



ЕВРОПЕЙСКИ СЪЮЗ
ЕВРОПЕЙСКИ ФОНД ЗА РЕГИОНАЛНО РАЗВИТИЕ
ИНВЕСТИРАМЕ ВЪВ ВАШЕТО БЪДЕЩЕ!



БЪЛГАРСКО ПРАВИТЕЛСТВО

MARKETING STRATEGY DEVELOPMENT AND POSITIONING OF NEW JOINT TOURISM PRODUCT IN THE CROSS-BORDER REGION ROMANIA - BULGARIA

Performed by the "TVV" Ltd. within the project " Balloon Adventure - a new joint tourism product", project code 15.2.1.058, funded by INTERREG A V-Romania-Bulgaria, financed by the European Union through the European Regional Development Fund



TABLE OF CONTENTS		Page
1.	Introduction	
2.	Situation Analysis	
2.1.	Description of the tourist product	
2.2.	Description of sites for flying	
2.3.	Data on population and tourism in the region	
2.4.	Description of the market	
2.5.	Challenges before the product	
2.6.	Competitive advantages	
3.	Development of targeted market	
3.1.	Market segmentation	
3.2.	Definition of target groups and positioning	
4.	Price Strategy	
5.	Distribution Strategy	
6.	Promotional Strategy	
6.1.	Design concept for branding - logos, visuals and messages	
6.2.	Concept for advertising materials /website, social networks, videos, photo album, brochure, flyer/	
6.3.	Concept for the presentation of tourism fairs	
7.	SWOT Analysis	
8.	Strategy for product development	
9.	Plan for implementation of the marketing strategy	
10.	Bibliography	

1. INTRODUCTION

The purpose of this marketing strategy is to develop a system of tools, including both the resources provided in the implementation of financed project, and additional tools to position themselves properly the cross-border product and to answer a series of questions related to its marketing.

Marketing strategy is developed under the project "Balloon Adventure - a new joint tourism product", which is implemented under INTERREG V-A, funded by the EU through the European Regional Development Fund and co-financing by Romania and Bulgaria. The project is designed to contribute achieving the specific objective of the program, namely improving the conservation and sustainable use of natural heritage resources and cultural heritage.

Unique because of its territorial scope the idea of creating a new tourism product based on flying with balloon is a brave venture that will contribute improving the economic situation both at local and regional level.

Purchased two hot air balloons will fly respectively over Bulgaria and Romania and will enable the offer of new tourist products to the inhabitants of the two neighboring countries as well as foreign tourists. The participation of stakeholders is crucial to create a network for promotion of new tourism product. Marketing of the tourism products is expected to contribute for improving the appearance of the cross-border region as a tourist destination and to attract wealthy tourists, which would improve the economic situation of the areas in the region.

Стратегията определя заинтересованите страни от двете страни на границата в процеса на въвеждане и утвърждаване на новия туристически продукт, както следва:

Target groups

- Tourist associations - regional or local, industry, product and professional;
- Tourist information centers;
- Tour operators and travel agents;
- Hotels
- Clubs of extreme sports, fun and adventure
- Local authority
- Tourists with an interest in extreme sports

Beneficiaries

- Stakeholders in the tourism sector in the border region;
- The population of the two countries;
- The population of the 15 districts (more than 4 million people).
- Tourists visiting the region of Silistra;
- Tourists with an interest in extreme sports and tourists in various forms of tourism (rural, cultural, eco, adventure, etc.).

Marketing strategy and other project activities

The marketing strategy will be presented and discussed during the workshops with stakeholders planned in activity 5 of the project.

Distribution channels and advertising will be put into practice through stakeholders within the network for promotion of tourist product.

As part of the marketing strategy will be developed and advertising campaign concept for the various promotional tools: branding, website, DVD movie, photo album, brochure, flyer, video and radio spots, which is provided as an activity 6 of the project - Information and publicity.

Attractive natural sites and places described in the marketing strategy will be taken during the promotional flights - Promotional Activity 4 Balloon promotion of the CBC area.

2. SITUATION ANALYSIS

Geographical analysis

In terms of its geographical location the cross-border region includes the Northern bank of the Danube (Romania) between plateau Mehedinti, Romanian plane, Danube Delta and the Black Sea and the Southern bank of the Danube (Bulgaria) between the Balkan Mountains and the Danube Valley to the Black Sea.

The border between Romania and Bulgaria is located between the area Pistol (Mehedinti County) west and Vama Veche (Constanta County) to the east and has a length of 610 km. Danube (470 km) accounts for 75% of the length of the border between the towns of Vidin (Bulgaria) and Silistra (Bulgaria), respectively Calafat and Calarasi (Romania). Land border between Calarasi-Silistra and the Black Sea separates the county of Constanta (Romania) from the districts of Silistra and Dobrich (Bulgaria) between the Danube and the Black Sea.

The cross-border region occupies an area of 69 285 km² and includes 15 administrative units units at NUTS III (counties and districts). Analyzed in the strategy territory is made up of these administrative-territorial units:

- Romania: seven counties - Mehedinti, Dolj, Olt, Teleorman, Giurgiu, Calarasi and Constanta;
- Bulgaria: eight districts - Vidin, Vratsa, Montana, Pleven, Veliko Tarnovo, Ruse, Silistra and Dobrich

2.1. DESCRIPTION OF THE TOURIST PRODUCT

From the memorable day in June 1783 when the Montgolfier brothers rise the first balloon over Paris till today people continue to admire the elegance and ease with which a man can rise in the air and float into the sky. Since then it passed a lot of time, but still few are the things we can compare with this to look at the Earth from the basket of a balloon.

In the border region of Bulgaria and Romania will be located 2 hot air balloons, purchased within the project, one of which will be situated in Vidin in leading partner ARDBC Vidin and one in Craiova in Romanian partner.

Each balloon is characterized by the following basic parameters - envelope of 3000 m³; maximum flight volume - min.950 kg; basket size 116/135 cm; maximum number of passengers without pilots - 4-5 people. The service life of buying balloon is about 400 h.

It is envisaged the balloons to be registered in Bulgaria and Romania and to be managed by a certified pilot and ground crew.

Flights are usually performed early in the morning during the summer, when outdoor temperatures are still low and there are no conditions for the formation of thermal phenomena. In winter it can fly all day.

Each of the balloons will be placed promotional panel covering an area of 50 square meters, which will be displayed the logo of the program.

The main tourism products that may be offered are:

- Free flying with hot air balloon;
- Raising a balloon on ropes.

Free balloon flights can be carried out both in the area where the balloon is situated /Bulgaria - Vidin and Romania - Craiova/ and throughout the cross-border area of Bulgaria - Romania, where the balloons are intended to fly.

Time to fly that may be offered to passengers is: 10min, 20min and 60min.

Additional customer services can be shooting with sports video from the balloon or shooting the flight by drone, making a disk during the flight and presentation to the passengers immediately after the flight.

Free balloon flying is suitable for private users in groups of about 4 persons and for small groups of 2 persons to undertake a flight for two. For example VIP balloon flight for two is an exceptional gift for any wedding, wedding anniversary, for people with strong intimate relationship.

Свободното летење с балон, а и издигането с вџета може да се осъществи едновременно от двата балона, закупени по проекта, когато търсенето е по-голямо от капацитета само на 1 балон.

Raising a balloon tied with ropes is practiced mostly during holidays, festivals, corporate parties or even birthdays. Typically, at this time there are many people who can see the balloon or rose for a short in the sky.

Standard time for a flight of the balloon on ropes is around 10-15min.

This product is suitable for both - end users and advertising due to exceptional effect that has on the audience. Lifting up the balloon produces great public and media interest.

Advertise product can be:

- Promotional panel (banner) of the balloon;
- Distributing of /light/ advertising materials from the basket of the balloon such as flyers, candy, etc.

Additional product that could be organized with the balloons with the necessary equipment is bungee jumping from a balloon.

2.2. DESCRIPTION OF PLACES FOR FLYING

Cross-border area of Bulgaria and Romania abounds with places suitable for flying with balloons. Geographical nature of the area, which are typical mostly flat and slightly hilly terrain provides excellent conditions for selection of sites for landing and takeoff, and diverse natural and cultural sites contribute to induce interest in people and enhance the experience.

At the same time when choosing a place to fly a hot air balloon must be observed the Law on Civil Aviation and fields to be agreed with the Civil Aviation Administration. Generally balloon flights should not be held near the border areas and prohibited for civil aviation areas, such as military airports, specific air routes and other ensuring the security and safety of air.

Suitable areas for flying with hot-air balloon on the cross-border territory of Bulgaria:

- **Belogradchik rocks** - a place that impresses thousands of tourists annually. View during flying above 30 sq.km of rock formations will definitely attract a strong interest; a great interest would be lifting up the balloon in the region of Rabisha Lake and Chuprene municipality where natural topography shows magnificent views;
- **The area of the town Montana** - flat terrain, which is an excellent base for testing and training, both away from prohibited areas for flying. There is a nice view in the distance towards the Balkan Mountains and in good weather can be seen the Danube. The presence of a civil airport in the region of Montana in village of Erden allows for cooperation and mutually beneficial partnership;
- The area of the Natural Park Vratsa Balkan is an extremely interesting place to fly with its sharp high limestone cliffs of Vratsata. For the flying in this area, however, is extremely necessary a skilled pilot and appropriate weather conditions. The mountainous nature of the terrain determines the need for storing enough fuel in the absence of suitable terrain for landing;
- The area of the Iskar Gorge of Zverino village to Cherven bryag - abounds with bizarre rock formations, sparsely populated area and many opportunities for takeoff and landing;
- The area of the town Pleven - village of Gortalovo - village of Kartozhabene - relatively remote from the military airport in Dolna Mitropolia, there is a great natural resource - the Gorge of River Chernyalka;

- The area of the town Veliko Tarnovo and in particular village of Arbanasi is an exceptional place to perform one-hour flights. The ability to look at the old Bulgarian capital from above and rising above the hills Sveta Gora, Tsarevets and Trapezitsa would cause great interest not only by locals but also by many Bulgarian and foreign tourists who visit the city every day.
- The area of the river Rusenski Lom - impressive undulating curves of the rivers Black and White Lom to their merger in Rusenski Lom. Numerous rock formations in the area and exceptional natural attractions such as the Ivanovo rock churches, Fortress Cherven and other permit to provide incredible landscape.
- North Black Sea Coast - particularly in the area of the cape Kaliakra - village of Kamen bryag provides an opportunity to perform breathtaking flights. Using the constant direction of the sea breeze the balloon can enter the sea and back to come ashore over the high rocky hills along the coast.

Suitable areas for flying a hot-air balloon over the cross-border territory of Romania:

- Over the Danube region in the areas Calarasi - Constanta - this is the only place in the whole border area where Danube River does not represent a border zone restricting civil aviation.
- The area of the lake Galatsuy near Calarasi. The lake is not too extensive, but in his area are available and other tourist services, which have a synergistic effect on the product;
- In the area of Dechembrie - village of Komana south of Bucharest in Giurgiu district. The proximity of the capital Bucharest, sufficient distance from the border and the presence of a nice flat terrain predetermine this area as very successful for the promotion of free ballooning;
- In the area of the town Alexandria, which is characterized by a pleasant flat topography and relative proximity to the capital Bucharest
- The area of the town of Slatina, through which flows the river Olt, which originates from the Carpathians;
- Most northern parts of district Olt, near the village of Topana, from where reveals fabulous views of Carpathians, and indeed the location is easily accessible from major cities around;
- In the area of town of Craiova - village of Podari located on the main international road and River Zhiul. Residents of Craiova and tourists, including tourists from Bulgaria will be interested in this place. Craiova International Airport is located in the northern part of the city and in the south there is an airport for civil aviation, which must be agreed upon specific locations suitable for flying.
- North of town of Drobeta-Turnu Severin - able to monitor the awesome mountainous terrain in the distance.

Places offered for flights comply with the concentration of the population in the cross-border region, as well as the availability of attractive landscapes and natural phenomena that contribute to experience the balloon adventure.

