

THE BULGARIA YOU DID NOT EXPECT

Bulgaria — A Country Hiding in Plain Sight

An exclusive destination briefing for North American travel advisors on Europe's best-kept cultural treasure.

RENAISSANCE TOURS PRESENTS

Bulgaria

Hidden in Plain Sight

THE BULGARIA YOU DID NOT EXPECT

The Bulgaria You Did Not Expect

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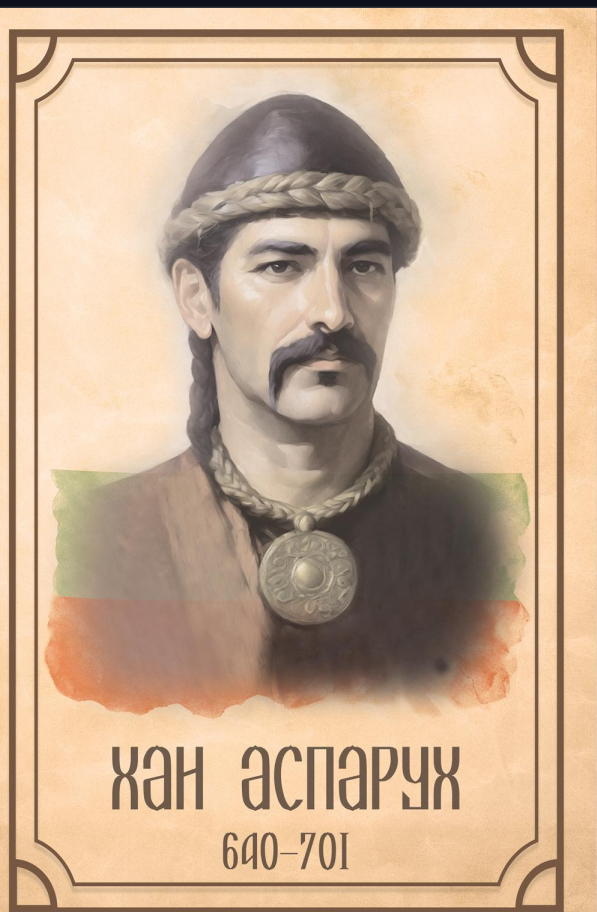


