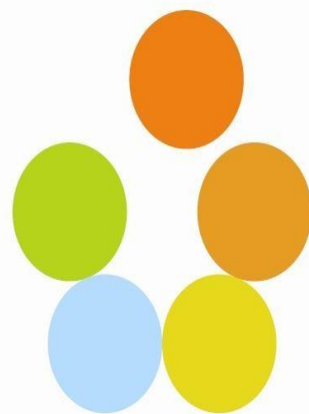


**BULGARIA**  
National Board  
of Tourism



4 seasons 4 you

member of IH&RA

**Affiliate Member of**



**UNWTO**

**WHO WE ARE?**

# How to Develop Bulgaria Brand Via Digital Market in China



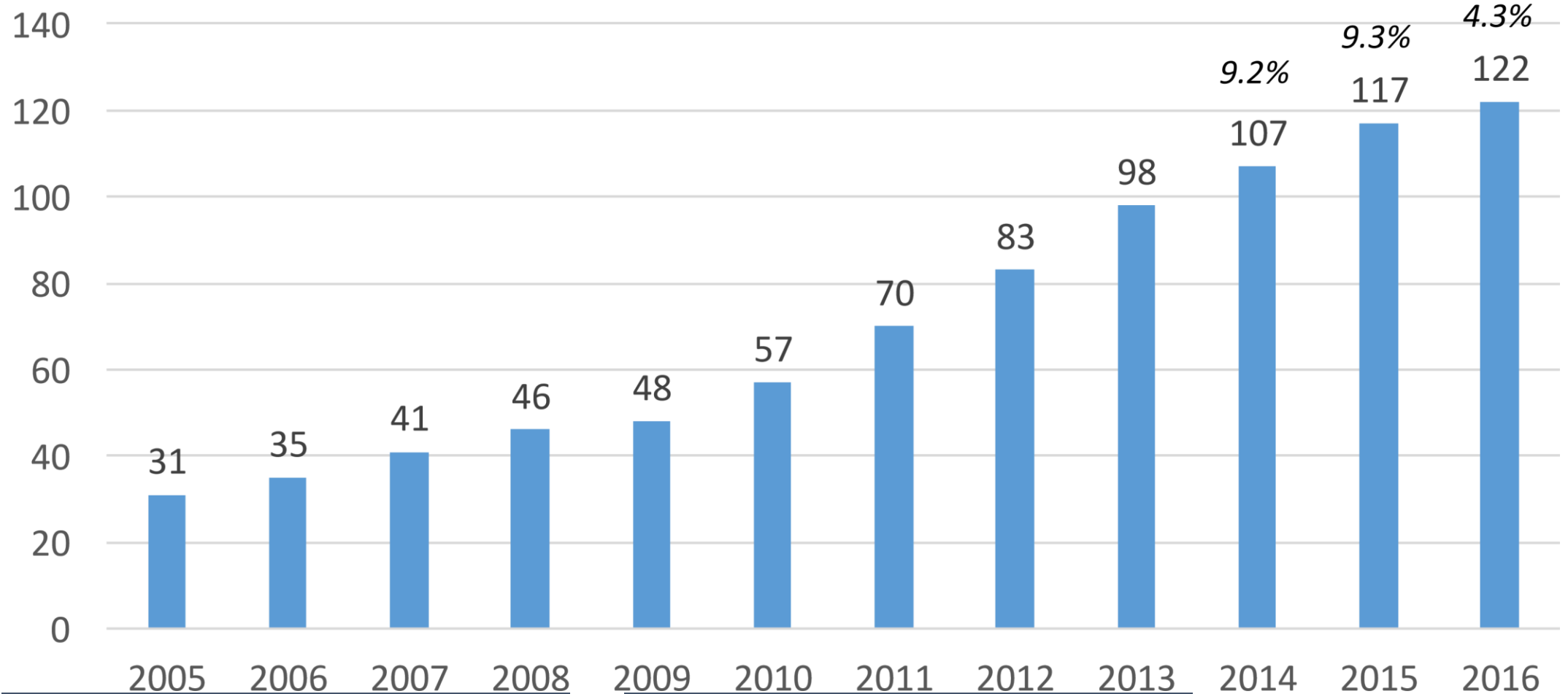
# 2017 General Information

City/ country	Population /million	GDP/ Billion USD	Area/ sq km
Beijing	20	350.6	16,410
Shanghai	24	381	6,340
Shenzhen	11	267.2	1,997
Guangzhou	14	276.3	7,434
China in total	1375	10515.9	47million

