

SLOVAKIA

Diversification & job creation

Location

Bratislava

Programming period

2014 – 2020

Priority

P6 – Social inclusion & local
Development

Measure

M06 – Farm & business
development

Funding (EUR)

Total budget 1 465 248.47
EAFRD 547 270.29
National/Region. 182 423.44
Private 735 554.74

Project duration

2015 – 2019

Project promoter

RK gastro s.r.o.

Contact

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Website

www.flamm.sk

The reconstruction of an old villa to create high quality tourist accommodation offering spa and beer wellness services.

Summary

In recent years, the number of visitors arriving in Slovakia has continuously increased. This created the need to increase the capacity of tourist facilities and the quality of the services offered. In this context, RK gastro decided to reconstruct a unique neo-baroque villa, with a long spa history.

The reconstruction of the build included the addition of eight rooms (20 beds), equipping the kitchen and restaurant, building and equipping beer wellness premises, landscaping and building a children's playground.



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Results

There is a new offer of high quality tourism accommodation in the region.

A new offer of beer wellness is available.

The restaurant offers regional home-made meals using local ingredients based on traditional recipes.

Four new jobs were created.

Context

Over the last five years, there has been an upward trend in the number of visitors to Slovakia. According to the latest data published by the Slovak Statistics Office, in 2018, 5.6 million tourists visited Slovakia, which was a record number and a 4.1% increase compared to 2017. Almost 1.8 million people decided to spend their holidays in Slovakia in the first five months of 2019. The total number of tourists who spent their holidays in Slovakia rose by 20.8% year-on-year.

The increasing demand resulted in the need to increase the capacity of tourist facilities and the quality of services offered.

RK gastro decided to reconstruct an extraordinary neo-baroque villa, which is unique in the region. It is located in a mixed urban area in the central zone of Rajecke Teplice spa town. Rajecke Teplice, is surrounded by the Mala Fatra and Strazovske Hills and has an impressive history, offering healing thermal water with a temperature of 38°C. Its beneficial effects have been known since the 14th century. It contains calcium and magnesium ions and is especially good for the locomotor system, neurological diseases, occupational diseases, and drinking cures. In the 19th century, there was a boom in the development of spa facilities. The Spa was once a popular summer residence for gentry, high aristocracy and the wealthy bourgeoisie.

The villa was built at the beginning of the 20th century (ca 1912) and underwent only routine modifications and maintenance work. The aim of the reconstruction was to transform this historical villa into a modern accommodation facility, while preserving the original building style and to do necessary additional construction works in a contemporary minimalist style.

Objectives

The project was part of RK gastro's development strategy, which aimed to diversify the company's activities into sustainable tourism services and human resources development.

Activities

The original building was reconstructed and additional premises were built. The basement was made accessible by two independent staircases. Wellness and microbrewery spaces were created. Other rooms were set including staff changing rooms, a gas boiler room,

restaurant storage rooms, laundry storage rooms, a cleaning room and sanitary facilities.

On the first floor, additional wellness and accommodation premises were established, along with a reception area and the restaurant which is connected to the backyard by a summer terrace.

On the second floor, eight rooms with private bathrooms were added, as well as a guest room with washer and dryer for guests, a laundry storage room, a cleaning room and a staff room.

The surrounding area was landscaped. Some parts were paved, others were covered with lawn and a small children's playground was built. The construction works and delivery of the necessary equipment was undertaken by suppliers, selected through public procurement procedures. Finally, the premises were opened to public on 29th of July, 2019.

Main results

There is a new offer of high quality of touristic accommodation in the region. The pension offers five double rooms, one maisonette apartment, one maisonette apartment with a terrace and one two-room apartment with its own kitchen; all rooms and bathrooms are brand new and well equipped.

A new offer of beer wellness (for people over 18) is available. The complete spa procedure includes peeling, sauna and a beer bath with hop and malt beers. During the bath guests can enjoy craft beer and their skin can relax while covered with a beer mask; there is also an alternative for guests who do not like beer - they can enjoy a sea bath with sea salt, seaweeds, sea mud and have a sea mask. After the bath, guests move to a relaxation room where their skin has time to absorb all minerals and their bodies can finish the process of relaxation and regeneration. After the treatment, people experience good blood circulation and heart activity improvement, skin rejuvenation, cleaner pore, improvement of acne and/or psoriasis and lower levels of stress.

The restaurant offers regional home-made meals from local ingredients, based on traditional recipes.

Four jobs were created.

Team FLAMM is doing active campaign on their Facebook and Instagram accounts and initial feedback from customers is excellent.

Additional sources of information

www.instagram.com/rajecky_pivovar_flamm

www.facebook.com/pivovarFLAMM