📍 Rose & Lavender Valley, Kazanlak, Bulgaria

THE BULGARIA YOU DID NOT EXPECT

Born in 681

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Khan Asparuh - 640-700



Tsar Simeon I - 864-926



Tsar Boris III - 1894-1943

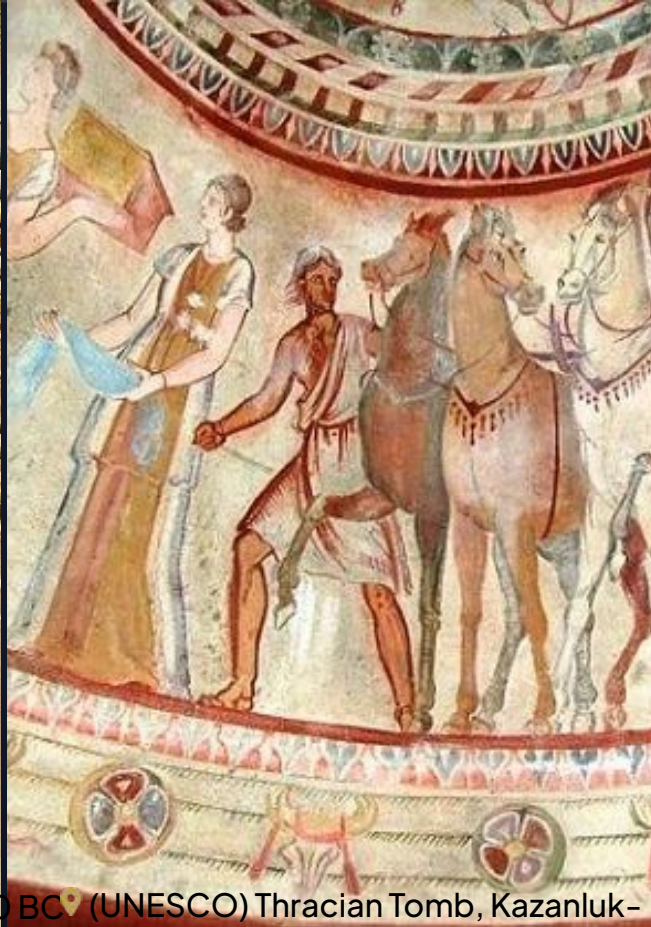
THE BULGARIA YOU DID NOT EXPECT

...And Thousands of Years Before That

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📍 Varna Arch. Museum – 4,500 BC 📍 (UNESCO) Thracian Tomb, Kazanluk – 400 BC



📍 Roman Stadium, Plovdiv – 120 AD

THE BULGARIA YOU DID NOT EXPECT

Some Things Never Became Museums

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📍 Rose Valley, Kazanlak 📍 Plovdiv Old Town



400 BC



📍 Koprivshtitsa Folk Festival

THE BULGARIA YOU DID NOT EXPECT

A Wine Country Reinventing Itself

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400 BC

Bulgarian Wine

The main Bulgarian wine regions are the Struma Valley, the Thracian Valley, the Rose Valley, the Black Sea region and the Danubian Plain.

Bulgaria is one of the oldest wine producing countries in the world.

Wine making appeared under the Thracians tribes, more than 4 000 years ago.



Bulgarian traditional grapes for red wine

Mavrud It is grown mainly in southern Bulgaria, in the region of Pazardzhik, Asenovgrad, Plovdiv, in the hills of the Rhodopes.	Rubin It is a red grape variety. It was created in the 1940's in the Institute of Wine and Vine in the city of Plevna, Bulgaria by crossing the French clone Syrah and the indigenous Italian Nebbiolo.	Pamir Is one of the oldest varieties that grow on Bulgarian land making it an antique Bulgarian red wine classic.
Melnik is a local red variety that grows in the southwestern and warmest corner of Bulgaria, near the Struma River.	Gamza is a red grape variety that is characteristic for Bulgarian territories in close proximity to the Danube River.	

Bulgarian traditional grapes for white wine

Misket It is an old Bulgarian variety, widespread in the sub-Balkan region, is grown mainly on hilly terrain in the Rose Valley.	Dymiat Is a white grape used to make aromatic dry white wines and brandy. It develops a fruity aroma with accents of ripe peach.	
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THE BULGARIA YOU DID NOT EXPECT

A Country of Extraordinary Nature

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📍 7 Rila Lakes, Rila Mountain