2.3. POPULATION AND TOURISM IN THE REGION

According to National Statistical Institutes of Bulgaria and Romania the population in 2013 registered in the cross-border region counts over 4 million inhabitants (66% in Romania and 34% in Bulgaria). In 2007 there were nearly 5 million people, which underlines population decline that characterizes the regional demographic decay. Demographic changes on the Romanian side were less pronounced in the districts with large urban centers. From the Bulgarian side, however, the decline continues and is unaffected by the presence of the main urban centers of the regions. In both countries the population steadily declined. Although average life expectancy in them is increasing, the birth rate is low. Depopulation is a critical problem, accompanied by aging in the border region and mortality rates above the average for Europe.

Description by districts

Vidin

Area	3 038,2 km ²
Population	95 467
Density	102,34 / km ²
Share of active population	60,67%
Port cities	Vidin - Lower Danube water way
Airports	-
Tourism products	Cultural-historical, business tourism; in rural areas, agritourism, thematic tourism (local traditions, gastronomy, etc.) and ecotourism
Natural resources available for tourism	Chuprene Biosphere reserve; Belogradchik Cliffs or the Stone Forest South of the Danube -natural tourist attraction; Magura Cave (one of the largest in Bulgaria); Wild Animals Reserve Midzhur on Mount Midzur; Danube River Bank Park (natural monument) includes: Babab Vida Castle, the Osman Pazvantoglu Mosque and library, Telegraph Kapia, the Turkish postal office, as well as archaeological sites (the Roman citadel walls) and a number of memorial sites
Cultural resources available for tourism	Archaeological sites: Vidin Fortress - Baba Vidin, (3rd - 4 th centuries), Ancient Ratsiaria - old town of the Ulpia Traiana Ratiaria (Rastiaria) colony, Fortress of Belogradchik, (3rd century B.C.), Castrum Martis - Roman fortress, Kaleto - system of fortifications along the

	<p>Danube.</p> <p>Churches and monasteries: St. Martyr Dumitru Cathedral (17th century), St. Pantelimon Church (1634), St. Petka Church (1627), St. George Church (1868), the Synagogue; Albotin Monastery, the stone monastery (13th-14th centuries, Dobridol) Dormition of the Holy Virgin Monastery (Izvorski -Lopushanski Monastery), St. Trinity Rakovistsa (preservation area).</p> <p>Museums: The museum of ethnography of Vidin, the former Krastata military camp, the Koluka Museum of History (mid 18th century), the Museum of Natural Sciences Belogradchik, the Astronomic Observatory and others.</p>
Tourism infrastructure	<p>Accommodation units: 36</p> <p>Incoming tourists: 35 212</p> <p>Accommodation nights: 58 229</p>

Montana

Area	3 628,4 km ²
Population	141 596
Density	39,02 / km ²
Share of active population	62,12%
Port cities	Lom- Lower Danube water way [□]
Airport	Erden Airport
Tourism products	<p>urban and mountain tourism (ski tourist destination)</p> <p>tourism development potential: ecotourism, culturale, fishing and</p> <p>hunting tourism, balneal tourism, Danube cruises/ leisure etc.</p>
Natural resources available for tourism	<p>Vrachanski Balkan Nature Park;</p> <p>N-E Bulgaria Falls - Dursin and Vodniyat Skok, Usketo and Uruchnik;</p> <p>Gornata Korea and Ibisha - ornithological wetland areas</p>
Cultural resources available for tourism	<p>Archaeological sites: the old Montanezium town (Roman military camp of the 1st century B.C.), the ruins of the old Almus town classified as cultural monuments of national importance, belonging to the European cultural patrimony (Lom), Kaleto Fortress (Lom).</p> <p>Churches and monasteries: Borunska Church (Lom), churches Rozhdestvo Bogorodichno and Sveti Nikolay Chudotvoret, Klissura Monastery, Sveti Yoan Ruski Monastery, Sveti Yoan Predtecha Monastery, Sveta Troytsa Monastery, Gushovski Monastery</p>
Tourism infrastructure	<p>Accommodation units: 26</p> <p>Incoming tourists: 33023</p> <p>Accommodation nights: 63694</p>

Vratsa

Area	3 623,8 km ²
Population	178 395
Density	49,23 / km ²

Share of active population	64,34%
Port cities	Oryahovo, Kozloduy - Lower Danube water way
Airport	-
Tourism products	Ecotourism, sports tourism (hunting, fishing), rural tourism, speleological and climbing tourism, cyclotourism. Mountain tourism (the district has one of the longest ski slopes in the country - Parshevitsa). In the urban areas there is potential for the development of the cultural-historical tourism in Vratsa and Kozloduy, Oryahovo and Mezdra.
Natural resources available for tourism	Vrachanski Balkan - the second largest nature park in Bulgaria; it includes important protected areas - Vrachanski karts reserve (karst phenomena), Ledenika Cave, Ponora reserve, Skaklya Falls (the highest waterfall in Bulgaria) and Boji Most (God's bridge, Roman bridge - natural site of regional importance)□
Cultural resources available for tourism	Fortresses and archaeological sites: Vratitsa medieval fortress (1st century B.C. - 2nd century A.D.), Patleyna Bulgar medieval settlement, the Christian basilica (5th- 6th centuries). Churches/mosques and monasteries: St. George Church, Cerepis Monastery, Strupes Monastery, Archangel Michael Monastery, Eski Mosque, (early 19th century). Another unique site: Botev's Path memorial complex
Tourism infrastructure	Accommodation units: 29 Incoming tourists: 33 503 Accommodation nights: 75 689 □

Pleven

Area	4 653,9 km ²
Population	259 363
Density	49,23 / km ²
Share of active population	62,74%
Port cities	Nikopol- Lower Danube water way□
Airport	Bohot and Grivita Aerodromes
Tourism products	Business, transit, urban and historical tourism
Natural resources available for tourism	Persina - nature park; Cernelka - nature reserve; Kaylaka - national park; Canyon valley of Vit River - karst relief with various formations, caves, steeps, depressions, 2 galleries of Gininata cave; the river valley displays 14 archaeological sites, the ruins of a monastery, a Roman road and a citade
Cultural resources available for tourism	Archaeological sites: the Roman town of Dumum, Lucernaria Bourgon ancient Roman fortress, Ukus ancient Roman settlements, prehistoric and ancient settlements near villages Dabovan and Zagrazhden, and others. Churches and monasteries: Strogoyzd Byzantine Church, St. Nicholas Church (1834), St. Parascheva Church (1934) and Holy Trinity Church, (1870),

	<p>St. Peter and Paul Church(13th century), Karlukovo Monastery, Plevna 1877 Epopee - "Saint George the Conqueror" Chapel (1903/1907).</p> <p>Museums: The regional museum of history, a cultural monument of national importance (1884-1888), the Museum of Wine (Kaylaka Natural Park)</p>
Tourism infrastructure	<p>Accommodation units: 23</p> <p>Incoming tourists: 50 856</p> <p>Accommodation nights: 89 102</p>

Veliko Tarnovo

Area	4 665,3 km ²
Population	251 126
Density	53,83 / km ²
Share of active population	66,26% (2013 г.)
Port cities	Svishtov - Lower Danube water way
Airport	Gorna Oryahovitsa International Airport Polikraishte aerodrome□
Tourism products	Cultural and religious tourism, ecotourism and rural, hunting, balneal tourism, wine tasting tourism
Natural resources available for tourism	<p>Small part of Persina Nature Park (Plevna District)</p> <p>Hristovski Falls – protected area;</p> <p>GeoComplex Ponorite – protected site;</p> <p>Musinska Cave - protected site;</p> <p>The Old Oak Reserve on Vardim Island – protected area of national and international importance</p>
Cultural resources available for tourism	<p>Churches and monasteries: St. Dumitru Church (Veliko Tarnovo), Holy Trinity Church (Svishtov), Pokrov Bogorodichen Monastery (Svishtov), Dormition of the Holy Virgin Church (Elena), churches of Asenova slum, the Birth of Christ Church (Arbanasi).</p> <p>Museums: Wine Museum, Archaeology Museum, Bulgarian Renaissance and Constituent Assembly Museum, Regional Museum of History, Museum - Prison (Veliko Tarnovo), Ethnography Museum, Museum of Urban culture and life (Svishtov), Aleko Konstantinov museum-house, Sarafkina museumhouse, Konstantsaliev’s house (Veliko Tarnovo).</p> <p>Unique site: Arbanassi architecture reservation (16th -17th centuries) - assembly of fortified stone houses and Renaissance-style churches</p>
Tourism infrastructure	<p>Accommodation units: 112</p> <p>Incoming tourists: 182188</p> <p>Accommodation nights: 282946</p>

Ruse

Area	2 800 km ²
Population	229 784

Density	82,07 жители / km ²
Share of active population	66,20% (2013 г.)
Port cities	Ruse- Lower Danube water way
Airport	Ruse Airport - out of service
Tourism products	Business, cultural, religious tourism and ecotourism
Natural resources available for tourism	Rusenski Lom – nature park
Cultural resources available for tourism	<p>More than 20 buildings in Ruse were awarded the "European Heritage Label".</p> <p>Archaeological sites: Cerven medieval town (14th century) where fortresses, churches, aristocratic dwellings and blacksmiths' workshops were discovered, as well as fragments of ceramics and golden objects, infrastructure for water supply, 11 churches and a karstic underground spring).</p> <p>Churches and monasteries: rock-carved monastery of Saint Dimitrie Basarabov (cultural monument of special importance).</p> <p>Museums: Kaliopa House - the Museum of Urban Life, (late 19th century), the Regional Museum of History, Ruse, the National Museum of Transport and the Zahari Stoyanov Museum, the National museum of transports.</p> <p>Objective listed on the UNESCO world list: The archaeological reservation of the Ivanovo rock-carved churches, including the Ivanovo rupestral monasteries</p>
Tourism infrastructure	<p>Accommodation units: 112</p> <p>Incoming tourists: 88093</p> <p>Accommodation nights: 147300</p>

Silistra

Area	2 853,3 km ²
Population	116 038
Density	40,67 / km ²
Share of active population	65,23% (2013 г.)
Port cities	Silistra - Lower Danube water way
Airport	Kaynardzha Airport
Tourism products	Dominant forms of tourism are business and transit; also the cultural, rural, fishing and hunting, hobby tourism, ecotourism, birdWatch, agrotourism
Natural resources available for tourism	Srebarna Biosphere Reserve, part of the UNESCO "Man and Biosphere" Programme
Cultural resources available for tourism	Archaeological sites: national architecture and archaeology reservation Dorustorum Drastar- Silistra includes 2/3 of the contemporary town of Silistra; on its territory are found unique monuments of the Roman and

	<p>medieval Bulgarian age, 12 settlement sites, 139 Thracian funeral humps, 60 Thracian-Roman and medieval Bulgarian settlements, 20 fortresses and 13 necropoleis; the archaeological sites around the Danube Park - where was found the basilica of Patriarch Damian (second largest in Bulgaria), as well as a part of Omurtag mansion column.</p> <p>Churches/mosques: Kursumlu Mosque (16th century), Metropolitan cathedral St. Apostles Peter and Paul and tabernacle with the remains of St. Dasie Dorostolski, the rock-carved sanctuary of Badjaliata (Strelkovo), the rock-carved churches of Suhata Reka (Golesh), Holy Trinity Church (Kaynardja), St. Dumitru of Thessaloniki Church (Garvan), St. Nicholas Church (Tutrakan), and others.</p> <p>Fortresses: CartalKale stone medieval fortress (9th - 11th centuries, Okorsh), Transmariska (Tutrakan) fortress, Medjidi Tabia fortress (1841-1853) which includes an archaeological exhibition and Church St. Peter and Paul (1862).</p>
Tourism infrastructure	<p>Accommodation units: 20</p> <p>Incoming tourists: 20 343</p> <p>Accommodation nights: 35 655</p>

Dobrich

Area	4 830,1 km ²
Population	184 680
Density	38,24 жители / km ²
Share of active population	66,51%
Port cities	-
Airport	Balchik airport
Tourism product	The Dobrich economy is concentrated on leisure tourism, with the main attractions at the seaside, concentrated in Balcik and in Albena resort. Agritourism and seaside-based tourism is also practiced at a small scale within the fishing villages and small cities of Shabla, Kavarna
Natural resources available for tourism	In the South, The Golden Sands resort overlaps a small part of Zlatni Pyasatsi Nature Park; Kaliakra nature and archaeological reserve; Taukliman (Birds Bay); Baltata Reserve, located on the Batov River Valley – exotic forest; Bolata Nature Reserve; Durankulak Lake – protected area (the lake is a natural one and mostly made up from swamps - marshy)
Cultural resources available for tourism	Archaeological sites: Yailata national archaeological reservation (1989), where a cave-town can be visited, (5th millennium B.C.) and a fortress of the early Byzantine age (late 5th century); Temple of Cybele, (3rd century B.C.); Durankulak Archaeology Park.

