



BORGO

SOANDRI

ALBERGO DIFFUSO

Albergo Diffuso Sutrio Borgo artigiano e ospitale

WHAT IS THE ALBERGO DIFFUSO

- The albergo Diffuso represents a **different kind** of private accomodation which provides **hospitality in independent apartments** located in the same village (or nearby) managed by a **single Reception**; the **Reception is the core** of the Albergo Diffuso where all services (cleaning service, booking service, information,...) are arranged.



THE HISTORY OF ALBERGO DIFFUSO IN FRIULI VENEZIA GIULIA

WHEN:

The idea of A.D. was born **in the 80's**, after the Earthquake in Friuli Venezia Giulia

WHO:

Mr. Leonardo **Zanier** in collaboration with the **University of Zurich** wrote a study for the **reuse of damaged and uninhabited buildings** of a small village in Carnia converting them in **touristic accommodations**.

WHERE:

The **first accomplishment** of Mr. Zanier's idea took place in **Sauris in 1989** through the work of the **Architect Gremese** who draw up a **plan to transform** uninhabited houses into a **new kind of holiday residences**. The project of **AD became real in the 90's** in Comeglians through the **International Program of FVG Region Leader II**

In **2000** the **Albergo Diffuso "Borgo Soandri"** was being opened in Sutrio, with the International Project **DOCUP 5B** and, subsequently with the **OBIETTIVO 2 2000/2006** it was increased of further 50 beds.

THE REGULATION OF THE ALBERGO DIFFUSO IN FRIULI VENEZIA GIULIA

In **2002**, the government of FVG published a **law which recognized the Albergo Diffuso** as a new kind of accommodation system. The regulation **2/2002 art. N° 64** defines as follow:

“to become Albergo Diffuso it is necessary to have **at least 3 apartments** located in one or more blocks (able to accommodate **up to 80 beds**) **connected** to a central building with the function of **reception and common area.**”

THE IMPORTANT ROLE OF THE MUNICIPALITY

The **Project of AD** was born in Sutrio with the aim to be an **integrated system** for the development of the **whole Comunity**.

For the success of the system AD a **strategic role** needs to be **entrusted by the Municipality**.

To respond to the first «**Regional Call for Proposal**», the Sutrio's Town Council **identified the uninhabited houses** ready to be converted into touristic accommodation. In relation with this **new vision of the village**, the Town Council of Sutrio worked for the **improvement of streets, services** and for the **promotion of wood workshops and agribusiness**.

SUTRIO: A VILLAGE AS AN HOTEL

Sutrio is a little village situated in **Carnia** (in the North West of Friuli Venezia Giulia) close to Austrian borders, at 600 m. above sea level.

The village is located **at the foot of the Mt. Zoncolan**- which is an important **ski resort**-and **Bike resort** and near to the **ancient roman (thermal baths) Thermae of Arta**.

Sutrio has a **well-restored historical centre** with **typical houses** made out of stones and wood and **stoned paved narrow roads**.



HOW BORGO SOANDRI IS INCORPORATED

Borgo Soandri is a Cooperative Society set up by:

- The **Municipality** of Sutrio;
- **Private owners** of the apartments;
- **Employees** of Borgo Soandri (Front Office: 3 persons and Cleaning Service: 3 persons all with a part time contract);
- Almost all the **business companies** in Sutrio (e.g. restaurants, pharmacy, flower shop, laundry...).

THE MANAGEMENT OF BORGO SOANDRI ACCOMODATIONS (all the steps to became part of the Albergo Diffuso)

- The first step is a “**Region Call for Proposal**” → the **Town Council** is in charge of **selecting the more congruent properties** with the characteristics of the purpose;
- Once the properties are selected, the private owners will benefit the 50% of the total investment of the renewing of their own houses (with a de minimis range of 200.000 euro);
- After having accomplished to the renovation and to the furnishing of his property, the private owner **entrusts its management to Borgo Soandri for 10 years**;
- **Every year the private owner earns a quota** based on the use of his own apartment (days on site);
- At the end of the **10-years-term** the private owner is free to decide to **take back the apartment or leave it to Borgo Soandri**;
- During the ten years **Borgo Soandri is in charge of all the bills and the routine maintenance**. The emergency maintenance is in charge of the property owner.

BORGO SOANDRI'S APARTMENTS

- There are **forty accommodation with up to 150 beds** (apartments from 2 to 8 people). All the apartments are equipped with one or more bedrooms, one or more bathrooms and kitchen/living room. Linen, towel, cleaning service and independent heating system are provided.
- In the apartments it has been installed a **New Interactive Television** and **Building Automation**. With the first system, through the **apps on the TV**, the guest may have **several information** about reception schedules and numbers, restaurants, things to do, museums (...), web radio, internet WiFi connection, movies on demand. Through the same system, the Reception can send **personal messages or banners** to one or to all the apartments.
Building Automation is a simply installed, environment management system, which allows a complete **control of the rooms** and common areas **from a single position**: from air-conditioning to lighting, from technical systems to alarms, the management system maximizes energy saving.



