



DISCOVER THE MAGIC OF THRACE TOURIST REGION





DISCOVER THE MAGIC OF THRACE TOURIST REGION

For more than 8 millennia, the most important trade and military routes have passed through Thrace, connecting Europe with Asia and North Africa. Here you will find treasures, shrines and tombs, masterpieces of human creative genius. You will see megaliths - dolmens, menhirs, cromlechs - the mysterious stone structures guarding the ancient wisdom of our ancestors, testifying to knowledge of architecture, astronomy and mathematics. This determines a huge wealth of immovable cultural values on the territory of the tourism region of Thrace. Here was the heyday of 8 civilizations and cultures: Prehistoric, Thracian, Roman, Byzantine, Ottoman, Renaissance and modern culture.

Thracia Tourism Region is a perfect place for cultural, wine tourism, eco and spa, business tourism, urban, leisure and shopping tourism, for health and religious tourism, adventure and ecotourism. Here, history, culture and preserved nature are successfully combined with the enjoyment of the taste of wine and the pleasure of travel.

Here we will present you some of them:



Immerse yourself in the world of the Thracians and experience the mystical energy that their ancient megalithic monuments still radiate today.

In recent years, the Municipality of Brezovo has gained recognition for the remarkable Thracian megalithic sites discovered in the area. Ten of these sites have been officially documented by the renowned Thracologist Prof. Dr. Valeria Fol.

One of the most notable landmarks is the **“Lilac Sanctuary with the Solar Stela”**, known for its unique solar stela—the only one preserved in its original position, without being displaced or toppled. Other impressive sites include:

- The **“Straight Stones”** above the village of Rozovets—two parallel vertical slabs standing on a 6 sq.m. stone platform.
- The enigmatic **“Sun Gate with the Solar Disk”**.
- The dolmen known as **“The Plate”**.
- The mysterious rock formations **“The Face”** and **“The Cave of the Initiates – The Ship”**.

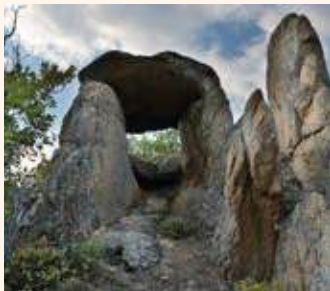
The area around the village of Rozovets holds special historical significance, as it was here that Bulgarian archaeology was born. In March 1851, the discovery of the **Rakhmanliy (Rozovets) Thracian Tomb** – containing gold, silver, and bronze artifacts—marked a pivotal moment in the exploration of Bulgaria’s ancient past.



Straight Stones, Rozovets



The Snake's Egg, Svezhen



“The Plate” Dolmen, Zlatosel



Sun Gate with the Solar Disk, Rozovets

The cultural and historical heritage of **Brezovo Municipality** extends far beyond. Tourism enthusiasts can enjoy numerous archaeological, architectural, ethnological, and religious sites, along with historical landmarks, cultural institutions, scenic routes, dams, and charming mountain villages.

The secular school in the courtyard of the St. Dimitar Church, now turned into the **Museum of Education**, holds a special place in history as the second secular school in Bulgaria. It was here that Vasil Levski himself repeatedly organized secret revolutionary committees. Among Brezovo's notable landmarks are the birth house of the renowned Bulgarian artist **Zlatyu Boyadzhiev** and an exhibition dedicated to **Mincho Katsarov**, known as the greatest portraitist of Beethoven.



Museum of Education, Brezovo



Zlatyu Boyadzhiev's Birth House, Brezovo

The municipality is also renowned for the **Architectural and Historical Reserve – the village of Svezhen**. The hundred houses declared cultural monuments are authentically preserved Revival-era homes, five of which hold national significance, including the house of **Colonel Vladimir Serafimov**, known as the **Liberator of the Rhodopes**. The area is also famous for its mystical **megalithic monuments**.

In the old **St. George Church**, the **Adzhar Literary School** once operated, believed to be a continuation of the **Tarnovo Literary School**. It was here that church manuscripts were created, some of which have been preserved to this day.



Colonel Vladimir Serafimov's Birth House, Svezhen



The Old St. George Church, Svezhen

The accommodation options in the area are expanding, with newly built guest houses, the operating **Svezhen Hut**, and **Bratan Hut**, which is currently under renovation.

The Municipality of Brezovo is the organizer and host of vibrant events such as the **National Tourist Hike "The Last Path of Hadzhi Dimitar"**, the **Festival of Aromas and Delicious Food**, the **Kukeri Games**, and many others.

