DESTINATION BULGARIA

K&P Ltd. ADVERTISING

Fraport Bulgaria

Bulgaria Air National Carrier www.air.bg

destinationbulgaria.bg

HOTEL
Hissar
SPA COMPLEX
www.hotelhissar.com

This is Bulgaria!

BULGARIA
MINISTRY OF TOURISM
visitBulgaria.com

Bulgaria offers much more than the world knows

Ilin Dimitrov, Ph.D.
Minister of Tourism of the Republic of Bulgaria

Minister, why Bulgaria?

Bulgaria possesses extraordinary opportunities for tourism. Our natural beauty, thousand-year history, mineral waters, and hospitality are a wealth that we must turn into sustainable development, high-quality services, and expanded opportunities for both people and businesses.

I am convinced that we can achieve so much more. This requires a consistent policy based on real data, clear priorities and open dialogue with businesses and local municipalities. Tourism thrives on a long-term vision, not short-term fixes.

We are already working toward better transport connectivity, a stronger international presence, and strategic partnerships. Our cooperation with TUI demonstrates Bulgaria's potential to attract more visitors, extend the tourist season, and generate sustainable benefits for our regions.

Our goal is for Bulgaria to be recognized as a year-round destination. Alongside sea and winter tourism, we hold immense potential in cultural, balneo and SPA, wine, culinary, and adventure tourism. Our diversity is a strength that we must showcase in a modern and compelling manner.

At the heart of everything are the people. The quality of the overall tourist experience depends on their professionalism and attitude. That is why we are fostering closer ties between education and business, working to establish Bulgaria as a center for international knowledge exchange in tourism.

Success requires a joint effort. The state must create favorable conditions, businesses must invest in quality, and local communities must develop their destinations. Our objective is for Bulgaria to be preferred not only for its natural assets, but also for its safety, diversity, and hospitality.

What needs to change for Bulgaria to secure a stronger position on the international tourism market?

We must stop relying on the idea that our favourable natural assets are enough. Tourists today have an overwhelming number of choices and we need to give them compelling reasons to choose us for their next trip. That is why we are changing our approach to tourism management and advertising. Decisions must be data-driven and results should be measured not only by the number of visitors, but also by their satisfaction and the overall economic impact.

Bulgaria has officially submitted its candidacy for a new term on the Executive Council of the United Nations World Tourism Organization. What does this mean for our country?

This is an opportunity for Bulgaria not only to participate, but to actively contribute to the decisions shaping the future of global tourism. Our candidacy for the 2027–2031 period is backed by concrete priorities in sustainable tourism, investments, innovations, and regional development. We have the ambition to expand international partnerships, exchange expertise and establish Bulgaria as an active and recognized player on the global tourism map. For us, an international presence is not just a matter of prestige, but an opportunity for tangible benefits for Bulgarian tourism.

What does the partnership with TUI show about the interest in Bulgaria?

It shows that our country has serious potential that international business recognizes. We signed a three-year memorandum with the goal of reaching 400,000 tourists per year arriving through TUI by 2030. We are working toward increasing flights, engaging in joint marketing, and extending the tourist season. Naming an aircraft "VARNA" was a symbolic gesture, but more importantly, behind it lies a concrete commitment to development.

Can Bulgaria break out of the framework of the traditional summer vacation?

Not only can it, but it must. We have resorts that are well-recognized on the European market, yet a large part of the country remains insufficiently known. Within a single trip, Bulgaria offers the opportunity to combine a seaside vacation with cultural tourism, mountains with balneo and spa experiences, or a city break with wine and culinary routes. Our task is to ensure these opportunities reach tourists as well-organized and accessible offers.

What are the most important conditions for attracting more foreign visitors?

Connectivity quality, and brand awareness. A tourist may show interest in Bulgaria, but if there is no convenient flight or sufficient information, they will choose another destination. That is why we are working with airlines and tour operators, expanding international partnerships and preparing a new national tourism portal.

How can we leverage international events like Eurovision?

Such events provide visibility that is difficult to achieve through traditional advertising alone. Our collaboration with DARA is part of our effort to present Bulgaria to new audiences. However, the real opportunity lies in turning that momentary attention into lasting interest in the country. People need to see not just the event itself, but the reasons to stay longer or to visit us again.

What is your personal ambition for Bulgarian tourism?

To change the way Bulgaria is represented on the international tourism map. I do not want us to be perceived merely as an affordable alternative to other destinations. I want tourists to choose Bulgaria for the quality, variety, and unique experiences they can find here. We have all the necessary prerequisites - now we must prove that we can turn them into tangible results.

Because the future of Bulgarian tourism is not simply about getting more people to visit our country - it is about inspiring more people to want to return.

DIRECT FLIGHTS
BURGAS - SOFIA
DURING THE WINTER SEASON

every Tuesday, Thursday and Sunday
from 25 October 2026

Bulgaria Air
National Carrier www.air.bg

Burgas Airport

SHARLOPOV

HOTELS

Sharlopov Hotels, the first private hotel chain in Bulgaria with a history of over 25 years, is entering a new era with a renewed brand identity, websites and a modern vision of each of the hotels.

Preserving **the Sharlopov legacy**, the crown in the logo is reborn – modern and clean, but still majestic. It is a symbol of prestige and reflects the pursuit of exceptional hospitality, where comfort and sophistication go hand in hand.

The logos and identities of all hotels in the chain are part of an overall brand architecture, in which each vision is unique, but shares common elements, interpretation and feeling, emphasizing the connection with **the Sharlopov brand**.

Along with the new branding, **Sharlopov Hotels** also presents its completely renewed websites, created with the modern guest in mind. In addition to easier access to information about accommodation and services, the new sites become a main tool and a guide to interesting activities and sights in Bulgaria.

This evolution is more than a change in vision – it is a promise of an even better experience. Whether you are looking for a full-fledged SPA retreat, ski adventures, a summer vacation at the sea or a cozy weekend in nature, **Sharlopov Hotels** remains true to its motto **"Home away from home"** and offers experiences that we don't want to end.

Learn more at **www.sharlopov.eu**.

SHOPPING, THAT INSPIRES YOU

DELTA PLANET MALL

185 Slivnitsa blvd,Varna, Bulgaria

www.deltaplanet.bg

FROM VARNA TO THE WORLD
17 YEAR-ROUND ROUTES

SOFIA
BULGARIA
EUROPEAN
BEST
CITY BREAK
2027
SOFIA
Compact. Vibrant.
Unexpected.
EUROPE'S BEST
CITY BREAK 2027*
НАРОДНО СЪБРАНИЕ
SOFIA
*Awarded by
EUROPEAN BEST DESTINATIONS
SCAN TO
DISCOVER
MORE

Sofia.

Best City Break in Europe 2027.

More Than You Expect.

Imagine a city where you can spend the morning exploring ancient Roman ruins in the heart of the city, pause for coffee on a sunny terrace just minutes later, and by afternoon find yourself looking out towards the mountains, with the urban buzz far behind you. Sounds like several trips rolled into one? In Sofia, you can experience it all in a single day.

Sofia has been named Best **City Break in Europe 2027 by European Best Destinations**, taking the top spot among European destinations for a city break. And for good reason! Bulgaria's capital is one of those places that reveals itself gradually. Wander through its streets, venture beyond the main avenues and leave time for an unexpected discovery – the kind that turns a trip into a truly memorable experience.

Ancient History. Modern Soul.

Sofia is a city of contrasts, where ancient history meets contemporary life. Roman ruins and ancient buildings are woven into the fabric of the modern city, while the golden domes of St. Alexander Nevsky Cathedral stand out against the skyline. Elegant historic buildings sit alongside contemporary spaces, art galleries, independent boutiques, and cafés and restaurants full of character. In Sofia, the past is never separate from the present – it remains an integral part of everyday life.

That is where Sofia's charm lies: in a morning coffee in a lively square, a little bakery you stumble upon by chance, a restaurant recommended by locals with a smile, or a quiet street you turn down without a particular destination in mind. Sofia has a vibrant cultural scene and an energy you'll discover best when you simply let the city lead the way.

Local Charm. Unexpected Discoveries.

Then your gaze turns towards Vitosha Mountain. So close to the city, it offers an easy escape from the urban buzz to forest trails and panoramic views, without the need to venture far. Add mineral springs, parks and leafy green spaces and you'll discover one of Sofia's most delightful surprises: the chance to combine the best of city life with an escape into nature.

Sofia doesn't try to be like any other European capital. It has a style and character all its own – a little bohemian, sometimes fast-paced and always full of curiosity. Here, ancient history blends seamlessly with contemporary life, the mountains are always within reach and your next unexpected discovery may be waiting just around the corner.

That's what makes Sofia such a great choice for a city break. With so much within easy reach, you can experience history, culture, local cuisine and nature in just a few days. And even a short stay can leave you wanting to discover more.

Compact. Vibrant. Unexpected.

In 2027, Sofia has even more reason to be on your travel list. **The Best City Break in Europe 2027** title is an invitation to experience the city for yourself.

Come for the history, stay for the experience and leave with new favourite spots – and every reason to return.

Let Sofia surprise you and you may just find your next favourite European city.

SOFIA
CALLING DIRECT FROM
HEATHROW
Fly direct from London Heathrow
to Sofia with Bulgaria Air!
Economy Class ticket includes:
• 1 piece of hand luggage up to 10 kg
• 1 personal item (handbag or laptop bag)
• Free online check-in
• Complimentary in-flight catering
Bulgaria Air
National Carrier www.air.bg
FLY
GOOD
FEEL
GOOD
Book now at www.air.bg

RESIDENCE
CITY GARDEN
★ ★ ★ ★ ★
HOTEL

www.residencecitygarden.com

"The World of the Iron" in Plovdiv:

A museum that turns the ordinary on Its head

In the heart of the Old Town, among picturesque Bulgarian Revival facades, lies one of Plovdiv's most unexpected attractions. The Regional Ethnographic Museum presents its new permanent exhibition, **"The World of the Iron"** – a cultural space unique to Bulgaria and rare even in Europe. Its message enchants at first sight: an everyday object that most of us associate with dull routine is transformed here into art and a witness to history.

This open-storage exhibition is housed in a remarkable 1906 building that captures the spirit of classical Revival architecture with its symmetrical composition, richly decorated facade, and broad windows. An old legend has it that it was once called "The House of Angels" because delicate angelic figures adorned its facade during construction, appearing to watch over the home. It was also once home to the region's first fashion designer, Nevena Atanasova. Having studied fashion in Geneva, she was later dubbed by many as the Coco Chanel of Plovdiv.

Yet the true centerpiece of the experience is the collection itself, which elevates an everyday tool into the main protagonist. "The World of the Iron" gathers **over 1,200 irons** from various eras and countries, operating on diverse mechanisms - charcoal, gas, heated inserts, electricity, and more. It is almost unimaginable to see so many such objects in one place, given that they are usually scattered across cupboards, attics, and basements, or lost to time altogether.

In this exhibition, hundreds of artifacts form a visual archive of human domestic care and technological progress. Visitors can travel back to Ancient China with authentic pan-shaped irons used for smoothing silk, marvel at ornate decorations featuring heads of gods, gryphons, dragons, and handles made of goat horn, or view impressive devices weighing up to 13 kilograms that quickly shatter the notion that ironing was a light or strictly women's chore. The journey continues across the industrial map of Bulgaria, showcasing the once-glorious factories that manufactured irons.

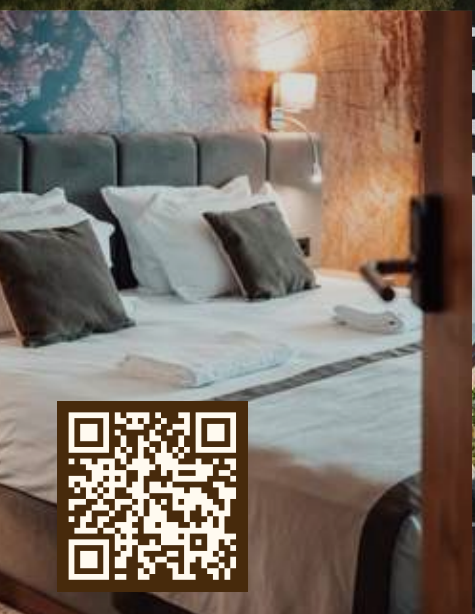
This treasure trove became a reality thanks to the philanthropic act of artist Dimitar Dobrev, recipient of the "Knight of the Brush" award. His passion for irons was born purely by chance more than 40 years ago when he found an abandoned charcoal-powered model on the street. Inspired by its shape, design, and artistic ornaments, he patiently and meticulously began collecting, researching, and preserving devices from all over the world. His dream of making the collection accessible to everyone was realized in 2021 when he donated it to the ethnographic museum. Although he did not live to see the opening of his long-awaited museum at the end of 2025, his legacy remains a symbol of generosity and a reminder never to underestimate everyday objects.