Tourism infrastructure	Churches: St. George Church (1836), Dormition of the Holy Virgin Church (1860) - Kavarna, St. Nicholas Church (Balcic).
	Museums: Dobrogea and Sea Museum (operational inside a restored Turkish bath - 15th century, Kavarna) and others.
	Accommodation units: 142
	Incoming tourists: 345971 Accommodation nights: 1998528□

Mehedinti County

Area	4 937.9 km ²
Population	286 240
Density	57,97 / km ²
Share of active population	69,03%
Port cities	Drobeta Turnu Severin, Orsova – Lower Danube water way (border with Serbia)
Airport	-
Tourism product	Mountainous (hiking, caving tourism), hunting and fishing, leisure tourism, week-end tourism or Danube cruises / agri-tourism and eco-tourism
Natural resources available for tourism	Iron Gates Natural Park Domogled Valea - Cernei National Reserve Natural Park – Mehedinti Plateau Geopark
Cultural resources available for tourism	Archaeological sites: the archaeological complex of Drobeta-Turnu-Severin, the ruins of Ada Kaleh fortress. Churches and monasteries: Baia de Arama (1699-1705), Strehaia (1645), Cerneti, (Simian commune - 1662), Gura Motrului (1512 - 1521- Butoiesti), Topolnita convent (1600-1611, Izvoru Bârzii), the ruins of Vodita Monastery (1370-1375, Drobeta-Turnu Severin), Mraconia, Saint Ana; St. John the Baptist Church (with paintings by Gh. Tatarescu), Sf. Voievozi Church (Baia de Arama, 18th century), Sf. Împarati Church of the former monastery of Cutuiestilor (Brosteni village, 1836), Biserica Domneasca under the patronage of the Holy Trinity (1659-1660, Cerneti village), St. Nicholas wooden church (Costesti, 1835), St. Dumitru wooden church (late 18th century, Negoesti), St. Constantine and Helena wooden church (1832, Izvoru Bârzii), Holy Trinity Church (1645, Strehaia), and others. Aristocracy mansions: Cutui Mansion (1815, Brosteni village), Tudor Vladimirescu Mansion (1800) and Nistor Mansion (1812, Cerneti village).
Tourism infrastructure	Accommodation units: 42 Incoming tourists: 52323 Accommodation nights: 117103

Dolj County

Area	7 422 km ²
Population	692 714
Density	93.33 / km ²
Share of active population	68,73%
Port cities	Bechet, Calafat - Lower Danube water way
Airport	Craiova International Airport
Tourism product	Urban, cultural, business, religious and agri-tourism
Natural resources available for tourism	Dabuleni Dunes – botanical reserve Ciurumela Forest Tunari - Pisc Vechi – forest reserve
Cultural resources available for tourism	Churches and monasteries: Jitianu Monastery (1658), Cosuna Monastery (Bucovat - 1572), St. Nicholas Church (Bistret); Sadova Monastery (1663); St. Nicholas Church (Craiova, 1506-1512)
Tourism infrastructure	Accommodation units: 51 Incoming tourists: 85 847 Accommodation nights: 161 538

Olt County

Area	5 507,8 km ²
Population	452 080
Density	82.08 / km ²
Share of active population	68,53%
Port cities	Corabia - Lower Danube water way [□]
Airport	-
Tourism product	Business tourism, agritourism, adventure, hunting, fishing and leisure tourism and Danube cruising
Natural resources available for tourism	Branistea Forest - forest reserve; Iris - Malu Rosu - natural reserve; Academy peony reserve - botanical reserve;
Cultural resources available for tourism	Archaeological sites: Sucidava and Acidava - Geto-Dacian relics (Cela) Gumelnita archaeological park, Sucidava and Romula (Resca) Roman relics. Churches and monasteries: municipality of Slatina - Streharet convent (1671), Clocociov Monastery (1645), Calui Monastery, Churches St. George (1877), St. Archangels (1512); Domneasca Church (1598, Caracal), Wooden church (Leleasca), Brâncoveni Monastery (1582-1583).
Tourism infrastructure	Accommodation units: 19 Incoming tourists: 35 678 Accommodation nights: 67 810

Teleorman County

Area	5 800,3 km ²
Population	385 969
Density	66,54 / km ²
Share of active population	64,65%
Port cities	Turnu Magurele, Zimnicea - Lower Danube water way [□]

Airport	-
Tourism product	Transit and leisure tourism, followed by fishing and hunting tourism, cultural tourism, ecotourism, agrotourism, wine tasting, Danube cruises etc.
Natural resources available for tourism	Ostrovul Mare Nature Reserve Suhaiia Marsh - avifaunistic nature reserve Troianu Forest - nature reserve
Cultural resources available for tourism	Archaeological sites: the ruins of the Roman fortress Turris (Turnu Magurele), Zimnicea Fortress Geto-Facian settlement (5th century B.C.), Ciuperceni Palaeolithic reservation, Alexandria Tumulus, La Râpe archaeological reservation (Poroschia), La ziduri feudal fortress (Tatarastii de Sus), Cossack Fortress (Rosiorii de Vede). Monasteries and churches: Draganesti Monastery (1674, Rosiorii de Vede), the ruins of Ciolanesti Monastery, Tigania Monastery (Cosoteni), Plaviceni Monastery, (1837, Dudu), St. Alexandru Cathedral (1897, Alexandria), Balaci Church (1684), the wooden churches of Bujoreni, Dracesti, and others.
Tourism infrastructure	Accommodation units: 17 Incoming tourists: 13 176 Accommodation nights: 39 434 □

Giurgiu County

Area	3 549,1 km ²
Population	279 366
Density	78,71 / km ²
Share of active population	66,27%
Port cities	Giurgiu - Lower Danube water way
Airport	-
Tourism product	Transit and business tourism
Natural resources available for tourism	Comana Nature Park (Ramsar site) cu with nature reserves: Padina Tatarului, scientific peony reserve Oloaga Gradinari, scientific thistle reserve Comana Marsh - nature reserve and avifaunistic protection area
Cultural resources available for tourism	Monuments: the building of the old prefecture of Vlasia (20th century), today a museum, the harbour building (1840), the Palace of the Romanian River Navigation (building of the harbour command post, 1939-1945), CFR railway station, County council (1930), County museum (1950), Cama Canal, the ruins of the chemistry factory, Wallachian theatre; Udriste Nasturel architectural site (1642, Hotarele commune); Druganescu Palace (Stoenesti - Floresti).
Tourism infrastructure	Accommodation units: 13 Incoming tourists: 24 983 Accommodation nights: 82 801

Calarasi County

Area	5 067,4 km ²
Population	308 655
Density	60,91 жители / km ²
Share of active population	66,51%
Port cities	Oltenita, Cetatea - Lower Danube water way
Airport	-
Tourism product	Business tourism Potential to develop leisure and sports tourism (equitation, swimming)
Natural resources available for tourism	Fundeni, Tamadau, Varasti, Ciornuleasa Forests - nature forest reserves
Cultural resources available for tourism	Archaeological sites: Pacuiul lui Soare, island where lie the ruins of the Byzantine fortress of the 10th century and Durostorum (early 2nd century), a Roman settlement. Monuments: the historic monument of Catalui, (1560-1577), the oldest medieval historical monument on the county territory. Monasteries and churches: Plataresti Monastery (1639); the church of the former Negoesti Monastery (1648-1649), St. Andrew Church (1732), etc.
Tourism infrastructure	Accommodation units: 15 Incoming tourists: 11 035 Accommodation nights: 34 313

Constanta County

Area	7 079,7 km ²
Population	724 506
Density	102,34 / km ²
Share of active population	71,65%
Port cities	Murfatlar, Medgidia, Cernavoda - Lower Danube water way [□]
Airport	Mihail Kogalniceanu International Airport [□]
Tourism product	Leisure tourism (seaside) - 13 tourist resorts of national importance; here we find the highest percentage of the national accommodation capacity - about 43%, and approximately 60% of the domestic and international tourist transit
Natural resources available for tourism	Small part of the Danube Delta Biosphere Reserve; Cheia Massif on Casimca Valley- mixed reserve - botanical and geological; Nature Complex Gura Dobrogei - mixed nature reserve; Marine Sand Dunes Reserve from Agigea, unique in Europe, the only marine sand dunes habitat; Hârsova Canals - geological and paleontological reserve; Oltina Lake - mixed nature reserve
Cultural resources available for tourism	Archaeological sites: Histria Fortress (natural and scientific reservation, a natural area part of the National Danube Delta Park); Tomis Fortress (6th century B.C.) became the town of Constanta; Callatis Fortress (late 6th century B.C.) is now the town of Mangalia; the Roman

Tourism infrastructure	edifice with mosaic of Constanta (4th century B.C.) unique in Eastern Europe.
	Churches: the Great Mosque of Constanta (1910-1913), Carol Mosque, the Orthodox Cathedral of Constanta (1883 - 1895), Esmahan-Sultan Mosque of Mangalia (1573), Derwent Monastery (1929-1936, Ostrov).
	Museums: the National Museum of History and Archaeology (Constanta), the Museum of Natural Sciences (Aquarium, Dolphinarium, Astronomic observatory - Constanta), the Museum of Art, Sea Museum (Constanta), Navy Museum (Constanta), Dinu and Sevasta Vintila Art Museum (Topalu commune).
	Accommodation units: 745 Incoming tourists: 859634 Accommodation nights: 3418997

The cross-border region is characterized by very high tourism potential, under-utilized and promoted. In this area can be practiced almost all types of tourism thanks to its diverse, valuable and attractive natural and man-made heritage. Counties with important tourist attractions in the border region are: Mehedinti and Constanta in Romania and Vidin, Veliko Tarnovo and Dobrich in Bulgaria.

The tourist potential of the natural heritage is a major attraction for tourists in terms of biodiversity, landscapes, relief, forests, water resources, hydro and thermal resources. Equally, the tourism potential of cultural heritage is reinforced by the 266 historic monuments of national importance and 2 monuments entered in the register of World Heritage sites by UNESCO.

The total number of tourist accommodations on the Romanian side is almost two times higher than the number of those in the Bulgarian part. In 2013, Constanta county and Dobrich have the most developed tourism facilities compared to other administrative units in the border region.

The capacity based on accommodation also decreased in the border region in 2013 compared to 2009. The same change is observed in the Romanian part, while in the Bulgarian part is observed growth in the accommodation facilities starting from 2009.

