

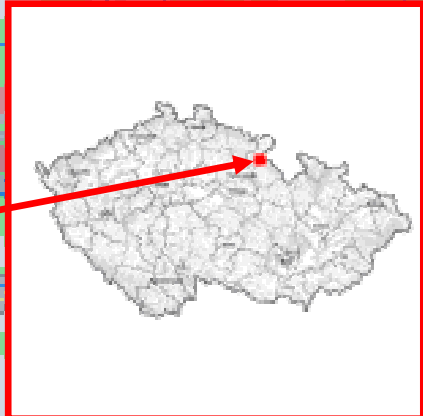
# ALBERGO DIFFUSO

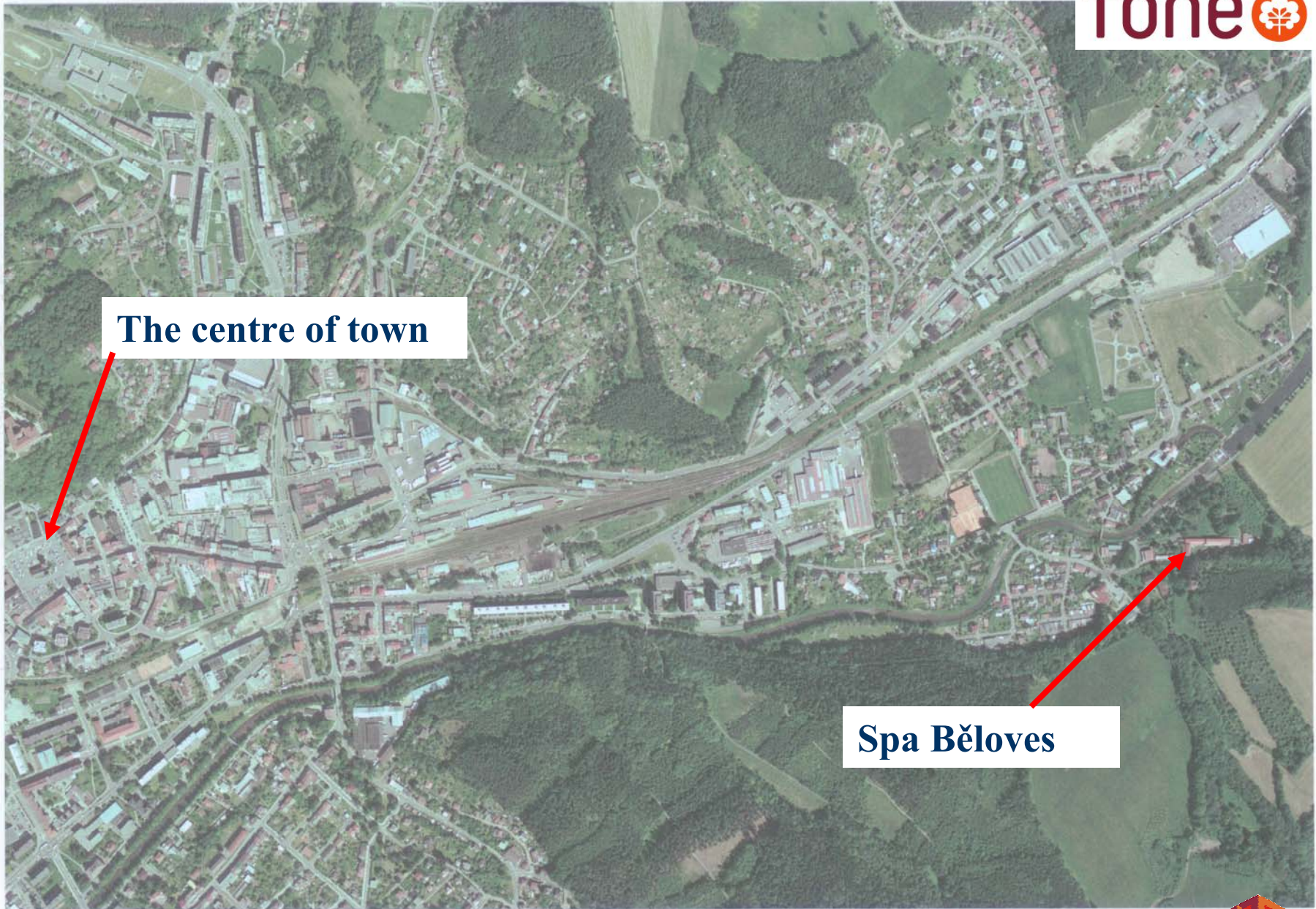
The Town of Náchod

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Lázně  
Běloves

Náchod





**The centre of town**

**Spa Běloves**

# Reconstruction project for Spa Běloves – accommodation, services

The accommodation capacity of Spa Běloves will be 400 beds.

Beds will be for spa clients only:

- 1) for example, cardiac patients, patients with locomotive system problems
- 2) clientele of wellness, beauty and sport

These clients will use all the spa services, usually for 2-3 weeks.

