

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

Subsidy Contract No. BMP1/1.3/2616/2017

**Company name: Valentina Castle Hotel & Spa**

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**Source:**

[https://www.facebook.com/pg/valentinacastleognyanovo/photos/?ref=page internal](https://www.facebook.com/pg/valentinacastleognyanovo/photos/?ref=page_internal)

<http://valentinacastle.com/>

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

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

**Description of the enterprise/initiative:** Valentina Castle is situated in the village of Ognyanovo, which is one of the most popular Spa resorts in Bulgaria. The village is blessed with the gift of the natural springs with healing mineral water and is located in the lowland between four mountains, "Pirin", Rhodope Mountains, "Slavyanka" and "Sturgach".

Every room in Valentina Castle & Spa is beautifully decorated and offers a very relaxing ambient. The hotel has established an incredibly luxurious style combining it with a soothing and cosy atmosphere.

The resort offers the opportunity of experiencing various types of cuisines in the astonishing restaurant. In addition, the hotel provides impeccable spa and wellness centre, which furthermore stipulates to the guests' wellbeing and enjoyable stay. The Spa offers the ultimate spa experience, featuring an indoor and outdoor swimming pool, outdoor and indoor Jacuzzis, 2 treatment rooms, sauna and steam bath, fitness center, solarium and a unique relaxation area with hot mosaic benches. The extraordinary significance of the outdoor swimming pool is that it is constantly filling with thermal mineral water, which comes directly from the hot spring. When the water comes directly from the source the temperature doesn't need any altering, thus maximum benefits of the water remain.

The hotel also features 6 guest eco houses with different exterior and interior – “Wooden Eco House”, “Zemlyanka”, “Alps Eco House”, “Mushroom”, “The Flintstone”, “Indian Eco House”.

**Social/ community impact sought:** Providing the unique opportunity to visit a resort, which preserves the natural environment and in the same time offering comfort

**Stakeholders:** guests

**Approach applied:** resource utilization, health tourism

**Innovation applied:** 6 fully set eco-friendly villas each unique in style have been added to the hotel premises. The components used for the manufacturing of the houses are environmentally friendly and sustainable. The materials used for building the houses are clay, wood, hay and stone. All of the houses possess unique exterior design combined with an exceptional comfort. The villas blend perfectly with the astonishing nature of Ognyanovo.

**Social impact and business results achieved:** The guests have the unique opportunity to visit a resort, which preserves the natural environment and in the same time allow them to experience nature and dive in the harmony of the surroundings without compromising in term of facilities. The region is highly rated for its mineral water healing powers and the hotel utilize this resource at its best.

**Financial situation / sustainability of the business model:** The sustainability of the business is ensured by the resource utilization – hot mineral water and its healing powers; the eco houses construction and the use of natural resources, the environment protection measures – waste management, energy-efficient appliances, etc.

**Key success factors:** resource-utilization, environment protection, large capacity

**Challenges and problems:** lack of qualified staff in the region

**Year when the enterprise was created: 2016**

**References (web-site, intent links, video, etc.): <http://valentinacastle.com/>**