



## ***Sylvester Stallone, Jason Statham, Antonio Banderas and Adrien Brody are some of the headliners featured in the new promotional clip for Bulgaria***

11 October 2015

### **"Bulgaria is the place to be!"**

says Sylvester Stallone in the country's new promotional video. He and five other world celebrities are the headliners in the clip who does not only promote our country but also showcases their own personal attitude to Bulgaria as a must-see and experience place. These celebrities willingly used their popularity to tell the world about their experience of Bulgaria and to invite fans to come and visit. The video was officially presented by the Minister of Tourism Nikolina Angelkova. It has two versions - the 2-minute one promotes the cinema industry and the ample available possibilities for film producers while the 30-second clip is targeted at the wider public and promotes the country in general.

*The actors Salma Hayek, Antonio Banderas, Sylvester Stallone, Jason Statham, Adrien*



**Minister Angelkova and Yariv Lerner**

*Brody, Shohreh Aghdashloo as well as director Tom Kirk and producers Alan Seigel and Les Weldon are all featured in the short promotional film.*

"We've been working on this video for about 10 months and I can safely say that this is one of the best examples of a public-private partnership. The video has been produced by Nu Boyana Film Studios which provided the footage for the promotional clip. No state funds have been invested in it. "This clip showcases a change in the way we want our country

to be perceived and promoted abroad", stressed Minister Angelkova.. The Minister and the CEO of the film studios Yariv Lerner signed a partnership agreement which arranges the transference of the full copyrights for the video to the Ministry of Tourism so that it could be used pro bono for the promotion of the country as a tourist destination.

"The video also highlights the close connection between the tourism and the cinema industries which would hopefully attract an even greater interest in

Bulgaria", noted Nikolina Angelkova. She explained that facts are quite telling – tourists in England have swelled by 50% after the screening of the *Harry Potter* sequence. Thailand has experienced an increase of youth tourists by about 22% after the release of *The Beach* with Leonardo DiCaprio while Croatia has turned into a cinema destination after the shooting of six consecutive seasons of *Game of Thrones*. "The cinema industry can help us overcome the seasonality of tourism", added the Minister of Tourism.

Yariv Lerner highlighted the importance of capitalizing on the fact that so many world film celebs choose Bulgaria for the location for their movies. He explained that this puts the country in the center of the world's

attention and increases its popularity as a tourist destination. He also noted that the cinema industry brings a great deal of indirect benefits to the state, including an increased number of hotel and restaurant guests, new job openings etc.

"This is one of the reasons to set up a work group together with the Ministry of Economy which will create and develop stimuli for the development of the cinema industry", added Minister Angelkova. She explained that together with all communication channels such as the Internet, TV, international tourist exhibits and others, the new video will also be broadcast during the special screenings in Los Angeles, USA of the Bulgarian Oscar nomination for a foreign language film "The Judgement" ("Sadilishteto"). This will not only help further promote the Bulgarian Oscar nominee

but it will also present to the world film elite the great opportunities for the cinema industry that Bulgaria has to offer.

The promotional video is available on the Ministry's website:

30-second clip: <http://www.tourism.government.bg/bg/kategorii/videogaleriya/bulgariya-e-myastoto>

2-minute version: <http://www.tourism.government.bg/bg/kategorii/videogaleriya/bulgariya-e-myastoto>



## ***Bulgaria was featured with a variety of tourist products at the "International French Travel Market Top Resa 2015"***

01 October 2015

Bulgaria was featured with a stand at the international tourist exhibition "International French Travel Market Top Resa 2015" (IFTM). The stand was organized by the Ministry of Tourism and its area was 60 m<sup>2</sup>. Bulgaria has thus ticked off its 11<sup>th</sup> participation at the exhibit. The fair took place from 29<sup>th</sup> September till 2<sup>nd</sup> October in Paris. The opening of the expo was attended by His Excellency the Bulgarian Ambassador in France Angel Cholakov.

