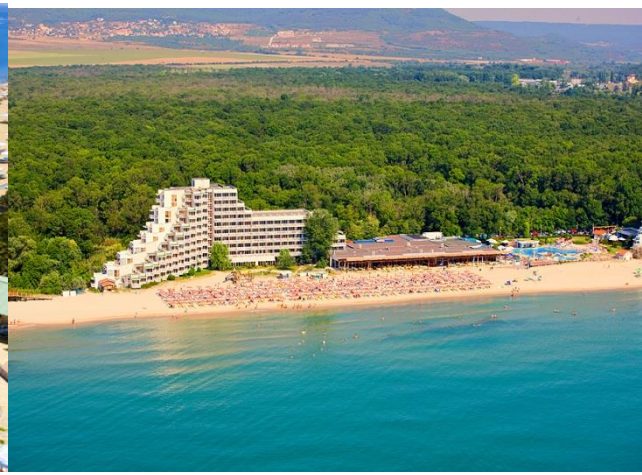
Republic of Bulgaria
Ministry of Tourism

European Union

Tourism at the Black Sea – resources and perspectives for sustainable development



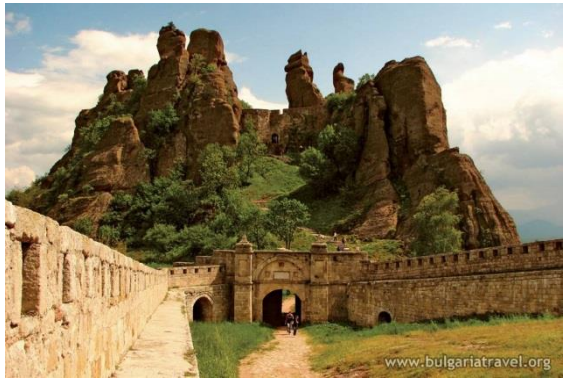
Sofia, Bulgaria, March 24, 2015

Second black sea stakeholder conference – new opportunities for the blue economy of the Black Sea

BULGARIA

GOALS OF MINISTRY OF TOURISM

Goal: Stimulation of the sustainable development of tourism and reduction of regional differences by launching strong regional brands of the specialized types of tourism



Goal: Improving quality of the national tourism product and service, and increasing consumer`s security

GOALS OF MINISTRY OF TOURISM

Goal: Improving business environment in “Tourism” area

Goal: Sustainable development of “Tourism” area

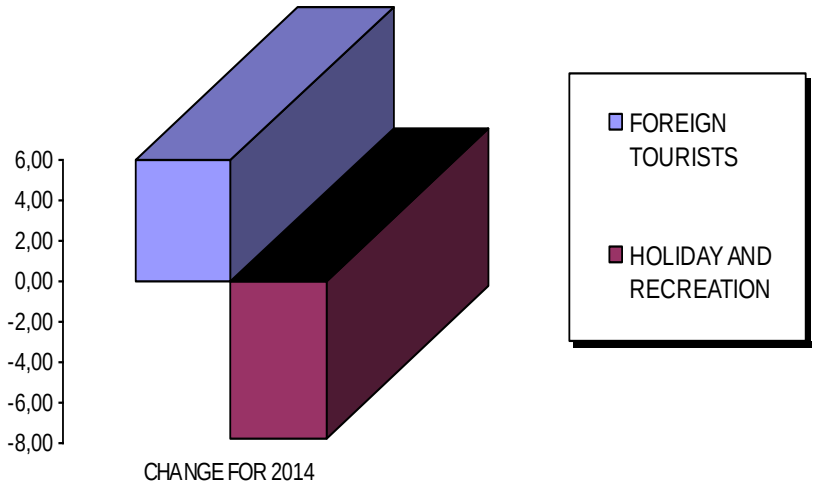
Goal: Expansion of Bulgarian positions at target markets by diversification of national tourism product and affirmation of Bulgaria as и an year-round destination (composite journeys and specialized tourism)

