Arbanasi

**Approach applied:**

Even though the fortress is built just a few years ago it looks like it has been standing there since ancient times. The restaurant has a capacity of 450 seats and offer various authentic performances like “The History Live” performance – meeting king Kaloyan on his horse; The “Folklore magic” Show; “The queen of Tarnovo” and “King Kaloyan”, etc. Moreover guest artist are often performing in the restaurant providing entertainment for young and adult. The complex also provide hotel accommodation for the ones willing to spend the night there. Upon request a ride with helicopter, horse ride or a walk around the fortress with carriage are organized.

**Innovation applied:**

The only attraction of this kind in Bulgaria; The first in Bulgaria sound system Avalon (USA) for live club music; interior and exterior lighting designed by the Italian “Coemar”

**Social impact and business results achieved:**

Since creation, the “Kaloyanova Fortress” has become a synonym of entertainment. The events’ tickets are always sold almost immediately after being released. Despite its medieval appearance, the place is a preferred location for organizing modern and high-tech events, seminars, competitions and international events of different essence which proves the success of the business and the result achieved.

**Financial situation / sustainability of the business model:**

Sustainability is ensured by constantly enriching the program, guest performers and entertainment offered.

**Key success factors:** Constant development and meeting consumers’ requirements

**Challenges and problems:** The demand for accommodation in the hotel is higher than the availability.

**Year when the enterprise was created:** 2008

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

<http://www.kaloianovakrepost.com/index.php#mod=home>

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