



## BULGARIA FEATURING NEW ALL YEAR ROUND OPPORTUNITIES

### Adventure Travel

For those searching for new adventures, for whom sport occupies an important part in their daily life, whose idea of relaxing includes staying in motion and conquering high peaks and new territories, Bulgaria is an exceptionally attractive destination.

There are excellent opportunities for sport and outdoor activities along the Bulgarian Black Sea Coast. At almost every resort, there are clubs which offer training and equipment for diving, surfing, kite-surfing, and other outdoor sports. There are jet-skis for hire as well as boats for excursions or for exciting fishing. The Black Sea offers excellent conditions for diving and underwater fishing.

Bulgaria's mountains cover one third of the nation's territory, a well-developed network of eco-trails allowing visitors the opportunity to appreciate their remarkable beauty. Fully-equipped climbing facilities have been established in some mountain regions – for instance, in the regions of the town of Vratsa, Lakatnik Rocks, Malyovitsa, and elsewhere.

### Unique projects

New Thracian Gold is a project with an integrated approach combining the work on three components: wildlife, organic farming and ecotourism.

#### Wilderness and biodiversity

The wilderness component aims at creating and preserving one of the best wilderness areas in Europe. This region has one of the highest biodiversity in Europe! The project is a short term initiatives emphasizing the key role of natural grazing and reintroduction of native, wild herbivores. Tarpans, wild horses have been successfully reintroduced, red deer and fallow deer are under introduction, bringing back the European bison to this area is planned as well.

#### Organic agriculture

Organic farming in conjunction with ecotourism is creating jobs, raising life standards and reducing the depopulation of rural areas. The New Thracian Gold hopes to achieve this by investing in exchange of experience and knowledge through training, seminars and demonstration of organic farms.

#### Sustainable tourism

The Rhodopes have all the necessary prerequisites to become a favourite destination for ecotourism - stunning scenery, a great variety of flora and fauna, rich cultural heritage. The beauty and grandeur of the landscape and nature create the green gold for eco-, nature and adventure tourism.

## Ancient History and traditional festivals

### Sozopol

Sozopol is the oldest city on the Bulgarian Black Sea coast. The town is situated on a scenic peninsula in the Southern part of Burgas bay. The archaeological exploration of the site proves a cultural tradition of more than 6000 years.

### Vampires in Sozopol

Archaeologists in Bulgaria have unearthed two skeletons from the Middle Ages pierced through the chest with iron rods to keep them from turning into the undead. They are the latest in a succession of finds across western and central Europe which shed new light on just how seriously people took the threat of vampires and how those beliefs transformed into the modern myth.

### Saint John

The discovery of the relics of St. John the Precursor in Sozopol is the discovery of the 21st century's second decade not only for Bulgaria, but also for the entire Christian world.

### Perperikon

The ancient Thracian city of Perperikon is located in the Eastern Rhodopes. It is thought that the famous sanctuary and oracular shrine dedicated to Sabazios (similar to Greek Dionysus) of the Bessi was situated there.

Excavation of two previously unopened tombs at Bulgaria's ancient sacred site of Perperikon has begun on August 15 2012. The two tombs are made of large stone blocks. Except this in Perperikon was found some of the golden treasure of the bishops of Perperikon, a fragment of a ceramic urn with an image of the Thracian horseman deity, 100 graves from the 13th to 14th century. A further 15 are to be explored.

### Mummers play /Kukeri/

Kukeri is a traditional Bulgarian ritual to scare away evil spirits, with costumed men performing the ritual. Around New Year and before Lent, the kukeri walk and dance through the village to scare evil spirits away with the costumes and the sound of the bells, as well as to provide a good harvest, health, and happiness to the village during the year. The ritual is attributed to Thracian origins.

## Worldwide media outlook



- Post Office Holiday Money Report announces Bulgaria emerges as the 4th value for money destination worldwide

- Forbes magazine ranks Bulgaria among the top 10 new unknown European destinations for adventure tourism
- National Geographic Traveler names “Splendors of Bulgaria: Art, Wine and Traditions” as one of their 50 Tours of a Lifetime for 2012
- Lonely Planet places Bulgaria on the 5th place in its top list of travel destinations for 2011

#### World-class golf playgrounds

- “Undiscovered Golf Destination” for 2012 - IAGTO award
- 7 golf courses, designed by some of the biggest names in golf – Gary Player, Paul McGinley, Ian Woosnam, Peter Harradine



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