



MINISTRY OF TOURISM



PROJECT

Communication campaign to promote EDEN destinations in Bulgaria – Second Edition

Beneficiary: Ministry of Tourism

Project value: 69 088 euro

Duration: 18 months

Overall objective: to promote the Bulgarian destinations of excellence (EDEN Bulgaria) at national and chosen foreign tourist markets, as well as raise awareness and understanding of the EDEN initiative and the principles of sustainable development.



Call for proposals COS-TEDEN-2015-3-05,
Grant Agreement № 699265 from 18.01.2016





Specific objectives:

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

Target group/audience:

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



Beneficiaries:

Direct:

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

Indirect:

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



Work Packages:

Work Package 1	Identification of/ and contact with key marketing travel enablers
Work Package 2	Development of traditional communication and promotional tools - <i>Making of promotional videos, Design and printing of leaflets, postcards and magnets with children's drawings</i>
Work Package 3	Development of online and web-based communication and promotional tools - <i>Online Bulletin of the Bulgaria EDEN destinations, Integrating the Bulgaria EDEN destinations in all official online communication channels</i>
Work Package 4	Organization and/or attendance at events - <i>Organization and conducting of 2 Networking Meetings of the Bulgaria EDEN Destinations, Organization and conducting of familiarization trips for key marketing travel enablers and participation in International Tourism Fairs and Exhibitions</i>
Work Package 5	Dissemination of the project results



Expected results:

- Identified and involved key marketing travel enablers;
- Promotional video (9 x 1 min. promo video for each EDEN destination and 1 image video x 3 min., presenting all Bulgarian EDEN destinations) plus DVDs with promotional videos;
- Design and printing of leaflet “Events and Festivals @ Bulgaria EDEN destinations” and leaflets presenting thematic routes between EDEN destinations in Bulgaria, Design and printing of Postcards and Magnets with children’s drawings, collected through a Facebook online game for children’s drawings on the theme “My EDEN destination in Bulgaria”;
- Upgraded version of the image brochure of Bulgarian EDEN destinations, digitalization of the brochure;
- Promotion of the Bulgarian EDEN destinations in online media, using all official online communication channels.



Expected results(2):

- Upgrade and maintenance of the available web-site of Bulgarian EDEN destinations www.edenbulgaria.eu
- Online Bulletin of the Bulgarian EDEN destinations in 2 language versions (BG and ENG).
- Organized and conducted 2 meetings of the Bulgarian EDEN destinations' representatives.
- Organized and conducted familiarization trips for the key marketing travel enablers.
- Presenting the Bulgarian EDEN destinations at selected tourism fairs, organized in Bulgaria and international tourism fairs abroad.

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

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