If you are looking for a vibrant museum in Plovdiv filled with rich history and that delightful touch of the unexpected that turns a visit into an everlasting memory—**"The World of the Iron"** is a must-see stop. Step inside at 20 Saborna Street and see the world through the lens of the iron.

DISCOVER

HIDDEN IN RILA MOUNTAIN

MINERAL WATER SOURCED FROM THE HOTTEST GEYSER IN EUROPE



THE BIGGEST AND MOST INNOVATIVE SPA EXPERIENCE IN BULGARIA

THE FIVE ELEMENTS
HOTEL BALNEO & SPA

HAYASHI RESIDENCE

An Oasis in Sofia

In the green heart of Sofia,
nestled amidst the tranquility of Lozen Park,
Hayashi Residence is a place to escape the hustle
and bustle and recharge. Japanese aesthetics
and boutique comfort create a sense of harmony,
while SPA SHIMA offers body and facial rituals and
treatments inspired by Eastern traditions.

CASA BALA

completes the experience with Mediterranean flavors,
freshness, and a vibrant atmosphere.

Here, accommodation, wellness, and gastronomy come
together to create a complete urban escape — an oasis
of tranquility just a step away from the rhythm of Sofia.

HAYASHI
RESIDENCE
BOUTIQUE LIVING IN SOFIA

www.hayashi-hotel.bg
sales@hayashi-hotel.bg

Municipality of KAZANLAK

Galina Stoyanova
Mayor of Kazanlak Municipality

Dear friends of Bulgaria,

It is a great pleasure to introduce you to Kazanlak, a city where the beauty of the Bulgarian rose meets the rich heritage of ancient Thracian culture.

As you explore our city, discover its fascinating museums, historical landmarks, and vibrant cultural events. Begin your journey at **the Thracian Tomb of Kazanlak**, a UNESCO World Heritage Site situated in the peaceful Tyulbe Park.

Continue your visit at **the Rose Museum in Rosarium Park**, where you can discover the centuries-old tradition of rose cultivation and learn more about the history of the famous Bulgarian rose. Take a relaxing walk through the beautiful park and enjoy the wonderful fragrance of its many varieties of roses.

Your journey through history continues at **the Archaeological Complex "Valley of the Thracian Kings".** Here, you can explore the remarkable Thracian tombs o**f Golyama Kosmatka, Ostrusha, Helvetia, and Griffoni**, offering a fascinating glimpse into the world of the ancient Thracians.

For breathtaking views of the Rose Valley, visit **the "World of Thracians" complex** near the town of Shipka. From its terrace, you can admire the magnificent landscape stretching across the valley. Nearby, be sure to visit the impressive **Shipka Freedom Monument** and the extraordinary architectural landmark of **Buzludzha**.

If you visit Kazanlak during **May and June**, you will have the opportunity to experience one of Bulgaria's most beloved celebrations – **the Rose Festival**. Throughout this special season, the city comes alive with celebrations, traditions, colors, and, above all, the unforgettable fragrance of the Bulgarian rose.

Welcome to Kazanlak – the heart of the Rose Valley, a place where the beauty of nature, the spirit of the Thracians, and Bulgarian traditions come together.

PETKOSTAINOVI CELEBRATIONS

end of November -
beginning of December 2026

6 Rozova dolina Blvd., Kazanlak,
tel.: +359 431 98201, +359 431 99546
e-mail: tourism@kazanlak.bg

www.kazanlak.bg

ROSE FESTIVAL

04.06.-06.06.2027

THRACIAN HOLIDAYS

end of August - beginning of September 2027

CHUDOMIR HOLIDAYS

25.03.-01.04.2027

Pavel banya 6115
12 Petko Kolev Str.

+359 888 60 7060

www.hotel-atmosphere.com

ATMOSPHERE
BALNEO HOTEL & SPA

@HOTELATMOSPHERE1

Experience the healing mineral water of Bulgaria in combination with
our modern medical center to restore your full potential.
In the heart of Rose Valley, Pavel banya.

HELIUS MEETING ROOM

SELENA MEETING ROOM

VENERA MEETING ROOM

WINE & SPA COMPLEX

СТАРОСЕЛ

Wine and SPA complex "Starosel" combines in its character a modern SPA hotel with an authentic atmosphere. Located at the southern slopes of Sredna Gora, it offers incredible views and unmatchable peace. Only one hour away from Plovdiv and two hours away from Sofia, the complex offers three impressive hotel areas: **Thracian Residence** with 136 stylish premises, **Hotel "Starosel"** - 37 premises and the newest jewel in the crown of the complex - **"Deluxe "Starosel"** with 56 premises.

A wide variety of procedures awaits you in **the two SPA centers** with a total area of 10,000 sq. m. - Thracian Residence and SPA "Starosel". The complex has 10 conference rooms with a capacity of 10 to 1000 seats, suitable for any corporate or personal event.

+359 897 870 908 / www.starosel.com/bg

www.facebook.com/WineandSpaComplexSTAROSEL **www.instagram.com/starosel.wine.and.spa**

HISARYA

One destination
365 REASONS
TO DISCOVER IT

+359 337 62 180 / info@gotohisarya.com
www.gotohisarya.com
facebook.com/gotohisarya/

They say that to truly know a place, you must give it time. We offer you 365 reasons to discover Hisarya – one for every single day of the year.

Nestled in the heart of Bulgaria, at the foot of the Sredna Gora mountains, Hisarya brings together things rarely found in one place: warm mineral springs, millennia of history, lush green parks, Thracian sanctuaries and megaliths, fine wine, art, eco-trails, sports and vibrant local traditions.

Hisarya offers something for everyone, in every season. Twelve reasons can make you come to Hisarya. But a year has 365 days – and we believe that for every single one, there is at least one reason to keep coming back.

12 REASONS TO START HERE

The Mineral Water

The natural warmth of the mineral springs is the treasure around which Hisarya has thrived for thousands of years. Water, relaxation and that ever-more-precious luxury – time for yourself.

Ancient Diocletianopolis

Stroll among Roman walls, thermal baths and archaeological ruins. Pass through the "Camels" – the iconic southern gate of the ancient city – and step straight from the present into Antiquity.

Starosel and the Realm of the Thracians

Just a short distance away, you will find Thracian temples and burial mounds, telling the story of one of the most enigmatic civilizations on these lands.

The Megaliths

Venture deeper into Sredna Gora mountains to discover ancient stone structures and sanctuaries that remain shrouded in mystery, legends and unanswered questions to this day.

The Trails

Leave the car behind and set off on foot. Eco-trails, forests, crisp air and panoramic views reveal a different side of Hisarya – quiet, natural and intimately connected to nature.

The Green Hisarya

Spacious parks, tree-lined avenues and gardens define the town's true character – a place for long walks, unhurried afternoons and well-deserved rest.

Staro Zhelezare

Discover a village where the streets serve as an open-air gallery and the walls tell stories – an unexpected encounter between traditional Bulgarian life and contemporary street art.

Wine and the flavours of the earth

Vineyards, local wines, freshly baked bread and traditional cuisine tell the story of the region in the most delicious way – gathered around a shared table.

The SPA Experience

Modern hotels, balneotherapy and wellness facilities carry on a tradition that began here in Antiquity. The ancient power of water meets the comfort of the modern world.

The Festival Rhythm

Jazz, rock, sports, open-air festivals and local celebrations give Hisarya a distinct rhythm of its own, offering even more reasons to visit throughout the year.

Authenticity

Explore the surrounding villages, vibrant local holidays and customs that continue to bring people together. Here, authenticity is not a tourist stage set – it is a way of life.

The Freedom to Choose

History or adventure. SPA or eco-trails. Wine or art. Sports or tranquility.

AND THESE ARE JUST 12...

Because Hisarya is not just a destination for a quick weekend escape – nor does it belong to a single season.

There is something here for everyone, and a reason for every single day.

A year has 365 days. Hisarya has 365 reasons for you to discover it.

Hisarya. Come for one reason.
Return for the remaining 364.

AN IMPERIAL
EXPERIENCE
in the Heart of Hisarya

EMPIRE
BALNEO & SPA HOTEL

www.empire-hotel.eu
reservations@empire-hotel.eu
+359 337 9 70 88

Nestled at the foot of the Balkan Mountains, in the town of Hisarya—renowned for its mineral springs, healing waters, and rich historical heritage—Empire Balneo & Spa Hotel offers the perfect combination of nature, wellness, and modern comfort.

The hotel features 239 spacious and elegantly furnished rooms and suites, providing comfort, tranquility, and all the amenities needed for a relaxing stay. Empire is designed for guests seeking the perfect balance between luxury, relaxation, and professional service.

The culinary experience includes the à la carte Senate Restaurant, offering signature specialties, as well as the main restaurant with an extensive buffet selection. Guests can also enjoy the Lobby Bar, Fresh Bar, and a seasonal outdoor bar throughout their stay.

SPA & BALNEOTHERAPY EXPERIENCES

The Spa and Balneotherapy Centre is one of the hotel's greatest highlights.
Guests can enjoy:

- a variety of steam baths,
- a traditional Turkish hammam,
- Russian, Finnish, infrared, and herbal saunas,
- a salt room,
- an ice room, an adventure shower
- a shock bucket

Hisarya's mineral water is renowned for its therapeutic properties, supporting the immune system, circulation, and musculoskeletal health. It serves as the foundation of the hotel's balneotherapy programs for recovery, rehabilitation, and overall rejuvenation.

The hotel also offers modern therapeutic programs developed by experienced specialists and supported by advanced equipment.

Guests can choose from:

- ★ seasonal outdoor pools and
- ★ a variety of indoor mineral-water pools, including
- ★ Roman and Turkish pools,
- ★ a children's pool,
- ★ a large swimming pool and
- ★ a Jacuzzi

FOR FAMILIES AND ACTIVE GUESTS

Empire Balneo & Spa Hotel is an excellent choice for both romantic getaways and family holidays. Children can enjoy a dedicated play area, games room, children's salt room, swimming pools, and entertainment programs.

For those who enjoy an active lifestyle, the hotel offers a modern fitness centre, while business travellers can take advantage of fully equipped conference and meeting facilities.

Empire Balneo & Spa Hotel is much more than a hotel—it is a destination for wellness, relaxation, and unforgettable experiences, where every guest can enjoy truly imperial hospitality.

"Sound and Light – The Glory of Tarnovgrad" audio-visual show –

the first performance was broadcast in 1985 and then restored in 2025 for its anniversary

The "Sound and Light" audio-visual show is inextricably linked to Veliko Tarnovo's identity as a tourist destination. The initial version of the show debuted in 1985 and four decades later, in 2025, on the occasion of its 40th anniversary, it was restored under the title "The Glory of Tarnovgrad." This is not merely a reinterpretation or another version of the already popular "Sound and Light" show, but a completely new product with its own storyline, musical arrangement and emotional resonance that is hard to put into words - it simply must be experienced live!

In 2026, the spectacle stands out as one of the main highlights of the city's tourism experience.

"The Eternal Tarnovgrad" –

a panoramic experience with specialized VR equipment

Among the newest tourist attractions in Veliko Tarnovo is "The Eternal Tarnovgrad" - a cinematic 360° VR experience created as an innovative tourist product by the Tsarevgrad Tarnov Municipal Tourism Agency. It allows visitors to immerse themselves in virtual reality and explore iconic landmarks such as Tsarevets, Samovodska Charshiya and many others in a completely new way.

With the help of special VR headsets, visitors can "transport" themselves to iconic historical and cultural sites of the old capital that witnessed key moments in Bulgarian history, travelling back in time to the era when Tarnovgrad was the capital of the Second Bulgarian Empire.

"The Eternal Tarnovgrad" is not a museum. It is not a book. Nor is it simply a movie. It is like a time machine that treats you to an unforgettable journey through days of glory and greatness.

The cinematic production was designed to appeal to various generations and audiences. For children, it is an exciting adventure; for adults, a distinct way to touch upon familiar historical events; and for foreign visitors, an impressive introduction to the history of the medieval Bulgarian capital. Even those who have visited Veliko Tarnovo numerous times can view it from a perspective they have never had before.

This innovative product was created by BM Vision – pioneers in cinematic VR tourism films specializing in the development and implementation of innovative concepts and technologies in cultural heritage and tourism.

