

General Framework of Convention Tourism



Bulgarian Convention and Visitors Bureau

Mission

Promote professionalism and excellence in the exhibition and convention industry.

Encourage active participation of members to contribute to the growth of the industry.

Make the destination premier for exhibitions and conventions.

Business Sectors

Professional exhibition organizers

Professional conference organizers

Suppliers of facilities and services for
the MICE industry

The competitive tourism equation

A destination must provide overall *attractiveness* and *quality* experiences that are equal or better than those of the alternative destinations for specific markets

The goal:
To achieve competitive advantage

Comparative vs. Competitive Advantage

Comparative advantage refers to a destination's natural endowment in factors of production; the resources that make a destination attractive

Competitive advantages refer to a destination's ability to use these resources effectively

Sample Factors of Competitiveness

Tourism specific factors

- Architecture
- History
- Local way of life
- Different culture
- Interesting Festivals
- Museums and galleries
- Music and performance
- Nightlife

Generic business factors

- Staff costs and skills
- Good retail sector
- Level of technology
- Market potential
- Strategies of local firms
- Political stability
- Education and training
- Strong currency / price

Planning for competitive positioning

Envisioning the future

Establishing Goals and Objectives

Designing strategies and tactics to be implemented in the future

David and Goliath, or a Tale of Two Cities

Bound together by fate, and commercial interest.

By helping David promote himself in Goliath's den, the strong partner extends the life of the flight

Between any two cities there exist a whole range of relationships, which go way beyond tourism

Promoting the Secondary City

- Honesty is the best policy
- Courage to say what we're not
- Be attraction specific
- Be (market) segment specific
- Look for the (unique) match
- Don't sell sand in the desert
- Remember Goliath may be friendly

Convention Tourism Components

- Desire
- Self Awareness
- Imagination
- A plan
- Political support
- Social Support
- Team Work
- Quality Investment in People
- Consistency
- Client Focus
- Integrated Leisure / Meeting
- Destination Marketing
- Competition Awareness
- Honesty and Integrity
- Attention to Detail
- Focus on the long – term and big picture

Top 10 Cities as per No of association meetings in 2004

1. Barcelona
2. Vienna
3. Singapore
4. Berlin
5. Hong Kong
6. Copenhagen
7. Paris
8. Lisabon
9. Budapest
10. Stockholm

Strategic Planning

- Sustainable development
- Value management
Value = experience + price
Experience = activity + event
- Event management
- Efforts management

Branding Destination

Inner
Experience

Special filling that
surrounds the product

Life Style

Adding some emotion
to the function

Functional
Performance

Technical profile of the
existing suppliers;
attractive but not
enough

WRONG Cheap destination – Feel rich for a week! **RIGHT**

Smart branding affects mind before the visual
impression!

Destination Management MATRIX

City Emotion Ware

City Clusters

Partners,
Alliances,
PPP

Telling Powerful
Stories

Bulgarian Convention and Visitors Bureau

BCVB is dedicated to create a synergy between the participants of a Destination Marketing Matrix - the stakeholders on the Bulgarian Market

BCVB offers to its esteemed clients one-stop shop of information and knowledge about Bulgaria and its potential

A great number of meetings, exhibitions and conventions were already held in Bulgaria, including the highly prestigious OSCE Ministerial Council in December 2004. By signing the accession treaty in April 2005, Bulgaria is well on its way to the EU and this will impact very positively on the intensity and the profile of the international events.

Mission Statement

BCVB is a Non-Profit Organization that markets Bulgaria internationally as an alternative and attractive Meeting and Convention destination.

BCVB supports and advises International Meeting and Convention Organizers to plan events in Bulgaria.