Summary table of population and tourism

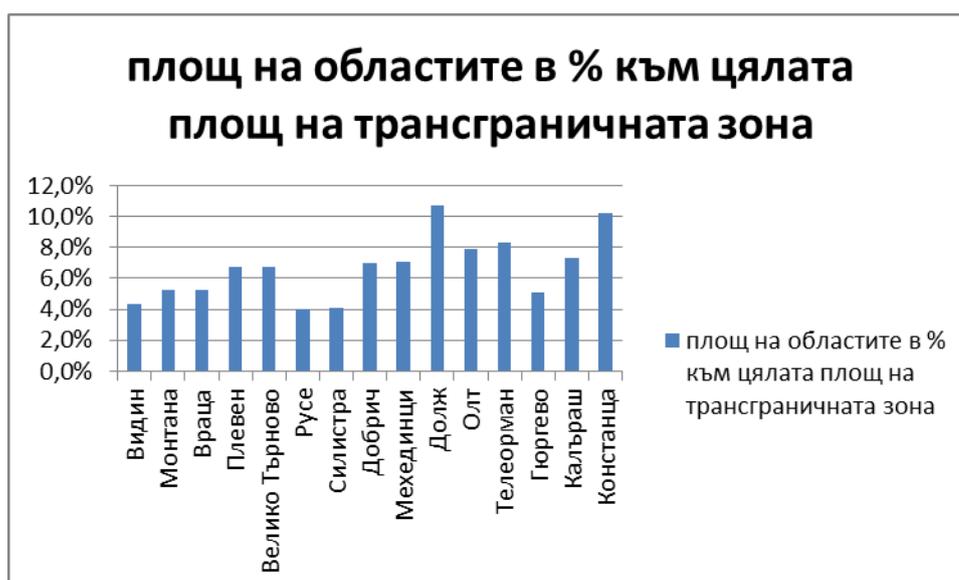
districts in the crossborder area	area sq.km	population	accommodation venues	Number of tourists	number of nights	Average stay in days
Vidin	3038	95467	36	35212	58229	1,7
Montana	3628	141596	26	33023	63694	1,9

Vratsa	3624	178395	29	33503	75689	2,3
Pleven	4654	259363	23	50856	89102	1,8
Veliko Tarnovo	4665	251126	112	182188	282946	1,6
Ruse	2800	229784	112	88093	147300	1,7
Silistra	2853	116038	20	20343	35655	1,8
Dobrich	4830	184680	142	345971	1998528	5,8
Mehedinti	4938	286240	42	52323	117103	2,2
Dolj	7422	692714	51	85847	161538	1,9
Olt	5509	452080	19	35678	67810	1,9
Teleorman	5800	385969	17	13176	39434	3,0
Giurgiu	3549	279366	13	24983	82801	3,3
Calarasi	5067	308655	15	11035	34313	3,1
Constanta	7080	724 506	745	859634	3418997	4,0

The characteristics of the cross border area in terms of population and tourism determine the choice of specific locations to offer joint cross-border product.

The first important factor is the volume of the local population by districts and respective population density. It is noteworthy that the areas in the cross-border region are differently populated, the population of the largest area is over 7 times more than the population of the smallest and the area of the smallest district is 2 and a half times less than that of the largest.

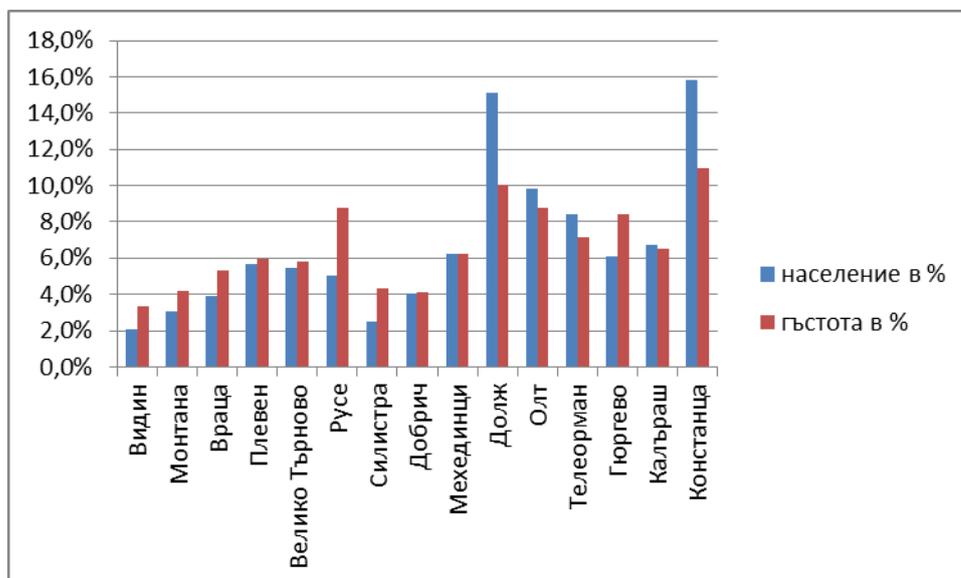
Schedule of the territorial distribution of the areas in the cross-border region



Territories in the border region are different in size, a total of 7 districts in Romania have 30% more square kilometers of all 8 regions in Bulgaria. Accordingly, the average area of the Romanian areas is larger than that of the Bulgarian by 49%.

The largest districts in the area are Dolj and Constanta in Romania, and the smallest - Ruse and Silistra.

Schedule of population density and the percentage of the total number

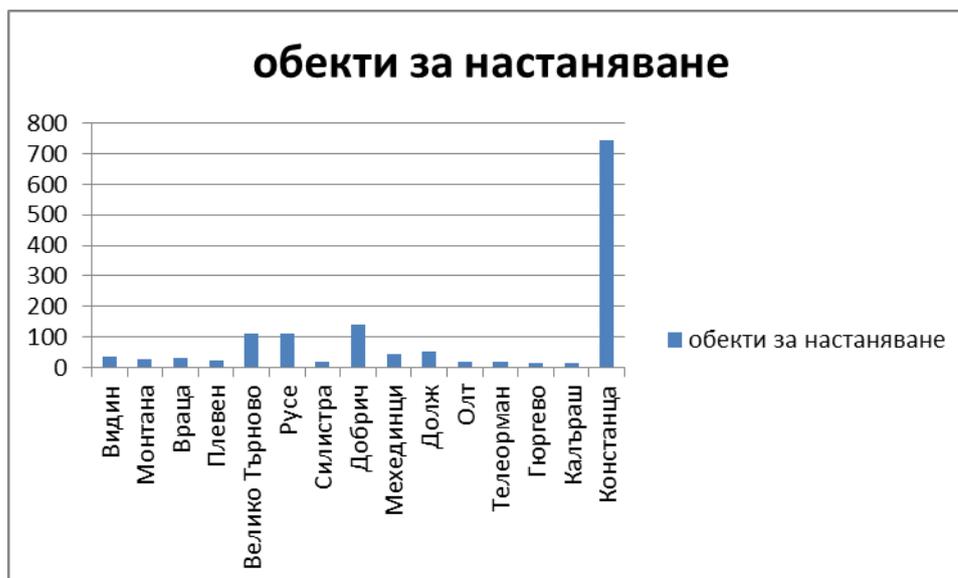


The chart shows that often the areas with the least population have the lowest population density, regardless of the territory they occupy. It is noteworthy

that the Romanian areas are more densely populated than Bulgarian with whole 59%.

An exception is the region of Ruse, which is the most populated district in Bulgaria.

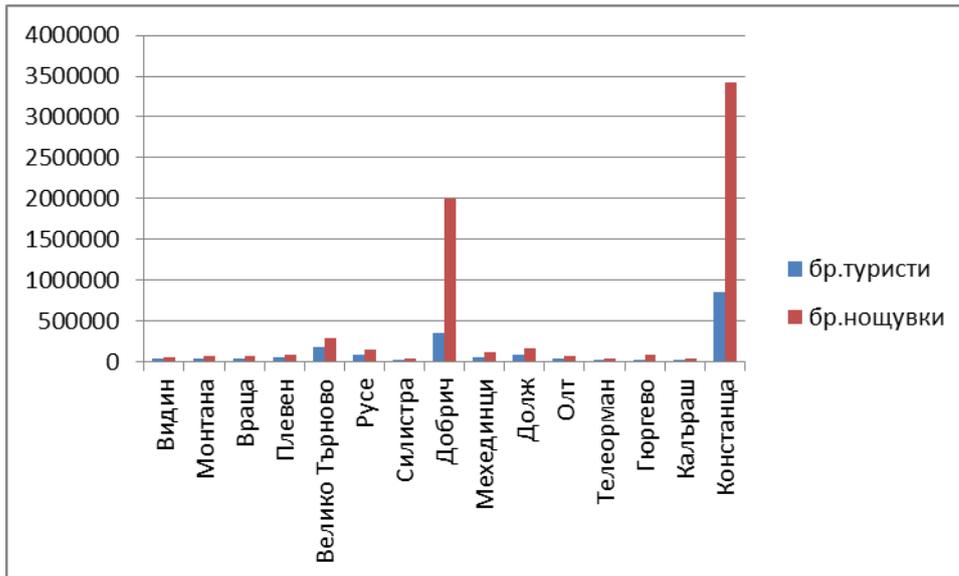
Schedule of accommodation venues



The chart shows that the vast number of accommodation venues is concentrated along the coast and in particular in Constanta County. Dobrich, even with many accommodation venues in Bulgaria has more than 5 times less than those hotels in Constanta County.

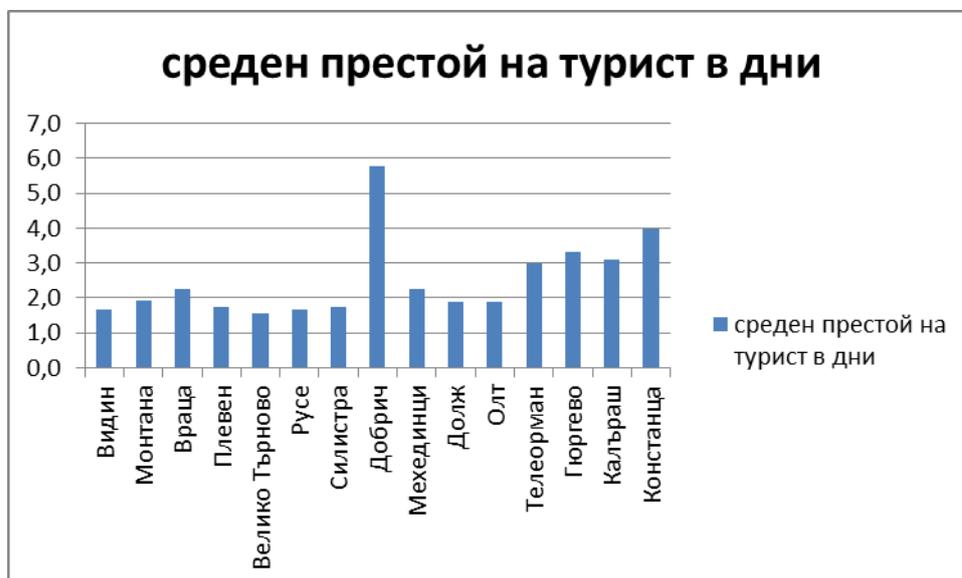
It is noteworthy that other areas with a significant number of accommodation venues in Ruse and Veliko Tarnovo, suggesting that in these two areas there is a serious offer of accommodation and tourism.

Schedule of the number of tourists and fulfilled overnights



The schedule clearly highlights the great imbalance in tourist arrivals in the cross-border area. The number of tourists in 2 areas of the cross-border region - Dobrich and Constanta are 80% more than all the other 13 districts, the number of nights spent in these two areas is more than 4 times more. This fact is due to the highly developed mass tourism on the Black Sea.

Schedule of average stay of tourists in a given area



Understandably average stay of tourists in the seaside areas is significantly higher than in the rest of the cross-border region. As the long stay tourists have in Dobrich, which are mainly concentrated in the centers resorts Albena and Balchik - nearly six days. In Constanta County average stay is four days due to the proximity

of the Romanian capital and the large share of trips over the weekend, while all other areas have between 1.7 and 2 to 3 days average stay.

It is noteworthy that close to Bucharest areas - Calarasi, Giurgiu and Teleorman, are characterized by relatively high stay of tourists in days on average three days, due to the concentration of population in the Romanian capital.

2.4. DESCRIPTION OF THE MARKET

The main users of the cross-border product are as follows:

- Advertisers;
- Event organizers, including municipalities, large companies, non-governmental organizations;
- Users who want to fly with hot air balloon;

Users of the product in the cross-border area are two main types - locals and tourists, the tourists for the purposes of this study will determine as national tourists from the cross-border area, national tourists outside the cross-border area, foreign tourists from the cross-border area and foreign tourists outside the cross-border area.

On the territory of cross-border area of Bulgaria and Romania there are relatively few companies that offer balloon flights or flying with balloon on ropes.