"THE ETERNAL TARNOVGRAD"

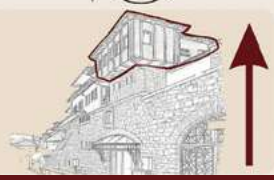
360 PANORAMIC EXPERIENCE WITH SPECIALIZED VR EQUIPMENT

A FLIGHT THROUGH THE HISTORY OF VELIKO TARNOVO

A MODERN VR EXPERIENCE

FOR ALL AGES

THE TSAREVGRAD TARNOV VR CENTER IS LOCATED ABOVE THE TSAREVGRAD TARNOV MULTIMEDIA VISITOR CENTER



For more information: +359 887 659 829

Veliko Tarnovo, 6 Nikola Picolo Str.

Hot-Air Balloon tethered flights in the heart of the old capital

Veliko Tarnovo's newest tourist attraction: hot-air balloon flights in the heart of the old capital!

Twice a month, visitors will have the opportunity to enjoy panoramic tethered ascents in a hot-air balloon from the Boruna area, right next to the Asenevtsi Monument and the Boris Denev Art Gallery – a spot offering one of the most breathtaking panoramas of the city.

velikoturnovo.info | soundandlight.bg
+359 887 659 829 | +359 62 600 768
www.facebook.com/velikoturnovo.info

If you have come up with the wonderful idea of visiting Veliko Tarnovo, be sure to make a reservation at the Panorama Hotel.

Bright and comfortable rooms, studios and apartments await you there. Every morning you will drink your coffee in the lobby bar with the most unique view of the Asenevtsi monument, Sveta Gora hill and Yantra river.

The hotel is located in the heart of the old town and even if you are there for a short time, you will be able to visit all the interesting places, and after a day full of experiences, a peaceful relaxation area awaits you and a delicious dinner in the panoramic restaurant above the lights of Tarnovo.

5000 Veliko Tarnovo, Bulgaria, 63, Stefan Stambolov Str., tel.: + 359 62 602 600, cell: + 359 889 12 66 12
e-mail: panorama.vt@abv.bg / www.panorama-vt.bg / GPS: 43.0841603, 25.6362904

PANORAMA CITY VIEW
TSAR KALOYAN

Apartment for overnight stays in Veliko Tarnovo
- top location - ideal center
- panoramic view of the entire city

+359 887 610 800
+359 882 111 114

GABROVO
MUNICIPALITY

Gabrovo –
with a sense of humour and an eye for the new

In Gabrovo, even thriftiness is a source of laughter. Countless anecdotes are told about it, and the best thing is that the people of Gabrovo are the first to tell them. Behind this famous self-deprecating humour, however, lies a town with a fascinating history, strong craft traditions and a rich cultural life. Situated on the banks of the Yantra River, at the foot of the Balkan Mountain, Gabrovo is an attractive destination both for a weekend break and for a longer stay, combining museum visits, walks and meeting with local people

The history of Gabrovo is a history of enterprise. During the 19th and early 20th centuries, small workshops gradually gave way to factories, and the town earned the nickname "the Bulgarian Manchester". At Interactive Museum of Industry, visitors can trace this history, presented in an engaging and modern way. It was here, in 1835, that the first modern Bulgarian secular school, associated with the name of Vasil Aprilov, was opened. The National Museum of Education tells the story of this important chapter in the Bulgarian National Revival.

Humour remains the city's most recognisable symbol.

The Museum of Humour and Satire is one of those places that are inextricably linked to Gabrovo and have no equivalent in any other city. Its galleries bring together caricatures, art and satire, whilst the exhibitions often raise questions that linger in the mind long after the smile has faded. Every year, Gabrovo transforms its streets into a stage for its famous carnival – a colourful spectacle of costumes, satirical models and daring jokes, in which humour knows no bounds. It is no coincidence that the motto of the Museum of Humour and Satire is "The world has survived because it has laughed". In Gabrovo, this idea rings particularly true.

Just a market's length away from the past

The Etar Museum is situated just a few kilometres from the town centre. In its streets, the sound of a hammer can be heard, potter's wheels turn, and in the workshops, master craftsmen demonstrate skills passed down from generation to generation. Particularly impressive are the water-powered installations - the only collection in Bulgaria of working technical devices driven by water. Visitors can linger in front of any workshop for as long as they like, ask the craftsman about the finer points of the craft, and discover why handcrafted work still has its place.

In 2017, Gabrovo was included in the UNESCO Creative Cities Network in the "Crafts and Folk Art" category. For the city, this recognition has significance beyond the confines of museum display cases. Traditional skills meet contemporary design, and local and visiting artists work together. In September 2026, Gabrovo hosted the Annual Meeting of the UNESCO Creative Cities sub-network in this category – yet another opportunity for crafts to be the subject of international discussion.

The "Christo and Jean-Claude" Centre offers a completely different dimension to creativity. Gabrovo is the birthplace of Christo Yavashev, whose projects, created in collaboration with Jean-Claude, transformed perceptions of where and how art can exist. The centre is already welcoming visitors with exhibitions and events. One of these is SK8ABLE, dedicated to the history of skateboarding in Bulgaria, which can be viewed until 31 May 2027. Skateboarding rarely features in museums, but here it finds a perfectly natural home.

Close to the city, far from the hustle and bustle

In the Bozhentsi Architectural and Historical Reserve, time seems to pass more slowly.

The stone roofs, white facades and cobbled streets preserve the atmosphere of this National Revival-era village. The best way to enjoy it is to wander without a set plan, pop into a museum house and take a break in a quiet spot with a view of the surrounding hills.

Among the natural treasures of the Gabrovo region, Uzana holds a special place - a vast mountainous area known as the geographical centre of Bulgaria. In summer and autumn, the area attracts visitors with its cool climate, forest trails and sweeping views. In winter, Uzana also offers skiing opportunities. The cosy hotels and guesthouses in the area provide excellent conditions for a fulfilling mountain holiday, where the natural beauty, tranquillity and hospitality of the Balkans turn every stay into a delightful experience.

2027: even more reasons to visit

Gabrovo's cultural calendar offers even more reasons to plan a visit in 2027. These include the Gabrovo Carnival, the "Golden Cat" International Magic Festival, Uzana Fest, "Night at the Museum" and the International Fair of Traditional Crafts at the Etar Museum, amongst many others. These events reveal the many faces of Gabrovo — from its inimitable humour and vibrant craft traditions to the magic of the mountains and local flavours.

The city is working towards another major goal — a bid to become the European Capital of Culture in 2032, in a strategic partnership with Veliko Tarnovo. This is a natural extension of the efforts to ensure that cultural venues, festivals and creative communities play an increasingly important role in the life of Gabrovo.

If one had to choose just one memory from here, it would hardly be an easy choice. It might be a conversation with a craftsman in "Etar", a witty caricature, the taste of Gabrovo damson cheese, or a stroll down a charming little street. Gabrovo does not insist on being liked in any particular way. It leaves it up to visitors to discover for themselves what will bring them back again.

More information: visit.gabrovo.bg

visit.GABROVO.BG

Belogradchik Rocks

Skalite hotel
хотел Скалите

2 Vazrajdane Square, Belogradchik, Bulgaria
For reservations: reception@skalite.bg
+359 884 514 154 | www.skalite.bg

* Two restaurants – Wine Restaurant "Magura" and Main Restaurant "Skalite"
* Renovated summer garden with an outdoor pool and a view of the Belogradchik Rocks
* Indoor pool, jacuzzi, sauna, steam bath, gym
* 47 rooms and 2 panoramic apartments
* Children's play area
* 2 conference halls
* Company store of Magura Winery
* Wine tasting at the Magura winery, where each of our guests can immerse themselves

APART HOTEL
Kamelia
Pamporovo
4870
FINISH
FINISH
APART HOTEL KAMELIA
Vacation all year round
Reception: +359 3095 0500
Reservations: +359 885 04 45 49
www.kamelia-hotel-pamporovo.com
www.facebook.com/kamelia.hotel.pamporovo
https://house.kamelia-hotel-pamporovo.com

Horlog Castle Villa Resort is nestled at the foot of the magnificent Trigrad Gorge, surrounded by three protected natural areas. Situated along the banks of the Trigradska River, the resort is within easy walking distance of Trigrad's main tourist sites and attractions, including the Devil's Throat Cave, the Rhodope Herb Park, Haramiyska Cave, the Via Ferrata extreme adventure trail, the Rhodope Aquaculture Museum and the Bear Museum.

The motto of the Horlog Castle Villa Resort is "The fairy tale comes alive" – a magical adventure for guests of all ages, blending the thrill of the wilderness with the comfort of home.

The Horlog Castle was built in harmony with its natural surroundings. The colours of the building facades correspond to the natural tones of the Trigrad Gorge, while the interior and exterior wooden elements are typical of the Rhodope region.

With a total capacity of 52 to 70 guests, the resort consists of a grand villa boasting boutique architecture and a distinct castle look (the hotel section), as well as four smaller villas, each featuring its own cozy fireplace and a magnificent view of the river.

The resort has a classic restaurant with two private dining rooms and a terrace which serves authentic traditional Rhodope cuisine. There are also two indoor barbecue areas and a scenic outdoor barbeque zone.

In recent years, the Horlog Castle has become a highly preferred destination for summer weddings owing to its stunning natural scenery, especially the picturesque Rhodope Herb Park, which is the perfect setting for wedding photography.

Trigrad is also close to Yagodina Cave, the Devil's Eco-Trail, the Fairytale Gorge, the Katertsi Ethnographic House, the ancient Roman Bridge and the Zmeeva Dupka. Visitors can visit the riding stables and enjoy off-road excursions to numerous panoramic views (Orlovo Oko, Valchi Kamak, Orpheus Peak, Bear Peak and Orpheus' Tear). The region is equally famous for its protected areas and unique natural phenomena (the Chairski Lakes, the Drunken Forest, the Kaurchan Sanctuary and the Fatmatski Kamak rock) alongside opportunities for thermal spa tourism (the spa resort of Devin) and ski tourism (Pamporovo resort complex).

The Horlog Castle Villa Resort is the winner of the "Best Eco Villa of 2025" award, presented by the Bulgarian Hotel and Restaurant Association (BHRA) and „Best Boutique Holiday Villa of 2026" award, presented by the Destination Bulgaria magazine.

VILLA RESORT

„HORLOG CASTLE"

TRIGRAD VILLAGE

www.horlog.bg

TRIGRAD VILLAGE, DEVIN MUNICIPALITY
TEЛ./TEL.: +359 877 750 787 | +359 889 566 559
E-MAIL: HORLOG.TRIGRAD@GMAIL.COM

MUNICIPALITY OF ETROPOLE

ETROPOLE –
A TOWN OF LITERACY, SPIRIT AND TRADITIONS

Etropole is a town with an extraordinary history that fascinates and captivates with its nature, unique in its architecture and spirituality. Nestled in a picturesque valley along the Malki Iskar River, it lies between the southern slopes of the Fore-Balkan and the northern stretches of the Balkan Mountains, at the foot of the majestic Baba Peak. Enveloped in legends and lore, weathered by storms and winds, these Balkan peaks and passes jealously guard the traces of ages past.

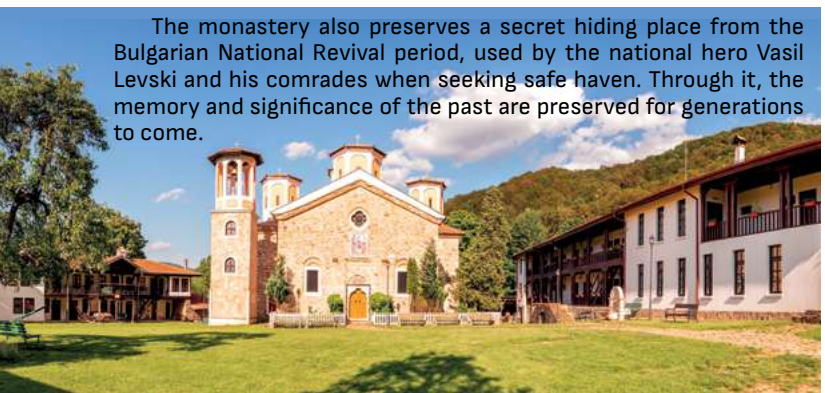
Throughout the rich, millennia-long history of this region, deep marks have been left by prehistoric human settlements, local Thracian tribes, ancient civilizations, the Bulgarian Middle Ages, the Ottoman rule in the Balkans and the vibrant era of the Bulgarian National Revival.

In the past, as today, the Etropole Valley resonates with the solemn ringing of church bells from the Orthodox houses of worship in Etropole—"St. Petka," "St. George the Victorious," "St. Archangel Michael," "St. Nicholas," and "St. Elijah the Prophet."

