



MiBe

affittacamere

Vico del popolo snc
(adiacente "Zi Carluccio")
Anzano di Puglia (Fg)
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Empowering
Young
Mountain
Entrepreneurs



servizio noleggio e-bike

Company Name

bed and breakfast 'MiBe'

Date of Interview

25/07/2021

Contact Person

Milena Rossi

Email

Title



Location: Anzano di Puglia is a very small village in a very rural area of Monti Dauni (Northern Apulia, the mountain part of the region)

Anzano has 1 thousand inhabitants, and its population is composed primarily of old people. There are not so many opportunities here, as in the other small rural villages of the area, but sometimes the dreams come true!

Milena realized the first and only accommodation in her place. A very ambitious challenge that she worked on with courage and strength. Milena is a positive and determined young girl.

She started to work in her family activity, a little and typical restaurant in her small village and from it she began to think about what missed there, in that place. Milena, in Anzano, last year created and now manages a small and nice bed and breakfast composed by 2 rooms, 4 beds and her structure has a big terrace overlooks on the historical center of the village and it is connected to her parents' restaurant where guests can eat typical food of Monti Dauni.

She decided to invest in her future just there, from that place from which everyone, above all young people, seemed to run away. And then, to make things harder, she decided to open her B&B, a few months after the lock down due to the pandemic.

I want to give my place positive vibes and a good practice for all young people to stay here and decide about their future.



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Milena Rossi

WHAT WAS THE TRIGGER FOR YOUR BUSINESS OR ENTREPRENEURIAL IDEA?



First of all, let me say thanks for this opportunity. I'm really honoured to be part of this project.

When I was a student, I used to help my parents working during the weekend in their restaurant/pizzeria. I grew up in that context open to guests and to people and trying to satisfy their needs and make them happy. During those years, I realized that some people, after having lunch or dinner, would have spent other time in the village but there was no accommodation to host them. Other people, for example emigrants, wanted to come here for more days, but where to sleep? There was a need (to sleep) and there was no place to stay in the nights (no accommodation).

So, I had the idea to create, close to my parents' restaurant, a little b&b to host these people, and I must say that we are having more requests for reservations than available rooms! That means that the idea was right!

WHERE DID YOU SOURCE THE MAIN SUPPORT AND RESOURCES

(E.g. Grants And Other Support)?



I've been very lucky because when I decided to realize my project, there was a public fund available for all the people living in rural areas. Meridaunia LAG promoted it and it seemed to me the sign that told me that was the right way for me to continue to make my dream come true.



HOW IS YOUR PRODUCT OR SERVICE **INNOVATIVE**? WHAT GAP IN THE MARKETPLACE DOES IT FILL?

Before I started my business, there wasn't even a tourist reception facility in Anzano. The area is rich in natural and historical landscapes, but no one has ever thought of focusing on developing it and offering accommodation for potential tourists. There was a void in the market, even though there was a flow of tourists, especially seasonal ones. In addition to reception, I also offered a mountain bike service for trips along the mountain trails, intercepting the growing trend of slow and sustainable tourism that was not being met here.



WHAT WERE THE MAIN OBSTACLES OR BARRIERS YOU ENCOUNTERED?

The main obstacle is the period of pandemic. Everything has been blocked and we had to wait to start with project and works. Together with stops, the pandemic carried the fear for the future and many doubts for every decisions. I didn't what to do, how and above all when.

HOW SUCCESSFUL HAS IT BEEN?



The first and only accommodation in my place has been a revolution. Nobody thought that it could happen, nobody bet on it. But I had a positive sensation that let me continue on the right way without any doubts.

Thanks to experience of my parent's restaurant I was really very sure that my project was what people need, what they missed and what I had to do in that moment, even if pandemic scared me. My dream and my project was stronger than fears. And I was right because my B&B has been immediately welcomed in a positive way: all people of my village were curious and at the same time surprised. And that made me happy! The revolution has started and I was the guilty party.

It was and it is a successful initiative for two important reasons: it is always, in the summertime, overbooking. I have many reservations and sometimes I must say 'sorry, I have no availability' to many persons interested to come in the village or in the near villages. The second reason is that I live in Anzano, I work there and, surely, I will create and I will live with my future family here. That's a miracle in this moment: the rural, internal and marginal villages, as mine, live a progressive depopulation phenomenon: young people go in the cities or sometimes abroad looking for a job or a better and easier kind of life, ancient persons die, and the number of inhabitants is more and more low.

Thanks to my B&B, I remain here and I hope to be an example for all young people that if they want they can realize their future here and do good for our beautiful but so hard land.

WAS SUCCESS A RESULT OF INDIVIDUAL WORK OR COLLABORATION (OR BOTH)?



The idea was mine, the project too. I looked at my parent's restaurant, I worked there and I listened to the words of guests, their needs etc. I realized that we, me and my family, could create some good initiative.

So, the idea and the project were clear, my parent's support too, my enthusiasm was high, what was missed? A little support in the economic plane. The financial efforts arrived from the Meridaunia's call that helped the creation and implementation of little accommodation in this territory (B&B, house for guest, little inns), I participated and my project was valued good and they financed it. They gave me the 50% of financial part of it. I was really lucky. With this sum I realized the material world, the furniture and everything I needed.

The collaboration with Meridaunia was, and still now, is so important for me: Meridaunia employees helped me in every formal step of project and still now take care about me and about my B&B trying to involve me in several activities and initiatives. I will always say thank you for this. I don't feel alone, even in a so small village on the top of the hill.