



## Sustainable Transport Offer 3 - Bulgaria

### Burgas – Malko Tarnovo – Border Check Point

Title:	<b>Burgas – Malko Tarnovo</b> <i>bus service</i>
Partner:	<i>BCA, ERDF PP5</i>
Overview	
Country:	<i>Bulgaria</i>
Region:	<i>South East</i>
Short description:	<p><i>Burgas and Malko Tarnovo are the major cities along the ICT route. Malko Tarnovo is a small city in the ICT border and there is the Border Crossing Check Point with Turkey and Burgas is a big touristic place situated on the Black Sea shore.</i></p> <p><i>Burgas is one of the largest cities in the country. It is situated on the Black Sea shore, in the Burgas Bay, at a distance of 400 km from Sofia and 130 km from Varna and a 74.25 from Malko Tarnovo. Burgas is an administrative center of the area with the same name. The city population is more than 230,000 people.</i></p> <p><i>The best way for transportation from Burgas to ICT route or from ICT to Burgas is by bus.</i></p> <p><i>This is the major route for international cyclists traveling in Direction to/from Istanbul.</i></p>
Objectives	<p><i>To allow cyclists to travel with their bikes from Burgas to ICT or vice versa. To promote the touristic potential of ICT in cycling clubs in Burgas and Malko Tarnovo.</i></p> <p><i>Possibility to travel in direction Turkey from Burgas and Malko Tarnovo (on the ICT)</i></p> <p><i>Possibility for on demand transportation from the border check point to Malko Tarnovo</i></p>
Target groups	<i>Cycling Tourists from Burgas region.</i>



	<p><i>Tourists traveling along the ICT, interested in Burgas , the resorts on the Black Sea Coast, the city of Malko Tarnovo and mountain of Strandja.</i></p> <p><i>This is an potential to attract tourist flow to the ICT from the existing tourists from/to Istanbul</i></p>
Phase	<i>The proposal to bus company is to create a bus line from Burgas to Malko Tarnovo with facility to carry bikes.</i>
Operator, contact	<p><i>Contact</i></p> <p><a href="mailto:office@mbus-bg.com"><i>office@mbus-bg.com</i></a></p> <p><a href="mailto:marketing@mbus-bg.com"><i>marketing@mbus-bg.com</i></a></p> <p><i>056 844 966</i></p>
Cost and benefits	<p><i>Estimation for cost of a cycling rack – about 500 euro.</i></p> <p><i>The benefit can't be evaluated in advance as it is related to tourism developments in many directions, but it definitively will be much bigger than the investment.</i></p>

Title:	<i>Burgas – Malko Tarnovo-bus service</i>
Partner:	<i>Bus Company – “ M-Bus”</i>
Marketing Analysis I.	
“Product” - detailed description of the services	<p><i>Fisrt part of the service - Burgas – Malko Tarnovo existing BUS connection.</i></p> <p><i>The pilot action is to put a cycling rack on the existing bus/minibus to allow transportation of bikes – min 3 bikes</i></p>
“Place” – market	<i>Burgas is big market for cycling tourists. This transport offer will allow cyclists to access easily the ICT with an option to go to Turkey</i>



analysis	<p><i>for day trip and continue to Edirne or Istanbul.</i></p> <p><i>Burgas is the main tourist center in the South –East region, situated on the Black Sea shore, in the Burgas Bay. The Burgas port is the largest cargo port in the country. The airport which serves international flights is situated at a distance of 10 km north-east from the city. This will attract many foreign tourists to visit the ICT.</i></p> <p><i>The Burgas climate, highly influenced by the sea, is temperate continental, with average summer temperatures of 26.4 C, and the average sea water temperature during the summer is 24.7 C.</i></p> <p><i>The closeness to the sea and the flat nature of the region is the reason for its settlement from antiquity to the present day. The earliest finds in the region are dated back to the Bronze and the Early Iron Age.</i></p> <p><i>long with the good transport connections, sea outlet, developed industry and at the same time preserved history, nowadays Burgas is also an attractive destination for tourists. The city and the region offer diverse tourism options: marine tourism, cultural tourism with multiple museums and cultural sites, health and SPA tourism, ornithological, wine degustation tourism, etc.</i></p> <p><i>Tourists can learn more about the city and other interesting facts in the expositions of the Regional Historical Museum of Burgas, which are situated in a few buildings</i></p> <p><i>A bicycle park with three levels of difficulty is constructed in the Ezero Park (Lake Park) (at the entrance of the Marine Park). A special route is constructed for the so called “dirt jumping” for the adrenaline seekers. This is a discipline in cycling, in which artificially made jumping areas must be passed, and multiple attractive figures are performed in the air.</i></p> <p><i>During the summer season Burgas turns into a festival center. The Sand Figures Festival has been conducted for a few years. Sculptures from the whole world participate in the making of sand figures, for which tones of sand are used. The figures are related to the festival theme, which is different every year.</i></p> <p><i>Spirit of Burgas is undoubtedly the festival which brought international fame to Burgas and Bulgaria. The festival has been conducted since 2008 in August and gathers world famous musicians</i></p>
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*in various styles on a number of scenes.*