Situated 5 km east of Etropole, on the northern slope of Cherni Vrah Peak, stands one of Bulgaria's most beautiful sanctuaries – the Etropole Monastery "St. Trinity," also known as "Varovitets." It was here that the Etropole Literary School was born, flourished and established itself as a guardian of knowledge, language, and faith.

Today, the Etropole Monastery features a museum exhibition dedicated to the legacy of the Etropole Literary School, depicting the glorious era of master scribes, calligraphers, bookbinders and iconographers.

The monastery also preserves a secret hiding place from the Bulgarian National Revival period, used by the national hero Vasil Levski and his comrades when seeking safe haven. Through it, the memory and significance of the past are preserved for generations to come.



The Historical Museum of Etropole is not merely a stop on the map – it is the very heart of the town.

Step inside the old konak (Ottoman administrative hall) and your journey truly begins, guiding you not just through museum exhibits, but through the soul of Etropole itself. Fossils dating back millions of years, Thracian vessels, and traditional jewelry that exudes elegance and dignity – none of these items simply sit behind glass. They speak to you.

The museum's collection of rare early printed books comprises 23 valuable editions. Among them is the Ostrog Bible of 1581 – the first printed Bible in Cyrillic – of which only nine copies are preserved in all of Bulgaria. This is a town of enlighteners, teachers, and visionaries who did not wait for time to change them, but instead shaped history themselves.

Etropole is equally renowned for its architectural and historical monuments. One of the town's iconic landmarks is the Clock Tower, which, together with the museum and the monastery, is listed as No. 63 in the national movement "Discover Bulgaria – 100 National Tourist Sites."

ZETROPOLE – THE TOWN THAT TURNED THE SON-IN-LAW INTO A TOURIST LEGEND

Every town has its stories, but few manage to turn one into a signature trademark. Etropole has just such a story - born more than half a century ago from local humour, love for the town and a legend passed down with a smile across generations. It is the story of the Etropole sons-in-law, which earned the town an additional name: Zetropole—the Son-in-Law Capital of Bulgaria.

The story begins at Zolyovska Fountain and the belief that whoever takes a sip of its water is bound to stay in Etropole forever. Then came Nikolay Koev (nicknamed "Kofeto"), who turned the local joke into a tradition; the great actor Grigor Vachkov - one of the town's most beloved adoptive sons-in-law; and generations of locals thanks to whom the Festival of the Etropole Sons-in-Law became an indelible part of the town's collective memory.

Eng. Vladimir Alexandrov and his team set to work reviving well-known rituals while developing fresh ideas to make the festival appealing even to those who had never heard of Zetropole before. The core vision behind developing Zetropole is to preserve history while expanding upon it: pairing cherished old customs with new events, welcoming more participants, delivering a richer program, and placing an even stronger focus on promoting Etropole as a destination truly worth traveling for.

The 20th anniversary edition in 2026 proved just how much potential this concept holds. For several days, Etropole once again transformed into Zetropole, turning the festival into a vibrant celebration for the entire community and its guests. Concerts, gatherings, and various activities brought the streets to life, attracting interest far beyond the town's borders.

Etropole boasts its own mountain, monastery, waterfalls, history, and cultural heritage. Yet along with all of these, it possesses something found nowhere else—a town that turned its own sense of humor into a tradition, and that tradition into a tourist legend.

Because while there are many beautiful places in Bulgaria, there is only one Son-in-Law Capital in the world - and it is right here in Etropole.

www.etropole.bg
obshtinaetropole

The year the world rediscovered Bulgaria

Konstantin Zankov

Konstantin Zankov is a marketing and management consultant, tourism entrepreneur, and trainer with extensive experience managing diverse businesses in the tourism sector, including hotels, travel agencies, attractions, and restaurants. He teaches Artificial Intelligence in Business, as well as Tourism Marketing and Management at several higher education institutions and works with numerous companies across Bulgaria, Europe and the USA. He is the Managing Director of the marketing and consulting company Travel Mind, the travel agency Travel Mind Club and the AI agency AI Studio.to.

The country is no longer waiting for the world to discover it. Following the Giro d'Italia, the triumph at Eurovision and the entry into the Eurozone and Schengen, Bulgaria steps onto the continent's tourism map with the confidence of a destination that knows exactly what it has to offer – across all four seasons.

There was a single shot this spring that travelled around the globe. The Giro d'Italia winds along the Black Sea, emerging from the ancient Nesebar – a peninsula inhabited for nearly three millennia – before heading west under the May sun. Behind the cyclists lies a UNESCO-protected heritage site; ahead of them opens up a country that for centuries was deemed to be the periphery of Europe. Except this time, when the periphery was the starting line. Quite literally: for the first time in its century-long history, the world's most legendary cycling race kicked off on Bulgarian soil. Three stages spanned from the Black Sea coast, past the medieval silhouette of Veliko Tarnovo, to the final beneath Vitosha Mountain in Sofia. The world didn't just hear about Bulgaria. It saw it – in motion, in vibrant color and on a grand scale.

Shortly after, a second miracle unfolded this spring in Vienna. DARA took the Eurovision stage with "Bangaranga" and when the scoreboard showed 516 points, Bulgaria won. A historic first victory. Not a second-place finish, not an "almost," not a "close call" but a definitive triumph achieved by a record-breaking margin over the runner-up. Next year, we will host this prestigious music event.

Two events, two different worlds – sports and music – and one undeniable truth that became impossible to ignore this year: Bulgaria is no longer "Europe's best-kept secret." It is a destination the world is watching, loves and wants to visit. And for the first time in a very long time, this isn't just wishful thinking; it is a reality backed by imagery, results and figures.

When over 190 countries watch a live broadcast of the peloton riding alongside the sea near Burgas, climbing toward the fortress walls of the old capital and crossing the finish line beneath the mountains of the new one, you are no longer a secret. You become a living portrait in millions of homes – complete with your landscapes, your fortresses, your people lining the roads with pink umbrellas and your sea glistening just over the shoulders of world champions. When a Bulgarian song resonates across the most-watched non-sporting television event on the planet and takes first place,

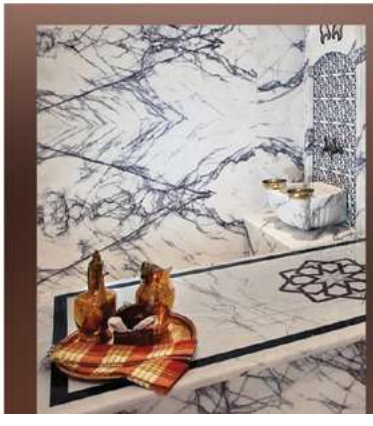
on p. 40 →

MERIT
GRAND MOSTA
Hotel & Casino

CASINO ◆ RESTAURANT
◆LOBBY BAR◆NIGHT CLUB
◆SPA & WELLNESS
◆MEETING HALL SERVICE

Svilengrad, Bulgaria
tel.: +359 372 27 200
info.mgm@merithotels.com
www.merithotels.com

www.facebook.com/meritcasinograndmosta



← *from p. 38*

your country's name is spoken in dozens of languages all in a single night – from Lisbon to Ankara, from Belgrade to Helsinki.

This is not the kind of advertising money can buy. This is reputation being built – and in tourism, reputation is the most expensive and hardest-to-earn currency. You don't build it with a billboard; you build it with a moment the world will never forget. This year, Bulgaria secured two such moments within the span of just a few weeks. History has seen destinations completely transformed by a single major event. Bulgaria has been given a double chance. Now, it is up to us to turn this into a permanent trajectory, rather than a flash in the pan.

Proven Capacity

The Grande Partenza of the Giro is not just a race. It is a massive logistical machine consisting of hundreds of vehicles, thousands of accredited professionals, closed roads and seamless synchronization between municipalities, ministries, international federations and media that do not tolerate improvisation. The fact that Bulgaria stood firm says one thing to every potential partner – a sentence more powerful than any presentation: You can do big things here and trust that they will happen.

This opens up an entirely new vertical for the country: the event and congress tourism. Major sporting events, festivals, corporate meetings and international forums attract a type of guest who visits outside the peak season, spends more and returns. A country that has proven it can handle the Giro and Eurovision now has a compelling argument for any organizer looking for a host – one that is European, secure, accessible and full of character. This is a multi-billion dollar market where Bulgaria is only just beginning to grow.

To this, add the two quiet but fundamental shifts of this year. As of 1st January 2026, the euro is the country's official currency. Meanwhile, full Schengen membership has removed the last remaining borders on the traveler's journey. For the European traveler today, Bulgaria is as accessible as a neighboring province: no currency exchange, no passport control. For industry partners, it means a shared currency, shared rules and a predictable environment. That is the language investors understand best.

A four-season destination

And this is where the real conversation begins – because attention is merely the doorway. Behind it, there must be substance. Bulgaria possesses a rare advantage that few European destinations can offer within such a compact territory: it is a true, inspiring, four-season country, not just on paper, but in reality.

Consider the distances. You can have breakfast with a view of the Black Sea in the morning and that very same afternoon find yourself standing on a mountain peak over two thousand meters high, facing a horizon of summits. This is geography, not a metaphor. The sea and the mountains are just a few hours' drive apart and between them lies everything else: plains blanketed in vineyards, rivers, warm mineral springs, cities thousands of years old and villages where life still moves to the rhythm of ancient crafts.

Winter is the season of the ski resorts – Bansko, Pamporovo and Borovets – featuring modern slopes and facilities that already welcome guests from across the entire Balkan region and far beyond. In the evenings, they offer traditional taverns, music and a warmth that makes the mountains inviting even for those who don't ski. Spring and autumn are the seasons for wine and culinary journeys: Thracian vineyards, boutique wineries winning international medals, and routes where every glass tells a story of a tradition that began long before the Romans. Summer, of course, remains synonymous with the sea – but today's Bulgarian Black Sea coast is not just

on p. 42 →

HOTEL EST. ADMIRAL 2004

DISCOVER the luxury

HOTEL ADMIRAL

GOLDEN SANDS

★★★★★

Welcome to a new era of seaside luxury. Nestled in the **heart of Golden Sands Resort** and right on the waterfront, Admiral Hotel invites you to discover the elegance of its **fully renovated design** and the comfort of our **Ultra All Inclusive experience.**

Ultra All-Inclusive Stay.
Private **Beach.**
Premium Comfort.
Spa & Wellness Retreat.

Golden Sands, Bulgaria
+359 52 390 200
reservations@admiral.bg
www.admiral.bg

← *from p. 40*

about Blue Flag beaches; it is defined by boutique hotels, beach festivals, and world-class venues that could easily hold their own on any Mediterranean shore.

Above all this lies a wealth that few countries on the continent can rival: mineral water. Bulgaria is among the richest countries in Europe when it comes to thermal and mineral springs, boasting hundreds of natural sources scattered across the country. This provides the raw material for top-tier spa and wellness tourism – one of the fastest-growing demands on the European market, where guests increasingly pay not just for luxury, but for health and peace of mind. In Bulgaria, they receive water that bubbles up warm straight from the earth, in places where people have been coming to heal for millennia.

The many faces of a single journey

Bulgaria's true strength lies in combination. You can arrive for one specific reason and leave with countless experiences, all without traveling long distances.

There is cultural tourism – UNESCO world heritage sites, Thracian tombs, Roman roads, medieval fortresses, monasteries where time seems to stand still and Plovdiv, one of the oldest and most unique cities a traveler could ever visit and be captivated by. There is adventure tourism – hot air ballooning over the Belogradchik Rocks, canoeing down the Danube, trekking through the Balkan Mountains and the Rhodopes, birdwatching in some of the most biodiverse areas in Europe, caving and rock climbing. There is festival tourism – ranging from authentic folklore festivals with bagpipes, traditional circle dances and national costumes, to contemporary music and urban stages that fill public squares all summer long. And there is gastronomy, which is not merely food, but memory: warm banitsa, roasted lamb, fresh fish straight from the sea, yogurt whose very name the world associates with Bulgaria, honey, wild herbs, artisanal cheeses and rakiya, which is raised for a toast, not just for a drink.

Supporting all of this is an increasingly sophisticated modern infrastructure. Excellent hotel complexes, designer restaurants, and venues have emerged that would comfortably grace the catalog of any Western European destination. The business has gone digital – with seamless bookings, online communication, and marketing that speaks the language of the modern traveler.

We can also offer great hospitality

In a world where hotels look increasingly identical and service becomes ever more automated, this is precisely our strongest suit. Technology standardizes everything else—but human warmth remains a competitive advantage. Bulgaria has the chance to be remembered not just for its landscapes, but for how it makes people feel. And that feeling is exactly why people return and bring others with them.

Bulgaria is a destination where you can arrive spontaneously for a weekend and leave with the sense that you have seen far more than you ever expected – and that you will definitely be back for the rest.

