

What treasures did journalists and bloggers from Romania discover in Northwest Bulgaria during a tourist tour?



In May, shortly after one of the most significant holidays for all Eastern Orthodox Christians - Easter, the Ministry of Tourism of Bulgaria opened the doors to the magic of the Northwest of the country by organizing a fascinating promotional and sightseeing tour for Romanian journalists, influencers, and tour operators. The initiative is part of a large-scale advertising campaign by the Ministry, which includes the promotion of well-known as well as less popular tourist sites and attractions in the country, among visitors to Bulgaria from all over the world. The purpose of the tour, which is also included in the Ministry's overall advertising campaign, is to increase foreigners' interest towards the tourism opportunities in Bulgaria, and in this case - to reveal the riches and unique attractions that the Northwest region offers to lovers of ecological, cultural, historical, urban, rural, gourmet, SPA & Wellness tourism.

During their tour in the Northwest region, the participants from Romania had the opportunity to visit the towns of Vratsa, Belogradchik, Varshets, Vidin, as well as the villages of Borovitsa and Stakevtsi.

The first stop of the guests from Romania was the town of Vratsa, as well as one of the most impressive caves in Bulgaria - Ledenika. During the visit the guests were very impressed by the views and the story told about the rock formations. The next stop was the town of Varshets - the oldest balneological resort in Bulgaria. The nature surrounding the resort impresses with its palette of colours, especially in spring, and the greenery stretches as far as the eye can see. The tour also included a visit to the Klisura Monastery nearby, which intertwines a long history, cultural heritage and beautiful nature.

The journalists also had the opportunity to visit the majestic Belogradchik Rocks. About two years ago, Elon Musk, one of the most influential entrepreneurs in the world, jokingly compared the Belogradchik Rocks to a picture from a popular fantasy game, discussing a photo by photographer Vladislav Terziyski that visualized the natural phenomenon.

After touring these areas and sights, the trip continued with a visit to the villages of Borovitsa and Stakevtsi. They showed the true image of Bulgarian rural seclusion and traditions.

On the penultimate day of their tour, the participants visited the town of Vidin, as well as the centuries-old fortress of Baba Vida - the only fully preserved castle from the Middle Ages in Bulgaria.

This unforgettable tour not only broadened the Romanian media and influencers' view of Bulgaria, but also highlighted the opportunities for unique historical, natural, and cultural experiences. The Ministry

of Tourism in Bulgaria hopes that this tour of the guests from Romania will serve as inspiration for all tourists looking for a real adventure in the Northwest of Bulgaria.

As part of a large-scale advertising campaign to promote Destination Bulgaria to foreigners, the tour by the Romanian representatives is another step towards making different areas of the country more popular, highlighting the tourism advantages of different regions of the country to foreign audiences.

The Ministry of Tourism, continues its work in preparing and organizing a number of other tours, attracting journalists, influencers and tour operators from foreign markets, including Germany, Poland, Austria, the Baltic countries, the Netherlands, etc., thus also consolidating its position as the preferred tourist destination for Europe of the European Travel Agents' and Tour Operators' Associations (ECTAA).