



Project funded by EUROPEAN UNION



### GUEST HOUSE “CASA DE SUB STÎNCĂ”

Location: Trebujeni, Moldova

Key words: Bed and Breakfast, National Cuisine, Traditional Arts and Handicrafts



The team of the guesthouse is trying to offer to the guests not only one service but also memories and emotions. Therefore, they involve their guests in different activities: gastronomical master class, folklore performance, off road tours, bike tours, walking tours, artisanal master class, household activities (water the garden, pick vegetables, collect eggs from the chicken nests, take part in the wine-making process, etc.). All the complimentary services make the offer more interesting and attractive.

#### Marketing approach

The main channels of promotion are Internet-based: the Guesthouse maintains an own website (<http://www.pensiuneorhei.com/>) and a profile on the Social Media ([Facebook](#)). Besides, the place is promoted through DMOs: the portals [Winetours in Moldova](#), [Moldova to Visit](#).

It is possible to make online reservation through Booking.com and Airbnb.

#### Financial situation

The enterprise operates with its own revenue to fund its activity. The organizational

website was developed with the strategic support of the Moldova Competitiveness Project, funded by USAID, Sweden and UK aid in the program of development of hospitality tourist destinations in the framework of the country brand "Tree of Life", developed in partnership with the National Association for Incoming Tourism.

#### Key success factors and challenges

The main factor for success is the fact that the organization aims to keep the local traditions alive and

offers and authentic experience to all guests, taking into account their interests.

The biggest challenge at the moment is to recover from the COVID-19 crisis, which had a very negative impact on all business, operating in the tourism sector.

#### Plans for future development

Due to the COVID-19 Pandemic, more Moldavian visitors started to visit the place, so the organisation plans to improve their offer and adapt some of the services to the local market.



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GALLERY:



Source of the images: <https://pensiuneorhei.com/en/home/>

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