

**News Bulletin**

**Minister Angelkova inspected the level of readiness for the new summer season**

Bulgaria is in the top 5 most desired destinations by the Russian tourists, according to a survey among local tour operators. This was announced on **26<sup>th</sup> April** in Burgas by the minister of tourism Nikolina Angelkova. She had a meeting with the regional governor of Burgas Valcho Cholakov, representatives of the supervising authorities, the local administration and the tourism industry on the measures taken for the new summer season.

"In the past several days I personally visited all Black Sea municipalities to

inspect their readiness for the summer season. Everywhere there are optimistic expectations, and now it is important for the state and the industry to take the necessary measures to meet the expectations of tourists", Nikolina Angelkova stressed. She stated that it was agreed with the Ministry of Health and the Ministry of Interior to temporarily relocate their employees to take part in mixed inspection teams to exercise 24-hour control on noise. The initiative was launched in Golden Sands where the sector provided the necessary facilities. "I talked to the mayor of Obzor Hristo Yanev where a similar team will be situated. Given the importance of Sunny Beach and the great number of tourists in it, we will use best efforts to also have such on-the-spot supervision here", minister Angelkova said. She emphasized that this could be done in other settlements as well, in cooperation with the industry and local authorities.



The Minister held a working meeting with representatives of the control and local authorities of the Burgas municipality to inspect the readiness for the upcoming summer season



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"15 procedures are already underway for renting out unguarded beaches and every week we announce new ones. We have talked to the regional governors and mayors so as to avoid having beaches without lifeguard, medical and cleaning services", Nikolina Angelkova added. This year about 90 beaches are announced to be unguarded and the Ministry of Tourism plans to conduct a procedure for renting out 40 of them. Simultaneously, regional governors have already started actions to ensure lifeguards and prepare the necessary plans.

In the framework of the meeting, the representatives of supervisory authorities presented the measures taken. The Commission for Consumer Protection plans to open reception rooms on the spot in the resorts. The Ministry of Interior will provide 580 supervision employees in the region for the high summer



season. This year the number of relocated policemen from inland will be increased by 180 and the bulk of police resources will be concentrated in Nessebar municipality.

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Work is being done to set up mixed patrols along the South Black Sea coast with Romanian and Czech policemen. The Regional Health Inspectorate emphasized that hoteliers were required to place information boards to inform tourists where they can get nearest medical care. The Bulgarian Food Safety Agency reported that they had carried out 3730 inspections in the last summer season and had drawn up 69 penalty acts. Based on their information, the data reveals that violations have declined, which confirms the enhanced quality of the tourist product. In the upcoming season special attention is paid again to the all-inclusive service and the quality of food in it. The National Revenue Agency, the Customs Agency and the Automobile Administration envisage tighter supervision measures. The Border Police and Maritime Administration are ready to handle the expected cruise ships, as it became clear during the meeting.

In the last two days minister Angelkova had meetings on the spot in Pomorie, Sozopol, Primorsko, Tsarevo, Nessebar, and Burgas to inspect the readiness for the new summer season on the South Black Sea coast. The previous week similar discussions were held in Golden Sands, Albena, Kavarna, Shabla and Varna.

## Supervisory authorities will monitor non-stop the noise level in Golden Sands in the high season

Minister Angelkova inspected the readiness for the new summer season of the North Black Sea area **on the 22<sup>nd</sup> April**.



An inspection team will be situated in Golden Sands to monitor non-stop the noise level in the resort in the high summer season. It will include representatives of the Ministry of Interior, the Regional Health Inspectorate, the municipality and the regional administration. The establishment of such team was requested by local hoteliers who will provide a suitable office. This was announced today in Varna by the minister of tourism Nikolina Angelkova at a joint briefing with the regional governor Stoyan Pasev. Since yesterday she has been on a working visit to Var-

na and Dobrich regions to inspect the readiness for a problem-free Summer 2016.

Today a discussion was held in Varna with all supervisory bodies who declared that all the necessary measures had been taken for a problem-free season. During the discussion it became clear that the Commission for Consumer Protection will open reception rooms in the big resort zones. The Ministry of Interior is working on the setting up of patrols of policemen from major tourist markets. All measures have been taken by the Bulgarian Food Safety Agency and other supervisory authorities.