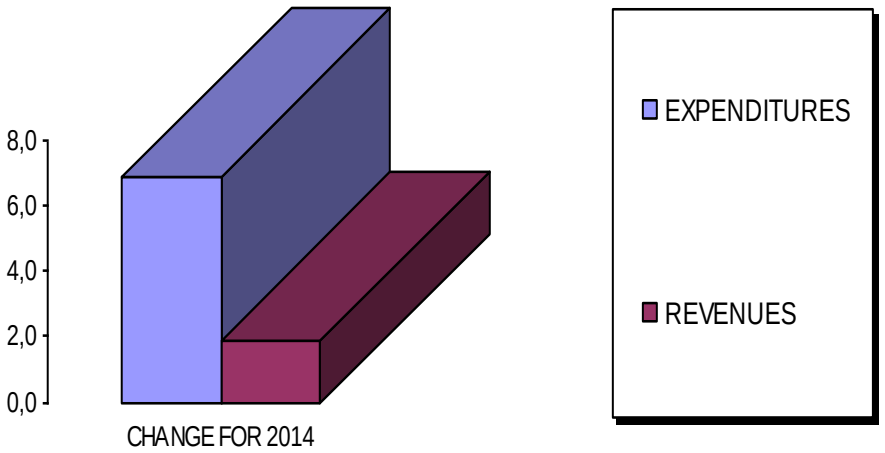
GOALS OF MINISTRY OF TOURISM

Goal: Making Bulgaria a high quality destination on the global tourist market in connection with the quality of tourism product and value added

Goal: Increasing the share of domestic market by specialized forms of tourism and composite tourism, promotion of slightly known attractions and routes

TOURISM IN BULGARIA 2014

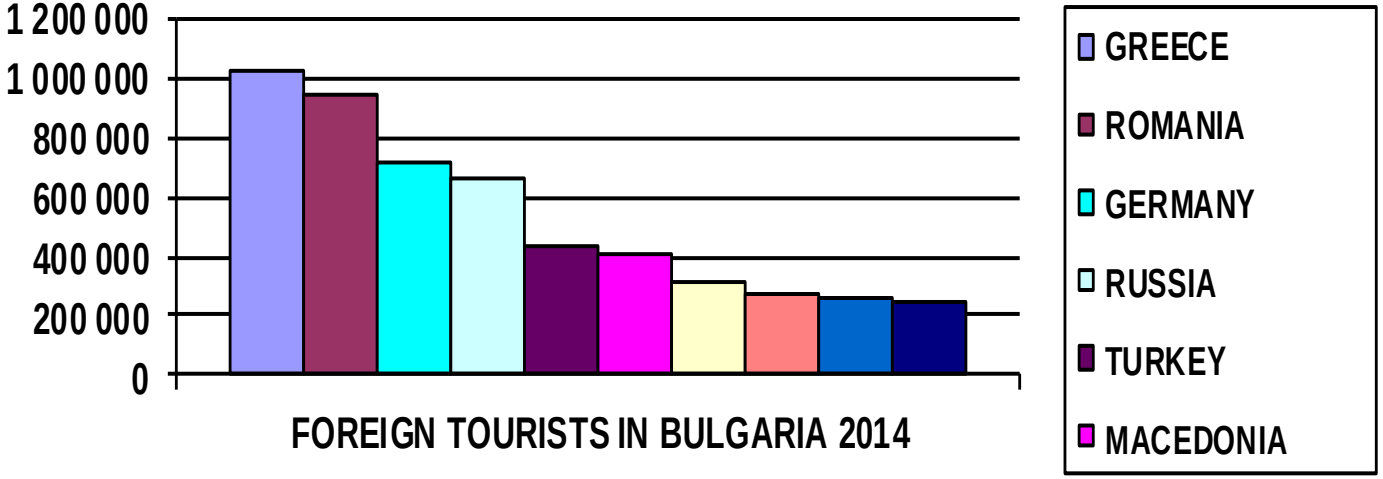


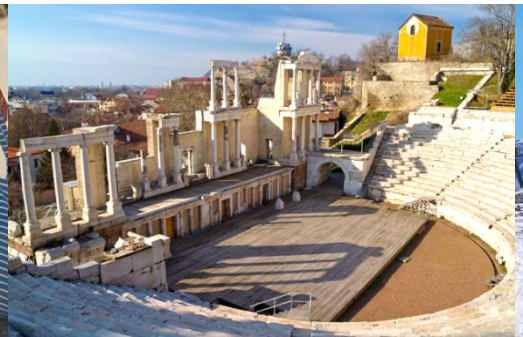
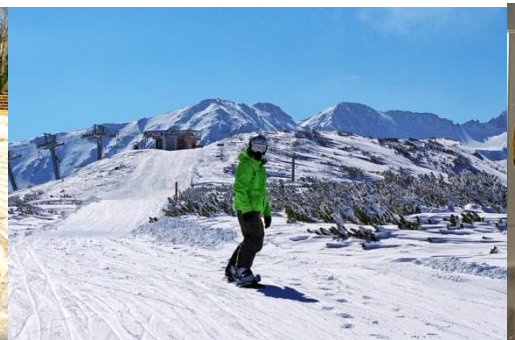


