High potential for ski resorts in Bulgaria: How is it developed in a sustainable ways? The example of Bansko

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The example of Bansko – modern Cinderella story with flavor of winter and sport

**Bansko is Bulgaria’s #1 ski resort**, having the best and most modern ski centre of all Bulgarian ski resorts. **During the recent years a multi-million euros investment in a brand new skiing area has been made by Yulen, the company which has the licence to run the skiing area of the resort. Bansko has the best snow record and the longest ski season (15 Dec - 15 May) of all Bulgarian ski resorts**
Once upon a time

.....there was a small mountain city, hidden in the middle of Balkan mountains
Bansko – the location
The mountains also have diverse and unique landscapes of great aesthetic value.

Region receiving greatest snowfall in Bulgaria
Average snow coverage in cm. – 1500 m

- April
- March
- February
- January
- December
Average temperature in Celsius – 1500 m
Bansko – the city

.....founded in XV-XVI century, full with historical and cultural rests from revival period
- nation wide famous typical local cuisine and folklore
Bansko - the challenge

- The mountain – more than 27 peaks in the area above 2700 m.
- The snow – massive snow coverage in the period Dec-May – up to 5 meters
- The sport – First organized ski activities detected in first half of XX century
**Bansko ski zone – the project**

In the period 2003 -2008 – 50 000 000 mln. Euro investment in ski infrastructure

**Ski Runs**

Beginners – 35%;
Intermediate – 40%
Advanced – 25%

**Ski Center**

Altitude of highest ski run: 2560 m
Altitude of lowest ski run: 990
Total length of marked ski runs, including Ski roads: 75 km
Bansko ski zone – the project

Fact sheet

**Ski Lifts**
- Total length – 26 km
- Seats – 13 km
- Drags – 7 km
- Cabin – 6 km

**Snow cannons** – 161 snow cannons covering 70% of ski runs;

**Ski Road** – a unique 16 km run suitable for intermediate skiers and snowboarders, covered by snow cannons and lighted, connects the highest ski run with the town
Future investments

- Another eight-chair gondola – 2009-2010
- New 25 km ski runs
- Third stage - New snow cannon
- Development of the area behind Todorka
- 6-chair lift on the Platoto track
- 3 new forks on Cherna Mogila
- 4-chair lift will replace the 2-chair lift on Cherna Mogila track
- 4-chair lift will replace the 3-chair lift on Todorka track
Bansko – 06/07 sport events

FIS - EC GS – Alpine Ladies
European Championship – Biathlon
Basnko – speed course project

Unique course in this part of Europe for speed disciplines in alpine
Main target – to host WC events
Course details and profile
Season 2007/2008 – Main events
FIS EC Bansko 2008 M
2xDH – 07-08 March

• Downhill race to be held in Bulgaria after 20 Years gap
• More than 10 000 Spectators cumulative
• Live broadcast 75” BNT
• 70 accredited journalists
Season 2008/2009 – Main events
FIS World Cup Bansko 2009
L SG/DH – 29 February -1 March
Sport Stars and Bansko
Bansko – Accommodation facilities

Total of 10 535 beds /2007/

| ★★★★★ | 318 beds |
| ★★★★☆  | 3 601 beds |
| ★★★☆   | 1 215 beds |
| ★★      | 148 beds  |
| ★       | 622 beds  |
| Others   | 4 631 beds |

The revised figures show that there are hotels and apartment rooms with a total of just over 18,000 beds
The first on the Balkans fun park for snowboarders is also situated on the slopes above Bansko.
Spa and golf tourism

Golf-course near Razlog with 900 decars of surface – 62 000 000 € investment
Spa centers in all of the bigger hotels: Kempinski Grand Arena, Katerino and etc.
Out of the ski season, there is summer tourism program that includes

- hiking tours,
- mountain biking trips
- extreme adventures
- horseback riding
- fishing
- rafting
- wine degustation trips

and many other attractions
Bansko – Key success factors

- Market demands – target audience in the area
- One investor with clear vision
- Local community support
- Existing “Know how”
SOME MORE KEY FACTS:

• Bulgaria achieved EU membership on January 1, 2007

• Lowest corporate tax in Europe (10%)

• Favourable property investment costs and strong historical appreciation

• Region receiving greatest snowfall in Bulgaria
• Recipient of over 200 million in investment over the last five years, with additional significant private and public investment planned for the immediate future

• Recent investments in infrastructure in the Bansko Ski Center is totally €60 million to-date

• 2 full size golf courses opening in 2008 and planned totally 7 Golf Courses

• Ongoing expansion of flight schedule with announcement by low cost airlines of direct flights into Sofia (nearest airport to Bansko)

• Continued local infrastructure improvements including planned construction of Bansko-area airport and a high way to improve travel from Sofia to Bansko
Thank you for your attention!

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