

# Key to success? *Know how.*

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With funding from Austria, we helped Star Tour (Conacul Archia), a Romanian boutique guesthouse, to recreate its identity and secure a place in the premium hospitality sector.



# Boutique guesthouse, Romania

**We helped Star Tour / Conacul Archia ([www.conacularchia.ro](http://www.conacularchia.ro)), a boutique guesthouse from Romania, to develop a new, premium business image, increasing the number of guests by 66% and positioning the company among the top tourist destinations in the region.**

Conacul Archia is located in a small Transylvanian village with only 150 inhabitants, on the premises of a former state-owned agricultural cooperative. Out of love for the village's beautiful surroundings, Sorin and Virginia Szabo started a project that would bring thousands of tourists to the region. In 2004, the Szabo family built the Archia stables, then continued with a winery and, in 2008, the actual Archia guesthouse.

In 2015, Conacul Archia had a rating of 5 daisies (the guesthouse equivalent of hotel stars) and offered premium accommodation and services. However, this quality was not fully reflected in the company's image and communication. Striving for all-around success, the Szabo family decided to make the Archia brand premium as well.



By investing in a new, premium image, Conacul Archia secured its place among the top tourist destinations in the region.

We connected Conacul Archia to a marketing consultant with broad experience in branding, communication and marketing strategy. The consultant:

- Performed a visual analysis and audit of the company's brand against industry benchmarks.
- Created a brand driver platform and defined the new visual positioning.
- Developed the creative route (logo not included) and visual identity applications (stationery and collateral templates, communication tools, etc.).
- Created a high-functioning website in line with the new identity.

One year after the project's completion, the number of guests staying at Conacul Archia has increased by more than 60%, and the company is at its highest visibility level. The new website is an effective communication tool and the company's marketing manager has been invited to speak at high profile business events across Romania.

"The EBRD and the consultant have given us a new image", said Mr. Horia Szabo, marketing manager. "We now come across as a 'fresh' destination, and we resonate with both millennials and generation X. This project came at just the right time and we are very proud of what we have achieved together!"

In 2017, Conacul Archia plans to expand the existing restaurant through an investment estimated at €250,000. They have asked for our support for drafting the engineering study, and, of course, we are happy to work with them once again.

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Turnover  
**+31%**

Guests  
**+66%**

Website visitors  
**+125,000**

Total project value  
**€10,000**

Client contribution  
**€5,000**