Overview of BCVB

Founded in January 2004

- **Since then constantly growing with today more than 60 members (December 2005)**
- **Strongly supported by Bulgarian government, Sofia Municipality and regional municipalities**
- **Acquisition of various conventions and events**
 - **International Congress on Pain Relief (May 2005)**
 - **International Congress of Dermatology (May 2005)**
- **Attracting and supporting international PCO's to establish and develop business activities in Bulgaria (AIMS International, Serenas Group)**
- **Participation in international tourism exhibitions**
 - **ITB, IMEX, ATM, MICE at Leisure Moscow, WTM - 2005**

USP's of Bulgaria

Accessibility

- More than 280 weekly international flights connect Sofia's International Airport.
- Easy road accessibility to Greece and Turkey, sophisticated ground transportation.

Convention Facilities

- National Palace of Culture with 12 halls for up to 12,000 participants; the largest convention center in South Eastern Europe
- Over 150 small and medium sized conference and meeting rooms in hotels and business facilities

Accommodation

- 1 500 rooms in international 5-star hotels managed by Hilton, Kempinski, Radisson, Princess, Sheraton, Holiday Inn, Festa Barcelo Hotel and Grand Hotel Sofia
- 3 000 rooms in 3- and 4-star hotels

Packages

- Extremely competitive and attractive packages comparing European rates
- Providers of all aspects of services related to the convention tourism product.

Entertainment

- Over 150 excellent restaurants and clubs offering very attractive nightlife
- Ideal cultural and natural environment for pre-, post- or spouse programs

BCVB's Objectives

- **Communicate the USP's and attractions of Bulgaria internationally as a competitive alternative to other European destinations**
- **Acquisition of international congresses and of international corporate meetings for Bulgaria**
- **Handling of requests for proposals including informing and consulting on Bulgaria**
- **Broad spectrum of Services for members**
- **To enhance the Public Private Partnership and the development of the convention tourism product**

BCVB's Services

- **Support and logistics in event planning and research on event locations**
- **Specified and tailor made event offers**
- **Roadshows and workshops**
- **Consultancy for the efficient and successful organization of events**
- **Promotional and informational concepts**
- **Recommendation and support of FAM trips and site inspections**
- **Internet accessibility, online inquiries**

Managing Body

Martin Kolb

Chairman of the Board of Directors

General Manager, Radisson SAS Grand Hotel

Dr. Barbara Page-Roberts

Board Director

CEO, Tectrice Consult

Josef A. Halbherr

Board Director

General Manager, Kempinski Hotel Zografski

Kaloyan Todorov

Board Director

CEO, Kongresstechnik Bulgaria Ltd.

Jacques Brune

Board Director

General Manager, Hilton Sofia

Emil Mitov

Board Director

General Manager, UNO Restaurants & BBQ

Savaas Arkatinis

Board Director

General Manager, Sheraton Sofia Hotel Balkan

Yordan Radev

Board Director

Executive Director, International Fair-Plovdiv

Konstantin Taskov

Board Director

Member of the Board of Directors, Bulgaria Air

Kamen Kitchev

Regional Manager Bulgaria, Macedonia,
Kosovo

Austrian Airlines

Polly Karastoyanova

Managing Director

Bulgarian Convention and Visitors Bureau

Members

- **Convention Centres** – National Palace of Culture, Inter Expo Center, International Fair – Plovdiv, Palace of Culture and Sport - Varna
- **Five star hotels**, managed by Hilton, Kempinski, Radisson SAS, Sheraton and Grand Hotel Sofia, Holiday Inn, Festa Barcelo Hotel
- **Four star hotels** in Sofia, Plovdiv, Varna and other destinations
- **International Air Carriers**
- **Travel partners** - Tour Operators and Travel Agencies
- **International and local PCO's**
- **Services** - ground transportation, technical equipment, translation, catering, security, tax refund and many others
- **Associated partners** of BCVB - NGO's and business organizations

Bulgaria as Convention Venue

We look forward to host your next meeting or convention in Bulgaria, and invite you to experience first-hand the variety of services available here.

With more, and more versatile meeting and exhibit space becoming available, together with all the attendant infrastructure and service needs, Bulgaria is set to become the next 'must do' Venue.

Be on time!



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