

BULGARIA WELCOMES YOU!

PRESENTATION

**BULGARIAN TOURISM
TRENDS, GOALS AND PROPOSITIONS**

**LONDON, 10 NOVEMBER 2009
MINISTRY OF ECONOMY, ENERGY AND TOURISM**



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ALL SEASON DESTINATION

- **A beautiful country, situated in southeastern Europe**
- **13 centuries of cultural and historical heritage**
- **UNESCO World heritage – 7 cultural sites and 2 national parks**
- **Magnificent nature - a variety of natural forms in altitudes up to 2925 m**
- **Over 600 mineral spas**
- **Rich variety of herbs and other plants**
- **3 national parks, 9 nature parks, 89 reserves**
- **Easily accessible**
- **2 hour flight from the main European gateways**



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TOURISM INDUSTRY

- **Country's priority economic sector**
- **International and domestic tourism revenues contribute 10.5 % to GDP**
- **Direct employment in tourism – over 170 000**
- **Total number of employees including sectors related to tourism – 474 000**
- **15.6% of the Bulgarian economy is a result of the multiple tourism effect**
- **Average length of stay at hotels is 3.7 overnights in 2008**



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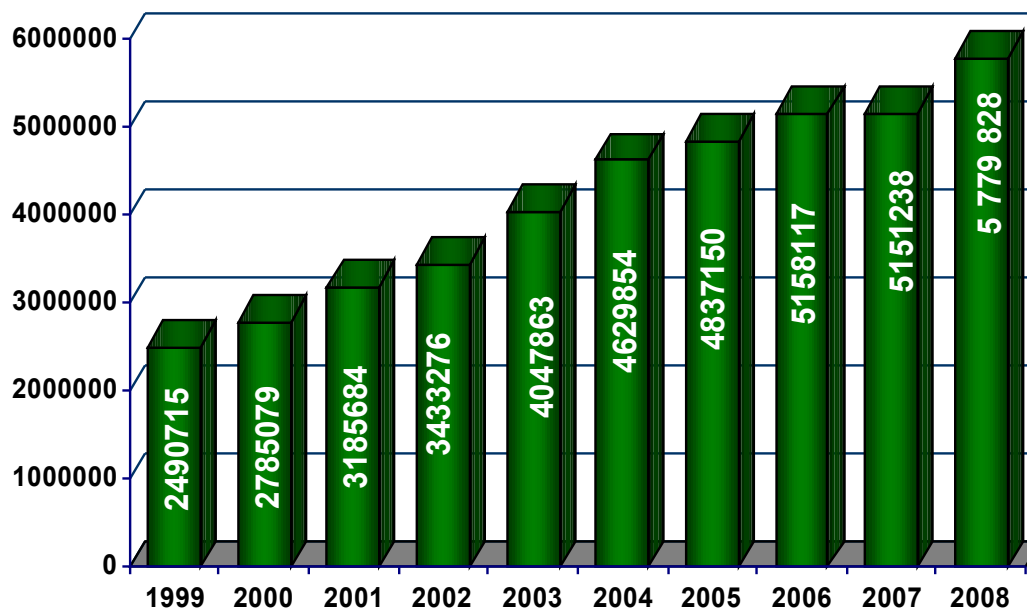
STRATEGIC GOALS

- To position Bulgaria as all year round quality destination in the key markets
- To preserve and improve the quality of tourist resources including natural and anthropological ones
- To develop sustainable tourism taking advantage of the diversity, uniqueness, and authenticity of the natural and cultural resources
- To improve the infrastructure on national, regional and local level
- To uniform application of international standards, European best practices and innovations of products, technology and human factor in the field of tourism
- To develop a strategy and promote the specific tourist regions of Bulgaria and their brands