Chirpan Municipality proudly presents its diverse culture, authentic history, inspired contemporary artists and lavish hospitality.

Rich culture and historic heritage: Yavorov Museum, Nikola Manev Art Gallery, Chirpan History Museum, Georgi Danchov-Zografina Exhibition Hall, St. Athanasius The Great Monastery in Zlatna Livada village, Ethnographic museum in Spasovo village.

Variety of events encharm visitors: International Lavender Festival, Midalidare Rock in The Wine Valley, Vine routes Bike and Run, Voices and Rhythms from Thrace, Dyado Vicho Bonchev National Gadulka Festival, Lutenitsa and Chirpan Sausage National Festival, Vinoniada, National contests for young accordionists and performers, Nikola Manev Art Celebrations, Yavorov Days in January, Chirpan Rock Fest.

Wine tours to explore the local **traditions and innovations in winemaking** in Chirpan and the villages of Mogilovo, Vinarovo, Sredno Gradishte, Svoboda.



International Lavender Festival



Yavorov Museum



Monastery "St. Athanasius the Great"

Beautiful spacious guest houses in the countryside in an expanse of colourful vines, hills and fields with fresh and fragrant air.

Welcome to Chirpan - **"The town of kind friends"**! It inspires.



Mineralni Bani Municipality - Mineral Baths - the mineral water is hypothermal - 59°C and with a unique healing feature. It treats diseases of the peripheral arteries of organic and functional type, musculoskeletal system, peripheral nervous system, dermatological diseases, gynaecological diseases and more.



Eagle Rocks



The ancient City of the Sun



The district is also rich in many megalithic monuments, ruins from the most ancient European civilization – cult niches, rock tombs, sanctuaries and fortresses. Along the eco paths you will find coquet sites for relaxation equipped with benches, bows and places for barbecue, located on places with a panoramic view towards the wonderful forests of the Eastern Rhodope mountain.

Some of places you should not miss to see:

The Holy Spirit Fortress, the foot's print of the Virgin Mary, the cult complex Eagle Rocks with carved human profiles, the ancient City of the Sun, and Snake City - approximately the same age as Stonehenge, Pierced stone and Niches on Uludere.





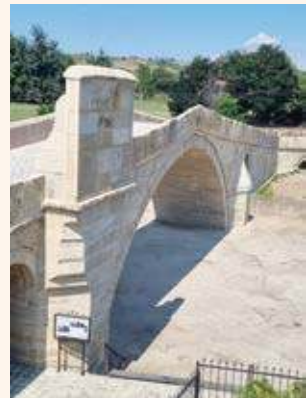
In close vicinity of **Harmanli** you can enjoy artefacts from the Early Iron Age alongside cultural and cognitive routes. Many interesting places and experiences await you, including - **Roman road - Via Diagonalis**, remains of **Castra Rubra Fortress**, built at the beginning of the VI century, remarkable **boutique wine cellars**. Apart from its beautiful nature, the region is also attractive for its special mystery. Thracians have left bright traces for themselves through many **cult shrines, tombs** and **dolmens**.

The Menhir is dated II-I millennium BC, **Caravanserai** and the recently restored "**Humpback Bridge**" (XVI century) are impressive architectural ambassadors of antiquity. A trip through the cellars here will make you strongly believe in the divinity of Bulgarian wine - you can indulge in two passions at the same time - wine and a trip to natural and historical sites. **The Historical Museum** presents over 20,000 attractive exhibits.

A walk through the wineries here will make you strongly believe in the divinity of Bulgarian wine and indulge in two passions at the same time - wine and travel.



The Menhir



Humpback Bridge



Dolmen



Castra Rubra Fortress



Perushtitsa Municipality is located in a unique natural area, a combination of the coolness of the mountains and wealth of archeological finds.

The Red Church also called **The Scarlet Temple of the Holy Mother of God** is considered one of the pearls of early Christian architecture in Europe. There is also rich archaeological evidence of prehistoric settlements that existed during the Neolithic, Copper, Bronze and Iron Ages, i.e. in the period 7000 - 1 000 BC. You should not miss to visit **Monastery St. St. Theodore Tyrone and Theodore Stratilat** and **historical church St. Archangel Michael**, the last fortress and refuge of people of Perushtitsa who revolted in April 1876 against the Ottoman rule. There are **3 eco-trails** with length 8 - 16 km thus you can choose one of them according to your time and mood.



