

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

Subsidy Contract No. BMP1/1.3/2616/2017

**Company name: Park Hotel Pirin**

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Source: <https://parkhotelpirin.com/en>

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

**Sustainability dimension:** economic, social, resource-efficiency, facility management, technological innovations

**Description of the enterprise/initiative:**

The elegant five-star „Pirin” Park hotel is located on the western slopes of the Pirin Mountains, along the mouth of the picturesque Sandanska Bistritsa River, next to the cool park of SPA and climatic resort of Sandanski – the best natural asthma clinic in Europe. Due to its excellent conditions for SPA, climatotherapy & Wellness holidays, outdoor recreation, mountain & hunting tourism, cognitive cultural and historical tours, and thanks to the high professionalism of the staff, the excellent conference facilities, first-class cuisine and entertainment opportunities, „Pirin” Park hotel is a particularly popular place for holding successful business events, summits, team buildings and memorable family celebrations.

**Social/ community impact sought:**

„Pirin” Park hotel is built to be a dream come true for anyone willing to recharge in the dazzling beauty of its gardens, healing mineral water and the magnificent views, and feel at

home far away from home. The impact sought is to provide luxury SPA, accommodation and entertainment services for its guests.

**Stakeholders:** Wealthy customers seeking privacy, comfort and luxury

**Approach applied:**

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The approach is in providing everything needed for 5 star holiday – high level of service, luxury accommodation and wellness center with massage services, hot mineral water pools and facilities, saunas, steam rooms, several restaurants, piano bar, free time management services including: excursions, games, sports, hiking tours, wine-tasting and more

**Innovation applied:**

As being a place designed for wealthy customers, the hotel also have modern electric station for charging electric cars. The Guests with electric cars have the opportunity to easily and accessible charge their cars at the power station which is located in the hotel parking lot free of charge.

**Social impact and business results achieved:**

The impact and the result achieved are visible from the hotel's awards received over the years:

- "Best five-star hotel for 2008" – awarded by "Travel" Magazine
- "Holiday Hotel of the Year" for 2008 - in the "Building of the Year" competition - the most prestigious event for Architecture and Construction in Bulgaria
- "Hotel Management 2008" - by "Pari" newspaper
- Golden Prize for "Best five-star hotel in Bulgaria for 2008" – awarded by magazine "Tourism and recreation"
- Award for "Hotel manager" in 2008 – awarded by the Association of Hoteliers, restaurateurs and touroperators in the town of Sandanski
- Award for significant contribution to the development and popularization of Sandanski as a tourist destination in 2008 - awarded by the Association of Hoteliers, restaurateurs and touroperators in the town of Sandanski
- "Best SPA complex on the Balkans for 2007" – awarded by the Balkan Association of Hoteliers and Restaurateurs
- "Holiday five-star hotel for 2007" – awarded by the Bulgarian Hotel and Restaurant Association
- "Best Investor of 2007" – awarded by the Municipality of Sandanski
- "SPA Hotel of 2013" – awarded by BHRA
- "Best Spa Hotel 2013". – awarded by "Tourism and Recreation" magazine
- Certificate award - winner for 2013 – awarded by TripAdvisor
- Award for "Innovative Spa Hotel 2014". – awarded by BUBSPA
- Award for "Innovative Spa program for 2014". – awarded by BUBSPA

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

The sustainability of the business model is assured by the efficient resource utilization, constant development, relatively limited access and high level of services which are all covered by the high accommodation prices.

**Key success factors:** Targeting specific market segment and meeting clients' criteria.

**Challenges and problems:** A challenge is seen in maintaining high standards due to lack of qualified staff.

**Year when the enterprise was created:** 2007

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

<https://parkhotelpirin.com/en>