



## MINISTRY OF TOURISM



## PROJECT

### **Communication campaign to promote EDEN destinations in Bulgaria – Third Edition financed by EU COSME Programme**

**Beneficiary:** Ministry of Tourism

**Project value:** 55 897 euro

**Duration:** 18 months

**Overall objective:** Promotion of Bulgarian EDEN destinations at national level and chosen foreign tourist markets, as well as raising awareness and understanding of EDEN initiative and the principles of sustainable development.



*Grant Agreement number GRO/SME/17/C/095 European destinations of Excellence (EDEN) – Promotion 2017 – BG EDEN Campaign III (Bulgaria)*





## Specific objectives:

- \* Raising awareness and recognition of the Bulgarian EDEN destinations by integrating their promotion in the overall marketing strategy of Bulgaria as a tourist destination. Increasing recognition of the diversity, uniqueness and quality of each EDEN destination in Bulgaria;
- \* Involvement of domestic and foreign key marketing travel enablers in promotional activities to raise tourists' awareness, attitude and purchase intentions towards the Bulgarian EDEN destinations;
- \* To create and maintain new and up-to-date promotional content for the Bulgaria EDEN destinations.

## Target group/audience:

- \* Local and regional administrations, non-governmental organizations (NGO's) and other stakeholders, which have taken part in previous EDEN projects of Bulgaria;
- \* Experts and stakeholders in the tourism sector, aiming at fully unveiling the potential of the tourism destinations of excellence and the development of tourism services according to the principles of sustainable development;
- \* Key travel enablers at local, regional, national and international level (specialized, media representatives, bloggers, tour-operators and travel agents);





## **Beneficiaries:**

### *Direct:*

- \* Ministry of Tourism;
- \* Local and regional administrations, national nature parks, non-governmental organizations, and other stakeholders, participated in previous EDEN projects;
- \* Municipal and regional administrations of the EDEN destinations;
- \* Tourism information centers of the EDEN destinations.

### *Indirect:*

- \* Local private businesses within the EDEN destinations, providing services in the tourism sector;
- \* Bulgarian tour-operators and travel agencies, as well as such from other European countries;
- \* Tourism, ecologic, cultural and other non-governmental organizations from Bulgaria, interested in the EDEN initiative and sustainable tourism;
- \* Local communities within the territories of the EDEN destinations;
- \* European citizens traveling with the purpose of tourism looking for emerging and unknown destinations for relaxation and opportunities for alternative and ecological tourism in Bulgaria, Romania and Germany.





## Key activities:

Activity 1	Participation in domestic and international exhibitions - Vacation & SPA Expo, Sofia (February 2019); Weekend Tourism, Ruse (May 2019); CMT, Stuttgart, Germany (January 2019); TTR, Bucharest, Romania (February 2019)
Activity 2	Organization of familiarization trips for travel enablers from Bulgaria, Romania and Germany
Activity 3	Development and maintenance of EDEN website
Activity 4	Development of promotional materials – promotional image brochure, promotional videos, postcards and magnets with children’s paintings; web-based promotional leaflet
Activity 5	Promotion of BG EDEN Destinations in classic and social media
Activity 6	Showcasing EDEN destinations in the web-based and mobile device channels of relevant media operators





## **Expected results:**

- Presenting the Bulgarian EDEN destinations at selected tourism fairs, organized in Bulgaria and international tourism fairs abroad;
- Organized and conducted familiarization trips for the key marketing travel enablers.
- Promotional video for each of the five recently selected in 2017 Cultural tourism completion EDEN destinations and 1 image video presenting all Bulgarian EDEN destinations plus DVDs with promotional videos;
- Design and printing of Postcards and Magnets with children's drawings, collected through a Facebook online game for children's drawings on the theme "My EDEN destination in Bulgaria";





## Expected results(2):

- Upgraded version of the image brochure of Bulgarian EDEN destinations, digitalization of the brochure;
- Promotion of the Bulgarian EDEN destinations in online media, using all official online communication channels.
- Upgrade and maintenance of the available web-site of Bulgarian EDEN destinations [www.edenbulgaria.eu](http://www.edenbulgaria.eu)
- Online Bulletin of the Bulgarian EDEN destinations in 2 language versions (BG and ENG).

*\* EDEN is an acronym for **E**uropean **D**estinations of **E**xcelle**N**ce (the best European destinations) and it is an initiative popularizing the models of sustainable development of tourism throughout the European Union.*



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