The Red Church - The Scarlet Temple of the Holy Mother of God



Monument of the Three Generations



Church St. Archangel Michael



In the little-known area of **Topolovgrad Municipality**, you will be able to feel the might of the Bulgarian and Byzantine warriors, next to the remains of their mediaeval fortresses. You will also have the opportunity to hear the religious whispers among the wonderful nature of the Orthodox churches built centuries ago. Here you will feel the pure nature, the breath of ancient Thrace and see unique monuments built thousands of years ago.

Paleokastro Megalith – Thracian fortress, built 1st millennium BC and supposedly Thracian Sunny Sanctuary.

Temple of the Sun - An ancient sanctuary with over 160 raised and sunken rock suns and signs.

Nachovi Chairi - a dolmen built during the Iron Age and used continuously until the 6th century BC. It is assumed that it played the role of primitive heroon (*a shrine dedicated to an ancient Greek or Roman hero*), a place where the cult of the divine deceased was confessed.

Holy Trinity Monastery -
Its history begins in the
8th - 9th centuries.



Dolmen Nachovi Chairi



Holy Trinity Monastery



Temple of the Sun



The **Municipality of Ivaylovgrad** is the hidden gem of South Bulgaria where the rich cultural heritage of Thrace meets the majesty of the Eastern Rhodopes. Here, the weather is always warm, because people are warm. Food is delicious, nature is pure, and the feeling of life—complete.

The Ancient Villa “Armira” – a revived legend with a 28-meter watchtower. Its exquisite mosaics, white marble, and majestic architecture have rightfully earned it the name **“The Balkan Versailles”**, a testament to the luxury enjoyed by Thracian aristocrats two thousand years ago. Today, this place is a favorite for tourists and **a dream setting for romantic wedding proposals and ceremonies** – a spot where past and future meet in a magical moment.



Watchtower,
Ancient Villa “Armira”



Above the hills of the Rhodopes rises the proud **Lytitsa Fortress**, also known as **Tsar Kaloyan's Citadel**—one of the best-preserved medieval fortresses in Bulgaria. The stunning **Ivaylovgrad Dam** captivates visitors with its beauty. Here, you will also find Bulgaria's only Albanian village—**Mandritsa**, the **200-year-old church built in just seven days under moonlight**, the renowned **holy spring (ayazmo) in Lambukh Village**, eco-trails, and many more treasures waiting to be discovered.

In Ivaylovgrad, life has flavor – fragrant wine, wild game delicacies, dairy specialties, the famous Ivaylovgrad tahini, traditional trahana, pomegranates, and almonds. It is a beloved destination for **hunting, fishing, and those chasing breathtaking sunsets**. **Festivals and celebrations** bring together people from near and far. In Ivaylovgrad, time flows slowly, leaving space only for beauty, inspiration, and unforgettable experiences. **We are waiting for you!**





Parvomay Municipality - since the millennial existence of man in the region there are settlement and grave mounds, ancient settlements and necropolises, mediaeval populations and fortresses, pagan and Christian temples. The most valuable finding from the era is a gold plate used as jewellery. It can be considered one of the oldest processed gold products in the world.

The black rock (Kara kaya) - carved with about twenty niches and tinted with iron ore, sprouts off the rock in dark colours. On top of it there are carved cult wells and interesting signs. **The Sanctuary complex**, located near the Bukovo village, includes several rock massifs with carved trapezoidal niches dating back to the late Bronze Age and the early Iron Age.



The black rock (Kara kaya)

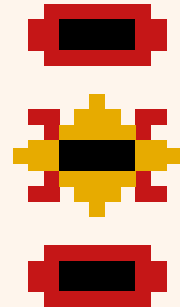




In **Maritsa Municipality** more than 300 cultural monuments, mounds, settlements, tombs, statuettes, and columns have been discovered. They speak of a rich history from the deepest antiquity - from the time of the Thracians, through the era of Roman rule to the present day. The Calendar of the cultural events shows the rich cultural life, filled with many celebrations and participations with rich amateur art.



Maltepe



Maltepe Cultural Information Complex is located next to the archeological excavations of the mound of the same name.

The pottery workshop, equipped with 30 workplaces, is of greatest interest. Here, children have the opportunity in a real environment to learn about the entire process of creating a ceramic form - from modelling the clay to firing the object in the pottery kiln, fine and decorative art on ceramics, combining fun with learning.