Along with promotional materials for cultural, eco-, religious, winter and summer tourism and overall image advertising, Bulgaria's stand also offered daily animation and tasting of traditional Bulgarian wines. This year's participants included the municipalities of Nessebar, Byala and Dolni Chiflik. These municipalities showcased a joint project for an innovative marketing approach in the development of regional tourist products under the Operational Pro-

gram "Regional Development". Tour operators and hoteliers were also featured at the Bulgarian stand.

France is one of the Bulgaria's generating markets. For the 2015 summer season alone over 81 000 French tourists have visited the country. At the Top Resa 2015 package services for tourists aged 55+ have attracted



***Bulgarian stand at the -  
"International French Travel  
Market Top Resa 2015"***

the most interest as well as possibilities for cultural, spa and adventure tourism in Bulgaria. Many French Tour operators see Bulgaria as a good place for summer tourism and as a suitable alternative to some traditional French tourist destinations.

Top Resa is one of the most significant events for the tourism industry in Paris and is among the largest exhibitions for professionals in Europe. The topic of the 37th edition of IFTM was the use of innovation and new business approaches in the tourism sector. The participants this year exceeded 1500 with more

than 40 different activities scheduled during the fair including conferences, round tables, workshops and training sessions.



## ***Minister Angelkova: 3300 sites are featured in the first ever online Register of the Tourist Attractions***

08 September 2015

***The online register for Tourist Attractions has reached half a million unique views for a month***

The first ever Online Register for Tourist Attractions in Bulgaria has been created and it highlights 3300 sites throughout the country, announced the Minister of Tourism Nikolina Angelkova. She stressed that all the information included in the Register has been submitted by separate municipalities and is subject to change as the data will be constantly updated.

The Register includes tourist attractions from all over the country, 1800 of them are state or public property and 930 have unspecified ownership. „There is still plenty to do in that respect and especially when it come to the unspecified ownership status of some of the sites”, Minister Angelkova added. This will be a stimulus for the municipalities to apply for EU funding under various operational programmes for the development of tourism infrastructure. Under priority Axis number 6 of Operational Programme “Regions for Growth” 2014-2020 municipalities can benefit of 100 million euro for tourist sites and cultural and natural heritage.

"During the trial period the



***Minister Angelkova at the official presentation of the Online Register for Tourist Attractions***

Register will connect four municipalities and the 100 National Tourist Sites with Google, TripAdvisor and Wikipedia so that the users can quickly find any additional information about the attractions," said Minister Angelkova. There is also a link to the Register of Accommodation Places so that people could easily obtain information on the possibilities for accommodation within the municipality where the tourist attraction of their interest is located. The register will have several versions in foreign languages, though the headline foreign version will be the English one.

The new online platform is based on cloud technology which is already used by a number of ministries and 230 municipalities. All data is included in the National

Register of Tourist Attractions and will be updated regularly. Municipality members will attend a training seminar for working with the Register so that they could learn how to operate and upgrade it themselves.

## ***Minister Angelkova opened the first Festival of the Bulgarian Yoghurt in Momchilovtsi***

10 September 2015

Minister Nikolina Angelkova opened the first Festival of the Bulgarian Yoghurt "Traditions of the Rodopi Region". The ceremony was attended by a delegation of thirty-seven members of the organizer of the event, the Chinese company "Bright Dairy", headed by the company's CEO Dong Qin.

**"This festival is a great opportunity to showcase our assets to the world"**

"This festival is a great opportunity to showcase our assets to the world. And yoghurt is one of the unique Bulgarian products that we pride ourselves on", said Minister Angelkova. "Our goal is to foster the development of tourist products that we promote through the newly adopted concept for the country's regional division" she added.

The Chinese product impressed all the participants and the guests at the festival. Minister Angelkova noted that she plans to meet with the chair of the China National Tourism Administration (CNTA) and she will surely inform him about the successful Bulgarian-Chinese relationship in Momchilovtsi. "We already have signed an agreement for cooperation with China and similar initiatives can help increase the tourist flow in the future", said Minister Angelkova. The Momchilovtsi municipality has created eco routes with



*Minister Angelkova and the official members of the festival*

signs in Chinese. This has proved to be a success as during the summer more than 350 Chinese tourist visited the region which is twice the number compared to last year.

