

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Sense Hotel Sofia

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Source: <https://www.sensehotel.com/en/hotel-pictures.html>

Country/region of operation: Sofia, Bulgaria

Sustainability dimension: environmental, social, economic

Description of the enterprise/initiative: Sense Hotel Sofia is created with the help of Lazzarini Pickering Architetti and Architectural Group Tzonkov. It is a devotion to modern design, luxury, tranquillity and comfort, architectural work of art, representation of 21st century's superb design and pure balance. The building is sensitive to its surroundings and its innovative glass facade literally reflects Sofia's past, present and future.

Boasting large floor-to-ceiling windows, Hotel Sense's accommodation features smart TVs, an iPod docking station as well as individually controlled air conditioning and light.

The hotel comprises an exclusive spa area with indoor stainless steel pool, fitness and aqua gym centres. Concierge services are offered at the reception, and a business corner is also available.

Using organic and local products the panoramic Rooftop Gastro Bar is serving selected Mediterranean fusion cuisine contributing to optimal health and wellness.

Social/ community impact sought: Creation of a modern, high-tech piece of art hotel, in the heart of the capital. Maintaining social responsibility program.

Stakeholders: guests, society

Approach applied: social responsibility program

Innovation applied: Sofia's first upscale design hotel; product innovation, use of modern digital technologies

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Social impact and business results achieved: Sofia's first upscale design hotel, balancing luxury and superb design with world class service. Proud member of Design Hotels, Sense Hotel Sofia is an architectural piece of art that stands out from the crowd.

Financial situation / sustainability of the business model: The sustainability of the hotel is ensured by the resource-saving measures /energy-efficient lighting, individual air-conditioning system, waste management, organic products usage, etc./and by the social responsibility program of the company. Sense Hotel Sofia is an honorable partner to The Foundation Vision for Science and Technology Growth. As they share it is not so much about natural resources, but about talents, which makes economies to grow. The hotel is supporting children accommodated in Family care centers through the initiative "Christmas wish-tree" and the Bulgarian National Union of Orphans and was a partner at the annual event "Dobrodetel 2017".

Key success factors: modern facilities and services, last trends in culinary, location

Challenges and problems: relatively high prices

Year when the enterprise was created: 2013

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

<https://www.sensehotel.com/en/list.html>

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