



Communication campaign to promote EDEN destinations in Bulgaria
(BG EDEN Campaign III)

**ONLINE BULLETIN
FOR BULGARIAN EDEN DESTINATIONS CREATED FOR THE PROJECT
“COMMUNICATION CAMPAIGN TO PROMOTE EDEN DESTINATIONS IN BULGARIA –
THIRD EDITION”, IMPLEMENTED BY MINISTRY OF TOURISM UNDER THE GRANT
AGREEMENT № GRO/SME/17/C/095 EUROPEAN DESTINATIONS OF EXCELLENCE
(EDEN) – PROMOTION 2017 – BG EDEN CAMPAIGN III (BULGARIA), FINANCED BY EU
COSME PROGRAMME
(ISSUE 3, FEBRUARY 2019)**

The on line bulletin is developed under the Communication campaign to promote EDEN destinations in Bulgaria (BG EDEN Campaign III) project will introduce to you related project news, interesting events in EDEN destinations as well as presenting the selected in various edition Bulgarian EDEN destinations.

EDEN is the acronym for European Destinations of Excellence - an initiative promoting sustainable tourism development models across the EU.

For more information about EDEN initiative visit <http://www.edenbulgaria.eu/>, as well as the DG GROW website https://ec.europa.eu/growth/tools-databases/eden/about_en

The project aims to further develop the previous two projects on the same topic, implemented during the 2016-2017 and 2011 – 2012. Its main objectives are to promote the Bulgarian EDEN destinations on national and foreign tourist markets. Up to now Bulgaria has selected the total of 17 destination of excellence during 4 competitions for selection of destination held in 2017, 2010, 2009, 2008 and, namely Yambol, Mezdra, Dragoman, Ardino, Chavdar, Silistra, Lukovit, Sandanski, Kyustendil, Belogradchik, Belitsa, Sapareva Banya, Kavarna, Vratsa, Strandzha, Kazanlak and Kardzhali.

For more information visit: <http://www.edenbulgaria.eu/>



NEWS

Participation in the International Tourism Fair CTM Stuttgart, Germany, 12-20 January 2019 г. for promoting the EDEN destinations

Bulgarian EDEN destinations have been promoted at the International Tourism Fair CTM Stuttgart, Germany, 12-20 January 2019 г. The participation in this event is a part of the promotion campaign for Bulgarian EDEN destinations included in the Communication campaign to promote EDEN destinations in Bulgaria (BG EDEN Campaign III) of Ministry of Tourism. The International Tourism Fair CTM Stuttgart, Germany is one of the most important tourist fairs in Germany. Due to the high interest in Bulgaria as a tourist destination, the Bulgarian stand has been visited by a lot of visitors of the fair. Bulgarian EDEN destinations have been presented via the printed brochures, leaflets, post cards, magnets and video.



Bulgarian EDEN destinations have been promoted at the „Holiday and Spa Expo“ during 14-16 февруари 2019 г. in Sofia, Bulgaria

Bulgarian EDEN destinations have been promoted at the the tourist exhibition „Holiday and Spa Expo“ held 14-16 февруари 2019 in Sofia, Bulgaria. This promotion is a part of activities of Communication campaign to promote EDEN destinations in Bulgaria (BG EDEN Campaign III) project of Ministry of



Tourism. The printed brochures, leaflets, post cards, magnets and video for all 17 Bulgarian EDEN destinations were disseminated.



Bulgarian EDEN destinations have been promoted at the stand of Ministry of Tourism during the International Tourism Fair TTR Румъния, 21.02.-24.02.2019

Ministry of Tourism promoted Bulgarian EDEN destinations during the International Tourism fair TTR in Bucharest, Romania from 21 till 22 February 2019. The visitors had an opportunity to be informed about the EDEN destinations in Bulgaria and to receive promotional materials such as brochures, leaflets, post cards, magnets. The promotion of the Bulgarian EDEN destinations at the International Tourism Fair TTR in Bucharest, Romania is a part of promotional activities of the Communication campaign to promote EDEN destinations in Bulgaria.





REWARD CEREMONY FOR CHILDREN PARTICIPATED IN THE SECOND COMPETITION FOR CHILDREN'S PAINTINGS ENTITLED

“MY EDEN DESTINATION IN BULGARIA“

On 22 February 2019 in Arena di Serdika Hall, Sofia a reward ceremony has been conducted for children who participated in the second competition for children's paintings entitled “My EDEN destination in Bulgaria” within the project Communication campaign to promote EDEN destinations in Bulgaria (BG EDEN Campaign III) of Ministry of Tourism. Children from 7 till 14 years old send over 250 paintings depicting their view to the EDEN destinations in Bulgaria including sites and attractions such as natural, cultural, historical sites, etc. as well as traditions, events, festivals. In Bulgaria up to now are selected 17 EDEN destinations, namely Yambol, Mezdra, Dragoman, Ardino, Chavdar, Silistra, Lukovit, Sandanski, Kyustendil, Belogradchik, Belitsa, Sapareva Banya, Kavarna, Vratsa, Strandzha, Kazanlak and Kardzhali. For more information about competition visit <http://www.edenbulgaria.eu/bg/node/83>.

Minister of Tourism, Mrs Nikolina Angelkova rewarded the children whose paintings were selected by the jury and facebook. All children received a certificate for their participation in the competition.





After summing up the results received by the jury members and those from the facebook likes, the ranking is the following:

I. Ranking of the children's paintings from the jury:

First place – Nancy Yordanova, 13 years old from Dragoman. Title of the painting „Chapel St Atanasiy Veliki – Nedelishki Monastery”, 129 points from ranking from the jury.