📍 "God's Eyes", Prohodna Cave



📍 "Byala" Beach

400 BC

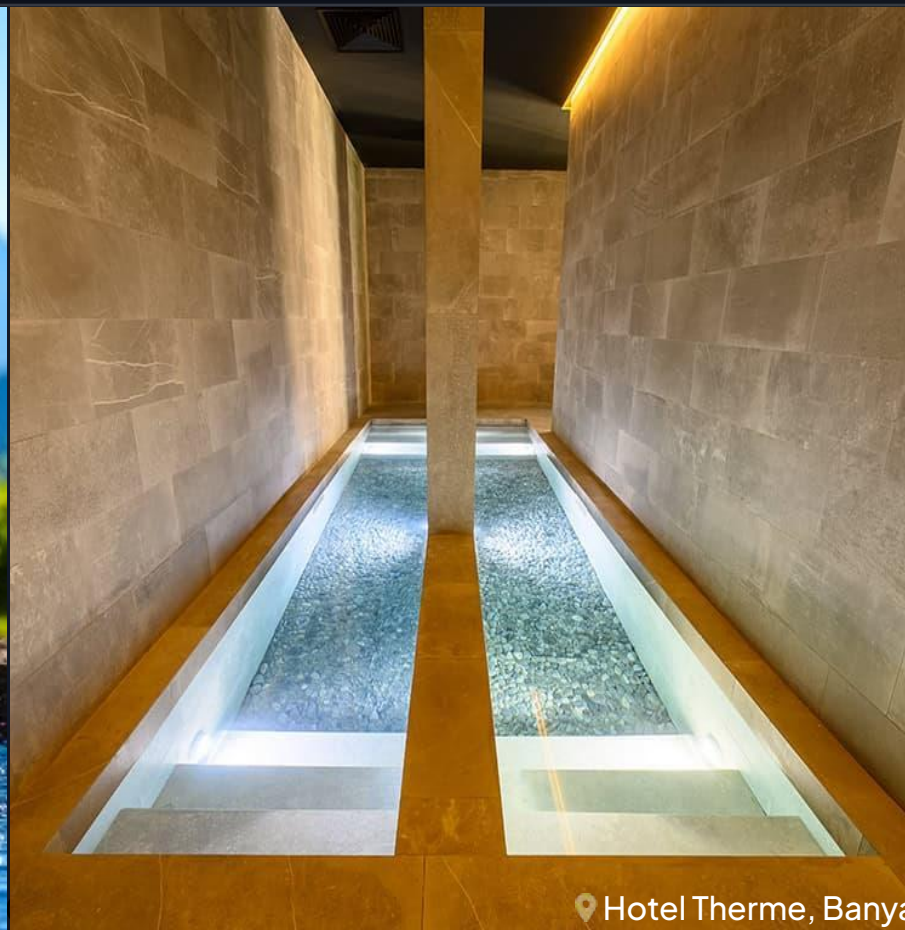
THE BULGARIA YOU DID NOT EXPECT

Spa in the Mountains. Golf by the Sea.

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Natural Mountain Spring



📍 Hotel Therme, Banya

400 BC



📍 Hotel & Golf Course Thracian Cliffs, Kavarna

Bulgaria Has Changed

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1989 — Democratic Transition