This service in Bulgaria is basically offered by companies situated in Sofia, Varna, Plovdiv. The main suppliers of these services are: Orly Club - Sofia, Club Adrenaline - Varna, Plovdiv Balloon Club, Club Air Sports "Aeroakt".

The first flight with balloons over Belogradchik Rocks took place in the month of May 2016, organized by Plamen Mirianov. In the cross-border area in Bulgaria most commonly used place for flying is near the town of Balchik.

In Romania balloon flights are offered by Aero club Romania in Bucharest. There are also aeroclubs in town of Craiova and Pitesti.

Compared to most European countries as well as other leading destinations for flying with hot air balloons as Cappadocia, Turkey, offering of this service in cross-border area on the side of Bulgaria is still too underdeveloped and providers of this service are negligible.

2.5. CHALLENGES TO THE NEW PRODUCT

The main challenge for sustainable product development in the cross-border area of Romania-Bulgaria lies in the ability of project partners to ensure consistency in

the service provided and to reach final prices comparable to those of other clubs for hot air balloons.

To achieve this goal is not enough project partners to train ground crew that is actually planned within the project. It is also essential every one of the partners to have a local licensed pilot who is available to implement the flying program.

Training for Pilots of hot air balloon are carried out in many places in Europe, including Romania, the cost of training for one person amounts to about € 5000.

Simultaneously, the project partners should work in close cooperation for the successful marketing of the product in the cross-border area, providing an opportunity for Bulgarians and Romanians to fly across the cross-border zone.

2.6. COMPETITIVE ADVANTAGES

The main competitive advantages of project partners are:

- Cross-border area is a place with a very low offering of the service “hot air balloon flying” and market niche for this type of activity is wide open;
- The project partners have very good contacts with local authorities and other non-governmental organizations working for the development of tourism in the region, as well as tourism, which will enable them relatively quickly to create a strong distribution network;
- The initial investment for balloons purchase is covered within the project funded by EU.

Moreover, products that will provide project partners should not generate profits that will contribute to achieving competitive prices and an opportunity for a wide range of people to benefit from them.

3. DEVELOPMENT OF THE TARGET MARKET

3.1. MARKET SEGMENTATION

Market segmentation is part of the process of developing a target market that includes market segmentation, targeting the market and positioning of the product.

Customers of product "hot air balloon flights" have their internal similarity in terms of their characteristics and specific product requirements. As the careful selection criteria for segmentation of end-user markets is important for implementing a successful marketing strategy we have to analyze the users of the product through demographic and psychological criteria.

A tourist service could be attractive to a range of users, but others may not want to use it. When we decide to use tourism products and services, we take into consideration a number of factors that influence our decision. The variety of tourism products and services determines the diversity of users.

In order to determine the target groups we have to use a study, which has been done for the purpose by special questionnaire through which was collected information on consumer attitudes towards product category, as well as the characteristics of the respondents (demographic, personality, psychological, behavioral).

Consumer's income is an essential factor, either if it concerns products or tourist services. Payable demand is the basis for the development of tourism and every other market. Each user determines their needs according to their income.

Through the age criteria we can make the following conclusion: with increasing age change preferences, opportunities, and way of life.

There are no specific physical characteristics required, but the health condition is important, especially for older people. Adrenaline has its effect on the body and maintaining a healthy blood pressure. By eliminating this risk in older people experience suitable for persons from 5 to over 55 years and has its positive effect regardless of age.

Offering new tourist product can be focused on more than one market segment, and for each segment can be developed a special marketing strategy (product differentiated marketing).

To attract a wider range of users, the tourism product should also include other tourist services to meet the needs of more users.

Market segmentation survey and target groups' identification has been conducted within this marketing strategy.

The study was focus in the potential consumers of tourism services with interest in balloon flights as a tourist attraction.

Marketing goal - to discover the attitudes of potential users of travel services to attractive products and in particular to product „Balloon flights“.

Tasks: Collection of the following information:

1. Which are the preferred types of tourism of the respondents?
2. What resources and time the respondents spend on tourism?
3. Are there among respondents interested in tourist attractions and in particular extreme experiences as a tourism product?
4. How is accepted the balloon flight as a tourist attraction and what part of respondents would prefer this tourist product?

Hypothesis: Outcome of this survey is expected to be received following information:

1. The people interested in sports and adventure tourism to have higher percentage.
2. Over 80% of respondents to devote time and resources for tourism.
3. Over 70% of respondents have an interest in tourist attractions and extreme sports such as tourism product.
4. Balloon flights are an attractive tourist product for over 70% of respondents.

Target population - potential consumers of tourism products in Northern Bulgaria.

Methods of the sample - unrepresentative, spontaneous sample

Methods of registration - individual internet poll

Marketing model - To be a preferred tourist destination, it must not only have a solid tourist product, but that product to meet the city's identity as a tourist destination, as well as the sustainability of the values that stands behind this product. The objectives of the study are related to the introduction of the project team " Balloon adventure - a new joint tourist product" with the attitudes and needs of asylum tourism products branch market.

Results analysis

The conducted survey covered more than 100 respondents who indicated their opinion on preference for types of tourism and tourism products in northern Bulgaria.

38% prefer sports tourism answering the question "Which of the following types of tourism are related to your preferences", 31.5% indicated Mountain Ski tourism, 29.6% are pointed the Sea tourism, 16.7 percent of those marked extreme tourism . Sport tourism is among the most popular types of tourism, according to respondents.

45.4% of respondents spend 5 to 10 days a year for tourism. Only 1.9 percent spend up to one month.

Up to 1,000 leva is the most frequently mentioned amount emitted annually for tourism / 42.1% /.

67% is the percentage of people who indicated they are interested in alternative tourism, 21.1 percent can not judge, and 13.8% are not interested.

Interestingly, 44.4% of respondents believe that in Northern Bulgaria are enough tourist products and attractions, 37 percent of respondents believe they offer.

The greater the percentage of respondents who connect tourism with extreme experiences. 71.6% of respondents make this comparison, only 13.8% indicated that they connect the two concepts.

The most extreme experience preferred, respondents choose balloon flights / 65.4% /, followed by sky diving and bungee jump.

86.2% would choose a balloon flight as a tourist attraction for yourself or your loved ones.

84.3% is the percentage of respondents who believe that a balloon flight is an attractive tourist product.

Annex 1 apply the inquiry form on the study and summary results.

3.2. DEFINITION OF TARGET GROUPS AND POSITIONING

Of the research it is clear that lovers of adventure tourism are presented in relatively even balance between men and women. The average age interested in adventure tourism is 35 years. Given these demographic trends it is not surprising that adventure tourists have higher levels of household income.

The survey results show the relationship between attraction to adventure and extreme tourism and readiness for release of larger amounts (over 1,000 lev) for tourism.

Look at the international tourists in the field of extreme and adventure tourism will contribute to a broader range of target groups of tourists.

According to Market Research of adventure tourism by the World Tourism Organization in 2013, 57 percent of adventure travelers are men and 43% women. The survey further revealed that 37% of adventurous tourists have at least four years degree above average education, 11% have a master's degree, the average individual income of each such person is \$ 46,800 per year.

According to the survey WTO, large number of adventurous tourists traveling alone, 21% travel with friends, 37 percent travel with a spouse or partner and 30% travel with their families, including children. The reasons people participate in adventure tourism are varied, but the most often cited reasons such as relaxation and exploring different cultures.

Compared with non-adventurous tourists, adventure travelers are more likely to use professional services, such as guidebooks, tour operators and suppliers of special service packages.

Profile of target group of this product

- Age: 21 - 50
- Education: secondary and higher
- Income: above average
- Take their holidays outside peak season, loyal to their interests
- Active in sports
- Practice a short but frequent holidays
- Interests: bungee jumping; cave tourism; parachute jumping; water tourism, kayaking and more water sports; Mountain cycling.

Social psychology in tourism is the basis for conducting a wide variety of research and studies for the development of tourism. A major trend in this area is also a study and analysis of the socio-psychological characteristics not only realized as a client tourists but also potential tourists who have not taken specific tourist trip.

To enter the details in the socio-psychological characteristics of demand, we will divide the target groups of tourists depending on their psychological attitudes when choosing a particular product.

In contrast of excessive material affluence of young people highlighted the need for new experiences and emotions. Increasingly popular among providers of tourist services is the presentation of offers for "unforgettable experience", "unique

emotions" and other memorable activities. The tourism product in question is a type of service that has the potential to meet this kind of demand.

Variations of tourism product offer can be formulated in the following ways:

Free flight - Adventure in the sky

Standard flight (one person - VIP, groups, families with children)

- ✓ adults: 5-55 - friends, families with children.
- ✓ Education: secondary and higher
- ✓ Income: above average
- ✓ Interests: fans of adventure and new experiences, sports and recreational activities, cultural, fans of photography; fans of experiences shared with friends; fans of "unconventional images with selfie stick"; people who like unconventional birthday gifts
- ✓ practiced throughout the year.

Romantic flight for two

"A gift for newlyweds" or "Unusual way to propose marriage"

- ✓ Age: 25-45 (married couples, honeymooners, friends)
- ✓ Education: secondary and higher
- ✓ Income: above average
- ✓ Interests: fans of adventure and new experiences recreation, sports and leisure activities, fans of unconventional ways to express feelings, emotions; fans of romance in its modern forms; romantic photo shoots in the air and a bottle of champagne at the finish
- ✓ Practiced throughout the year.

Flight "Cross-border Friends"

To show our neighbors the beauty of Bulgaria/Romania in the air

- ✓ Addition to the fields - catering, including "mamaliga" and white cheese and tasting of Romanian and Bulgarian wines in the final.
- ✓ adults: 25-45
- ✓ Education: secondary and higher
- ✓ Income: above average
- ✓ Interests: fans of sightseeingtrips; fans of adventure and new experiences recreation, sports and recreational activities; fans of the Romanian / Bulgarian cuisine
- ✓ practiced throughout the year.

4. PRICE STRATEGY

The main factor in the development of price strategy of the offered tourism product is the nature of non-for-profit profile of the partners during the implementation of the project and after that at achieving sustainable results. Therefore, when developing price strategy we use the cost method.

After running out of project funding, which will provide 160 hours flying in Bulgaria and equally in Romania it is necessary to develop prices that cover the costs of the partners related to offering of the product.

For this purpose should calculate the cost of products which include additional annual fixed costs associated with maintaining balloons amortizatsiya additional equipment / car and trailer / advertising costs, annual flight review by national civil aviation authorities. Variable costs related services are the following: depreciation, wages of pilots and ground crew; fuel costs for the balloon; transport costs, accommodation and komandiravachni costs. If the costs of piloting and fuel bubbles are easily measurable per hour, the cost of transport to the point of flying in the border area ranging from remoteness of this location centers Vidin and Craiova.

In order to determine the price of the final product that meets the condition for profit nature of business partners and simultaneously reported on an annual basis all costs associated with the provision of services must be warged a predetermined volume of flight hours which will be sold annually.

For the purposes of our study, we stopped 3 variants - 50, 100 and 200 flight hours per year, assuming that buy the bubble is amortized over 400 hours and other equipment for 1200 hours. The value of the bubble relative to the entire balloon is 40%, and other equipment / basket, burner, fan, transponder, special gas cylinders

and others. / - 60%. The total value of the bubble totaled 103 162.80 lev. In depreciation costs of additional equipment from 4080 lv.godishno, advertising costs 4,000 lev per year, including participation on 1 tourist exhibition, storage costs and maintenance of the bubble of 1200 lev a year and cost of an annual review of 500 lev total fixed costs amounted to 9780 lev year.

	50 h yearly	100 h yearly	200 h yearly	Average
average cost of piloting a balloon per hour	1037,08	939,28	890,38	955,58
total variable costs for 1 hour	841,48	841,48	841,48	
total fixed costs for 1 hour	195,60	97,80	48,90	

Additional costs associated with providing services in the border area, which is associated with travel accommodations for all flights in the corresponding period of pilot and 3 member ground crew averages 500 lev, which at an average 2-hour flights a day expensive fields hour with 250 lev.