- Top 20 outbound tourist cities: Shanghai, Beijing, Shenzhen, Guangzhou, Hangzhou, Chengdu, Nanjing, Tianjin, Wuhan, Chongqing, Xiamen, Xi'an, Changsha, Kunming, Qingdao, Shenyang, Ningbo, Zhengzhou, Nanjing, Dalian.

- Top 10, the fastest growing tourist cities:  
Zhuhai, Nanjing, Hefei, Zhengzhou,  
Changchun,  
Kunming, Shenzhen, Qingdao, Chongqing,
- Top 10 per capita expense cities: Beijing,  
Shanghai, Changchun, Shenyang, Guiyang,  
Kunming, Xi'an, Nanjing, Chengdu, Qingdao.

# China Outbound Traveler Number (in Million)



Total Spending: over 109 Billion USD

FIT Average consumption: 2355 USD

Data resources: CNTA

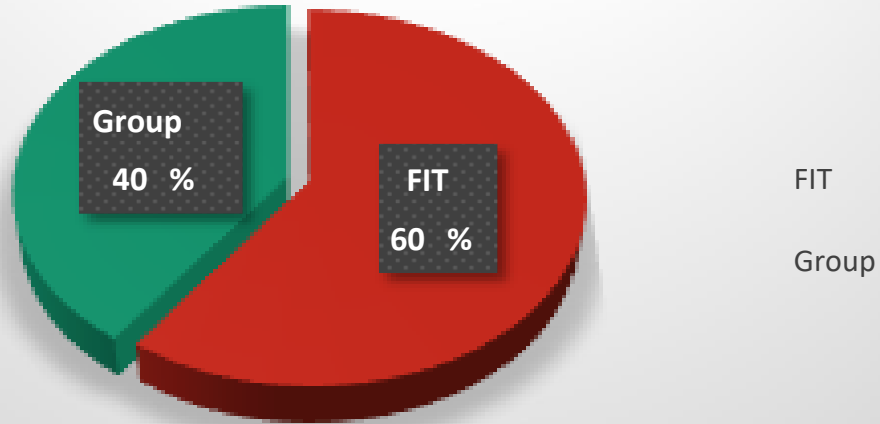
# 2018 Data & Bullets

- China's tourism, including domestic and outbound tourist numbers, domestic and outbound tourism expenses are all listed as the NO.1 in the world.

FIT (Free Independent Traveler)

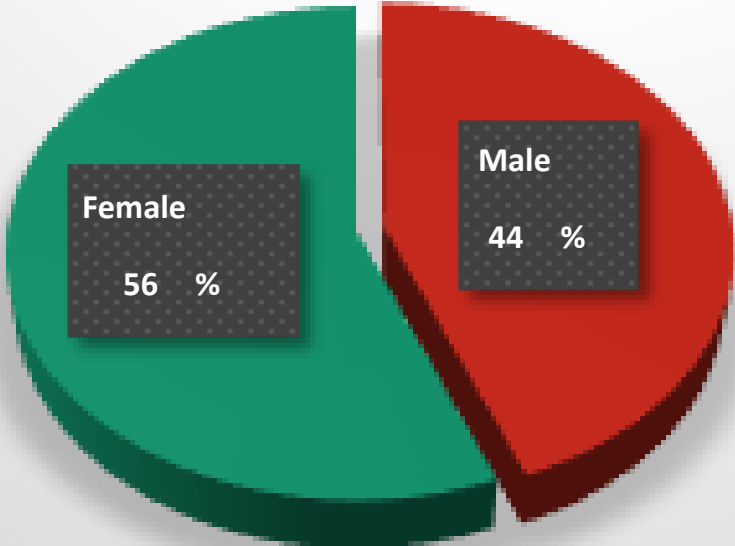
In 2017 , 2 outbound travelers are FIT.

