



## Bulletin

# European Destinations of Excellence

**ONLINE NEWSLETTER FOR THE BULGARIAN EDEN DESTINATIONS LAUNCHED UNDER THE PROJECT "COMMUNICATION CAMPAIGN TO PROMOTE BULGARIAN EDEN DESTINATIONS - SECOND EDITION" IMPLEMENTED BY THE MINISTRY OF TOURISM IN AGREEMENT WITH THE EUROPEAN COMMISSION FOR GRANT AGREEMENT No. 699265 OF 18th JANUARY 2016.**

**(issue 4, June 2016)**

### **NEWS AND EVENTS RELATED TO THE PROJECT IMPLEMENTATION**

#### **The Ministry of Tourism has launched a children's painting contest titled "My EDEN destination in Bulgaria"**



On the occasion of the Children's Day, June 1, the Ministry of Tourism announced a children's painting contest titled "My EDEN destination in Bulgaria". The event is organized within the project "Communication Campaign to Promote Bulgarian EDEN Destinations – Second Edition", financed under the EU COSME 2014 – 2020 Programme.

The paintings should feature the children's view of the landmarks and attractions located in the territory of the featured EDEN destination – natural, cultural, historical sites, customs, events, festivals, etc.

The children's painting contest "My EDEN destination in Bulgaria" started on 2 June 2016 and will continue until 22 July 2016 inclusive. Children aged 7 to 14 may take part in it. The received paintings will be examined by a jury and the best paintings will be displayed on the advertising souvenirs to be created under the project (postcards and magnets), which will be spread across the country and abroad. Everyone who wants to participate in the contest may send their paintings by mail or courier to the following address: Sofia, 1, Saborna street, Ministry of Tourism.

The individual view of the small participants in the contest should depict places we do not notice in our everyday life, which could be recreated through the prism of a child's perception. This could further promote less known tourist destinations and non-traditional forms of tourism that could impress the visitors.

There are twelve EDEN destinations in Bulgaria (Silistra, Lukovit, Sandanski, Kyustendil, Belogradchik, Belitsa, Sapareva Bania, Kavarna, Vratsa, Strandzha, Kazanlak and Kardzhali), which promote alternative and ecological forms of tourism. They are associated with topics such as water tourism, protected territories and cultural heritage.

You can find the general conditions for participation in the children's contest "My EDEN destination in Bulgaria" [here](#), and the declaration that should be completed and sent together with the painting [here](#).

## Events in the EDEN destinations

### *Kavarna Rock Festival 2016*



In the period 2-3 July 2016, Kavarna Rock Festival 2016 will take place. It is organized by Loud Concerts and Kavarna Municipality. Two of the leading Bulgarian heavy-metal bands Odd Crew and Last Hope will join the metal fiesta this year. Two Romanian bands will also contribute for the high spirits of the fans - E-an-na and Tiarra.

The tickets for Kavarna Rock Fest 2016 are now on sale in the Eventim online ticket shop ([www.eventim.bg](http://www.eventim.bg)) and their partners throughout the country - Office 1 Superstore, OMV, Picadilly, Technomarket, Technopolis.



The price of a one-day ticket is 55 BGN and the price of a two-day ticket is 99 BGN - for both festival evenings.

The thunderous Odd Crew will rock the stage in the first evening. The young Romanian band E-an-na will open the festival on 2 July. Founded in 2014, its music combines classic folk metal with traditional Romanian elements and modern metal sound. This is why it attracts lots of heavy metal fans since the release of their first four singles and the number of fans is growing.



Other bands on the list for the first festival day: The-ri-ri-on, Varg and the unrivalled Axl Rudi Pell as headliner.

The emblematic Bulgarian hardcore band Last Hope, which this year turned 20 as a band, will heat the

mosh pit fans on 3 July. The audience will certainly hear its favourite pieces together with new ones from the album "Chain Reaction" released this spring. Currently the band is touring Europe.

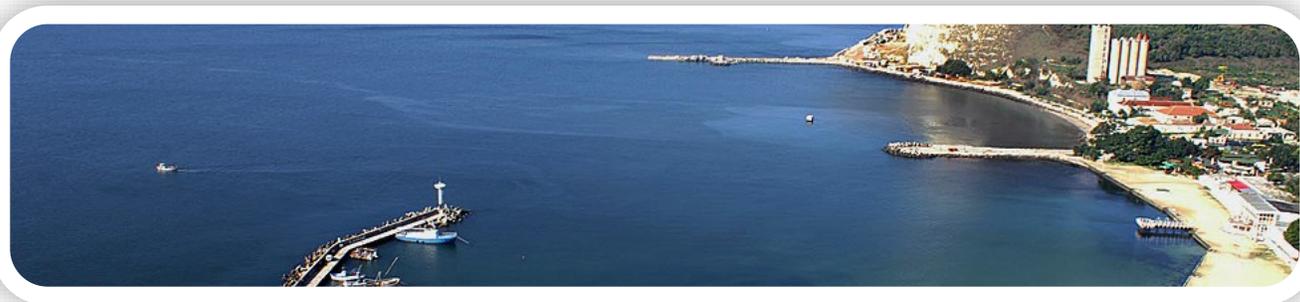
The opening of the second day in Kavarna is reserved for the Gothic metal band Tiarra. The Romanians have numerous concert appearances in domestic and foreign festivals. The band is composed of seven people playing different instruments, which makes a unique atmosphere of contrasts and interfusion between Gothic, doom, progressive, dark metal and classic rock.