Taking strands above, and the possibility of bidding for flights for 1 person for a group from an average of 4 passengers and cost when using bubble only two or one person / without driver /, assuming that the bubble will be 50% for VIP flights of two and 50% for group four, as well as offering different duration flights, respectively, 10 minutes, 30 minutes and 60 minutes on the basis of a mathematical model for determining the price offer to set the following prices:

Product	near downtown	In CBC area
Price for 1 person in a single group for 60 minutes	260 BGN	300 BGN
Price for 1 person for VIP flight for 2 persons 60 min	360 BGN	420 BGN
Price for one person in a group of about 30 minutes	160 BGN	200 BGN
Price for 1 person for VIP flight of 2 persons in 30 minutes	240 BGN	290 BGN
Price for 1 person in a single group for 10 minutes	100 BGN	120 BGN
Price for 1 person for VIP flight of 2 persons for 10 minutes	150 BGN	180 BGN

The proposed indicative prices formiranipri average cost of a one-hour flight from 955.58 leva in proportion of one-hour flights to all flights by 60 percent and flights 30 and 10 minutes have equal share to all flights by 20%.

The prices correspond to the average prices for similar services to other market participants

	Aeroakt	skyvision	balloons.bg	Average
Price per person in a group of 4 for 60 min	260	340	250	283
Price per person per VIP flight for 2 in 60 min	360	480	350	397
Price per person in a group of 4 for 30 min			190	190

5. DISTRIBUTION STRATEGY

Species distribution channels of the tourism product - Status and Trends

Distribution strategy is choosing the optimal possible routes for delivery of the product by the organization to end users at best meet their consumer preferences. The choice of distribution channel depends on the nature of the product specificity and the capacity of the particular market.

Distribution of tourist product is a specific element of the marketing mix, which ensures convenient access for consumers to the product. This is done through market intermediaries tour agents, tour operators, tourist information centers, tourist information and reservation systems and special organizations. The distribution may also be a direct direct contact between tourism supply and tourism demand.

It is commonly used combination of several distribution channels for effective realization of sales. The majority of sales are realized through tour operators, hotels that provide significant tourist flow both from home and abroad.

Functions of the tourism distribution:

- Distribution of the product
- Providing choices of product
- Providing economies of scale
- Saving time in product selection

Role of tourism distribution:

- Creates optimal conditions for realization of tourist product on the market.
- Supports the effective development of tourism.
- Offers greater opportunities to meet needs of tourists.
- Realized benefits for suppliers or manufacturers tourist goods and services and for tourists and for themselves destinations

Participants in the distribution channels

Channels with successive units in them can be:

- Tour operator - client
- Tour operator - travel agent - customer
- Hotel - client

To enter the market new tourist product could create a network for the promotion and marketing of the product - hotels, tour operators, tourist information centers, non-governmental organizations in the field of tourism communities.

In order to create interest in the representatives of the distribution network to offer products related to ballooning it is necessary to determine the amount of a discount or premium to be paid to the distributor for the efforts made to promote the product and finding customers . Usually the percentage of the premium varies between 10 and 15 percent, but the high cost of the service 10% is quite reasonable premium rate.

The project is planned for 4 meetings with stakeholders who can become members of the distribution network in Bulgaria and 4 in Romania. At these meetings will be presented tourism product marketing strategy and will be made promotional flight for meeting participants to demonstrate graphically the tourist product. Meetings will be held in major border cities.

6. PROMOTIONAL STRATEGY



6.1. DESIGN CONCEPT FOR BRANDING - logos, visuals and messages

The concept of branding the product balloon flight in the border area of Romania-Bulgaria is based on three main factors: the territorial scope of the service, very hot air balloons that will fly, as well as sources of funding. In this connection, in the logo branding of the product should be included part of the

funding program logo, which creates orientation of the geographic scope of services, image of themselves balloons with which services are provided and the main message of the project.

Logo that includes all these elements in 3 languages - Bulgarian, Romanian and English.

The colors that are appropriate to use in developing the logo colors of the logo of the program INTERREG V-A Romania-Bulgaria, which are also used in designing the balloon itself: dark and light blue, green, yellow.



The message of the project, within which market their products for flying with balloons is well conceived more in the naming of the project - Adventure balloons -

a joint tourist product. The message differs from others with originality, contains an element of jointness characteristic of type financing.

6.2. CONCEPT OF ADVERTISING MATERIALS / website, social networks, videos, photo album, brochure, flyer /

Promotional materials provided under the project "Adventure Balloons" includes the following tools:

- Website;
- Promotional panel of 50 square meters placing on the bubble; It will advertise the funding program
- Preparation of 2 movies from 50min to fly a hot air balloon in Bulgaria and Romania;
- Capture photos with 1,000 balloons in the border region and print a photo album of 40 pages of material collected with a circulation of 3000br .;
- Prepare a brochure in A4 format, 20 pages of Bulgarian with a circulation of 3000br., Romanian and English;
- Preparation of leaflets with a circulation of 3000br .;
- Preparation of video and radio clip and their broadcast in local media.

All entries must contain the necessary vizulizatsiya of the funding program.

Website of the joint tourist product visually attracts the user with changing images of bubbles that immediately attract attention.

Website should be given the opportunity to purchase a gift voucher for ballooning or recording. It should also be a brief description of how they are implemented flights. Project description within which to implement joint cross-border product should be a compulsory element of the site. It is also a field of contacts.

Social networks are an extremely powerful tool for promoting adventure with balloons! They should be used periodically at least once a week and spread interesting materials to a broad range of people throughout the distribution network of the product in the region, as well as friends and acquaintances. Social networks provide an opportunity for announcing the dates and location of the flights that provide also this is where to place small video with balloon flights photographed at various parts in the border area. Quality pictures is also very strong stimulus for the creation of attitudes among consumers. Each scheduled

flight to be announced impairment in social networks at least 1 month prior to its implementation and every week to be reminded of the event!

For this purpose must be made on Facebook page, create events to be invited.

Public relations is another key tool for product performance in the border region. The constant contact with the media by sending press releases, organizing press conferences, inviting the media to reflect balloon flights - these are methods to attract public interest in the product and generate demand.

50minutni provided two films that will promote ballooning in the border area of Romania and Bulgaria will contain footage from the ground, from balloons and from drone during ascent, flying and landing on the bubble; will include footage of at least 10 balloon flights over various areas; will be presented in an attractive way border region with emphasis on the ability to receive tourists an exciting contact with unique natural, cultural and historical attractions of the region by flying a hot air balloon; They will be developed in Bulgarian language with subtitles in English and Romanian; will contain the information needed to visualize using the funding program; They will be drawn on DVD in circulation of 500pcs.

Besides these it is important to make a short video productions from 1-2 minutes for each of the areas over which it is envisaged to organize flights in the border region. These short films will spread quickly on the Internet and social networks, and can have a profound effect on the formation of consumer attitudes for inclusion in subsequent flights. They can spread locally by representatives of the distribution network in their areas.

Photo album, which will be developed within the project must be presented professionally shot pictures from the air and from the ground, as well as certain details of the very hot air balloon. Photo Album is a powerful tool of influence. They should have priority images with very little text. A copy of the photo album must have all members of the distribution network and partners. It is the newspaper appear and contact information of the partners.

The brochure will present the products with more text and fewer pictures. Designed to spread tourism fairs and among the representatives of the distribution network.

Leaflets / flyers / are extremely fast and inexpensive tool for awakening of interest. They may submit a website where those interested can find more information about flying with balloons.

Related products ballooning will be presented within the project of 2 tourism fairs - International Tourist Fair Holiday & Spa Expo 2017, held in the town. Sofia in february and International Tourism Fair in Bucharest, Romania in March.

For organizing the presentation of these two exhibitions within the middle of February 2017 should prepare all or part of promotional materials within the project and exhibition stand.

The shape of the booth, which will be purchased under the project is defined in the technical specification as a pop-up expo wall measuring 4 / 3m lighting. Image will be printed on booth must contain a single large and beautiful photography balloon flight inclusive message of the project. This is the form which will make the biggest impression on visitors to the exhibition.

Within this equipment has a number of activities that can make a presentation on the exchange better.

For example, heating an ordinary hot air inside the lantern exhibition hall attached ropes will cause great interest and will suggest the main idea of the project - to fly a balloon.

During the exhibition can be done raffle of visitors filled out questionnaires forms with which to understand their attitudes favorite places to fly, duration of flight, a flight / himself in a group or a romantic flight only with 2 passengers / information their age, social status and more. The poll may have questions about the greatest natural attractions in Bulgaria and Romania to help screening candidates with modest knowledge of the natural heritage of both countries. Prize of the lottery can be a balloon flight. Handing out the awards can open a bottle of champagne for the winners / accepted ritual in many countries in successfully landing a balloon /. Dissemination of leaflets can be done even at the main entrance of the exhibition hall

While during the tourism fair important activity is work with tour operators and stakeholders to be included in the distribution network of the product.

7. SWOT analysis

Border area of Romania-Bulgaria has remarkable natural and historical resources for tourism development of different mass. Across the border area abounds in areas with a concentration of tourist resources that can meet the interests of different kinds of people -lyubiteli wine, food, hiking, mountain biking, etc.

This potential undoubtedly aroused great interest among Bulgarian and foreign tourists. At the same time, most mountainous and rural areas have no other alternative than to develop this type of tourism. Sustainable development of this type of tourism has the ability to revive the most backward parts of the country and to make it a decent place to live.

Extreme tourism, to which branch products belong to ballooning is not isolated from the whole diversity of tourism products offered in the region. For users of course he will be leading, but simultaneously tourists will also benefit from other resources of the region.

STRENGTHS

- Adventure Balloon is an alternative tourist product that still offers limited in the border region. There is no adequate competitive environment, which creates the possibility of entering the market niche of extreme tourism in a geographically defined area with an average growth rate of the tourism complex.

- Finanisiraneto within the program INTERREG VA, which has purchased equipment on the project reduces the risk of potential market failure of the initiative and at the same time makes possible investment for a similar product in the region, which is not typical mass tourism / except the Black Sea coast / and in which there are no large megpolisni centers / excluding the proximity of Bucharest /.

- Previous experience of the partners in the development of tourism in the border area and built partnerships with other tourism organizations is extremely valuable resource that will be used in the imposition of a new joint product on the market.

- The prices at which partners can offer new tourist product, covering all their costs without generating profit satisfy the market, even to regions where they are situated balloons are identical with the lowest prices to other providers of similar products, making product even more attractive.

- Availability of marketinova strategy to promote joint tourism product;
- In Bulgaria and Romania has a well-developed laws governing registration and flights with hot air balloons.
- The envisaged under the project promotional part, which includes the participation of tourism fairs, production of photo album, brochures, leaflets, films, advertising campaign in radio and television
- provided the project meetings with local stakeholders, within which you can build a local distribution network

WEAKNESSES

- The project partners do not have their own trained personnel for piloting a hot air balloon. Engaging team piloting the balloon may cause logistical difficulties and would necessarily involve additional expenses for accommodation and transport of the team.
- In the border area not developed mass tourism / except the Black Sea coast / and no large cities with over 1 million inhabitants / except the proximity of Bucharest, which is not part of transgranichnata zone.
- The partners have specific expertise in the marketing of tourism products. Profit nature of their activities and the lack of specific business experience can lead to under-use of the development opportunities or difficulties in financing future initiatives
- Relatively low purchasing power of the local population in the border region is a precondition for lower interest products ballooning.
- The territorial limitations of the marketing of tourism products in the absence of enough users in the target region

OPTIONS

- Bidding tourism product as an opportunity to incorporate other already commercialized products placed on the market in the border area Bulgaria-Romania.
- Project partners can train its own staff for piloting the balloon, which would give more flexibility in setting prices and create better organization planning the continuing program.

- If there is a strong demand for the product in certain regions of flying in the border area may be considered investing in new balloons, including passenger type balloons that can take both more users, and the unit price will drop, which in turn will increase interest in our products;

- The ability to offer advertising services to various organizations balloon during the ascent of ropes tied or free flight is a real opportunity to generate additional revenue to be used to advertise products.

- There is an opportunity to diversify its product offering to include bungee jump from a balloon or parachute jump and other aircraft.