## Outbound traveler



56% outbound travelers are female, 44% are male. Ages 28-48 are major travelers, accounted for nearly 50%.

# Gender



Male

Female

# Uniqueness of China's Tourism Market

Media Comparison		
General Portal	   	  
Search Engines	  	  
Social Media	 	  
Online Travel Agencies (OTA)	    	   
Travel Information Site	 	
Traditional Travel Agents	  	

# 2019 Marketing Services

motion

## PR and Media

- Chinese Website
- E-Newsletter
- Social Media
- Travel Blog
- OTA Product Sales

- Localize Brochures and Information
- Press Release
- Media Relation
- Press Events
- FAM

- Travel Trade Education
  - China Agency Expert

Program

- Trade Shows/Exhibitions
- Mission
- Co-promotion
- FAM

## Information Platform

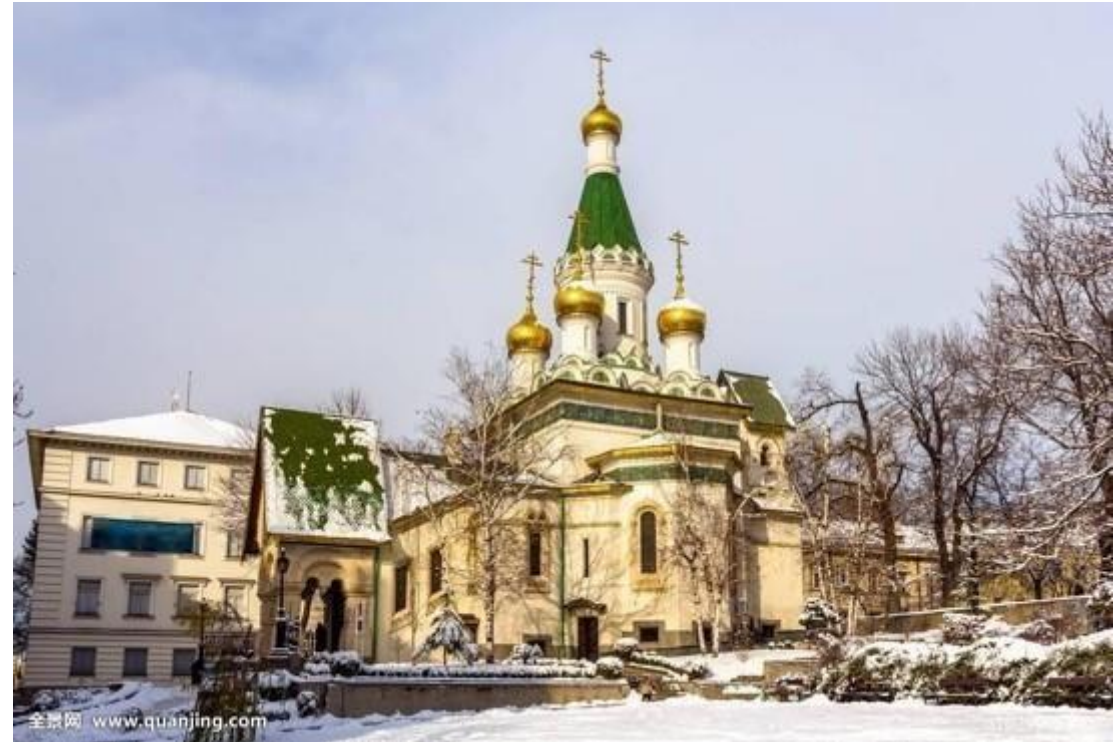
- Website
- China Social Media
  - *WeChat*
  - *Sina WeiBo*
- Travel Blogs
  - *MaFengWo*

## Product Sales

- Bulgaria Expert
- OTA Channel
  - *Ctrip*
  - *Tuniu*
  - *Qunar*
  - *Ali Travel*
  - *JD Travel*

Face-to-face appointments with  
travel trade

Travel trade presentations



## Road Show in China

Seminars

Reception

One-on-one interview

Lucky draw and interactions

# 2020 Bulgaria

Tourism Themes:

- *Rose*
- *Heritage*
- *Nature*
- *Black Sea*
- *Spring*

Flight: 13-15 Hours from China



# 2021 Objective

- Build up the destination image and brand name of Bulgaria in China via online channels.
- To be a bridge of Bulgaria National Board of Tourism with Chinese buyers, increase tourism products' sales.
- To attract travelers' interests in Bulgaria destination and encourage Chinese to visit Bulgaria.