Practical classes in ancient crafts develop creative skills and encourage active participation in the educational process.





Dimitrovgrad is one of the youngest towns in Europe. An inspiring example of urban planning, it resembles an open-air museum. Created with a decree of the Council of Ministers in 1947, Dimitrovgrad is one of the greenest places in Bulgaria, with three huge parks:

The biggest one, **Maritsa Park**, spans 140 hectares and houses the only **Kennel Centre** in Bulgaria. Beside the park's entrance is located the **Big Bench, Lamp, Table, and Chair Ensemble**.

Nikola Vaptsarov Park houses the first **astronomical observatory with a planetarium** in Bulgaria, **Giordano Bruno**, and the local zoo.

A true masterpiece of park building, **Penyo Penev Park** was designed according to a project for the 1961 World Garden and Landscape Design Exhibition. It features 92 plant species, numerous sculptures, and rock pieces engraved with quotations from Penyo Penev's poems.

Other tourist attractions include the **Historical Museum - Dimitrovgrad** - the only museum of the Bulgarian Brigadier movement, the **Penyo Penev House Museum**, the Retro Apartment, and the **Petko Churchuliev Art Gallery**.

The only well-preserved **Sanctuary of the Nymphs and Aphrodite** in Bulgaria is also near Kasnakovo village, Dimitrovgrad Municipality.



City center of Dimitrovgrad



The Big Bench



Monument of Penyo Penev



Penyo Penev park



Nova Zagora Municipality - It is known as the "**Mecca of archaeology**" and keeps memories of bygone eras. Stories about them are told in the expositions in the **History Museum**, where traces of ancient times have been preserved, the oldest of which date back 8 millennia. It exhibits many archaeological mounds in the region, one of which is the **Karanov settlement mound**, called not by chance the "palace of Thracian prehistory". Even today in the region of Nova Zagora they tell stories about ancient and more recent times.

The voices of our ancestors also speak in the **church "St. George"** in Lyubenova village. In its silence, the tragic massacre of July 14, 1877 comes to life.

The newly opened in 2019 "**Dom na Dobroto**" (**House of Good**) Temple brought out of silence the Prophet of the people from the village of Konyovo Dyado Vlaicho (Grandfather Vlaicho).

Blessed with its priceless cultural heritage and natural resources, the municipality of Nova Zagora has good potential for the development of various forms of tourism - cultural, hunting, balneological, rural and wine tourism.



"Dom na Dobroto" (House of Good)



Church "St. George" in Lyubenova village



History Museum - Nova Zagora





In the heart of Thrace lies one of the world's oldest cities—Stara Zagora, with a history dating back to the 6th millennium BC. This city offers a unique blend of rich cultural heritage and modern urban charm, where the past and present intertwine. From remarkable archaeological discoveries and cultural landmarks to lush parks and a vibrant urban scene, Stara Zagora captivates visitors. Its dynamic calendar of cultural and sports events further enhances its appeal, making it a sought-after destination for travelers from Bulgaria and around the world.

Regional Historical Museum - presents the history from the 6th millennium BC to the 19th century and an authentic part of one of the main streets of the ancient city of Augusta Trayana.



Aul Baga-Tur
demonstration complex



Neolithic Dwellings Museum

The Regional Historical Museum also oversees several significant cultural and historical sites. At the **Neolithic Dwellings Museum**, visitors can see the best-preserved remains of a residential building in Europe, dating back to the early 6th millennium BC. The **Ancient Forum Complex of Augusta Trayana** features a stone square with a statue pedestal, an amphitheater for over 1,300 spectators, Roman baths, fortress walls, the Western Gate, and part of the city's main commercial street (decumanus maximus). The Ancient Mosaics from Augusta Trayana, dating from the 3rd to the 6th centuries, once adorned public and private buildings with intricate designs. Another remarkable site is the **Museum of Religions**, an architectural complex unique in Bulgaria, where temples from different eras were built atop one another, marking a sacred place where various deities were worshipped for millennia.

Metropolitan Metodiy Kusev Park (Ayazmo) is one of the largest and most picturesque parks in Bulgaria, spanning 3,200 acres. The park is home

to numerous attractions, including the beautiful **Chapel of St. Theodore Tiron**, the entertaining **Hall of Laughter**, the **Aul Baga-Tur** demonstration complex, the **Summer Theater**, and the exciting Rope Garden adventure park. A highlight of the park is its distinctive **zoo**, which houses around 400 animals representing approximately 80 species of mammals, birds, and amphibians from Europe, Asia, Africa, Australia, and the Americas.