6 % INCREASE OF TOURIST ARRIVALS FROM FOREIGN COUNTRIES (2014/ 2013)

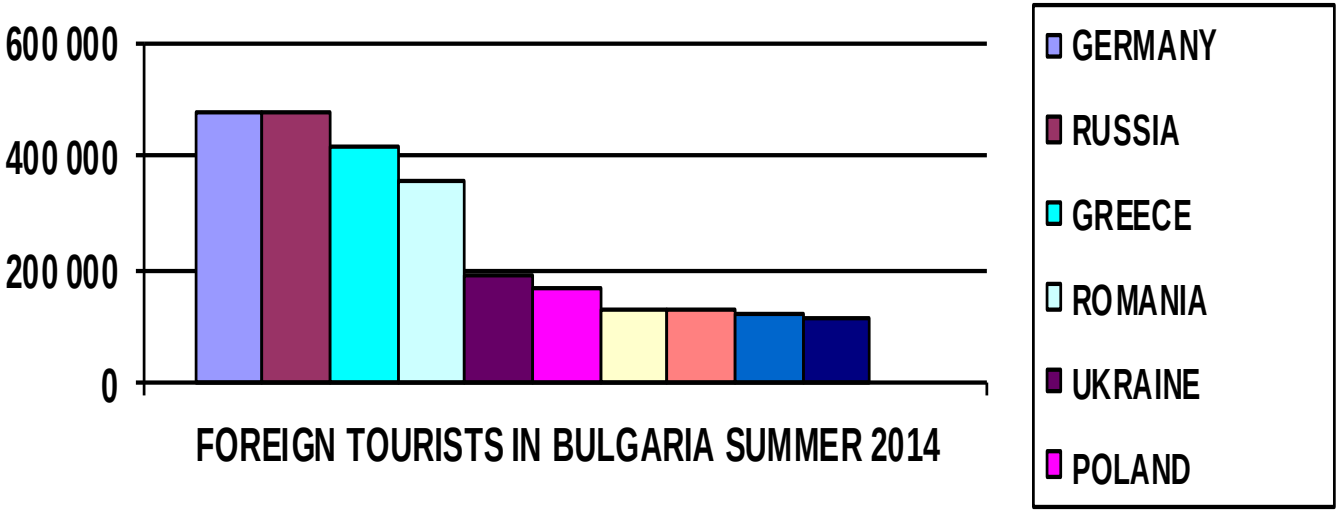
2.3 % INCREASE IN INCOME FROM TOURISM (2014/2013)

TOURISM IN BULGARIA 2014

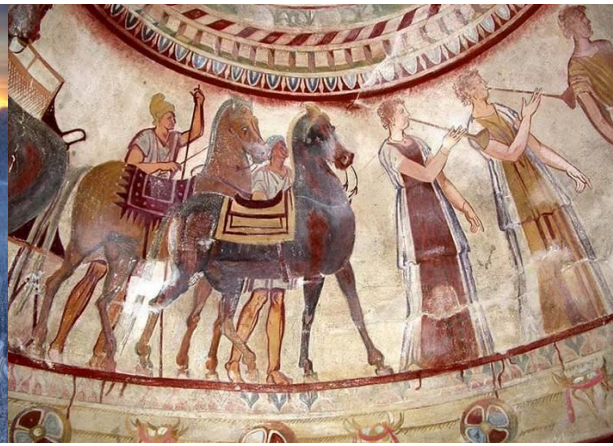


TOURISM IN BULGARIA SUMMER 2014



WHY BULGARIA?