Besides Last Hope and Tiarra, the Swedish band Soilwork and the Tunisian band Myrath will also play on 3 July, followed by the headliner Avantasia.

The charismatic Tobias Sammet will sing on stage with a constellation of famous names in the rock/metal industry: Bob Catley (Magnum), Michael Kiske (Unisonic, ex-Halloween), Eric Martin (frontman of Mr.Big), Ronny Atkins (Pretty Maids) and Jorn Lande (Ark, Beyond Twilight, Millenium etc.).

### **July Morning Festival (30 June - 1 July)**

The July Morning festival takes place on the first July morning at the Black Sea coast, where thousands of people gather to catch the sunrise. This year the festival started at 4:30 a.m. with the first bands' performances. The cult song "July Morning" was performed on the stage in the Ogancheto area with the first rays of the sun disc emerging low over the sea.



### **Presentation of the EDEN destinations**

*As usual, each edition of the newsletter presents one of the Bulgarian EDEN destinations. In this issue we introduce you to the EDEN destination of Kavarna.*



The picturesque Kavarna coastline spreads along 42 km and the total beach area is 74,000 sq.m. fragmented into small natural beaches, which contribute to a peaceful holiday at the end of the active summer season. A prerequisite for the rapid development of tourism on the territory of Kavarna is the well-developed infrastructure in the resorts areas Ikantalaka, Kavarna resort area and Rusalka.

Kavarna and the surrounding area offer great opportunities for ecotourism in all its forms – from a family vacation in the comfort of a traditional rural house in Bulgarevo, Kamen Bryag or Topola, to specialized tourism - observation and taking pictures of birds and plants, dolphins and other fish species in the coastal waters, getting acquainted with the rich cultural and historical heritage.



Observation and photographing of the flora and fauna - the rich variety of birds attracts tourists from all over the world and makes Kavarna one of the preferred locations in Bulgaria for the development of ornithological tourism (Ikantalaka area, Bolata area, the Valley of the Yellow-Hammers and Yaylata) together with the typical for the region steppe-like vegetation and the rare species listed in the Red Book of Bulgaria (Bolata area, Cape Kaliakra and the natural archeological reserve "Yaylata" (broad-leaf peony).

Kavarna is a destination acknowledged as a cultural center developing rich activity on a regional, national and global scale. Its traditional rock festivals attract various art people and a wide circle of Bulgarian and international audience. For a short time, Kavarna became the Rock Capital of the Balkans. Over 40 world famous musicians have been guest performers in the town, among whom Dio, Manowar, Deep Purple, Scorpions, Whitesnake, Accept, Nazareth, Saxon, Billy Idol, Twisted Sister, Aria, Lyube, Philip Kirkorov and many others, as well as a number of Bulgarian performers - B.T.R., Signal, Hipodil etc.

The major attractions in Kavarna are the rock concerts, jeep trips, bike tours, hiking, paintball, photo tourism, underwater sports, archery, sea kayaking.



More tourist information about the destination you can find at the following address: <http://bulgariatravel.org/bg/object/319/Kavarna>

#### **Contact information for the destination:**

##### **Kavarna Municipality, "Tourism and Economic Development" Department**

Kavarna 9650, 27, Dobrotitsa St.

tel.: +359 570 / 8 61 10

tel./fax: +359 570 / 8 31 81

e-mail: [imkavarna@abv.bg](mailto:imkavarna@abv.bg)

<http://www.kavarna.bg>

##### **Kavarna Historical Museum**

Kavarna, 1B, Chernomorska St.

tel.: +359 570 82150, museum curators: +359 570 82327

e-mail: [kavarna\\_museum@abv.bg](mailto:kavarna_museum@abv.bg)

[www.kavarnamuseum.org](http://www.kavarnamuseum.org)

#### **Recommended sites to visit in proximity of Kavarna**

##### **Yaylata area**

Yaylata was proclaimed an archaeological reserve in 1989. In the territory of the archaeological complex are located numerous monuments from different historical epochs between the 5th

millennium BC and the middle of the 19th century. You can see an entire "cave city" of 101 dwellings here, as well as three necropoleis (family tombs) dating back to the III-V century, carved in the rocks. In the northern part of Golyamata Yayla (The Big Yayla) there is a small early Byzantine fortress. There are four partially preserved towers and a gate-tower. There is also a sanctuary, several sacrificial stones, wineries etc. dating back to ancient times. Yaylata area is characterized by a varied landscape, which is one of the reasons for the significant biodiversity. A number of species have their only or rare habitats here in Primorska Dobrudzha region and 15 of them are listed in the Red Book. The area is 23 km away from Kavarna.