Welcome. There is so much to see. And you will return again and again.

MUNICIPALITY OF **BALCHIK**

The Municipality of Balchik is one of the most sought-after destinations along the Northern Bulgarian Black Sea coast, seamlessly blending coastal landscapes, a rich historical legacy and a dynamic cultural scene. Affectionately known as the "White Town" for its striking white limestone cliffs, Balchik captivates visitors with its picturesque waterfront, tranquil bay and unique harmony of natural beauty and architecture.

Among its most famous landmarks are the Palace – the former summer residence of Queen Marie of Romania – and the Botanical Garden, world-renowned for its vast and diverse collection of plant species. Visitors can also discover the ancient Temple of Cybele, explore the Historical Museum and Art Gallery, venture onto scenic mountain biking trails, play on world-class golf courses, savour local cuisine and seafood specialties and immerse themselves in the architectural heritage of the old town.

A key element of Balchik's appeal is its vibrant cultural calendar. Throughout the year, the town hosts a wide array of musical, theatrical, artistic and cultural festivals and events that enrich the coastal experience and draw visitors from across Bulgaria and around the globe.

МЕЛНИЦАТА

TOURIST AND CULTURAL INFORMATION CENTER "THE MILL"

9600 Balchik, 1 „Kap. Georgi Radkov" sq.
+359 895 554 206, melnitsata@gmail.com
millbalchik

VISITOR`S HOUSE OUR HOME

Bulgaria, Kavarna, 7 Al. Pushkin Str.
tel.: +359 570/ 83 997 / +359 887 85 29 78
www.argotur.alle.bg
kosta-argirov@abv.bg

The House is situated within the civic part of Kavarna, on a panoramic terrace with a marvelous view at sea.

It disposes of separate rooms, all with cable TV, air-conditioners, baths, refrigerators and balconies.

For the guest comfort is a cozy dining-room with fireplace, as well as a summer garden and parking place.

The unique nature, hospitality and pleasantly furnished house will leave an unforgettable memory of your stay there.

Topola Skies
RESORT & AQUAPARK

The dream place for you and your family!

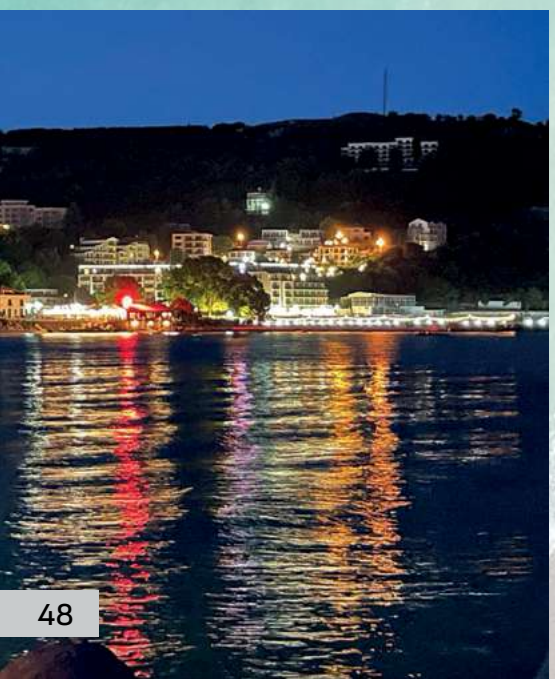
reservation@topolaskies.com
www.topolaskies.com

Municipality of Kavarna

Countless Opportunities for Active Recreation

www.kavarna.bg

- A destination offering tranquility, pristine nature, warm hospitality, an authentic atmosphere and a wide array of leisure opportunities.
- Rich cultural and historical heritage, laying the perfect foundation for cultural and educational tourism.
- Continued investment in the enhancement and beautification of public spaces.



- A vibrant year-round cultural calendar.
- A scenic Black Sea coastline featuring resort complexes and pristine beaches across Kavarna, Bulgarevo, Kamen Bryag and Topola.
- Unique natural landmarks: Cape Kaliakra, the Yaylata Reserve, Bolata Bay and protected areas along the Dobruja coast.
- Safe road infrastructure and high public security.
- A clean environment with well-maintained parks, playgrounds, and recreational areas.
- A premier destination for sports and golf tourism.

In Kavarna, you don't just see the sea — you feel it,
and every sunset leaves behind a memory you'll long to relive!

SVETI VLAS

A seaside and balneal resort, St. Vlas is an enticing haven for Bulgarian and international travelers seeking pristine, fine-sand beaches, a unique microclimate and opportunities for luxury relaxation.

Nestled in a picturesque bay near Sunny Beach and ancient Nesebar, as well as the Kamchia Nature Reserve and Cape Emine, the resort seamlessly blends mountain retreats at the foot of the Balkan Mountains with sun-soaked leisure along the golden sands of the Black Sea.

Expansive beaches, peaceful evenings in cozy family-run hotels or apartment complexes and the pleasure of savouring expertly prepared seafood and traditional Bulgarian cuisine in local restaurants make St. Vlas an increasingly favoured tourist destination. The invigorating coastal climate, rich in iodine vapors from the sea, creates optimal conditions for the treatment and recovery of various pulmonary conditions.

The spiritual wealth of the resort lies in its unique sacred sites. Chief among them is the Church of St. Blasius - built on the foundations of an ancient 14th-century monastery and widely regarded as one of the most beautiful sanctuaries in Bulgaria - alongside the 160-year-old Church of St. Athanasius the Great and the "Path of Faith" with 40 chapels.

St. Vlas is also a world-renowned haven for sailing enthusiasts. It is home to Bulgaria's largest yacht club and the prestigious Marina Dinevi, a state-of-the-art marina capable of accommodating up to 300 yachts. Awarded the Blue Flag for its exemplary water quality, service and amenities, the marina serves as the starting point of a major sailing regatta and the famed Premium Rally Sofia-Saint Vlas every summer. Visitors can stroll along the marina - a true open-air showcase -and explore its bustling promenade lined with superb restaurants, hotels, casinos and luxury boutiques. Taking a boat excursion from the harbour to the historic island town of Nesebar or embarking on a pirate-themed adventure across Sunny Beach bay aboard the Black Sam offers unforgettable experiences for all ages.

The vibrant atmosphere of St. Vlas is further elevated by upscale beach clubs and a rich cultural calendar featuring festivals, concerts and live performances. The modern "Arena" Amphitheater serves as a key venue, hosting a wide array of events with both national and international artists.

St. Vlas is a superb destination for a fulfilling and romantic getaway, a year-round magnet for travelers.

17A Tsar Simeon Str., 8256 Sveti Vlas
tel: +359 554 68224

FULLY RENOVATED

HOTEL MARVEL ** All Inclusive**
Free private beach area
Sunny Beach, Bulgaria
T: +359 554 2 54 45
E: reservations@hotelmarvel.bg
www.hotelmarvel.bg

HOTEL AKTINIA * All Inclusive**
Sunny Beach, Bulgaria
T: +359 554 25 814
E: reservations@hotelaktinia.bg
www.hotelaktinia.bg

www.hotelsunnybeach.bg

HOTEL NOBEL *** Ultra All Inclusive**
Free private beach area
Sunny Beach, Bulgaria
T: +359 554 2 53 35
E: reservations@hotelnobel.bg
www.hotelnobel.bg

garden of eden
Sveti Vlas, Bulgaria
Located on the beach
5-star hotel
4-star aparthotel
Classic European restaurant
Italian restaurant
Fish restaurant on the beach
Vista bar, pool bar
Mini club
Two tennis courts
Nine outdoor pools
Indoor pool, Gym and SPA center
Beauty salon
Medical center
Tourist and Business center
Closed guarded parking
Taxi services
Rent a car
Supermarket
www.gardenofeden.bg | reservations@gardenofeden.bg | +35955454000

POMORIE –
A destination with character

Pomorie is an established center for coastal and wellness tourism. Its renowned liman mud, favorable climate and modern spa and rehabilitation facilities enable the town to attract visitors far beyond the summer months.

Lake Pomorie occupies a special place in the destination's identity – a natural treasure inextricably linked to the town's history and livelihoods. Designated as a wetland of international importance under the Ramsar Convention and part of the European ecological network Natura 2000, it features centuries-old salt-harvesting traditions and rich biodiversity. Its proximity to the sea creates an ideal environment for eco-tourism, nature education and cultural exploration.

The history of ancient Anchialos forms another vital layer of Pomorie's identity. The ancient Thracian beehive tomb, the Historical Museum, the Salt Museum, the historic churches, and the St. George Monastery – alongside deeply rooted fishing and seafaring traditions – reveal a town with centuries of living memory. Among these cultural treasures, the Salt Museum stands out as the only specialized facility of its kind in Bulgaria and Eastern Europe, preserving and presenting one of the region's oldest traditional livelihoods.

Viticulture and winemaking are equally central to the character of the region. The sea, the lake, the salt, the vineyards and local gastronomy converge into diverse itineraries and experiences that complement a classic beach vacation and lay the foundation for an extended tourist season.

Today's traveler increasingly seeks authentic experiences and a meaningful connection with local culture rather than just a place to stay. This is where Pomorie's true potential lies – combining family beach holidays with balneotherapy, nature, history, wine, and local flavors. The challenge is to weave these assets into a cohesive, recognizable destination brand that drives the sustainable growth of the town and the gradual prolongation of the active season.

Pomorie does not imitate other resorts. Its true competitive advantage is its unique identity: the harmony of sea and lake, salt and wine, history and modernity, relaxation and renewal.

It is precisely this character that turns a single visit into a lifelong reason to return.

Sunset at the
North Beach

Opera
at the Sanctuary
Begliktash

Annual
Triathlon
Lionheart

PRIMORSKO

Ropotamo
River

Bulgarian
Equestrian
Cup

Church
of Saints Cyril
and Methodius

The Sailing
Regatta in
Primorsko

Summer
Music Festival
Prim Fest

Estuary
of the Ropotamo
River

WELCOME

www.primorsko.bg

KG KRISTORIA GROUP

The perfect choice

CAMPING NESTINARKA, TSAREVO
+359 879 554 909
office@tomasbg.com
www.tomasbg.com

LOZENETS
+359 876 119 111
office@oasisdelmare.com
www.oasisdelmare.com

for your summer vacation!

CAMPING OASIS, LOZENETS / +359 877 49 57 77
reservation@oasis-delsol.com - Reception
office@oasis-delsol.com - Marketing
manager@oasis-delsol.com - Manager
www.oasis-delsol.com

OASISDelSol
real beach experience

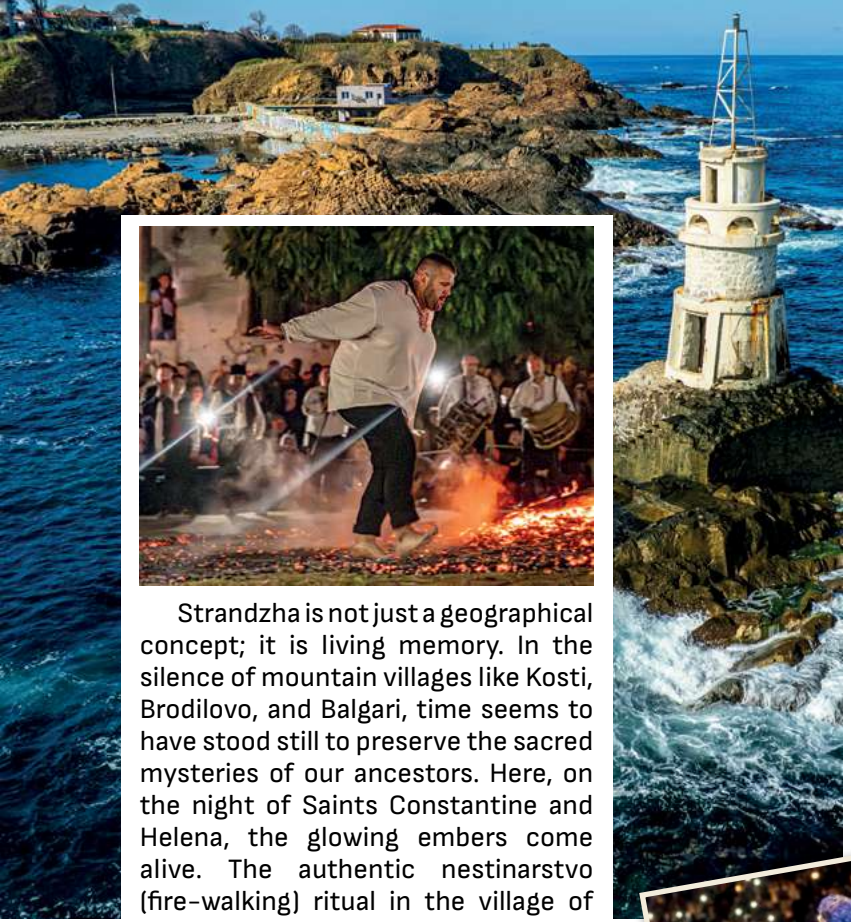
LOZENETS
+359 879 447888
reservation@la-mansion.eu
www.la-mansion.eu

EST. 2025
La Mansión

Why Tsarevo is so much more than the sea!