- Government and all regulatory approval, including mandatory **ICP** Filing.

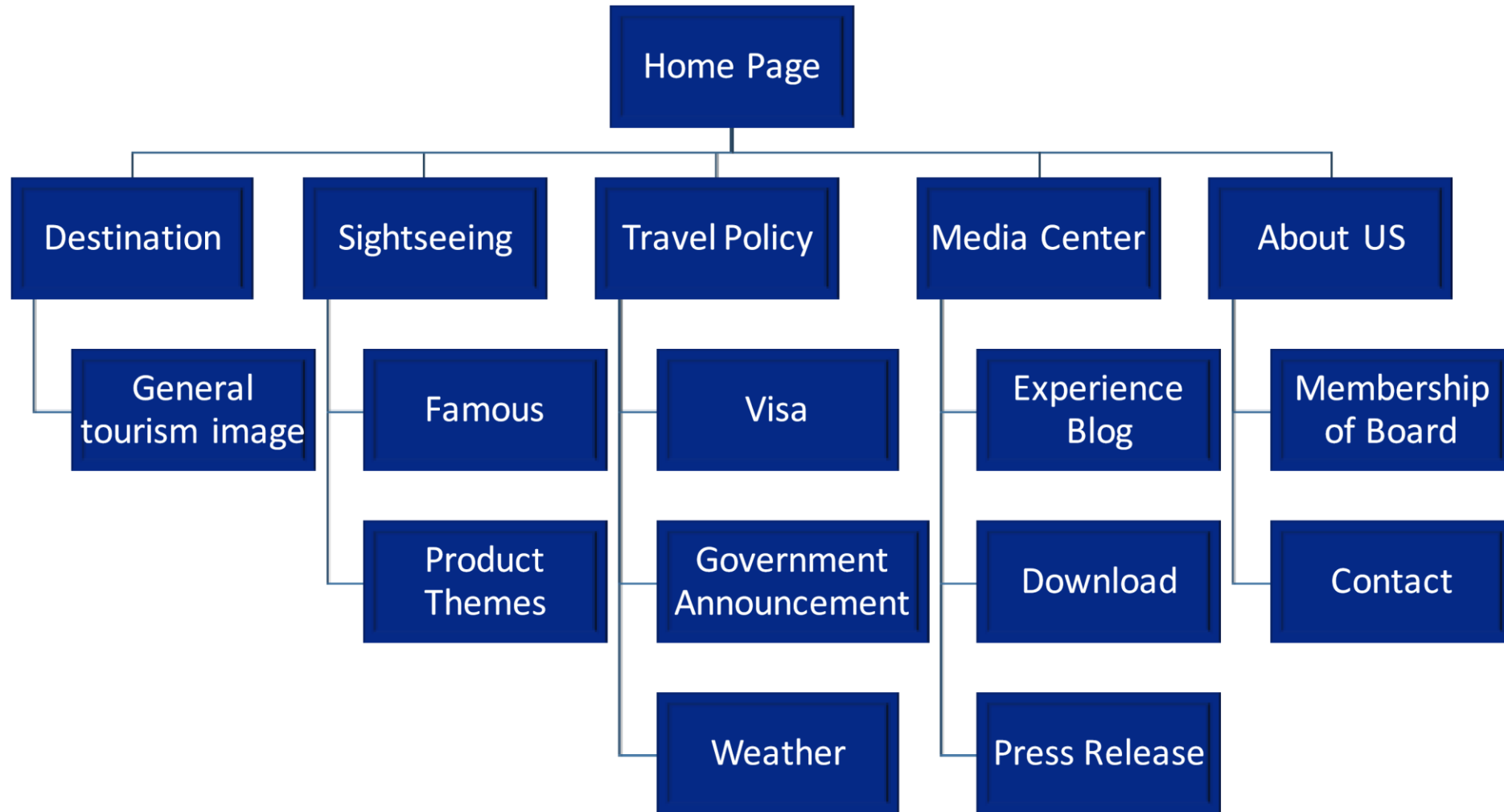
### ***Economic Level***

- A customized domain;
- Chinese website **development**;
- User friendly **China-focused** web design & localized content;
- In-country **hosting ensuring** fast load times;

### ***Business Level***

- Include all services of Economic Level;
- Up to 6 templates;
- 15-30 pages;
- Standard Functions (e.g. interactive map, social functions);

# 2022 Website Structure



# WeChatStrategy



## WeChat Account

## Setup Content

## Management

- Setup & Verification • Content Strategy: brand and market research, with NavigationMenu(one-time) define a customized operation plan
- Bi-weekly content calendar with weekly posts
- Automatic Reply System (one-time)
- Monitor WeChat account to identify trends and
- Branding& design reply to visitors' enquires

## Engagement

- Mini-campaigns, include quizzes, votes and clubs competitions to increase engagement between fans and the brand, and drive faster fan acquisition. Client should make prizes available to maximize the results of the minicampaigns.

## Partnerships

- To increase brand exposure in target markets, seek out partnerships opportunities with complementary brands, digital media and influencers, and run cooperate activity with selected partners

# 2023 WeChat in Numbers

- 937.8 million monthly active users - 94% of users log in daily
- Half of the users spend more than 2 hours on WeChat

- 12 million WeChat official accounts leveraged by travel and brands for other B2B and B2C marketing
- For 90% of users, WeChat is a major work communication tool
