

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

Subsidy Contract No. BMP1/1.3/2616/2017

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Company name: Premium Beach Hotel

Country/region of operation: Durrës, Albania

Sustainability dimension: Environmental resource-saving technologies, , facility management, mobility management.

Description of the enterprise/imitative :

Premium Beach Hotel, the brand new 5 star luxury resort, in Albania is committed to offer inspiring travel experiences. Situated in the Golem beach area, on a front line with sea, it presents the finest class accommodation and hospitality in Albania.

Located between two main Albanian cities at a short distance from Tirana International Airport, it is the right choice to accommodate all your travel needs.

Relax in the beach area, taste Mediterranean and traditional delicacies, explore nearby historical sites, benefit from business facilities, and its wide range of services for a more personalized guest experience while in business trip.

114 rooms and suites with more than 50% with panoramic sea view of Adriatic, with several bars and restaurants, swimming pools, conference rooms, spa and fitness area, operating 24h a day, and a highly experienced and enthusiastic staff are added measures of excellence for each moment of your stay in Premium Hotel.

Social/ community impact sought:

Over 120 staff from Durrës community and not only. Management is carried out by the staff coming mainly from Tirana, bringing the best experience of the moment.

Innovation applied:

Solar panel system, water filter for showers, acoustic protection in conference and entertainment facilities.

Social impact and business results achieved:

Domestic and foreign staff, including cooking culture and various services. Transfer of competencies. The hotel has entered the second year of activity and is soon another

building with 75 rooms will be added to best serve the market requests . Another main objective is the use of fresh and bio local products.

Financial situation / sustainability of the business model:

The financial sustainability in the business model is noticed since the first year of existence. Currently, both structures are booked for the summer season 2018 and not only. There are continuous booking for the winter season and MICE products.

Key success factors: Quality of service, quality and attention paid to staff members, fairness with suppliers and collaborators.

Challenges and problems: Addition of touristic products. The road infrastructure to get to the hotel creates a disconnection compared to the services created.

Year when the enterprise was created:2017

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References:

<http://premiumbeachhotel.com/>
<https://www.youtube.com/watch?v=j70Bopb7DQ0>
<https://www.facebook.com/premiumbeachhotel/>