There are places you don't merely visit—you experience them. Places where you sip the air in deep draughts, and the earth beneath your feet pulses with the rhythm of antiquity. Tsarevo is precisely that kind of magic. Situated where the infinite blue of the Black Sea gently kisses the green, enigmatic hills of mystical Strandzha, this corner of Bulgaria is far more than a summer resort—it is a state of mind.

Far removed from the clamor of commercial tourism, the municipality of Tsarevo holds the key to a forgotten, untamed nature. Here, the sea is not a boundary, but a beginning. In an instant, the salty marine breeze gives way to the cool scent of centuries-old oak forests. Secret trails carpeted with evergreen Strandzha rhododendron (rhododendron ponticum) and the picturesque meanders of the Veleka River – which pours into the sea in a majestic embrace – create landscapes that linger in the soul forever.



Strandzha is not just a geographical concept; it is living memory. In the silence of mountain villages like Kosti, Brodilovo, and Balgari, time seems to have stood still to preserve the sacred mysteries of our ancestors. Here, on the night of Saints Constantine and Helena, the glowing embers come alive. The authentic nestinarstvo (fire-walking) ritual in the village of Balgari, recognized by UNESCO, is a cosmic experience. To the hypnotic beat of the drum and the mournful wail of the bagpipe, the fire-walkers dance across a carpet of fire holding a holy icon – a ritual that cleanses, awes and connects the earthly with the divine.

Summer nights in Tsarevo carry a signature aroma – of sea salt, crackling fire, and shared art. Throughout the tourist season, the municipality transforms into an open-air stage under the stars.

Here, the cultural lineup is not mere entertainment, but a cherished tradition that brings people together. The iconic Fish Fest – which has become the culinary hallmark of the Southern Black Sea coast—fills the harbor with vibrant energy, music, and aromas. Meanwhile, the rich taste of Strandzha honeydew honey, the mountain's "black gold," enchants the senses during the annual festival dedicated to it. Jazz nights, seaside theatrical performances, concerts, the "Lunar" light installations, and art festivals turn every single evening into an unforgettable cultural celebration.

Tsarevo is for the dreamers – for those who seek meaning in their journeys, who wish to lose themselves in the wild coves along the coastline, inhale the centuries-old history of Strandzha's churches, and discover that Tsarevo truly is so much more than the sea. It is an embrace between land and water, between past and present – a fairytale written in waves and fire.

SLIVEN:

ONE DAY, THOUSANDS OF YEARS OF HISTORY, A KILO OF JUICY PEACHES AND MILES OF BLUE STONES

SLIVEN

Live the History, Feel the Nature!

Dear friend,

I'm writing to you from Sliven. I know that when you tell people you're coming to Bulgaria, everyone will have a list of places you simply have to see. And fair enough. Bulgaria has no shortage of beautiful cities, mountains, beaches, history and places worth exploring. But when you come to Sliven, let me show you around.

Since you'll be my guest, I'm not going to send you a list of sights to tick off. Instead, I want you to spend a day here with me. We'll wander around, I'll tell you some of the stories behind the city, show you the places I love and take you to a few of my favourite spots.

There's just one thing I ask. Leave a little room in your suitcase for the journey home. For some peaches.

We'll start our morning in Sliven. The city sits where the plain meets ***the Blue Stones****, and that's the first thing I want you to notice. The mountain gradually becomes part of your day. Before long, you stop thinking about where the city ends and the mountain begins. You're simply walking, and somehow you feel as though you've become part of the landscape.*

First, we'll stroll along the main street. We'll stop for a good coffee and take in the mix of voices, footsteps and everyday city sounds around us.

See that clock tower in the distance? At exactly noon, ***the City Clock*** *fills the streets with a song by Dobri Chintulov, one of Sliven's best-known poets.*

And now I'm going to surprise you.

Did you expect to come across works by Picasso, Miró, Chagall and Vlaminck while walking through a Bulgarian city like mine?

Come in. Behind the doors of this elegant Baroque building is one of ***Sliven's most valuable art collections****. Here you'll find European graphic art from the 19th and 20th centuries, and discover a side of Sliven you probably weren't expecting.*

And we're only getting started.

*A few more steps and we'll travel thousands of years back in time, to **the world of the Thracians**.*

And I have plenty to show you.

Gold and silver treasures, Thracian tombs, objects connected with ancient healers and rituals. I'll tell you about a small tablet associated with some of the earliest forms of writing. You'll see unique rhyta and beautifully crafted jewellery.

And we won't rush. Every object has a story, and I want to tell you those stories properly.

*Did you know that Bulgaria's industrial development began here in Sliven? Our next stop takes us into **the world of textiles**. You'll see how spinning and weaving technology changed over the years and discover the Bulgarian contribution to the development of the textile industry. You'll even see machines that are the only working examples of their kind in Bulgaria. But this isn't the sort of museum where you're expected to stand quietly and look at things from behind glass. Here, you get involved. You can touch, try things out and make something with your own hands.*

*Then I'll take you through **the beautiful houses of the 18th and 19th centuries**. We'll step inside the old school, have a look at the rose distillery and travel back to a time when rituals, celebrations and traditions were simply part of everyday life. I'll show you the Sliven remembered by the people who lived here before us.*

And somewhere along the way, I think you'll start to fall for the place.

But there's something else I almost forgot.

*Somewhere between the history and the coffee, I'm buying you peaches. A whole kilo. I want you to taste a proper **Sliven peach**. Then we'll see how much room you have left in that suitcase.*

*After that, we'll head up to **Tuida Fortress**.*

This is where history gets a little more hands on.

The fortress sits above Sliven, overlooking the city and the plain. I'll show you what life might have been like in a medieval town. We'll put on armour, try our hand at archery and get up close to swords and sabres. We'll sit at a potter's wheel and make something ourselves. And if you're up for it, we can even explore Tuida through VR.

This is where I'll turn to you and say:

Now you understand why photos would never have been enough.

Then we'll head higher. Up into ***the Blue Stones****. By chairlift.*

We'll make our way towards Karandila, follow one of the mountain trails, or simply stop for a while and look down at Sliven from above. After spending the day among archaeology, history and the sounds of the city, we'll suddenly find ourselves surrounded by rocks, trees and fresh mountain air.

And that's one of the things I love most about Sliven. You don't have to travel for hours to feel as though you've arrived somewhere completely different.

In the evening, we'll head back into town. We'll find a table, order some ***Bulgarian food*** *and talk about everything we've seen.*

At some point, we'll probably try to work out how many centuries we've travelled through in a single day. I doubt we'll manage it. Because that's Sliven. You can start the morning with coffee and ancient history, stop for a peach, spend the afternoon in a medieval fortress and finish the day looking down at the city lights from the mountain.

And then, sooner or later, you'll probably ask me:

"Why have I never heard of Sliven?"

That's exactly why I'm writing to you.

Come and visit.

Let me show you my Sliven.

I won't promise you a perfect city. I live here, after all, and I know that places like that don't exist. But I can promise you this. If you come to Sliven, you'll leave with your own story to tell about the city and the mountain. And when you get home, you'll know exactly where Sliven is.

And, quite possibly, where to find a very good peach.

Your friend from Sliven

Municipality of Sliven
Sliven, 1 Tsar Osvoboditel Blvd.
https://gotosliven.com/
https://infotourism.sliven.bg/en

Cosmopolitan® ad
HOTEL & WELLNESS
★★★★

Cosmopolitan Hotel & Wellness ****
Comfort and Elegance in the Heart of Ruse

Nestled in the center of the beautiful Danube city of Ruse, the hotel combines modern style and comfort with elegance.
Cosmopolitan Hotel and Wellness welcomes guests with spacious rooms, refined décor and exceptional hospitality.
The hotel features a first-class restaurant serving Bulgarian and international cuisine, a relaxing spa and wellness center, gym and conference facilities - making it an ideal choice for both leisure and business travelers. Just steps away from Ruse's historic landmarks, Cosmopolitan Hotel offers a truly memorable stay.

Bulgaria, City of Ruse
1-3 Dobri Nemirov St.
+359 884 200 887; +359 884 200 889
marketing@cosmopolitanhotelbg.com
www.cosmopolitanhotelbg.com

tina tours travel & events

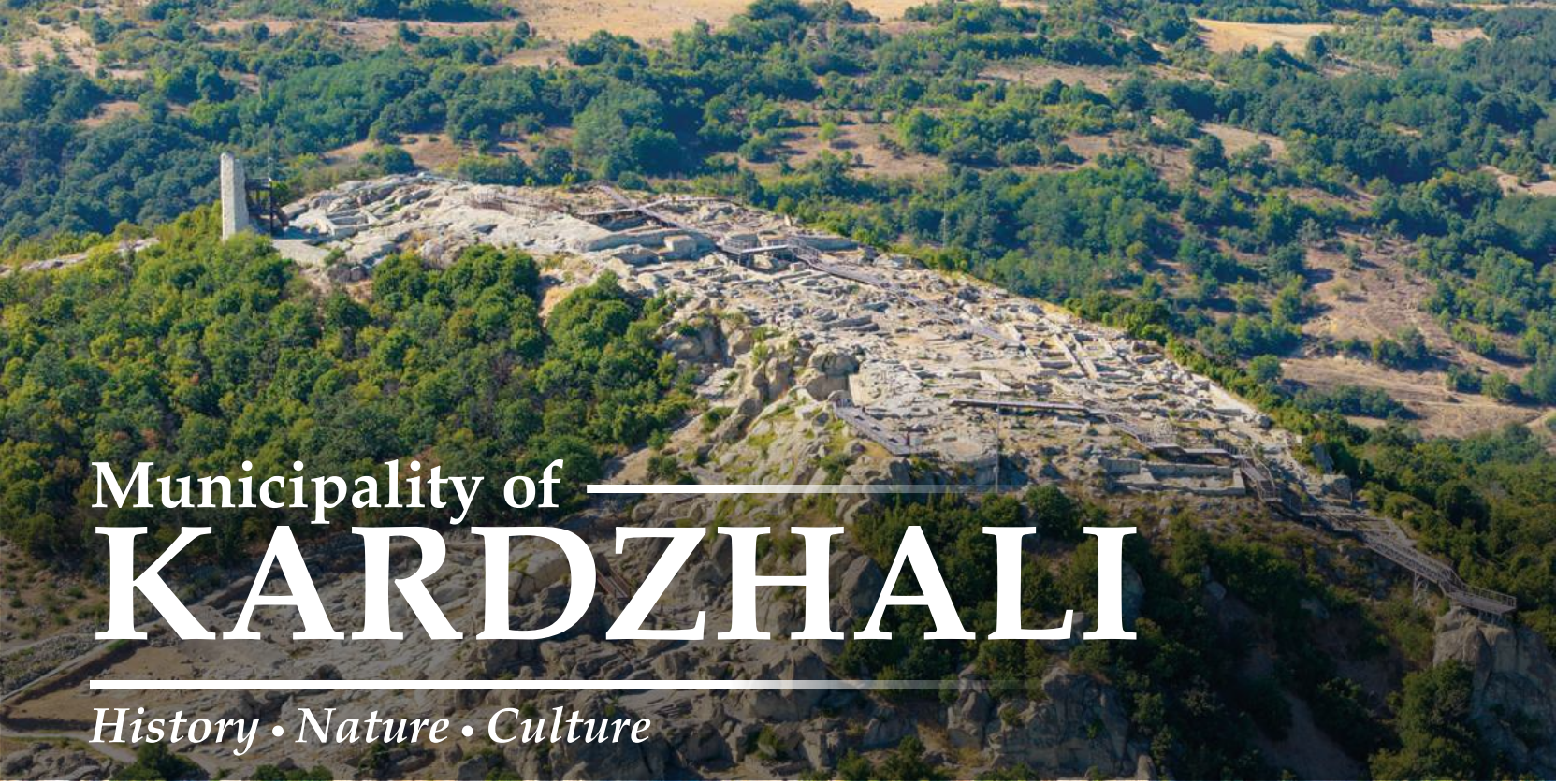
TINA TOURS

WWW.TINATOURS.BG

Tina Tours – Discover Bulgaria and the World with Us

Tina Tours is a Bulgarian tour operator dedicated to showcasing the country's rich heritage, natural beauty and warm traditions.
Based in Ruse, Tina Tours offers memorable travel experiences – from cultural and wine tours to Danube river adventures and city breaks. Our professional team ensures every journey is authentic and unforgettable.
In addition to exploring Bulgaria, Tina Tours also organizes exciting holidays abroad – from European city escapes to seaside vacations and exotic destinations.
Whether you're discovering Bulgaria for the first time or setting off to explore the world, Tina Tours is your trusted travel partner for every journey.