- UNIQUE EXPERIENCES THROUGHOUT THE WHOLE YEAR
- UNIQUE COMBINATION OF SEASIDE, MOUNTAINS AND MINERAL WATER
- BREATHTAKING NATURE
- LONG LASTING TRADITION IN BALNEOLOGY AND SPA TOURISM
- ANCIENT HISTORY AND UNIQUE CULTURAL HERITAGE
- NINE CULTURAL SITES IN THE UNESCO LIST
- VIVID CUSTOMS AND FRIENDLY PEOPLE
- AFFORDABLE PRICES

NATIONAL TOURISM PRODUCT

- MARITIME TOURISM
- MAUNTAIN AND SKI TOURISM
- BALNEO, SPA AND WELLNES TOURISM
- CULTARAL AND RELIGIOUS TOURISM
- ECO AND RURAL TOURISM
- CONGRESSIONAL, EVENT AND FESTIVAL TOURISM
- SPORT AND ADVENTURAL TOURISM
- GOLF TOURISM
- WINE AND GOURMET TOURISM
- HUNTING TOURISM

INTEGRATED MARITIME POLICY

DIFFERENT SECTOR-BASED POLICY “BLUE GROWTH”

- **MARITIME AND COASTAL TOURISM – IMPORTANT TOURISM SECTOR**
- **EMPLOYING OVER 3.2 MILLION PEOPLE, THIS SECTOR GENERATES A TOTAL OF € 183 BILLION IN GROSS VALUE ADDED AND REPRESENTING OVER ONE THIRD OF THE MARITIME ECONOMY**
- **51% OF BED CAPACITY IN HOTELS ACROSS EUROPE IS CONCENTRATED IN REGIONS WITH A SEA BORDER**
- **AS PART OF EU`S BLUE GROWTH STRATEGY, THIS SECTOR HAS BEEN IDENTIFIED AS AN AREA WITH SPECIAL POTENCIAL TO FOSTER A SMART, SUSTAINABLE AND INCLUSIVE EUROPE**

INTEGRATED MARITIME POLICY

- ON 20 FEBRUARY 2014 THE EU COMMISSION ADOPTED A COMMUNICATION ON “A EUROPEAN STRATEGY FOR MORE GROWTH AND JOBS IN COASTAL AND MARITIME TOURISM”

- THE COMMISSION HAS IDENTIFIED 14 ACTIONS WHICH CAN HELP THE SECTOR GROW SUSTAINABLY

WHY DOES BULGARIA NEED INNOVATIONS IN MARITIME TOURISM?

- **Monostructural and ineffective development of Bulgarian tourism;**
- **Appearance of new needs and changes in customer`s philosophy;**
- **Need of alternative forms and methods for growth of the massive maritime tourism;**
- **Imposition of strategy for sustainable tourism on the Black Sea coast;**
- **Looking for resources to save the natural and social environment;**
- **Development of new effective economic and friendly environment forms of maritime tourism**

CRUISE TOURISM

- GLOBALLY CRUISE TOURISM IS A GROWING INDUSTRY WHERE DEMAND CONTINUES TO OUTSTRIP SUPPLY
- EUROPE WITH THE MEDITERRANEAN IS THE SECOND MOST ATTRACTIVE DESTINATION AFTER THE CAREBEAN
- 6,4 MILLION EUROPEAN RESIDENTS BOOKED CRUISES IN 2013, A 3.6% INCREASE OVER 2012, REPRESENTING 30% OF ALL CRUISE PASSENGERS WORLDWIDE

ECONOMIC IMPACT OF CRUISE TOURISM

CRUISE TOURISM HAS A SIGNIFICANT ECONOMIC IMPACT ON DESTINATIONS ECONOMIES WHICH MAY BE CLASSIFIED AS FOLLOWS:

- ON-SHORE EXPENDITURE BY PASSENGERS WHICH ARE CONCENTRATED IN SHORE EXCURSIONS AND RETAIL PURCHASES;

- ON-SHORE SPENDING BY CREW WHICH ARE CONCETRATED IN FOOD AND BEVERAGE, LOCAL TRANSPORT AND OTHER RETAIL PURCHASES;

- EXPENDITURE BY THE CRUISE LINES FOR PAYMENTS TO PORTS FOR PASSENGERS TAXES AND PORT SERVICES, AND PAYMENTS TO LOCAL BUSINESSES FOR SUPPLIES AND SERVICES, SUCH AS FOOD AND BEVEREAGES AND OTHER STORES.

CRUISE TOURISM IN BULGARIA – UNUSED POTENTIAL

BURGAS – 26 SHIPS; 41 678 PASSENGERS;

NESSEBER – 34 SHIPS; 15 211 PASSENGERS;

VARNA - 36 SHIPS; 20 995 PASSENGERS.

MARITIME ACTIVITIES FOR TOURISTS– GOOD PRACTICES

- YACHTING
- FISHING
- BLUE SCHOOLS
- PESCA TOURISM
- REGATTA
- SCUBA DIVING
- RIVER CRUISES

www.bulgariatravel.org

www.tourism.government.bg