**For contacts:** phones: +359 570/82150 and +359 570/82327

Working time: 8.00 a.m. - 20.00 p.m. - in the active tourist season

More information:

[http://bulgariatravel.org/bg/object/422/Kamen\\_bryag](http://bulgariatravel.org/bg/object/422/Kamen_bryag)

<http://www.kavarna.bg/index.php?do=6&lang=bg>

<http://kamenbryag.info/yailata/>



### **Cape Kaliakra Archaeological Reserve**

The natural and archaeological reserve and museum is 14 km away from Kavarna. Surrounded by vertical crimson rocks, Cape Kaliakra cuts into the sea with a two-kilometer long wedge and closes a huge horseshoe-shaped bay. Kaliakra Reserve occupies an area of 687,5 decares and includes wild steppes and impressive coastal rocks up to 70 m high. The vegetation is presented by more than 400 species. 47 of them are rare, endangered or endemic. The Kaliakra cornflower may not be seen anywhere else in the world. The area is abundant in fern-leaf peony and rue. Kaliakra is one of the few places in Europe where the rosy starling, the black-eared wheatear, the stone curlew, the isabelline wheatear, the Aristotle's cormorant and the Alpine swift make nests.

More information: <http://bulgariatravel.org/bg/object/35/Kaliakra>

**For contacts:** phones: +359 570/82150 and +359 570/82327

Working time: 8.00 a.m. - 20.00 p.m. - in the active tourist season

### **Bolata wetland area**

To the north of Kaliakra is located Bolata wetland area. Rare and interesting waterfowl, such as the little bittern, the little grebe and ducks make their nests here. The area is unbelievably impressive in spring when more than 150 species of feathery birds stop here for rest and food. The rocks provide shelter to the white-tailed hawk, the owl and some endangered reptiles, included in the Red Book of Bulgaria.



**More information:** <http://www.kavarna.bg/index.php?do=6&lang=bg>

### **Town Historical Museum - Kavarna**

The museum displays the exhibition "Kavarna from the First Bulgarian Kingdom to the accession of South Dobrudzha to Bulgaria in 1940".

**For contacts:** Kavarna 1B, Chernomorska St., tel.: +359 570/82150 ; +359 570/82327;

e-mail: [imkavarna@abv.bg](mailto:imkavarna@abv.bg)

More information: <http://www.kavarnamuseum.org/>

Working time: 08.00-12.00 / 13.00-17.00

### **The Ethnographic House**

The ethnographic complex in the town of Kavarna was opened for visitors in 1984. It is situated in an old Kavarna house, which was restored and converted into a museum. The interior displays the lifestyle of an average wealthy Kavarna family from the end of the 19<sup>th</sup> century. The exhibition reflects the characteristic features of the main ethnographic groups of the population in this part of Bulgaria: from Dobrudzha, from Kotlentsi and the Gagauz people.



**For contacts:** Kavarna, 16, Sava Ganchev St., tel.: +359 570 85017

Working time:

In the active tourist season - from 1 April to 15 October

7 days a week from 8.00 to 18.00

In the winter season - from 15 October to 31 March

Monday to Friday - from 8.00 to 12.00 and from 13.00 to 17.00

More information: <http://kavarna.bg/index.php?do=39&id=147&lang=bg>

### **"Ongal" Tourist Attraction**

The stories recreate the history of the Bulgarian for a period of 7500 years. An electronic narrator leads the visitors through the halls, where the lights consecutively illuminate the pictures that illustrate the relevant stories told, so that the visitors' attention stays fully focused. Separate attention is paid to the Black Sea deluge and the most ancient civilization in the world, the Thracians, the Bulgarian people and the Bulgarian states. Stories of glory and decline, of grandeur and hardship follow one another and make the time pass unnoticeably. The stories are translated into 7 languages.

There is a bar for the visitors to refresh and an opportunity to make their own pictures in armours and with weapons from the past.

What is "Ongal"?

This is the name of the first wooden fortification built by Khan Asparuh in the year 680, when Old Great Bulgaria expanded to the south of the Danube river.

For contacts: municipality of Kavarna, village of Balgarovo, 8, Dvadeset i vtora St.

Working time: 11.00 a.m. - 18.00 p.m.

You want to visit the ONGAL at other times, you can call +3598 88914116

More information: <http://www.kavarna.bg/index.php?do=34&id=3056&lang=bg>



*This material has been created under the project "Communication Campaign to Promote Bulgarian EDEN Destinations – Second Edition", grant agreement No. 699265 of 18.01.2016, implemented with the financial support of the program COSME (2014-2020) of the European Union. The content of this material only reflects the viewpoints of the Ministry of Interior and is within its full responsibility; it should not be considered that this document reflects the official opinion of the European Commission and/or the Executive Agency for Small and Medium-Sized Enterprises or another EU authority. The European Commission and the Agency do not bear responsibility for the benefit from the information provided herein.*