

# DESKTOP SALES GUIDE TO BULGARIA

## Key Selling Points

Bulgaria has everything you need for a summer holiday destination and this guide gives you all the useful information you need when selling Bulgaria and Balkan Holidays.

» **WEATHER** Bulgaria is located in south east Europe, it borders Greece and Turkey so the weather in summer is hot and sunny with an average temperature of 30 degrees in mid summer.

» **LONG SANDY BEACHES** Bulgaria has 230 miles of coastline, all of it dotted with the most wonderful sandy beaches.

» **A WIDE CHOICE OF RESORTS AND HOTELS** As the only specialist tour operator to Bulgaria, Balkan Holidays offers eleven beach resorts, from the largest, Sunny Beach, through to mid size resorts like Golden Sands and Albena to genuine Bulgarian towns like Nessebar that give a taste of the real Bulgaria.

» **LOW COST OF LIVING** Bulgaria's currency is the Lev, not the Euro! Plus, Bulgaria has been named the cheapest holiday destination in Europe in a Post Office survey. For example, a pizza for lunch costs just £3, a three course meal in a beach side restaurant is £10 and a bottle of local beer costs under £1! Combine this with great weather, beautiful beaches and quality hotels, and you can see why Bulgaria is so popular.



£3  
Lunch (Pizza)



under £1  
Local Beer



£10  
Three Course Meal



» **THE WIDEST CHOICE OF HOLIDAYS TO BULGARIA** We don't just offer beach holidays to Bulgaria, we also offer ski, golf, touring, lakes and mountain holidays and holidays for people over 55 years of age plus lots more.

» **DEPARTURES FROM 17 UK AIRPORTS** Wherever you are in the UK we are almost certain to have a flight from your local airport! We have flights to Bourgas from Aberdeen, Belfast, Birmingham, Bristol, Cardiff, Doncaster Sheffield, East Midlands, Edinburgh, Gatwick, Glasgow, Humberside, Leeds Bradford, Luton, Manchester, Newcastle, Norwich, Stansted and to Varna from Gatwick and Manchester (correct as of March 2015).

» **LOW DEPOSITS** Normally our deposits are £70 per person although we often run a low deposit offer of just £49 per person.

» **EARLY BOOKING DISCOUNTS** Balkan Holidays offers early booking discounts so it's simple, the earlier the booking is made, the more the saving is!

» **5% LOYALTY BONUS FOR REPEAT CUSTOMERS\*** To show our appreciation for our loyal customers we offer a 5% Loyalty Discount for people who booked with us the previous season or the season before.  
\* Conditions apply, this can be withdrawn without notice.

» **LUGGAGE ALLOWANCE OF 20KG INCLUDED FOR PACKAGE HOLIDAYS** To make it easier for agents to sell our holidays, we include luggage in all our packages.



0845 130 1114  
balkanholidays.co.uk/agents

## Golden Sands

is Bulgaria's second largest resort and has everything you need for a beach holiday including a soft sandy beach, a fantastic water park, a huge variety of bars, restaurants and nightclubs plus a wide choice of hotels from two to five star. The resort has a lively centre but is more than suitable for families and couples who want to stay in a hotel away from this area. As the resort is situated on a hillside it is not suitable for people with walking difficulties.



## Obzor & Byala

are Bulgarian towns that have developed into holiday resorts. They are approximately 5km apart, both have high quality hotels together with long sandy beaches and are set against the backdrop of the Stara Planina Mountains. Both resorts have plenty of good restaurants serving local and international cuisine.



## St Konstantin

is a small resort with a beautiful secluded beach. It has a very large five star hotel called the Grand Hotel Varna which is the centre piece of the resort. This hotel has lots of facilities including a spa with every conceivable treatment! There are also a number of very good three and four star hotels. St Konstantin is located

between the city of Varna and Golden Sands and is perfect for clients looking for a quieter and less commercialized resort.



## Elenite

is an all inclusive resort just 12km north of Sunny Beach. It has just a small selection of large but very high standard hotels and villas, including the high quality five star Royal Castle hotel. As with all beach resorts in Bulgaria, Elenite has a long sandy beach plus an excellent range of water sports, plus there is a regular bus to Sunny Beach

throughout the day. For children there is the Aladdin children's club for children aged 4-12 years plus an Aquapark for kids young and old! There are also plenty of excursions available including a trip to the fishing village of Sozopol or the Blue Mountains.

## Albena

is larger than St Konstantin but smaller than Golden Sands. It has many attractions, its main one being the long and wide sandy beach that literally goes on for miles. There is a new water park called Aquamania, covering over 30 acres and is located in the west of the resort between the Casino and Hotel Ralitsa. We offer hotels from two star to the excellent five star Flamingo Grand Hotel. The resort is peaceful, many guests stroll around the resort visiting the markets, so it is perfect for families and couples.



## Nessebar

is across the bay from Sunny Beach, it is not a holiday resort but an ancient Bulgarian town with a history dating back 3000 years. It is a UNESCO World Heritage site and the old quarter is protected as a living museum. Here you really do get a taste of the real Bulgaria, the hotels reflect this as the ones in the old town are mainly bed and breakfast so clients can enjoy the restaurants and cafes in the evening while they watch the world go by. There is also New Nessebar with a choice of modern hotels from 3 to 5 star.



## Sunny Beach

is by far the largest beach resort in Bulgaria and has everything needed for a beach holiday. It has a lively centre that attracts people of all ages, here you will find clubs and bars. However, Sunny Beach is a large resort with a wide choice of hotels and attractions for all kinds of holidaymakers. There are restaurants of every type, all at exceptional value for money, so clients don't necessarily have to book all inclusive to get value for money. We



do recommend a night at Khans Tent which overlooks the resort, one price buys you delicious Bulgarian food, one bottle of wine per person and entertainment the equal of anywhere in the world. Sunny Beach has a 8km long beach, two water parks, all types of water sports and a long promenade dotted with market stalls that people stroll along all day and into the evening. There are lots of excursions to choose from

including day time trips to the old fishing village of Sozopol, river tours to the breathtaking Blue Mountains, leisurely day time cruises and an over night excursion to Istanbul. As you can see Sunny Beach really does have a holiday for everyone.



## Pomorie

Set on a rocky peninsula, the resort/town is amongst beautiful natural surroundings. It has particularly nice beaches and is famous for the mud cures that eases bone and muscular disorders and other ailments!

## Sozopol

is another Bulgarian town that has developed into a small holiday resort thanks to its beautiful position on the Black Sea. It has a relaxed atmosphere and together with its traditional architectural heritage, sandy beach, old and new quarter and a mix of hotels make it a lovely place to spend a relaxed and peaceful summer holiday.



## Duni

Our brochure calls Duni the 'class act of Bulgaria's purpose built resorts' and it's spot on! It was originally designed as a 'vacation village' and this principal remains to this day. The resort consists of five mini-complexes offering a choice of 3, 4 and 5 star hotels, restaurants and shops that are all spaced out around a pine forested

hillside. Finally, as you would expect, Duni's beach is 3km long and particularly wide, the perfect beach for this high quality resort.