BORGO SOANDRI'S OFFERS

Borgo Soandri's Reception provides:

- The same **services of a traditional hotel** (cleaning service, breakfast and half board, services booking, wi fi connection).
- **Half board** is possible in all the nine Restaurants in Sutrio with a simple voucher provided by the Reception. **Breakfast**, instead, is delivered each morning to the apartment in a basket with all typical products.
- Check in /check out – **reception with 24h availability** (delivery call to mobile)
- **Information centre**
- **2 Free station** (pc and printer) with internet connection for visitors and guests
- Organization of **day trip on demand**
- **Bicycles and E-Bikes rental** (even with guide service)
- Several **agreement with the local shops** (restaurants, ski rentals, thermal services, ski pass) in Sutrio.



SUTRIO'S EVENTS:

During the year Borgo Soandri **cooperates with the local ProLoco** on the organization of **six cultural and gastronomical events**.

These traditional events are **very important for the touristic promotion** of the AD and also for the **economy of the village**.

They give to the tourists something more to remember about our traditions and way of living and more than a good reason to come back.

These events **support and enhance gastronomic and cultural excellences** of the area.



STITUTIONAL PARTNERSHIP

Borgo Soandri is part of :

- the **Albergo Diffuso's Association of Turismo FVG** (which means a common **classification and certification** of the characteristics and services of all the Companies)
- **Borghi Autentici D'Italia**, Association that creates an **operative network** between Small towns and Villages working on a common path of continuous improvement of the urban structure, of the social services, of the social, cultural and environmental context.
- **Carnia Welcome**: incoming **Travel Agency** of Carnia.

Borgo Soandri is the **Lead Partner** of an **Interreg Project** (Interreg IV Ita-Austria 2007/2013) in partnership with Sauris, Sappada and Werfenweng called **GAST** (Albergo Diffuso: Ospitable Community)

SWOT ANALYSIS

STRENGTHS

For the village:

- Property renovation;
- Economic development of the village.

For the tourists:

- The real value is the possibility to give people the **taste of everyday life** in a typical mountain village, for a relaxing and regenerating holiday, to take part in a genuine and spontaneous way of living.
- **Comfortable spaces** with a full furnished kitchen which represents a must for all families.
- **Reception always open** for any problems or suggestions.

SWOT ANALYSIS

WEAKNESSES

- **High costs** of management (cleaning service, general bills- gas/ electricity, employees)
- **Under employment** of the apartments (above all the apartments with more than 4 beds)

To be economically independent (**Break Even Point**), Borgo Soandri needs to reach up to **13.000 tourist arrivals a year** (Total arrivals in 2016 where 10.336, 3.840 in 2006)

SWOT ANALYSIS

OPPORTUNITIES

- The most important opportunity of the A. D is that **the touristic offer is created by the recovery of existing buildings**. This means that empty houses are re-used with a double benefit: the improvement of the **aesthetic aspect** of the village and the **development of its own economy**.
- Borgo Soandri has gained a **solid integrated system**, with all the commercial activities of Sutrio favouring, at the same time, the emergence of **new realities** (e.g. Laundry, Massage Centre, Nursery, Restaurants, Winery)
- Borgo Soandri has made **the village more attractive** for two different kinds of audience:

1st **The Tourists** because of the Nature, the position and the interest for this new kind of holiday solution;

2nd **The Locals** because, during the years, Sutrio has become a perfect place where to live, with good facilities for families (schools, bank, food shop, pharmacy, restaurants and pubs ...)

SWOT ANALYSIS

THREATS

- The regulation of the Albergo Diffuso obliges to **manage a minimum of 80 beds**. After 10 years the property owner can regain his/her own apartment, and the **risk to go under limit** is always present. During these 14 years, the Town Council of Sutrio published three Public Announcement of AD and the trend of Borgo Soandri properties have increased, but the risk to go under limit is an important point to consider.
- The area **lacks on leisure facilities** (paths sign, evening activities, kids' activities ...)
- In Carnia and in FVG there are a lot of Agencies which are in charge of the promotion of the territory but their strategies are not often shared . This implies **high costs for the promotion** and sometimes the “touristic mechanism” does **not strike the target**.

SUMMARY AND FUTURE GOALS

AD Model could be an **efficient operative system** only if there is a **good synergy** between:

- **Public Institution:** as Municipality, ProLoco, Associations of the village, (...);
- **Private owners;**
- **Management Company** (e.g. Borgo Soandri)
- **Territory** (understood as a range of economic realities and as a «Community that loves to host»)

Borgo Soandri's aim is to **improve the connection** with other Countries interested in the AD Model in order to **reinforce the touristic appeal** of AD (GAST → well-established **relationship** with Trentino, Veneto, Slovenia, Croatia – Istria, Ploce, Korcula)