- Attracting foreign tourists flying with balloons would positive effect on the development of tourism in the border region as a whole.

THREATS

- Insufficient demand for new joint product would be impossible to cover the fixed costs associated with the provision of tourist product.

- The entry of new suppliers of similar products would divert part of consumers in the border area and reduce the demand for products offered by partners;

- potential future loss or theft of the equipment could lead to an inability to supply the product. Insurance of the equipment required, but not provided as an expense in the project.

- accidents with aircraft would reduce sharply the interest of consumers to service.

STRENGTHS

Weak competition in the border region;

Secured financing for the purchase NAO bubble;

Experience of partners in tourism development;

Competitive pricing;

WEAKNESSES

Lack of own trained personnel to fly;

Lisp of developed mass tourism;

Lack of concrete business experience of partners;

low pokopatelná ability of the local population;

Availability of marketinova strategy; Provided marketing tools; Planned meetings with stakeholders to create a distribution network	Territorial limitations of product offerings
---	--

OPTIONS

Ability to incorporate other already commercialized products;
Training its own staff to fly;
Investment in new balloons, incl. passenger;
Offering additional services such as advertising services
Raznoobrazyavane the product;
Attracting foreign tourists with a specific purpose - flying with balloons

THREATS

Insufficient demand for new joint product;
The entry of new suppliers of similar products;
Optionally, loss or theft of equipment;
An incident with aircraft

8. STRATEGY FOR PRODUCT DEVELOPMENT

The development strategy of the product may not be based solely on the numbers of the situation analysis, according to which most would be demand for the products ballooning in the area of the Black Sea coast.

The project aims to cover the entire border area with the service provided, which stimulate itself alternative tourism inside the area, cultural and historical, nature tourism, tourism in which priority is given to small groups with different interests, the mass tourist seeking cool and pleasures of the sea.

The very selection of hot air balloons with a capacity of 4 maximum of 5 passenger prejudice the limited capacity of supply and the focus on promoting the various areas of the border region - be they natural or cultural, historical, or a combination of both.

In this regard and in the context of the project, which partners perform can be defined the following priorities for sustainable razivitie the product:

1. Quality assurance and product safety;

2. Implementation of the marketing strategy;
3. Development of tourism in the border region through promotion of natural, cultural and historical sites in bird's eye view of the bubble
4. Increase the attractiveness of the events organized in the border region

9. PLAN FOR IMPLEMENTATION OF MARKETING STRATEGY

The plan for implementing the marketing strategy includes the development of measures, sources of funding, plan for sustainability after the project and system monitoring and control.

Regarding the first priority - ensuring quality and safety of the product should take the following measures, functional to the system is operating partners.

Measures to priority 1. Quality assurance and product safety:

1.1 Ensuring licensed team piloting a hot air balloon from 3000kub.m. That is available to implement the continuing program of joint tourist product. There must be a minimum of 1, 2 persons best pilots and ground crew of at least 3 best 5 members to be interchangeable.

1.2 Provision of equipment and expert team / that can be part of the ground crew / responsible for video and photo shooting of balloon flights. This product can be offered extra passengers after their landing.

1.3 Conducting annual reviews and providing technical maintenance of the bubble necessary for safe flight after covering a certain number of hours letetelni or upon the occurrence of certain defects in buying or other parts of the aircraft.

1.4 Develop rules for safety briefing to passengers, which is mandatory before every flight and safety regulations when expanding bubble and fields to be followed by ground crew in the case of free flying and tethered elevation.

1.5 Preparation of a pilot program with pre-determining the locations and flight schedule

Measures under priority 2. Implementation of the marketing strategy

2.1. Create a website with the ability to record flight and purchase a gift voucher; Promote and optimize the website on the internet, offering exchanging banners with members of the distribution network

2.2. Create a page on social networks with the ability to track publications related to the new joint product, regularly posting video, photos, information about flight program - at least once a week;

2.3. Establish rules for public relations in the implementation of the marketing strategy - a measure that does not require additional funding but is crucial to the promotion of a product through media representatives and partners. Sending regular press releases to local media throughout the border region based on the earlier mailing list is a key factor for public relations. Maintaining regular contacts with representatives of local and regional authorities is essential for obtaining assistance from the municipalities in the conduct of flight and to obtain the permits for participation bubble mass events.

2.4. Filming of information films about flying with balloons in Bulgaria and Romania, and the development of short videos about flying over certain areas of the border region is a very important resource for informing consumers about the opportunities offered by the new tourist product;

2.5. The development of a photo album, brochures and leaflets is crucial for the promotion of the product. It is their printing to become in time can subsequently be used for the participation of tourism fairs;

2.6. Participation in tourism fairs in Sofia and Bucharest is a key way to promote the product and expanding the distribution network of partners to offer it in their networks. Additionally provided by exhibitions can provide and participation in regional exhibitions like this in Veliko Tarnovo and Ruse;

2.7. Creation and development of distribution network of stakeholders for promoting the product and its supply in different parts of the border area. In any formation of a group to fly a balloon in a separate part of the border region can move towards setting a date for flights in the region.

Measures under Priority 3. Development of tourism in the border region through promotion of natural, cultural and historical sites in bird's eye view of the bubble

3.1. Implementation of balloon flights over proposed flying sites in the border region, as well as identify other suitable locations for flying in the same area in

order to capture video and photo material and promoting it through natural phenomena and cultural and historical sites in the region;

3.2. Providing free promotional materials developed within the project stakeholders from the border region, as well as local and foreign tour operators to increase the attractiveness of their offers for domestic tourism in the border area;

3.3. Forming partnerships with other established market companies or organizations that offer tourist products throughout the border region with the aim of enriching tourism products in the region and promote tourism;

3.4. Organizing infoturove balloon to a small group of specialized international journalists and tour operators through which to promote the product and abroad, and with that and the natural resources in the border region.

Measures under Priority 4. Increase the attractiveness of the events organized in the border region

1.1. Prepare a list of major events and festivals in the border region and prepare proposals to the organizers for part of the bubble in the program of the event;

1.2. Preparation of offers for advertising on the balloon, which may include: production of posters for placement on the balloon flying balloon advertising flag or banner hanging from the balloon, enabling the distribution of brochures and leaflets on board the balloon in during flight;

1.3. Development of offers to capture high occurrence of local or regional importance

Източници на финансиране

Разходи, свързани с поддръжка и маркетингова стратегия на продукта	2016	2017	2018
амортизация на допълнително оборудване /кола и ремарке/	1360,09	4080,28	4080,28
поддръжка на балона	400	1200	1200
регистрация и годишен преглед	1500	500	500
годишни разходи за реклама, от които:			4000
участие в туристически изложения		финансиран по проекта	2000
Отпечатване на листовки	финансиран по проекта	финансиран по проекта	500

провеждане на срещи с членове на дистрибуторската мрежа	финансиран по проекта	финансиран по проекта	700
заснемане на кратки видео презентации на полети над определени места			500
уеб сайт	финансиран по проекта		300
реклама в социални мрежи		0	0
връзки с обществеността		0	0
заснемане на информационен филм	финансиран по проекта	финансиран по проекта	
Разработването на фотоалбум, брошури и дипляни	финансиран по проекта	финансиран по проекта	

Term sustainability after project

The sustainability of the new cross-border product would be possible only if the following conditions are met in the implementation of the product:

1. cost of services ballooning be allocated in proportion to the necessary funds to ensure the maintenance of the balloon and the purchase of new parts after the end of their amortization period;
2. There is qualified and certified pilots and ground crew staff, who are responsible for piloting the balloon;
3. Held marketinova systematic policy which should achieve the following objectives: promoting the product; promotion of cross-border region; increase the attractiveness of festivals and events organized in the border region

In determining the price of the product is included amortization of equipment used to provide the service. Amortization of buying bubble accepted within 400 flight hours, while amortization of other equipment of the bubble - 1200 flight hours. When calculating the price of the service that depreciation is taken into account. They may, however, at the time of full depreciation of buying bubble as partners to continue to provide product these funds should be allocated in order to buy new buy when life on the front has passed. Also bubble must pass an annual review to the National Administration of Civil Aviation.

The availability of certified personnel for piloting the balloon is a key factor in ensuring the sustainability of the project. In order to provide product is also necessary existence of a bubble and people who are responsible for its piloting. With the implementation of marketing activities within the project priklyuva not work on the advertising of the product. They are periodically conducted marketing research for better understanding the needs of consumers and their attitudes. It is necessary to allocate funds for meetings with representatives of the distribution

network, as well as additional marketing the positioning of the product in different distribution channels.

Monitoring and control

System monitoring and control involves the preparation of a system of documents that serve the traceability of the flights operated to ensure the safety of passengers and crew to fly and to receive feedback from users to improve product quality.

An integral part of the documentation and forms that must be completed and attached to the product documentation are flight log kept by the driver / pilot / balloon, text instructional safety of passengers; statements primacy of flight conditions and discharge of partners in free or attached flight list of participants in fields in which there is information about name, address, telephone, email and signature of users, documentation for airworthiness of balloons, all footage of flying balloon.

Properly formulated questionnaires with feedback from participants about their impressions of the flight, including the possibility of free answers and compilation of the project coordinators, and subsequently by the technical assistant to the partners to continually improve the quality of cross-border product.

Annual reporting of income and expenses that partners make in connection with the implementation of the action ballooning, which should be carried out by accountants partners and approved by the representatives. This report will help to account for temporary mismatches between revenues and operating costs and to prepare an updated budget for activity for the next calendar year.

- Проект „Приключение с балони - нов съвместен трансграничен продукт“
- ЗАКОНА ЗА ГРАЖДАНСКО ВЪЗДУХОПЛАВАНЕ в Р България
- НАРЕДБА № 7 ОТ 14 ЯНУАРИ 1999 Г. ЗА РЕГИСТРАЦИЯ НА ГРАЖДАНСКИТЕ ВЪЗДУХОПЛАВАТЕЛНИ СРЕДСТВА В РЕПУБЛИКА БЪЛГАРИЯ
- <http://www.poletisbalon.com>;
- <http://www.skyvision.bg>
- <http://balloons.bg>
- <http://baloncluborli.com/>
- Доклад на Световната туристическа организация (UNWTO) за приключенския туризъм, 2014
- Закон за туризма
- <http://www2.unwto.org/en>
- <http://www.insse.ro/cms/en> (НСИ - Румъния)
- <http://www.nsi.bg/> (НСИ - България)

приложение 1

АНКЕТНА КАРТА

Уважаеми Господине/Уважаема Госпожо,

Във връзка с маркетингово проучване на тема: **Полет с балон - нов туристически продукт в Северна България**, най-учтиво Ви молим да попълните анкетната карта, която Ви представяме, като Ви уверяваме, че получената информация ще остане напълно анонимна и ще бъде използвана само за обобщени резултати.

Предварително Ви благодарим за отделеното време!

1. С кои от посочените видове туризъм са свързани вашите предпочитания:
Морски туризъм

Спортен туризъм

Планински, Ски туризъм

Балнеолечебен, спа туризъм

Селски туризъм

Културен туризъм

Маршрутно-познавателен

Еко-туризъм

Ловен туризъм

Кулинарен туризъм

Екстремн туризъм

Археологичен туризъм

Нито едно от посочените

Друго:

2. Колко време отделяте за туризъм и почивка годишно?

а) 3-5 дни

б) 5-10 дни

в) до 2 седмици

г) до 1 месец

Друго:

3. Какви средства годишно отделяте за туризъм и почивка?
до 250 лв.

до 500 лв.

до 1000 лв.

над 1000 лв.

Друго:

4. Интересувате ли се от алтернативен туризъм?

Интересувам се

Нямам интерес

Не мога да преценя

Друго:

5. Предлагат ли се достатъчно туристически продукти и атракции на туристическия пазар в Северна България ?

да

Не

Не мога да преценя

Друго:

6. Свързвате ли туризма с екстремни спортове ?

