

ANCIENT HOTEL \*\*\*

# *Philippopolis*

*Old City of Plovdiv*

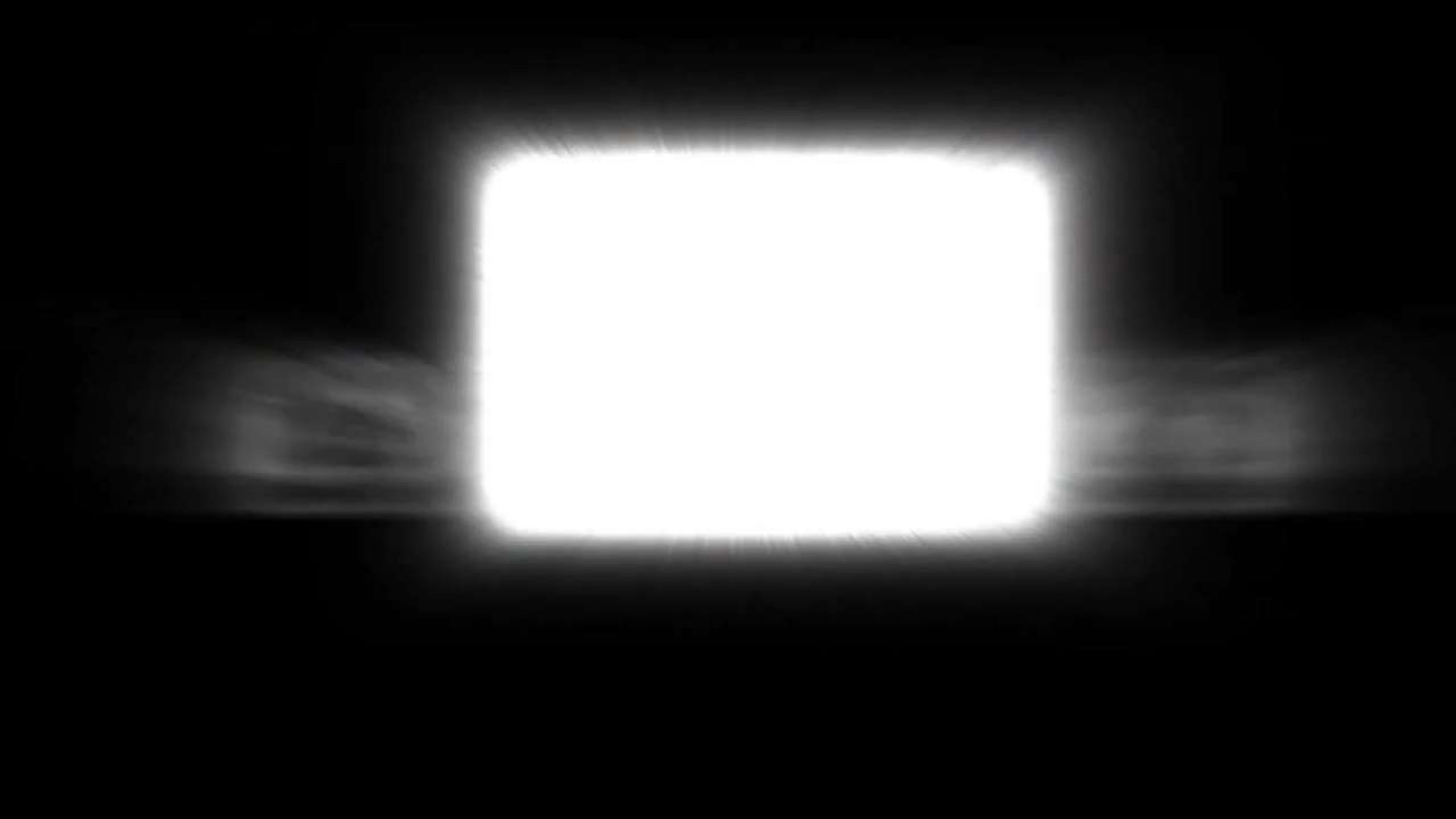


An aerial photograph of a city, likely in Spain, showing a dense urban area with many buildings and green spaces. In the foreground, there is a large, semi-circular amphitheater or stadium with tiered seating. A large red square is overlaid on the left side of the image, containing the white CNN logo. The word "travel" is written in white lowercase letters to the right of the red square.