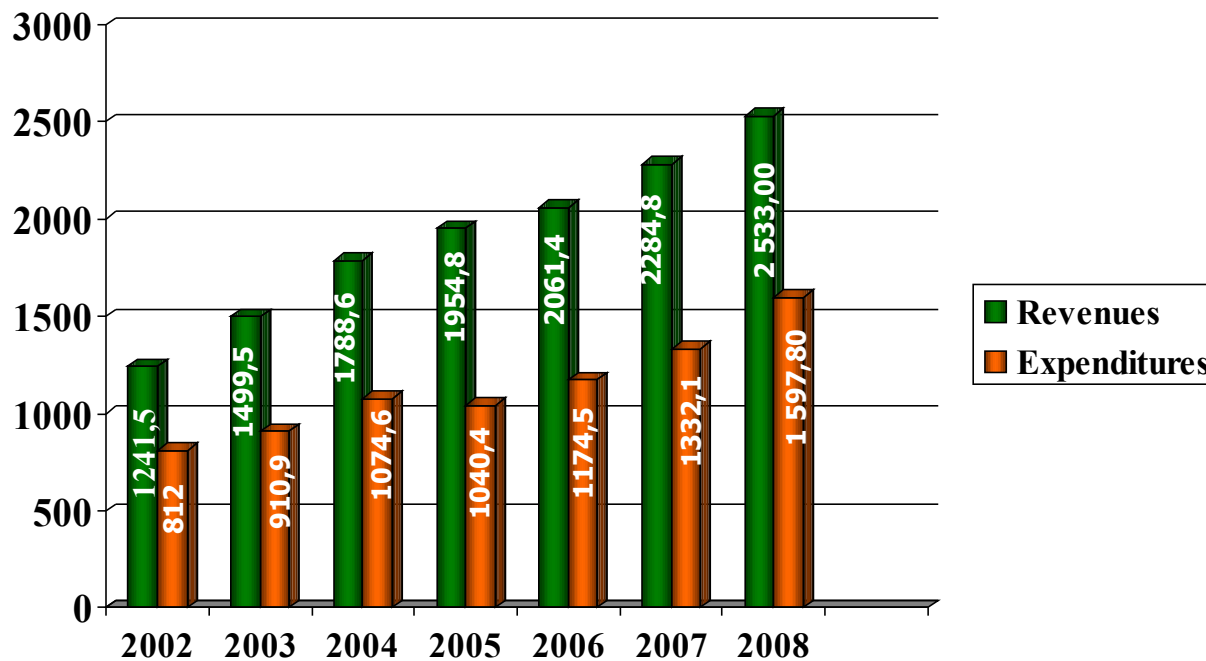
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International Tourist Arrivals to Bulgaria (1999-2008)



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International Tourism Receipts for 2002- 2008 (Million Euro)



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PRELIMINARY DATA FOR THE PERIOD JANUARY – SEPTEMBER 2009

- Bulgaria has been visited by 4 949 906 foreign tourists (excluding same-day visitors)
- 0.4% drop in the tourist arrivals compared to the same period in 2008
- 0.8 % more tourists from the EU countries in comparison with the same period last year
- The share of tourists from the EU is 75.9 % from the total number of foreign arrivals
- Tourist flows from the major markets:
 - Greece – 622 120 (+5.1%), Romania – 750 866 tourists, Germany – 699 490 tourists (28.6%), Russia – 267 769 tourists, United Kingdom – 262 537 tourists, Poland - 252 953 tourists, France – 162 501 tourists, etc
 - The revenues from international tourism totalled 1 943 million euros (-0.2%) for the first 8 months in 2009



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Some of the Projects co-financed by the European Union

- **Marketing research and monitoring of the national marketing activities and campaigns including several surveys of international and Bulgarian tourists and 10 key markets**
- **E-marketing of the destination and developing a system of online tourist routes and attractions**
- **Conduction of advertising campaigns in the target markets Germany, United Kingdom and Russia. The Implementation of the project includes three components for each of the campaigns.**
- **Eden 2010 Bulgarian Tourist Destination of Excellence related to Aquatic Tourism. The goal is to promote emerging Bulgarian tourist destinations related to Aquatic Tourism and to provide the basis for quality development focusing on the responsible management of water resources and environmental protection**



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PROPOSITIONS

- Cultural Tours
- Seaside Holidays
 - Ski Holidays
- Balneo, SPA and Wellness
- Eco & Rural Tours
- Adventure Travel
- Meetings, Conventions & Events
 - Golf
 - Wine & Dine
 - Sports



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SEASIDE HOLIDAYS

- **378 km long coastline, picturesque bays, sand dunes, as well as cave phenomena**
- **Favorable climate with 120 days yearly with temperature of the air and water over 18 °C**
- **Modern hotels (4 and 5 stars) with the latest International accommodation standards**
- **Variety of water sports at resort areas - surfing, water skiing, diving, yachting, underwater fishing and archaeology**
- **South from Sveti Vlas the Yacht Marine is offering perfect conditions for short and long-term sheltering of yachts**
- **Launch of a new product – eno spa procedures with natural products, Bulgarian varieties grapes and wines**



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SKI HOLIDAYS

- **Mountains with altitude up to 2925 m**
- **Snow cover up to 120 days and in the territories above 2000 m – 7 or 8 months**
- **29% of the total territory is Mid and high relief**
- **Accommodation and support facilities in Bulgarian ski resorts operating round-the-year**
- **Ski tracks all levels of difficulty available**
- **Main international ski resorts: Borovets, Pamporovo, Bansko, Vitosha**
- **Season 09/10: In Borovets the main infrastructure project has finalized and guarantees the ideal snow covering of over 20 hectares ski runs. The Alpine Ski Europe Cup for men will be held on 22 and 23 January 2010 in Bansko. The resort in the Rodopi Mountains will start the season with a 6-seater gondola lift Pamporovo – Stoikite, two new ski runs, new snow cannons and renovated ski kindergarten.**



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BALNEO, SPA & WELLNESS

- Over 600 mineral spas
- About 1 600 hydro mineral springs with a total output of nearly 4900 liter per second
- Temperature: cold - below 37 C, warm - up to 60 C, hot - up to 101 C
- Wide variety of hydrothermal, bioclimatic, sea cure and other health resources
- Vast reserves of high quality curative mud and curative peat
- Healthy sea and mountain climate
- Rich variety of herbs and other plants
- Healing effect of honey products