Nikolina Angelkova pointed out that the most important thing was to ensure the quality of tourist services and called on the industry to work even more precisely in order to prevent dissatisfied guests. "High-category hotels along the Black Sea coast are already full and we expect to have a successful summer season", minister Angelkova said and expressed her belief that the season could be extended with joint efforts, given the great interest expressed by a number of important tourist markets for the country.

For Easter about 100 thousand Romanian tourists are expected to visit Bulgaria, it became clear from the statement of the minister. The Ministry of Tourism works in close coordination with Varna Regional Administration to inform the people about the overhaul of the Asparuhov Bridge and detours. The local and regional administrations have designed information leaflets with maps to be circulated among Romanian citizens. "We have informed the Romanian tour operators about the situation and will continue to monitor it during the holidays", minister Angelkova said.

In response to a journalist question minister Angelkova stated that the first procedures for award on lease of seaside beaches which do not have managers had started. Regional governors have yet one month to organize lifeguard and medical services for the strips which will not have a concessioner or a lessee. "The procedures are going according to schedule and measures are taken that no beach should remain unguarded", minister Angelkova emphasized.

Present at today's meeting were also the mayor of Varna Ivan Portnih, mayors from the region, representatives of supervisory authorities, the tourism industry, concessioners, etc.

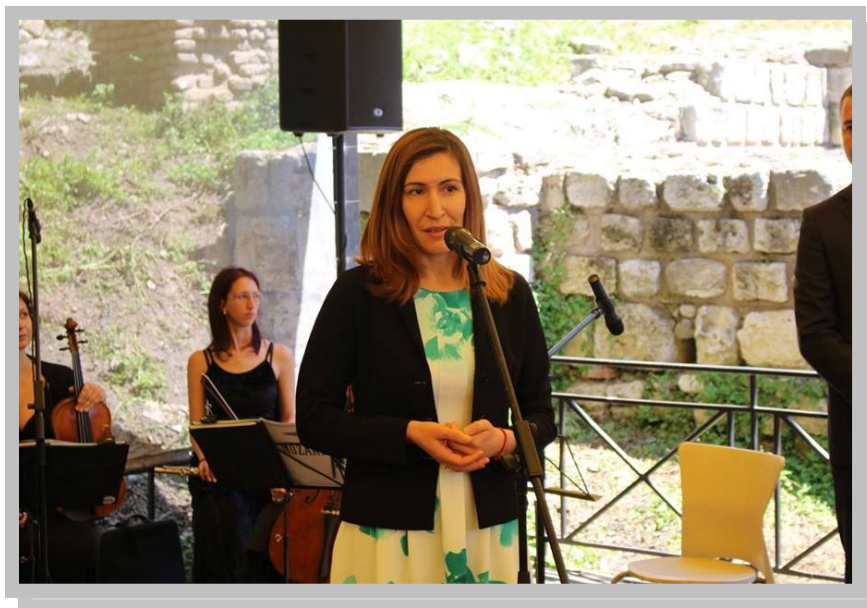
## Minister Angelkova opened summer season 2016 in

### Varna

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## Minister Angelkova: We are creating an online register of festivals in Bulgaria

The Ministry of Tourism is working on the development of an online register which is to gather information about all festivals and other similar events that generate tourist interest. The platform is intended to be accessed online via the website of the ministry, the minister of tourism said. This was announced by the minister of tourism Nikolina Angelkova at a meeting with the tourism industry and the local administration of Haskovo region on **18<sup>th</sup> April**. In the discussion participated the deputy Evgenia Angelova, the mayor of Haskovo municipality Dobri Belivanov, the mayor of Dimitrovgrad municipality Ivo Dimov, the regional governor Stanislav Dechev, etc.

“The results indicate that there is an ever increasing interest in the online register of the attractions which we developed last year. This motivates us to upgrade it by developing a register of all festivals and other events that prompt tourist interest”, said Nikolina Angelkova. In her words, the aim is to support municipalities in promoting nationally and internationally the events organized by them while ensuring better planning of their implementation. “At present this information is available but is scattered among several institutions and it is important to consolidate it and make it accessible to everyone”, minister Angelkova stressed.