- Content is instantly sharable and more read than EDM
- WeChat Accounts also act like a mini trade-website making it easy for travel agents to find out more

## 2024 WeChat

# 2025 WeChat

## Bulgaria Experts

Training & certification for Chinese travel agents

## Webinars Product Catalogue

Live updates from a distance Showcasing products

## Event Management

Promoting and managing  
trade events in

China

to Chinese travel agents

## Travel Experts Program

- We develop tailored digital strategies based on deep understandings of the online and offline Chinese outbound tourism market and its latest trends

## Travel Blog

- We have strong relationships in the digital marketing and tourism sectors including Key Opinion Leaders (KOLs), search and travel blogs (Mafengwo, Qiongyou, Baidu, etc).





Successful Cases

# Websites Development & Maintenance

- [www.traveloregon.cn](http://www.traveloregon.cn)
- Website structure, format, mockup, functions design, localize information from English version into Chinese.



## EDM

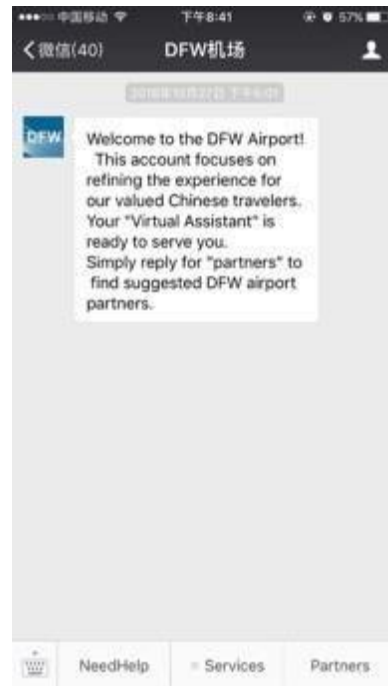
- Experience of

marketing tools in



## Chinese market.

- Mailing content edition, E-version design, sales funnel and lists management.
- Data tracking and analysis report.



## HTML5 Mobile

- Weibo: MAU 391 million, registered accounts



# 2026 Q & A

Martin Zahariev – Executive Director, National Board of Tourism

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WeChat ID: MartinZahariev

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BULGARIA  
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of Tourism



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