The Museum of Literature – “City of Poets” – Stara Zagora earned this title as early as 1919. In less than a century, the city became the birthplace and creative home of authors whose works are now part of the golden treasury of Bulgarian literature. In 2019, the renovated Literary Stara Zagora Museum opened its doors, offering visitors a glimpse into the literary legacy of the city. Its halls showcase original archives, manuscripts, notebooks, photographs, documents, books, personal belongings, and unique artifacts from poets and writers who lived and created in Stara Zagora after the late 19th century.



The Museum of Literature –
“City of Poets”



Museum of Religions



Park “Ayazmo”



Stara Zagora Zoo



The Municipality of Pazardzhik has a rich ancient history, with settlements and burial mounds from the Neolithic to the Bronze Age. Key sites include Ploskata Mogila (Yunatsite) and Maltepe (Ognyanovo). The region was a cultural hub for Thracians, Greeks, and Romans, leaving over 100 settlements and 300 burial mounds. Notable sanctuaries include the Sanctuary of the Three Nymphs (Ognyanovo) and Asclepius' Sanctuary (Patalenitsa). In the Middle Ages, strategic Bulgarian fortresses were built in the area.

PREHISTORIC SETTLEMENT MOUND NEAR THE VILLAGE OF YUNATSITE



The mound near the village of Yunatsite offers exceptionally valuable insights into the prehistory of the Balkans and Southeastern Europe. Serving as an open-air museum, it is part of the international cultural tourism network.

CATHEDRAL CHURCH "ST. THEOTOKOS"

The Cathedral of "St. Theotokos" is the largest Revival-period church in Bulgaria, built in 1836/1837. It is an exceptional cultural and historical treasure, particularly for its wood-carved iconostasis—one of the few such examples not only in Bulgaria but on the entire Balkan Peninsula.



CHURCH "ST. DEMETRIUS" IN THE VILLAGE OF PATALENITSA



The Church of "St. Demetrius" is one of the few preserved cross-domed churches. Based on uncovered frescoes and comparative analysis with similar monuments in Greece, Italy, and Macedonia, art historian Prof. Atanas Bozhkov dates its construction and painting to the late 12th century.

BUILDING OF THE "OLD POST OFFICE"

Built in 1911 to the design of architect Koichev, the Old Post Office is an architectural cultural monument. Located in the city center, it features a clock tower and faces three streets—an iconic symbol of Pazardzhik.



REGIONAL HISTORICAL MUSEUM

The main historical exhibitions are housed in a purpose-built building, covering the period from the Paleolithic era (100,000–40,000 years BC) to the mid-20th century. The museum's Lapidarium displays artifacts not included in the indoor exhibitions, arranged chronologically. These include statues, road markers, altars, cult stone figures, and architectural elements such as bases, capitals, columns, and architraves.



ETHNOGRAPHIC EXHIBITION OF THE REGIONAL HISTORICAL MUSEUM

The Ethnographic Exhibition is housed in the largest residential building from the Bulgarian National Revival period in Pazardzhik, recognized as a national architectural and artistic cultural monument. A particularly fascinating part is the folklore hall, where visitors can listen to performances on 19 traditional musical instruments from the Pazardzhik region.



STANISLAV DOSPEVSKI ART GALLERY



The Stanislav Dospevski Art Gallery is a modern museum of fine arts, holding a collection of over 10,000 works, including paintings, graphics, and sculptures. The gallery boasts one of the largest collections of portraits and self-portraits, alongside a complete cycle of works by renowned Bulgarian artists such as Georgi Gerasimov, Zlatka Dubova, Stoyan Vasilev, Anastas Dudulov, and Velichko Minekov.

STANISLAV DOSPEVSKI HOUSE-MUSEUM

This is the only house-museum in Bulgaria dedicated to a painter from the Bulgarian National Revival period. Built in 1864 according to Dospevski's design by master builders from Bratsigovo, the house preserves the artist's legacy. The exhibition includes a reconstructed interior with personal belongings of the Dospevski family, copies of his graduation work, some of his most famous portraits, his medal from the Saint Petersburg Imperial Academy of Arts, and more.





The municipality of Kaloyanovo surprises with a variety of opportunities for tourism - cultural, religious, rural, educational, hunting, spa and ecotourism.