*The city is a host of multiple literature, musical and folklore festivals, as their culmination is traditionally during the summer season.*

*As a large economic, cultural and tourist center, Burgas can offer diverse accommodation options – luxurious hotels, cozy small family hotels, rooms, guest houses, etc. The night life, especially in the summer season, also offers a lot of opportunities – discotheques, bars, casinos. Besides the ones on the central streets of Burgas, catering establishments and bars are also located along the sea shore and the Marine Park. Other marine towns such as Chernomorets, Pomorie, Nesebar and Sozopol, as well as multiple camping sites are situated near Burgas.*

*Malko Tarnovo ([Bulgarian](#): Малко Търново; "Little Tarnovo", as opposed to [Veliko Tarnovo](#)) is a town in [Burgas Province](#), Southeastern [Bulgaria](#), located 5 km away from the [Turkish](#) border. It is the only town in the interior of the Bulgarian [Strandzha Mountains](#). Malko Tarnovo is the administrative centre of the homonymous [Malko Tarnovo Municipality](#). As of December 2009, the town has a population of 2,449 inhabitants*



Title:	<i>Burgas – Malko Tranovo-bus service</i>
Partner:	<i>Bus Company – “ M-Bus”</i>
Marketing Analysis II.	
Price	<i>The price for transport from Burgas to Malko Tranovo by bus is 4 euro.</i>
Sales	<i>Ticket sales are available online or in the railway stations</i>
Promotion	<i>The option to travel from Burgas to Malko Tarnovo with a bus equipped with a cycling rack will be promoted by “ M-Bus” company and the tourist office in Burgas.</i>  <i>Optionally there will be a package price connected to Burgas city breaks.</i>



Title:	<i>Burgas – Malko Tranovo-bus service</i>
Partner:	<i>Bus Company “M-Bus”</i>
Implementation plan I.	
Detailed description of the technical solution	<i>The cyclilg rack will be purchased from Bus Company “M-Bus” and attached to the buss in service.</i>
Actions to take	<i>To help Bus Company “M-Bus” find the best technical offer for a cycling rack.</i>

Title:	<i>Burgas – Malko Tranovo-bus service</i>
Partner:	<i>Bus Company “M-Bus”</i>
Implementation plan II.	
Costs of development and operation	<i>500 euro is the budget for one rack and the assembly. In case of need for more racks the offer will be modified.</i>
Time plan for the realization	<i>3 months</i>
Stakeholders and organisation	<i>Burgas – Malko Tranovo-bus service Bus Company “M-Bus”</i>



	<i>Ministry of Tourism (promotion)</i> <i>Burgas Municipality (promotion)</i> <i>Regional Authority Burgas (promotion)</i>
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## **Sustainable Transport offer - existing services in Burgas – Malko Tarnovo – Border Check point**

### **B.1. Public transport services**

Title:	<i>M-bus</i>
Partner:	<i>BCA</i>
Country:	<i>Bulgaria</i>
Region:	<i>South east</i>
Short description of the service:	<i>Bus connection Burgas – Malko Tarnovo – Border Check point</i>
Target destinations	<i>Direct bus line. There are bus connections to villages from each city</i>
Target markets	<i>Tourists, daily commuters.</i>
Sales and promotion	<i>Bus tickets may be purchased at the train stations or online</i>
Further information, contact	<i>M bus</i>



	Main target markets				
Main target destinations	Travel time in minutes using PT	<i>Burgas</i>	Border		
	<i>Malko Tarnovo</i>	90 min	5 min		

	Main target markets				
Main target destinations	Travel distance in km	<i>Burgas</i>	Border		
	<i>Malko Tarnovo</i>	80 km	8 km		

	Main target markets				
Main target destinations	Costs in Y currency	<i>Burgas</i>	Border		
	<i>Malko tarnovo</i>	10 lv	2 lv		





	Main target markets				
Main target destinations	Directness (number of change 0-Y)	<i>Burgas</i>	boder		
	<i>Malko Tarnovo</i>	direct	On demand, direct		

	Main target markets				
Main target destinations	Frequency (number of connections per day)	<i>Burgas</i>			
	<i>Malko Tarnovo</i>	6			