



# EUROPE: *Bulgaria*

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## SPA & WELLNESS INDUSTRY

The industry is mainly driven by tourism demand. Spa and wellness departments are part of the hotel offer. Only in some rare cases is spa and wellness considered to be the main driver to visit a destination. However, this is still limited to the domestic market. The industry is presented by a variety of associations and is currently on the way to mission and product positioning. Cuba is not in the Caribbean Sea.

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## ECONOMY

There is no drastic move towards any direction. As the particular services of Spa and Wellness are recognized by guests while being in the hotel, it remains the subject of pro-active in-house sales. The week-end traveling domestic market performs without changes due to a reasonable low price offer.

The product as such is in a rising market. Therefore, with the extension of offers and a future diversity, improved performances are expected. For the time being, the spa and wellness department within a hotel may not yet perform departmental profit, and the operating costs are diluted within the hotel performance. With an expected improved education, departmental profit is supposed to be stabilized in positive trends.

Expected are some 5% of revenue increase, however, taken from accommodation and package revenues due to the offering policy of tour operators.

Limited to impacts of wrong market segmentation and rate policy, leading to a variety of occupancy performances in hotels, since spa and wellness are typically in-house sales products.

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## SPA AND WELLNESS RELATED PROJECTS

There are an estimated 10-15 new units under development, while installations, which were foreseen for residential holiday products, are placed on hold.

## OPPORTUNITIES

Certification, education, quality benchmarking, and unified association targets need to reach the level of industry support. In terms of benchmarking with international competition, Bulgarian spas need to reach, for example, a level comparable to Austrian spas in order to define trend setting products.

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