# Albergo Diffuso

- The Albergo Diffuso system will target those tourists who will not be accommodated in the spa complex but will want to use some of the spa procedures.
- These clients are interested in short term stays and the use of services (weekends up to 10 days).
- The Albergo Diffuso system in Náchod reacts to the increased interest from people who want to visit the given region and do something about their health and change their life style.

# Connecting elements of the Albergo Diffuso system

- Information service and promotion of spa services by the accommodation facilities.
- Hotel U Beránka is the central point of the town centre and it will be the central point of the Albergo Diffuso system which will provide comprehensive information regarding spa services and cultural, social and sporting events.
- There will be a common transport system linking Spa Běloves, the accommodation facilities and the Hotel U Beránka.

# Albergo Diffuso in Náchod

- Náchod currently has 25 accommodation facilities which together offer 822 beds.
- The preliminary analysis showed that the Albergo Diffuso system will be able to utilize only 397 beds.
- These beds match the minimum \*\*\* standard.

# Albergo Diffuso in Náchod

- Albergo Diffuso will serve as a guarantee of good quality accommodation with relevant services at a particular price range.
- According to the study, a unified taxable price for accommodation is not suitable.
- The accommodation facilities included in the Albergo Diffuso system must fulfil a certain criteria.



# Albergo Diffuso in Náchod with a minimum \*\*\* standard

- The accommodation facilities must fulfil the following criteria to be included in the Albergo Diffuso system:
  - Sanitary facilities in the room
  - TV in the room
  - Appropriate size of the room
  - Appropriate security and hygiene criteria

# Albergo Diffuso in Náchod - cooperation

- The success of the Albergo Diffuso system will depend on the cooperation of Náchod town with both business and non-business subjects.
- The stated subjects will create the 3P model:
  - Partnership of the subjects
  - Creation of the package
  - Programming

# The role of partners in the Albergo Diffuso system – the town

- The town will support:
  - Good quality accommodation
  - The connection of Náchod centre and the accommodation facilities with the spa complex in Běloves
  - Investment into the transportation infrastructure
  - Cultural and social events in the town
  - Opening of an information centre in Hotel U Beránka in the town centre
  - The town and spa parks

# The role of partners in the Albergo Diffuso system – business subjects

- Business subjects will support:
  - The connection of Náchod centre and the accommodation facilities with the spa complex in Běloves
  - Guest information service regarding the spa services and important cultural, social and sporting events in the region in at least one foreign language.
  - The mutual cooperation of the accommodation facilities
  - Cooperation with non-business subjects
  - Cooperation during the creation of service packages for the clients.

# The role of partners in the Albergo Diffuso system – non-business subjects

- The non-business subjects will support:
  - Cooperation with the remaining subjects
  - Cooperation during creation of service packages for the clients

# Examples of programme packages

- Theatre performances
  - in the premises of Hotel U Beránka and in the surrounding towns
- Music festivals and concerts
- Military history in the Náchod region
- Wellness and sport activities in the spa premises

# Connection of Náchod centre and the accommodation facilities with the spa complex in Běloves

- The transport connection between the spa complex in Běloves, the accommodation facilities and Hotel U Beránka must be in place.
- The central point of the Albergo Diffuso system will be Hotel U Beránka in the town centre where an information centre will be opened.
- The congress facilities which are part of Hotel U Beránka will hold the majority of the regional cultural and social events.

## 2) Transportation system

- The transportation system will be funded from the town budget and from contributions of the accommodation facilities and spas according to their number of beds.
- The uniqueness of the transportation system will be in:
  - non-traditional transportation means
  - different colour transportation means
  - routes away from the main roads



# Albergo Diffuso in the time

- During the first year of operation, the service providers of the Albergo Diffuso model will be learning and mapping the spa customer structure while creating the marketing strategy (promotion, service packages, modifications of accommodation facilities).
- The implementation of the Albergo Diffuso model should start in the second year of spa operation.

# Advantages of the Albergo Diffuso system

- Comprehensive promotional services and information
- Cooperation of the subjects
- For visitors, a guaranteed quality of accommodation and services
- Co-financing of the special transportation system and other activities

# Disadvantages of the Albergo Diffuso

- The Albergo Diffuso system has no tradition in the Czech Republic.
- The system relies on wide and intensive cooperation from the business subjects (accommodation facilities).
- Little experience of long-term and regular cooperation of business and non-business subjects.

# Summary

- Albergo diffuse will target those clients whose main objective is not to use the spa services.
- The Albergo Diffuso system will not compete with the accommodation services in the spa complex.
- The Albergo Diffuso system offers accommodation within the guaranteed prices and accompanying services.

# Summary

- Hotel U Beránka is the central point together with the cultural and social areas.
- Hotel U Beránka will have an information centre providing information regarding accommodation, the region, spa and wellness options and social and cultural events.
- The Albergo Diffuso system offers a common transport system linking Spa Běloves, the accommodation facilities and the Hotel U Beránka.

**Thank you for your  
attention.**

# Contact

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