„Chapel St Atanasiy Veliki – Nedelishki Monastery”, destination Dragoman



Two children ranked at second place:

– Nikoleta Marinova, 13 years old from Kavarna, painting from destination Kavarna, 128 points



Destination Kavarna



- Ralitzha Ganeva, 12 years old from Popovo, painting “With Bulgaria in the heart – Kavarna”, destination Kavarna, 128 points



“With Bulgaria in the heart – Kavarna”, destination Kavarna



- **Two children ranked at third place:**

Ivana Kuneva, 12 years old from Lukovit, painting „Prohodna cave – The God’s eyes“, 124 point from the jury



„Prohodna cave – The God’s eyes“, Destination Lukovit



Stela Petrova, 12 years old from Mezdra, painting Church „St George”, Mezdra 124 points from the jury



Church „St George”Mezdra destination



Fourth ranked – encouragement prize for Dilyara Redzhebova, 11 years old from Ardino, painting for destination Ardino, 121 points

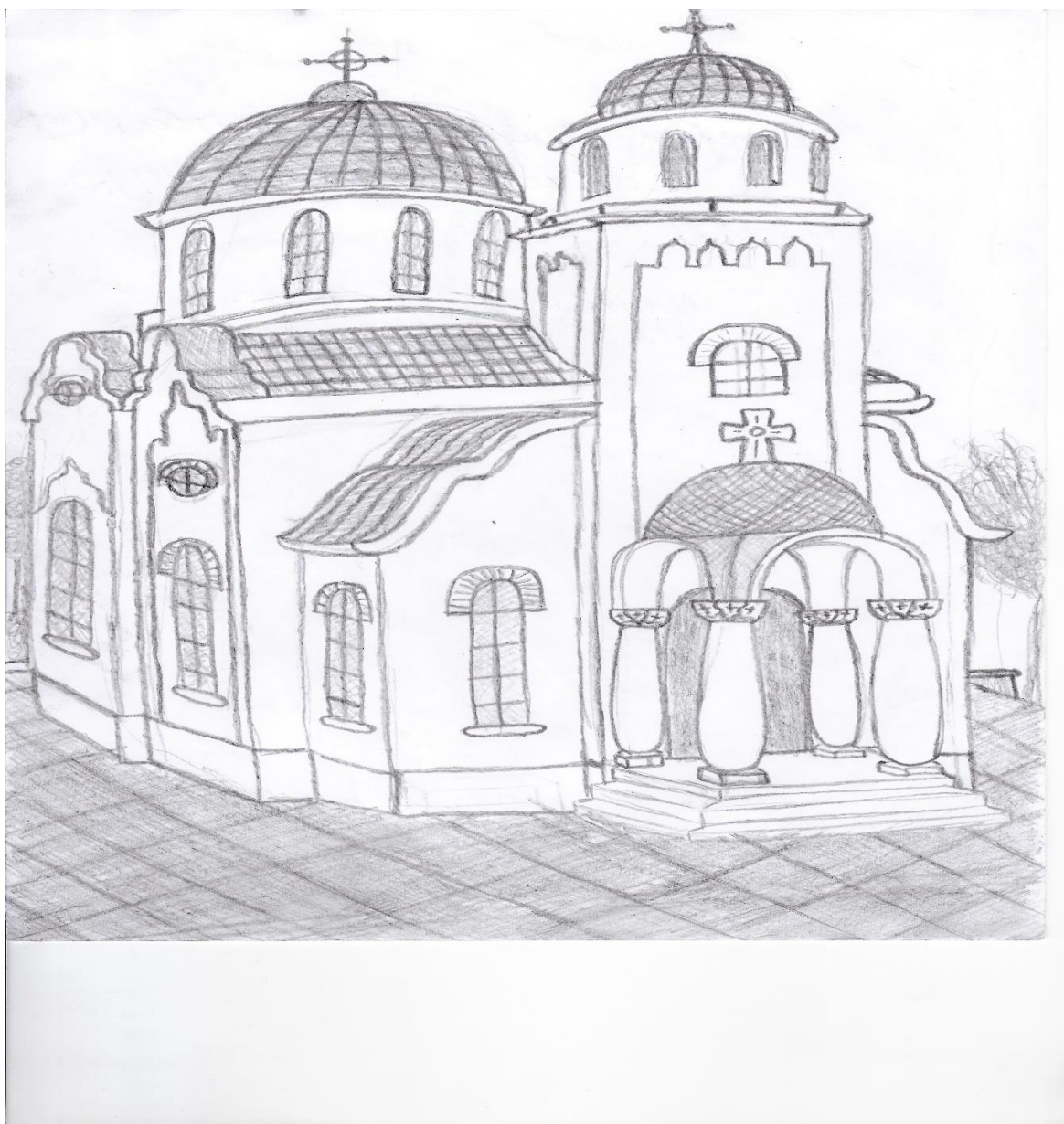


Destination Ardino



II. Rakning from facebook likes:

First place for Katerina Getova, 11 years old from Mezdra, painting “St George Church in our town” with 912 likes;



“St George Church in our town”, Destination Mezdra



Second place for Elena Stiliyanova, 11 years old from Lukovit, painting “Provartenika – natural rock formation” with 812 likes



“Provartenika – natural rock formation”, Destination Lukovit



Third place for Emine Drangova, 14 years old from Belitza for a painting of a girl from Belitza



Girl from Belitza, Destination Belitza