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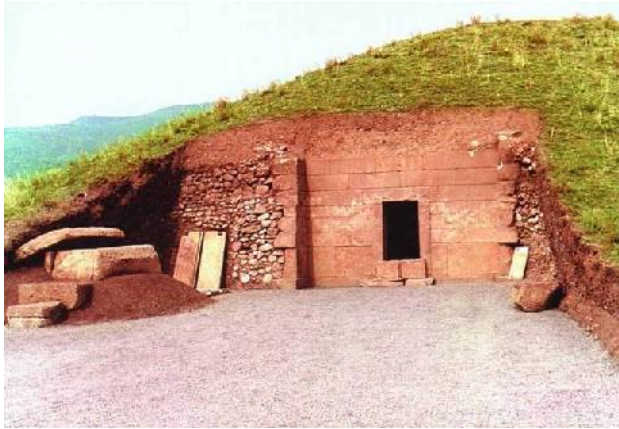
CULTURAL TOURS

- More than 30 000 cultural monuments
- 38 cultural reservations, 160 monasteries, 330 museums and art galleries
- The oldest gold craft in the world
- Magnificent Thracian tombs with priceless treasures
- The ancient city of Perperikon is believed one of the largest temples to the God Dionysus. Sensational discoveries of monuments of this era continue even today
- Prehistoric findings, imprints from the Greek epoch, Roman fortresses, historic monuments from the First and Second Bulgarian Kingdoms
- Rich cultural calendar, preserved crafts, customs and traditions
- A new strategic plan for developing cultural tourism has been adopted. The concept for 13 culture historical districts is one of the key points.



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THRACIAN HERITAGE



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Land of New Discoveries



Perperikon – a cradle of the civilization before the Olympian gods existed



**The Golden embossment mask of King Teres
(440 - 480 BC)**



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UNESCO Sites



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Bulgarian Monasteries



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ECO TOURS AND RURAL EXPERIENCE

- Exquisite natural diversity
- 5% of the territory includes a system of protected areas;
- 3 national parks, 11 nature parks, 89 reserves
- 332 protected zones by Natura 2000 spread at 33,89 % of the territory of the country
- UNESCO sites – Pirin National Park and biosphere reserve the lake Srebarna
- PAN Parks – Central Balkan National Park and Rila National Park
- Dozen of unique natural phenomena and 2000 thrilling caves
- Bird watching, rare plants and geological sites observation, photo-safari
- Accommodation in authentic guest houses in the countryside
- Participation in traditional and ethnographic activities



NATURE WELCOMES YOU!



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ADVENTURE TRAVEL

- **Lots of outdoor activities: trekking, rock climbing, alpinism, hiking, bungee jumping, caving, horse riding, cycling, mountain biking, delta and paragliding**
- **Winter sports: ski-mountaineering, snowshoeing, ice climbing, freeride, extreme ski and snowboard, para ski, and heli-ski**
- **Water sports: yachting, surfing, water skiing, diving, rafting, and kayaking**



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GOLF

Golf lovers have already been using 8 golf courses in Bulgaria:

- **Golf Club Air Sofia near the town of Ihtiman**
- **Sliven Golf Club**
- **St. Sofia Golf Course in the village of Ravno Pole**
- **Pirin Golf Country Club near the town of Razlog**
- **Ibar Golf Club near Dolna Banya**
- **Black Sea Rama near to Balchik**
- **Thracian Cliffs close to Balchik**
- **Lighthouse near to Balchik**



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MEETINGS, INCENTIVES, CONVENTIONS AND EVENTS

- **Excellent convention facilities, modern 5 and 4 star hotel, congress centers, fairgrounds and halls**
- **The country's capital, Sofia, is home of the largest convention centre in South-Eastern Europe**
- **Bulgaria has been a member of ICCA (International Congress and Convention Association) since 1968**
- **Numerous national events: Varna Summer International Theatre Festival, Sofia Travel Fair Holiday, International Plovdiv Fair, etc.**
- **Convention destinations – Sofia, Varna, Plovdiv, Burgas, Veliko Tarnovo, Ruse, Albena, Borovets, Bansko, and Sandanski**



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WINE AND DINE

- Bulgaria grows typical well known European wine varieties (Merlot, Cabernet, Traminer, Chardonnay, Riesling)
- Traditional Bulgarian wine varieties are of international quality: Red Misket, Dimyat, Mavrud, Melnik, Pamid, Gamza, Broad Vine from Melnik
- In lots of wine cellars visitors could get in a closer touch with the ancient traditions of wine culture in the Bulgarian lands
- Tasty fruits and vegetables, yoghurt and white (Feta-type) cheese have been some of the county's culinary symbols
- Traditional dishes: tarator, shopska salad, kavarma, kapama, banitsa, etc.





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