The Chinese company Bright Dairy has reported revenues of 200 million Chinese Yuan per year from the production of yoghurt named after the Bulgarian village of Momchilovtsi. The company is actively engaged in the promotion of our country as a tourist destination and is highly interested in any opportunities for investment in Bulgaria.



*During the festival the trail of longevity was opened*

## ***Minister Angelkova opened an exhibition at the World Tourism Day***

27 September 2015



***Minister Angelkova opened an exhibition at the World Tourism Day***

More than a million tourists are expected to see the exhibition "Bulgaria: An Attractive Tourist Destination". The exposition was opened by Minister Angelkova at Sofia Airport at the World Tourism Day.

"This year the exhibit's motto is 'Billion tourists, billion opportunities'. And the statement is based on real-life facts. Over a billion tourists travel around the world and 52% of them choose Europe as their final destination. Bulgaria can and should take advantage of this tourist flow", said Minister Angelkova. According to her we should have an active and continuous position in synch with that of WTO. "The fact that at this year's

General Assembly of the World Tourism Organization in Colombia Bulgaria was elected vice-president is a yet another opportunity to make our voice heard. Also, during the Assembly we received support from Russia and China to organize the first International conference on ancient civilizations" Tourism Minister said.

Minister Angelkova congratulated all involved in the tourism sector for the hard work on advertising Bulgaria as a tourist destination.

The World Tourism Day has been celebrated since 1980 and the exhibit "Bulgaria: An Attractive Tourist Destination" was initiated in order to celebrate it. The exhibition featured 30 photos by 23 different photographers from all around Bulgaria. The best five of them were awarded special prizes.



***The winners were awarded special prizes***



## **Minister Nikolina Angelkova opened the biggest Bulgarian-Indian Golf Tournament "Meeting of the Champions with Shiv Kapur"**

01 September 2015



**Minister Angelkova and Shiv Kapur (on the left) at the opening of the golf tournament**

Minister Nikolina Angelkova took part in the opening of the biggest Bulgarian-Indian Golf Tournament "Meeting of the Champions with Shiv Kapur". The official opening was attended by H.E. the Ambassador of India in Bulgaria Rajesh Kumar Sachdeva, the governor of Dobrich Margarita Novoselska, the Vice President of the Bulgarian Golf Association Georgi Chuklev and others.

"Such initiatives attract international attention to Bulgaria. They bring together business representatives, tour operators, airline representatives and are a great opportunity for the promotion and recognition of our country as a golf destination" said Minister Angelkova during the official opening. She stated that golf

tourism as well as other specialized types of tourism such as cultural and historical, wine, gourmet, etc. can promote our country as a year-round tourist destination.

Nikolina Angelkova also added that India is a very large and promising market and is part of the Ministry's long-term marketing strategy. "I hope that in five years' time we will be able to establish ourselves on the Indian market. The fact that in recent months some of the biggest movie stars of Bollywood came to Bulgaria and today we find ourselves among some of the best Indian professional golfers is indicative of the Indian interest in our country," said Minister Angelkova. She also stated that Bollywood celebrities Shahrukh Khan, Kajol and Ajay Devgan have not only appreciated the assets of our

country, but have also become Bulgaria's friends and informal ambassadors.

The tournament's guest of honour Shiv Kapur, dubbed also one of India's best professional golfers, said he was pleased to visit the country and would love to promote Bulgaria to his compatriots. "Your country has a lot of potential. Bulgarian golf courses are world-class. I'll come back to train here for other big tournaments," he added.

"Each year 20 million Indians travel abroad and estimates are that by 2020 this number will reach 50 million people. In fact, we are one of the fastest growing tourist markets, and Bulgaria has real chances to increase significantly the number of Indian tourists," said Ambassador Sachdeva. According to him the visit of some of the greatest Bollywood stars in Bulgaria is a good way to promote Bulgaria in the Indian market.

He also mentioned that the premiere of the Bollywood production filmed in Bansko set a record of 50 million US dollars revenue in just 10 days.