да

не

Не мога да преценя

Друго:

9. Кой от посочените екстремни преживявания е най - привлекателно за Вас ?
полет с балон

парасейлинг

ветроходство

скок с парашут

скок с бърнджи

флайборд

пилотиране

ховърборд

Не мога да преценя

Нито един от посочените

Друго:

10. Бихте ли избрали полет с балон, като туристическа атракция за Вас или Ваш/и близък/близки ?

да

не

не мога да преценя

Друго:

11. Смятате ли, че полета с балон е атрактивен туристически продукт ?

да

не

не мога да преценя

Друго:

12. Вашият пол:

Мъж

Жена

Друго:

13. Вашата възрастова група е:

Под 15 години

От 15 до 20 години

От 21 до 30 години

От 31 до 40 години

От 41 до 50 години

Над 50 години

Друго:

14. Завършено образование:

Нямам образование

Начално

Основно

Средно

Висше

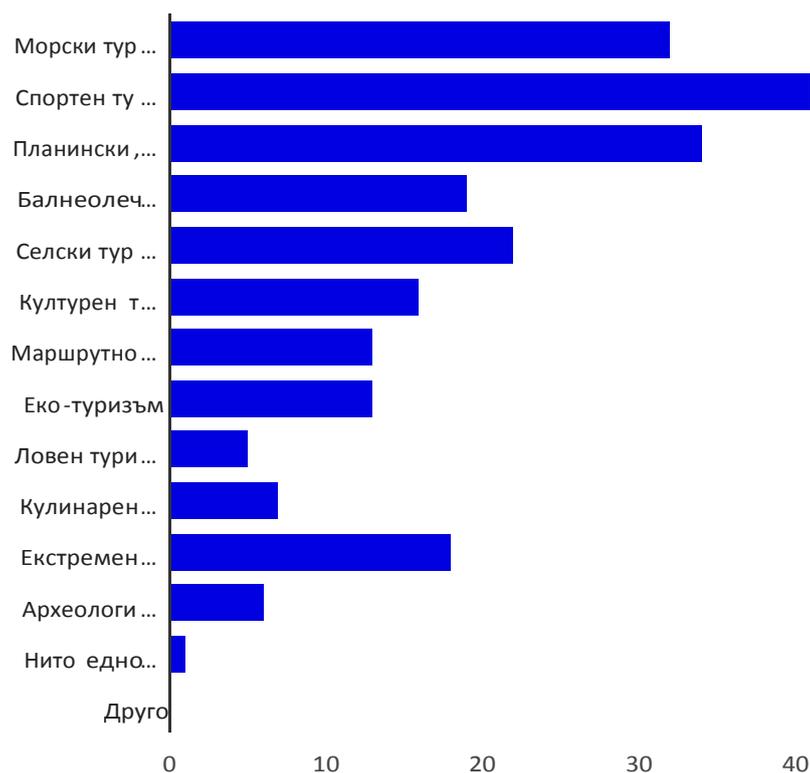
Друго:



Резултати

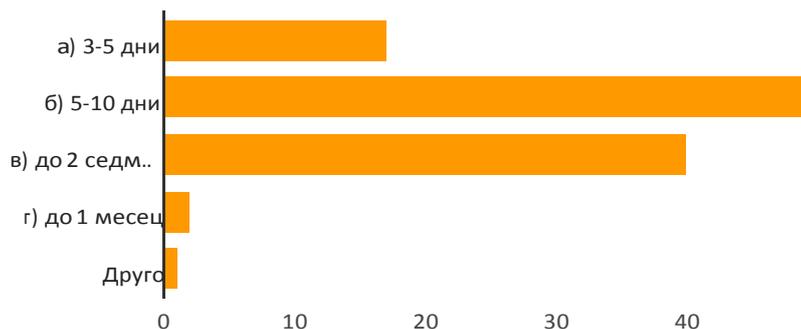
Summary

1. С кои от посочените видове туризъм са свързани вашите предпочитания:



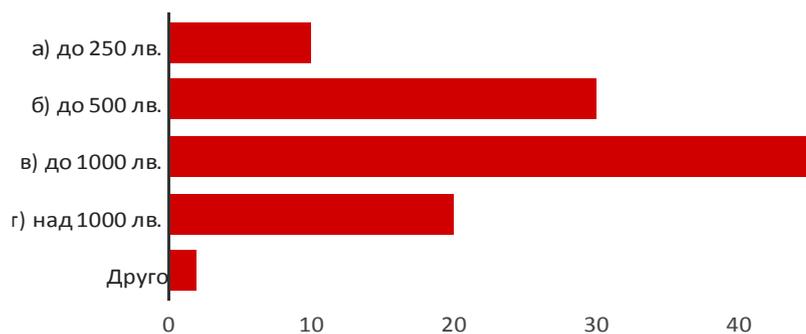
Морски туризъм	29.6%
Спортен туризъм	38%
Планински, Ски туризъм	31.5%
Балнеолечебен, спа туризъм	17.6%
Селски туризъм	20.4%
Културен туризъм	14.8%
Маршрутно-познавателен	12%
Еко-туризъм	12%
Ловен туризъм	4.6%
Кулинарен туризъм	6.5%
Екстремн туризъм	16.7%
Археологичен туризъм	5.6%
Нито едно от посочените	0.9%
Друго	0%

2. Колко време отделяте за туризъм и почивка годишно?



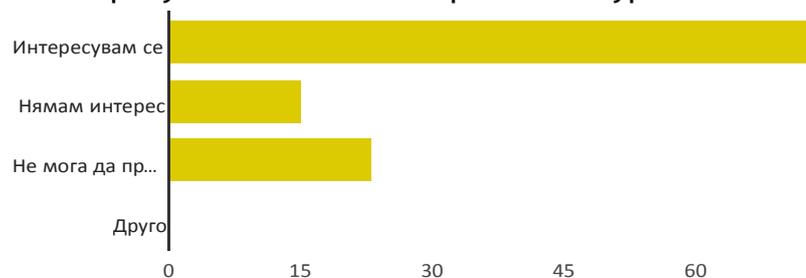
а) 3-5 дни	15.7%
б) 5-10 дни	45.4%
в) до 2 седмици	37%
г) до 1 месец	1.9%
Друго	0.9%

3. Какви средства годишно отделяте за туризъм и почивка?



а) до 250 лв.	9.3%
б) до 500 лв.	28%
в) до 1000 лв.	42.1%
г) над 1000 лв.	18.7%
Друго	1.9%

4. Интересувате ли се от алтернативен туризъм?

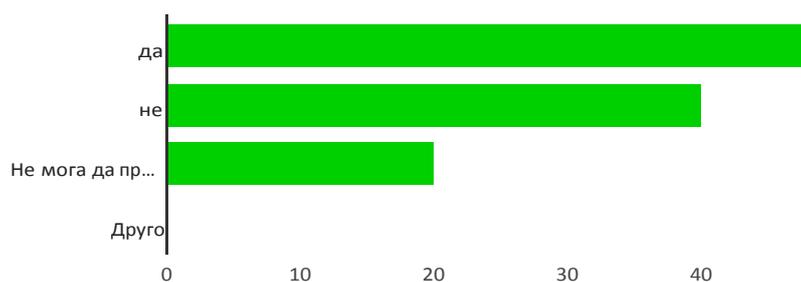


Интересувам 73 67%

се

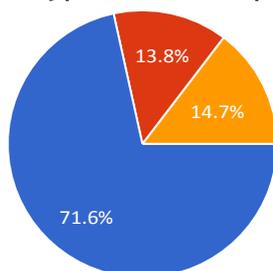
Нямам интерес	15	13.8%
Не мога да преценя	23	21.1%
Друго	0	0%

5. Предлагат ли се достатъчно туристически продукти и атракции на туристическия пазар в Северна България ?



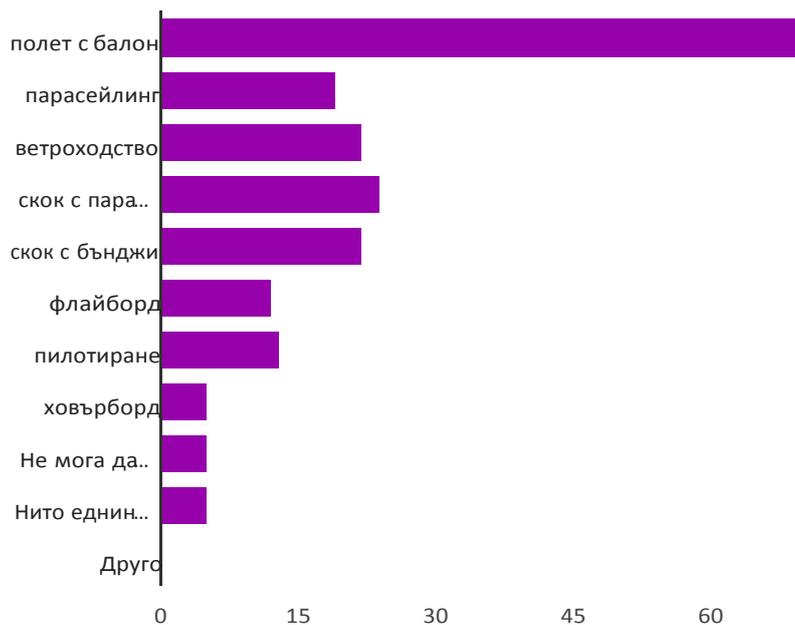
да	48	44.4%
не	40	37%
Не мога да преценя	20	18.5%
Друго	0	0%

6. Свързвате ли туризма с екстремни преживявания ?



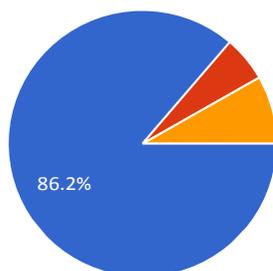
да	78	71.6%
не	15	13.8%
Не мога да преценя	16	14.7%
Друго	0	0%

9. Кое от посочените екстремни преживявания е най - привлекателно за Вас ?



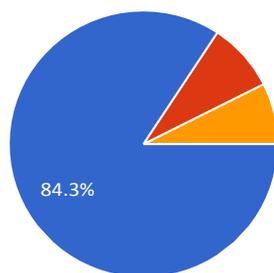
полет с балон	70	65.4%
парасейлинг	19	17.8%
ветроходство	22	20.6%
скок с парашут	24	22.4%
скок с бърнджи	22	20.6%
флайборд	12	11.2%
пилотиране	13	12.1%
ховърборд	5	4.7%
Не мога да преценя	5	4.7%
Нито един от посочените	5	4.7%
Друго	0	0%

10. Бихте ли избрали полет с балон, като туристическа атракция за Вас или Ваш/и близък/близки ?



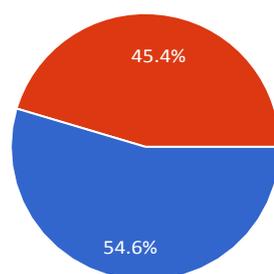
да	94	86.2%
не	6	5.5%
не мога да преценя	9	8.3%
Друго	0	0%

11. Смятате ли, че полета с балон е атрактивен туристически продукт ?



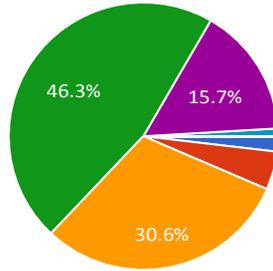
да	91	84.3%
не	9	8.3%
не мога да преценя	8	7.4%
Друго	0	0%

12. Вашият пол:



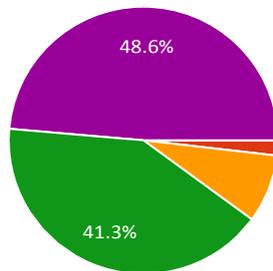
Мъж	59	54.6%
Жена	49	45.4%
Друго	0	0%

13. Вашата възрастова група е:



Под 15 години	2	1.9%
От 15 до 20 години	5	4.6%
От 21 до 30 години	33	30.6%
От 31 до 40 години	50	46.3%
От 41 до 50 години	17	15.7%
Над 50 години	1	0.9%
Друго	0	0%

14. Завършено образование:



Нямам образование	0	0%
Начално	2	1.8%
Основно	9	8.3%
Средно	45	41.3%
Висше	53	48.6%
Друго	0	0%