TINATOURS_BULGARIA TINA TOURS *marketing@tinatours.net* *+359 888 070 888; +359 888 185 100*



Municipality of KARDZHALI

History • Nature • Culture

Visit Kardzhali

Discover Kardzhali -
eternal and inspiring

Kardzhali, 54 Belomorski Blvd.
office@visitkardzhali.com
+359 879 317 974

PERPERIKON

THE ANCIENT CITY THAT CONTINUES TO UNCOVER ITS SECRETS

Kardzhali is a city where the past and present intertwine in a truly remarkable way. Nestled in the heart of the Eastern Rhodopes, it carries the spirit of ancient civilizations preserved amidst rolling mountain slopes, tranquil waters and warm hospitality.

The most emblematic symbol of the region is undoubtedly Perperikon – an ancient rock city whose roots can be traced back to millennia ago. A walk through the rock-hewn streets, temples and palaces reveals the history of Thracians, Romans and Byzantines who left their mark on this mystical place.

In the city itself, the Regional Historical Museum has preserved and tells the rich history of the area. Its exhibits lead visitors through different eras – from prehistory to the modern era, showcasing unique artifacts and cultural heritage that complete the picture of the Rhodopes as a crossroads of civilizations.

The medieval St. John the Baptist monastery complex is one of the most significant spiritual centers in the region. With its serene atmosphere and impressive architecture, it is a place for reflection and inner peace, upholding a centuries-old Christian tradition.

The Monyak Fortress, perched high above the surrounding hills, offers not only a brush with history but also breathtaking views. The climb to it is a genuine adventure that rewards every visitor with a panorama revealing the beauty of the Rhodopes in all its glory.

Particularly impressive is the longest suspension bridge in Bulgaria located near the village of Lisitsite. It connects the two banks of the reservoir and offers a different perspective on nature – an experience that is both thrilling and memorable.

If the Kardzhali region has provoked your interest and you want to explore more of its landmarks and routes, you can find more information at visitkardzhali.com. There you will find ideas for walks, interesting places and inspiration for exploring the Eastern Rhodopes and their hidden treasures.

visitkardzhali.com

EO Dent
DENTAL CLINIC

СЪЗДАВАМЕ УСМИВКИ ОТ БЪДЕЩЕТО!

We're creating smiles from the future!

КАЧЕСТВО
QUALITY

СЕРТИФИЦИРАНИ СПЕЦИАЛИСТИ
CERTIFIED SPECIALISTS

ДОВЕРИЕ
TRUST

ИНОВАТИВНИ ТЕХНОЛОГИИ
INNOVATIVE TECHNOLOGIES

СИГУРНОСТ
SECURITY

500+ СПЕЦИАЛИСТИ - ЕДНА МИСИЯ

- ИМПЛАНТОЛОГИЯ / IMPLANTOLOGY
- ОРАЛНА ХИРУРГИЯ / ORAL SURGERY
- ПАРОДОНТОЛОГИЯ / PERIODONTOLOGY
- ДЕНТАЛНА ЕСТЕТИКА / DENTAL AESTHETICS
- ЕНДОДОНТИЯ / ENDODONTICS
- ДЕТСКА СТОМАТОЛОГИЯ / PAEDIATRIC DENTISTRY
- ОРТОДОНТИЯ / ORTHODONTICS
- 3D ДИАГНОСТИКА / 3D DIAGNOSTICS
- ЛЕЧЕНИЕ С ЛАЗЕР / LASER DENTISTRY

EODent @eo.dent @eodentdentalclinic

www.eo-dent.com www.eo-kids.com www.eo-implant.com

Scan me!
СКАНИРАЙ МЕ

ПОВЕЧЕ ОТ
ВАКАНЦИЯ

ТВОЕТО МЯСТО В ПИРИН ГОЛФ

MORE THAN JUST A VACATION
YOUR PLACE AT PIRIN GOLF

BOUTIQUE HOLIDAY
PIRIN

Тук времето е ваше!

+359 888500554

P
частен паркинг
private parking

подходящо за домашни любимци
pet friendly

гледка към Пирин
Pirin mountain view

Nestled between three mountain ranges - Rila, Pirin and the Rhodopes –

the Muinicipality of Razlog

is an enchanting place that weaves together a vibrant palette of ancient traditions, a rich religious, cultural, and historical heritage, majestic nature, healing thermal springs, local crafts, and authentic regional cuisine.

Here, nature awe-inspires with its diversity, history comes alive in every corner, and the warm hospitality—coupled with the preserved authentic spirit of Bulgarian traditions—turns every visit into an unforgettable experience.

Among the most captivating locations in the municipality is Golak—a natural paradise offering one of the most stunning panoramic views of all three mountain ranges and the entire Razlog Valley—and the "Stupalata" (The Steps) Rock Formation, an impressive phenomenon consisting of seven marble crags stacked above one another like steps.

The city park with its serene lake serves as the green heart of the town—a beloved spot for strolls, relaxation, and cultural events. It is home to the reconstructed ancient solar calendar, symbolizing the region's rich historical legacy, as well as the statue of the enamored couple set within the water, and the bridge adorned with traditional belt buckles (pafti).

The region is also home to numerous Orthodox churches, including the "Painted Church" (Pisana Tsurkva), the Church of the Holy Annunciation, the Medieval Church of the Dormition of the Theotokos near the village of Godlevo, and the famous Church of SS. Theodore Tyro and Theodore Stratelates in the village of Dobarsko, renowned for its unique frescoes and historical significance.

The new mineral baths stand as one of the most modern public thermal bath facilities in the region, ideal for leisure, rejuvenation, and balneotherapy. It features two mineral pools and a dedicated tub area accessible to all visitors.

Golf enthusiasts can enjoy world-class facilities set against breathtaking mountain vistas. Local equestrian centers offer unforgettable trail rides through nature, while the mineral waters and modern spa resorts create the perfect conditions for relaxation and wellness.

The Church of the Holy Annunciation

Todorovden

Babinden

www.razlog.bg

Yavorov Hut

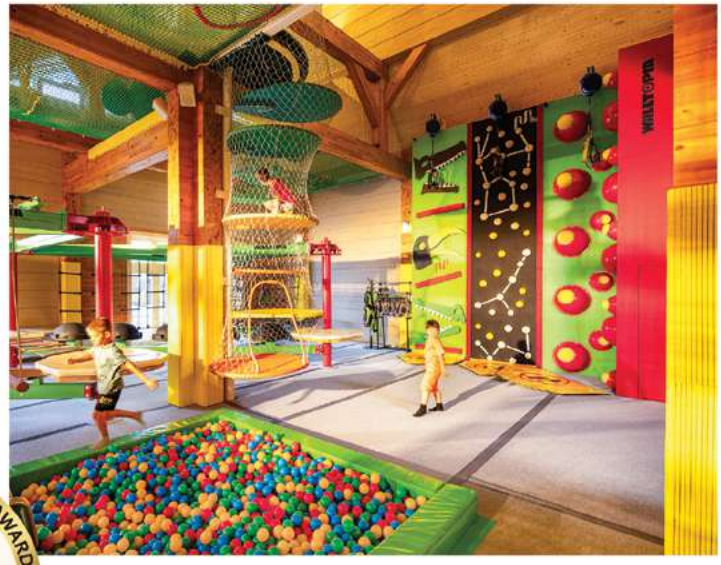
Starchevata

In Muinicipality of Razgog, traditions are kept alive to this day. Visitors can savor authentic local dishes prepared using age-old recipes and fresh regional ingredients. Standing prominently among these culinary symbols are the famous Razlog Kapama and Shupla—dishes that have become true hallmarks of local hospitality.

Snowy landscapes and crisp, crystal air captivate ski and mountain enthusiasts in winter. Summer walks along lush green trails bring tranquility, herb picking offers health and vitality, while events like the "Festival Summer," "Starchevata" (the traditional New Year Kukeri festival), Babinden (Grandmothers' Day), and Todorovden (Horse Easter) fill the town with celebration and emotion.

Come and experience it all for yourself!
Welcome to Razlog!

HOT SPRINGS
Medical & Spa Hotel
★★★★+



Перфектната семейна почивка

Хот Спрингс Медикал и Спа хотел е целогодишна дестинация, която съчетава уюта на алпийски хотел с лечебната сила на минералната вода, модерни СПА, уелнес, балнео терапии и натурални продукти от собствено стопанство.

С новия **клуб Детска Република** и впечатляващ аквапарк хотелът се утвърждава като предпочитано място за семейна почивка, където децата сезабавляват, а родителите се наслаждават на спокойствие и комфорт.

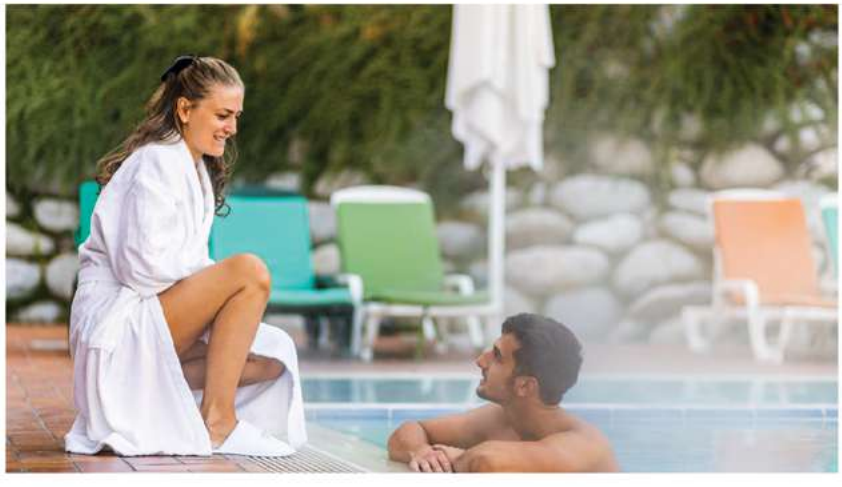
Международните престижни отличия от **The World Luxury Hotel Awards** и **ESPA** са признание за високия стандарт и уникална концепция на Хот Спрингс Медикал и Спа хотел.

The perfect family getaway

Hot Springs Medical & Spa Hotel is a year-round destination that combines the cozy charm of an alpine hotel with the healing power of mineral waters, modern spa, wellness and medical therapies, and natural products from its own farm.

With the new **Kids' Republic Club** and its impressive aqua park, the hotel has established itself as a preferred family holiday destination, where children enjoy endless fun while parents relax in comfort and tranquility.

The prestigious international recognitions from **The World Luxury Hotel Awards** and **ESPA** are a testament to the high standards and unique concept of Hot Springs Medical & Spa hotel.



WINNER
Best SPA&MEDICAL hotel 2017

WINNER
Best SPA/MEDICAL hotel 2017/2018

WINNER
Best BALNEO&SPA hotel 2020

WINNER
Best Innovative SPA concept 2022 | 2025

WINNER
WORLD LUXURY HOTEL AWARDS 2025

Баня, Разлог | Banya, Razlog
+359 888 337 337 | reservations@hotsprings-spa.com
www.hotsprings-spa.com

SPA HOTEL
SPARTAK
+359 746 33035
hotel@spahotelspartak.com
Sandanski / 1 Macedonia Str.
https://spahotelspartak.com/

TWO DESTINATIONS
ONE FEELING — MEDITE

MEDITE
KASSANDRA RESORT
★ ★ ★ ★ ★
HALKIDIKI, GREECE

Your escape on the shores of the Aegean.

Seaside relaxation. Mediterranean flavours.
Unforgettable moments.

www.meditekassandra.com
+30 698 410 5942

MEDITE
SPA RESORT & VILLAS
★ ★ ★ ★ ★
SANDANSKI, BULGARIA

Natural mineral warmth. Complete tranquillity.

Mineral pools. Spa rituals.
Private villas.

www.meditesparesort.com
+359 888 366 000

DISCOVER YOUR NEXT ESCAPE

Heraclea Sintica
has won an award at the 2026 New European Bauhaus Prizes

The project of the Municipality of Petrich for the ancient city of Heraclea Sintica and its adjacent theme park has won an award among the top 20 selected projects at the 2026 New European Bauhaus (NEB) Prizes. The project was honoured out of more than 800 submissions from small municipalities across Europe. The NEB Prizes 2026 ceremony took place in Brussels in October 2026. The event recognized and celebrated outstanding projects, ideas and local initiatives that embody the core New European Bauhaus values: sustainability, aesthetics and local community inclusion.