Minister Angelkova, the mayor of Burgas Dimitar Nikolov and foreign mission diplomats during the opening of the International Food Festival

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Haskovo region can develop many and diverse forms of tourism, the participants in the discussion pointed out. Among the main attractions in the region are the statue of St. Virgin Mary with the Infant in Haskovo, which is the largest in the world and is entered in the Guinness records, the church in Uzundjovo village, the Aleksandrovo tomb etc. “In order to support the promotion of all that wealth, one of the cultural-historical destinations we developed – “The Magic of East Rodopes” – is concentrated here”, Nikolina Angelkova stressed. At present interactive maps are being developed and one of them will cover the region which will help better present the sites to the tourists. During the discussions it also became clear that there is an ever higher growth of sport and congress tourism in Haskovo municipality. The number of overnight stays in the region over the recent years has doubled and in 2015 they numbered over 92 thousand. The persons staying overnight are about 57 thousand and income from overnight stays alone is over 3.5 million leva.

## Bulgaria hosts the international wine competition

### Concours Mondial de Bruxelles 2016

The advisor to the minister of tourism Zhivko Tabakov took part in the official ceremony for the opening of the twenty-third edition of the most prestigious international wine competition Concours Mondial de Bruxelles 2016. The event was held on **29<sup>th</sup> April** in Pavilion 6 of the International Fair in Plovdiv and will continue for a period of three days. He read a welcome address on behalf of the minister of tourism Nikolina Angelkova, expressing hope that the hosting of such a competition will contribute to Bulgaria and the region becoming even more desired tourist destinations.

The competition is held for the first time in Bulgaria with 8750 samples of wines from 51 countries. A record number of Bulgarian wines will participate in the contest. The international jury will taste over 260



wines of native producers. Based on the last year organizers' data, the Bulgarian samples numbered 80 and 42 % of them won gold and silver prizes, marking a kind of a record for the Bulgarian wine industry.

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320 leading journalists, sommeliers, wine merchants and oenologists from 52 countries are included in the tasting commissions of the world competition. 40 of these were Bulgarian tasters. All they will also be able to see the tourist attractions in the region and meet the ancient history of the most alive city in Europe – Plovdiv.

The 23<sup>rd</sup> edition of the world famous wine competition was organized by Probegex in cooperation with Plovdiv Municipality, the Ministry of Tourism, the Ministry of Agriculture and Food and the National Vine and Wine Chamber.



## Bulgaria received world prize for advertising in tourism at the 17th WorldMediaFestival

At an official ceremony in Hamburg, Germany, at the **17th WorldMediaFestival Tourism**, Bulgaria was

awarded a silver prize in the Film category for the two image TV clips of the campaign “Hidden Before Your Eyes”. The campaign aimed to promote domestic tourist trips in the country and was held between January and August 2015. The campaign was commissioned by the Ministry of Tourism. On the day of the ceremony, a screening of all finalists was organized in Savoy Filmtheater in Hamburg and the prize was presented at a glamorous evening ceremony.



WorldMediaFestival – TOURISM is one of the biggest and most prestigious festivals for tourism advertising in the world and countries from all over the world take part in it. The distinction for Bulgaria brings high prestige because it is won in competition with 50 countries in the world – all leaders in tourism marketing – such as the USA, France, Germany, Malaysia, Great Britain, Australia, Spain, Turkey and many others. In addition, over 700 projects from all over the world were sold this year at the competition. In the last year’s festival the tourism commercials of Switzerland, Malaysia and Canada were awarded. This year Bulgaria took part in the WorldMediaFestival/Tourism for the first time.

The awarded commercials in the Film category are produced by the most talented and awarded Bulgarian film and TV artists. The campaign is the work of reforma agency. The clips were shot by cameramen Alexander Stanishiev and Dimitar Nedelchev and directors are Edi Schwarz and Zoran Petrovski. The creative idea belongs to Yordan Petkov.

The campaign “Hidden Before Your Eyes” was held in the period January – August 2015 and aimed to promote trips inside the country. The project promoted the 50 least popular sites in Bulgaria and was financed under Operational Programme “Regional Development 2007 – 2013”. This is one of the most impressive outcomes of the tourism advertising in the country for the last decade.

The WorldMediaFestival was established in 2000 and is one of the biggest fora in this field in the world and the only one of that kind in Europe. The WorldMediaFestival | TOURISM is a competition which aims to award quality and modern approach in tourism advertising in different commercial categories (films, TV, web, print). The prizes were presented at an official ceremony on 11 May 2016 in Hamburg, Germany.

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