CNN

travel







together

plovdiv2019  
EUROPEAN CAPITAL OF  
CULTURE



# ***Why our hotel?***

1. Our hotel is situated in the heart of the old town of Plovdiv
2. Our incredible history
3. Established as professionals in the years as we trying to satisfy every guest in an individual way
4. We offer compatible prices, discounts and loyal customers rewards
5. Excursions and transfers





## Our hotel offer:

- Garden Restaurant
- Small Business Lounge for 12 people
- All inclusive packages
- Discounts for many Landmarks

● 2 suits

170 €

● 1 Master suit

194 €

● 4 Family rooms

188 €

● 12 Double rooms

125 €



# *Restaurant Philipopolis*

- *Up to 65 people + garden*
- *Authentic Folk Dance Nights*
- *Weddings Anniversaries*
- *Birthday parties*





*Try our special selection  
of wines...*

*...And Bulgarian cuisine*



# Business Trips



We offer business spaces  
at International Fair  
Plovdiv on compatible  
prices

## Entertainment

- Week of the Opera
- Weekend Jazz Festival
- Puldin Etno Fest
- Fashion Week
- Wide choice of nightclubs
- Summer cinema

## Plovdiv Jazz Festival



Discount for our  
guests!

# NIGHT OF MUSEUMS AND GALLERIES PLOVDIV





KAPANA



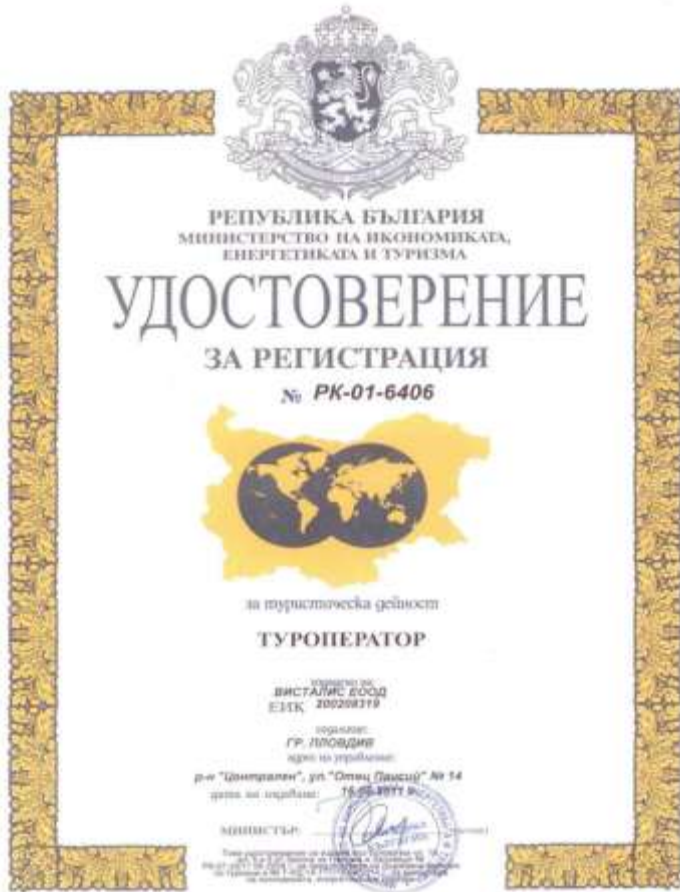
THE  
BOHEMIAN  
ART DISTRICT  
OF PLOVDIV

Ministry of Culture

Working hours License



Ministry of Tourism



Our customers benefit from our  
premises policy



# Strengths

Our hotel strengths include:

- We are one of the few hotels with Historical and Architecture importance
- Professional team members
- Strategy management
- Our staff is training regularly and updating for the latest innovations in business industry

# Weaknesses

- Restrict from the law to change the exterior of the building due to its historical value
- Parking missing
- We don't offer spa facilities

# Opportunities

- We are building our network of customers to satisfy worldwide interests
- Creating good relationships with national and foreign students
- Our next step is to establish relationship with far east potential customers

# Threats

- Main threats are our local competitors
- The lack of sufficiently skilled personnel jeopardises the quality of our hotel services
- Terrorism and political unrest
- Loyalty

# Micro environment

- Customers
- Competitors
- Providers
- Marketing mediators

# Macro environment

- Analysis of demographic factors in the market
- Political and legal market policy
- Life and Culture



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PET FRIENDLY!

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Expedia®



tripadvisor

trivago



Booking.com

# Conclusion

## Welcome to Ancient Hotel Philippopolis

Old City of Plovdiv



# References

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