The Heraclea Sintica project impressed the jury with its cultural heritage preservation efforts, successful integration of the site into social life and initiatives focused on conserving the natural environment. The decision to present both in harmony is articulated in the comprehensive development concept for the site and the public integration zone of the archaeological complex. The thematic park developed adjacent to Heraclea Sintica in the Rupite area unfolds through the thoughtful integration of archaeological heritage, landscape architecture and contemporary design – creating an immersive experience that allows visitors to engage with the site as a living cultural environment.

A key objective of the project is to preserve the authenticity of the archaeological structures while rendering them accessible to diverse audiences. The rich cultural programme, which adds distinct value and offers a fresh perspective on the site, was also among the highly evaluated criteria.

This recognition stands as a strong endorsement of the policies pursued by the Municipality of Petrich and the Petrich History Museum in preserving, developing and promoting the region's cultural heritage. With this prestigious award and the New European Bauhaus seal of quality, the ancient city of Heraclea Sintica reaffirms its commitment to sustainable, aesthetically inspiring development built in close harmony with local communities.

petrichhistorymuseum.bg **Facebook: PetrichHistoryMuseum**

Bulgaria's caves lead to the cradle of human civilization

Antoaneta Tityanova

If France is renowned for the Chauvet and Lascaux caves and Gibraltar for Saint Michael's and Gorham's caves - where the last Neanderthals once lived - Bulgaria's caves draw not only tourists, thrill-seekers, scientists and speleologists from around the globe, but also major international film productions and Hollywood celebrities.

With the multi-million-dollar movie saga The Expendables 2 in 2011, the entire world got a glimpse inside the unique **Devetashka Cave**. While Sylvester Stallone, Bruce Willis, Arnold Schwarzenegger, Jean-Claude Van Damme, Jason Statham and Chuck Norris plunged into action-packed scenes, environmentalists imposed heavy fines because Devetashka Cave is among Europe's three most vital bat habitats. Today, crossing the "Hollywood bridge," hundreds of nature and history enthusiasts can explore magnificent rock formations and Neolithic remains inside Devetashka Cave, which has been designated a Natural Landmark since 1996 and is one of Bulgaria's 100 Tourist Sites. Visitors will spot familiar scenes from the blockbuster Conan the Barbarian, though most will be awestruck by the massive arched entrance and the immense cavern, large enough to fit the entire Alexander Nevsky Cathedral inside.

You might ask: where else can you find a cavern of such impressive proportions? Naturally, in the **Devil's Throat Cave**. After passing through the picturesque Trigrad Gorge, you will step into the most mysterious underground realm - the very place where, according to legend, the mythical Thracian bard Orpheus descended into Hades' underworld to retrieve his beloved Eurydice. As you climb the 300 steps inside the Devil's Throat, you cannot miss the highest underground waterfall on the Balkan Peninsula, nor fail to admire yet another natural treasure featured on the list of 100 Tourist Sites.

And speaking of the ancient history of the Thracians and the legendary Orpheus tied to Bulgarian lands, it is worth venturing even further back into the history of human civilization, to the very moment our earliest ancestors emerged. We are not referring to Adam and the Bible, but to the first European and early Homo sapiens.

Two Bulgarian caves, **"Bacho Kiro"** and **"Kozarnika"** place Bulgaria among the most important destinations on the map of global archaeology, inextricably linked to the prehistoric settlement of Europe. Located in the immediate vicinity of the Dryanovo Monastery, the "Bacho Kiro" Cave made world headlines and prompted scholars to rethink theories about the appearance of modern humans on the continent. It was here that some of the oldest Homo sapiens (Cro-Magnon) remains in Europe were discovered, dated to approximately 47,000 years ago. Spanning 3,600 meters in length and equipped for visitors, this cave holds the mystical number 22 on the list of 100 Tourist Sites of Bulgaria.

Continue your speleological expedition toward the Danube on your way to the Baba Vida Fortress, and you cannot miss another world-class archaeological sensation: the **"Kozarnika" Cave**. In 1996, a joint Bulgarian-French archaeological team under the "BINEK – The Balkans and the Beginning of European Culture" project by the European Associated Laboratory (EAL) made a groundbreaking discovery: the earliest humans migrated from Africa to Europe not across the Strait of Gibraltar 800,000 years ago, but through Bulgaria and the Balkans. Renowned paleontologist and researcher Dr. Jean-Luc Guadelli from the French National Centre for Scientific Research (CNRS) described the geographical location of modern-day Bulgaria as a "corridor with four gates," representing the

on p. 78 →

THE REGION OF TETEVEN

attracts the visitors not only with its unique natural features, cultural and historical sites, but also with its rich diversity of ethnicities, cultures, religion and preserved culinary traditions.

DIVERSE EVENT CALENDAR -

culinary events, festivals, celebrations, tournaments.

THE FEAST OF THE TETEVEN'S BRINE

BREAD FESTIVAL - village of Golyam Izvor

HOMEMADE CHEESE FESTIVAL – village of Cherni Vit

FOLKLORE FESTIVALS in the village of Cherni Vit and the village of Ribaritsa

CULTURAL AND HISTORICAL HERITAGE

Glozhene Monastery

Historycal Museum - Teteven

Church "St. All Saints" - Teteven

Kostina Site – Ribaritsa

Vasil Levski House-Museum in the village of Golyam Izvor

NATURAL WEALTH

Offers ideal conditions for hunting and fishing, high-mountain trekking and mountaineering, hiking and cycling.

www.teteven.bg

Teteven Municipality / +359 678/5 22 00
mayor@teteven.bg
TIC – Teteven / +359 888 90 66 40
tic@teteven.bg

← *from p. 76*

earliest and most natural pathway for the settlement of Europe. And the finds in "Kozarnika" Cave stand as proof.

Nearby lies the captivating and uniquely illuminated **"Venetsa" Cave**, bathed in multi-colored lights. Rich in cave corals and crystals, it boasts an abundance of onyx as well as the classic stalactites and stalagmites. It is also home to the largest stalagnate (column) in Bulgaria, with an impressive circumference of 25 meters.

Another extraordinary cave in this region that you should not miss is situated near the incomparable natural wonder known as the Belogradchik Rocks. **"Magura" Cave** is world-famous for its unique prehistoric rock paintings, dating from the Paleolithic to the Early Bronze Age (10,000—3,000 BC). Painted with bat guano, they depict hunting scenes, dances, deities and one of the earliest solar calendars in Europe. While the Belogradchik Rocks attract opera lovers from all over the globe, the cave's natural concert hall (with flawless acoustics) serves as a stage for ballet performances, jazz sessions, unforgettable opera productions, concerts and festival events such as "Opera of the Peaks" and "Thracian Mysteries."

Now that you've attended a cultural event inside a cave, it's time to get married! Where? Your best destination is **"Yagodina" Cave**. Nestled deep within the Rhodope Mountains, the cave features a specially equipped ceremonial hall complete with an altar for civil wedding ceremonies, making it one of the most unconventional and popular wedding venues in Bulgaria. Wedding guests are welcomed with the sounds of the traditional Rhodope kaba gaida (bagpipe) and a Bulgarian bat guano dance. Exploring this breathtaking cave is a wonderful wedding gift in itself: alongside numerous stalactites, stalagmites, and stalagnates, you will discover unique stone "drapes," a collection of cave pearls and natural rock patterns resembling "leopard skins." "Yagodina" Cave also preserves the remains of an Eneolithic (Copper Age) dwelling dating back to the 4th millennium BC, complete with a ceramic oven, baking vessels, tools, and even charred wheat grains. Naturally, these are not recommended for the newlyweds' honeymoon night - for that, the first-class hotels in the nearby upscale mountain resort of Pamporovo are far better suited.

Of course, much more could be written about caves—not least by recalling Plato's famous Allegory of the Cave, which speaks to the human pursuit of light and true knowledge. The anthropological link connecting caves to the underworld of Hades, the earthly womb, birth, and rebirth is well known. As you might guess, I am leading you now to the extraordinary "Womb" (Utrobata) Cave- an ancient cave sanctuary dating back to the Copper Age. It consists of a natural cleft in the rock resembling a uterus (womb), which was further carved and shaped by the Thracians. Archaeologist Prof. Nikolay Ovcharov describes the phenomenon of the "symbolic fertilization" of the Mother Goddess by the Sun God: precisely at 12:00 noon, a gigantic phallus of light enters the "Womb" Cave and begins to crawl toward the altar at its far end. The ancients documented these age-old beliefs of the Thracians who inhabited the lands of Bulgaria. Later, philosophers built upon the concept of entering the "cave," viewing it as a "return to origins or an immersion into the unconscious."

Well, I have attempted to capture this spirit through just 8 of Bulgaria's many caves. Yet this is merely the beginning of a beautiful speleological journey across Bulgaria – a country blessed with dozens of unique and mesmerizing cave formations that represent another chapter in its rich historical, natural, mystical, and tourist heritage.

CONTENT

Admiral hotel	Golden Sands	41
Aktinia hotel	Sunny Beach	50
Atmosphere Balneo hotel & SPA	Pavel banya	20
Balchik Municipality		43
Bulgaria Air	Sofia	12
Bulgaria offers much more than the world knows		3
Bulgaria's caves lead to the cradle of human civilization		76
Burgas Airport		6
Cosmopolitan hotel	Ruse	63
Delta Planet MALL	Varna	8
Empire balneo & SPA hotel	Hisarya	24
EO Dent Dental clinics		66
Etropole Municipality		36
Gabrovo Municipality		30
Garden of Eden	Sv. Vlas	51
Hayashi Residence	Sofia	17
Hisarya Municipality		23
Hissar SPA complex	Hisarya	II cover
Horlog Castle Villa Resort	Trigrad village	35
Hot Springs Medical & Spa Hotel	Banya	70
Kamelia hotel	Pamporovo	34
Kardzhali Municipality		64
Kavarna Municipality		46
Kazanlak Municipality		18
La Mansion hotel	Lozenets	57
Marvel hotel	Sunny Beach	50
Medite SPA Resort & Villas	Sandanski	73
Merit Grand Mosta hotel and casino	Svilengrad	39
Nobel hotel	Sunny Beach	50
Oasis Del Mare complex	Lozenets	56
Oasis Del Sol boutique hotel	Lozenets	57
Our Home visitor's house	Kavarna	44
Panorama City View – Tsar Kaloyan apartment	Veliko Tarnovo	29
Panorama hotel	Veliko Tarnovo	28
Petrich History Museum		74
Plovdiv Municipality		14, IV cover
Pomorie Municipality		52
Primorsko Municipality		54
Razlog Municipality		68
Residence City Garden hotel	Plovdiv	13
Sharlopov Group	Sofia	7
Skalite hotel	Belogradchik	33
Sliven Municipality		60, III cover
Sofia Tourism Administration		10
Spartak SPA hotel	Sandanski	72
Starosel Wine and SPA complex	Starosel	22
Sveti Vlas City Hall		48
Teteven Municipality		77
The Five Elements Hotel	Sapareva banya	16
The year the world rediscovered Bulgaria		38
Tina Tours	Ruse	63
Tomas Residence apartment complex	Tsarevo	56
Topola Skies Resort & Aquapark	Topola village	45
Tsarevgrad Tarnov	Veliko Tarnovo	26
Tsarevo Municipality		58
Varna Airport		9

DESTINATION BULGARIA
The tourism magazine

PUBLISHER
K & P Advertising SPLtd
Pavlinka Ivanova
Katya Krasteva

1616 Sofia, Bulgaria
4, Gerganitsa Str.
mob.: +359 876 03 03 90
+359 888 13 00 24
e-mail: k.p.adv@abv.bg
office@destinationbulgaria.bg
www.destinationbulgaria.bg

EDITOR IN CHIEF
Katya Krasteva

OFFICE MANAGER
Yulia Sarafova

MARKETING AND ADVERTISING
Desislava Krasimirova
Valentin Dimitrov

FINANCE
Silvana Hristova

TRANSLATIONS
Euro-Alliance Ltd.

GRAPHIC DESIGN AND PREPRESS
Milena Hristova

PRINTED BY
Polygraphic complex IFO Design

The advertisers are responsible for the information in the advertising materials.

November 2026
ISSN 2683-0108

SLIVEN

Live the History, Feel the Nature!

www.infotourism.sliven.bg | www.mun.sliven.bg

Visit Plovdiv

visitplovdiv.com