2004 — NATO



2007 — EU

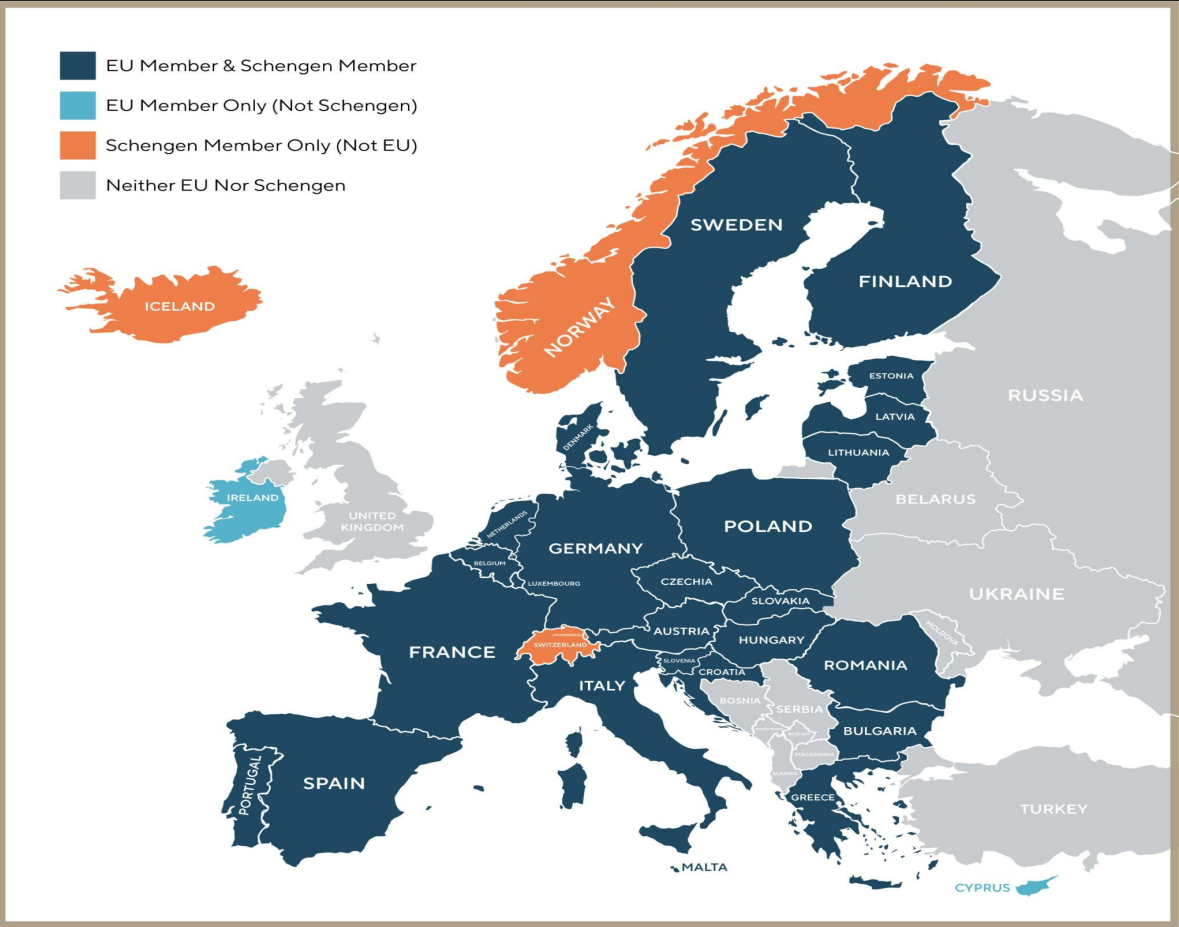


2024 — Schengen



2026 — Euro

Varna Necropolis – 4,500 BC UNESCO Thracian Tomb of Kazanlik – 400 BC



Easy to Reach. Easy to Explore.

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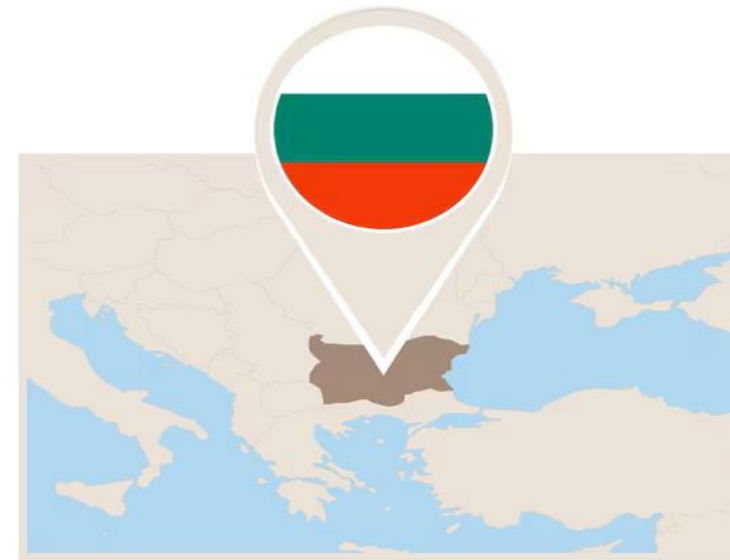
✈ Connectivity

🚗 Infrastructure

🛡 Safety

🛂 Schengen

💰 Value for Money



Bulgaria 🇧🇬

Varna Necropolis – 4,500 BC UNESCO Thracian
400 BC

TURNING IT INTO A JOURNEY

From Rustic to World-Class

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Country Lodge, Koprivshitsa



Aya Estate, Melnik



Black Sea Rama, Kavarna

400 BC

TURNING IT INTO A JOURNEY

Bulgaria Is Our Home. The Balkans Are Our Region.

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400 BC

TURNING IT INTO A JOURNEY

What Makes The Journey Work

An exclusive destination briefing for North American travel advisors on Europe's best-kept cultural treasure.



Private Transportation



Tour Directors & On-The-Ground Support



Expert Local Guides



Complimentary Water



Whisper System



Seamless Logistics

Varna Necropolis – 4,500 BC UNESCO Thracian Tomb,
400 BC



THE BULGARIA YOU DID NOT EXPECT

Bulgaria Awaits!

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div - 120 AD

400 BC