It is unforgettable to pass through the fragrant and picturesque rose masses near the villages of Begovo, Ivan Vazovo, Otets Paisievo and Sukhozem at the beginning of summer. And the small wineries offer you to taste, according to Thracian legends, "a sacred drink that connects people with the gods".

Visiting the **car tracks** and **equestrian bases** - complexes at the European level, lovers of active vacations can pamper their senses and recharge with new emotions and experiences.



Dragon Race Track



Near the **village of Duvanlii** is one of the most important **Thracian necropolises**. It consists of over 50 mounds, from the 5th century BC. to the Roman era.





The municipality of Svilegrad has been inhabited since ancient times due to its favourable natural conditions and strategic geographical location - from the Neolithic and Stone Copper Ages. We will find the most significant traces from the Thracian tribe Odri and the Romans. Testimonies are the **Thracian dome tomb in the village of Mezek** - one of the most monumental facilities, used many times for burials of Thracian aristocrats. **The mediaeval fortress near the village of Mezek** (11th - 12th centuries) served as a castle or was intended for the permanent residence of a garrison and its commanders. And near **the fortress of Bucellon** (387), a great battle took place between the troops of Emperor Valens and the Goths, which ended with the complete defeat of the Roman army, and the emperor died in battle.

The rock churches near the village of Mihalich and the village of Matochina will take you back to the times when monks.



Thracian dome tomb - Mezek



Mediaeval fortress - Mezek



Tourist Regions in Bulgaria

- Trakia Tourist Region
- Sofia Tourist Region
- Rila – Pirin Tourist Region
- Danube Tourist Region
- Varna Black Sea Tourist Region



- Bourgas Black Sea Tourist Region
- Rhodopes Tourist Region
- The Valley of Roses Tourist Region
- Stara Planina Tourist Region
- Headquarter of a tourist region





PLOVDIV – European Capital of Culture in 2019 and one of the oldest continuously inhabited cities in Europe - older than Rome and contemporary of Troy and Mycenae. According to the ranking of the British DAILY TELEGRAPH, Plovdiv is the sixth - oldest city in the world and the oldest in Europe in terms of continuity of life - life here never stopped since the city was founded. It is announced as No. 1 in three categories in the prestigious ranking of the Best European Destinations: Best Cultural Destination, Best Wine Destination and Best Romantic Destination for 2022.

It has many proofs for the existence of many different cultures, over 700 immovable monuments and 300 000 movable cultural monuments could be seen in the city. **The Ancient Plovdiv Historical Reserve** is a rare combination between Prehistory, Thracian, Hellenistic and Roman culture, from the Middle Ages, the National Revival period and the XX c. - you can see all these centuries in a small area. A must visit - **The Ethnographic Museum, Hisar Kapiya, Hindliyan House, the Church of St. St. Constantine and Elena. Ancient Theatre** is the crown jewel of Roman heritage, one of the best preserved in the world. Two thousand years after its construction it is a modern stage for performances of different genres of art. It presented the



Ethnographic Museum



Klianti House

most celebrated Verdi and Rossini operas, Buena Vista Social Club, the legend of Deep Purple, Jon Lord, Sting, Lord of the dance, rock shows and many others. **The Stadium of Philippopolis** was built in the early **2nd century**, for **30 000 spectators** and you could have a walk along an authentic antique street. The site is located under the central pedestrian street in the city. Do not miss to view "in situ" mosaics of **Early Christian Basilica**. And **Bishop's**



Basilica of Philippopolis is the newest pride of Plovdiv, it is said to be among the first basilicas built in the Roman Empire. One of the testimonies is the lavish mosaic with a total area of 2000 sq. You can easily carry yourself to modern times, entering **Kapana** creative industries neighbourhood - **the first quarter of the creative industries** in Bulgaria, an attractive place for artists, cultural managers, artists, architects, software specialists, urbanists, writers and musicians.



Bishop's Basilica of Philippopolis



Early Christian Basilica



Ancient Theatre





Yambol enchants with a unique blend of history, culture, and nature. The city holds the secrets of Thracians, Slavs, and Bulgarians, preserving over 1,730 years of heritage with 55 cultural monuments.

A symbol of national pride: Yambol is known as the city of the Bulgarian flag—created by Yambol natives Ivan and Stilyana Paraskevovi. In their honor, the national tricolor flies proudly at a height of 55 meters above the city.

Historical landmarks:

- **The Bezisten:** The only preserved Ottoman-era building, now a cultural center with modern exhibitions.
- **The Medieval Fortress:** A well-preserved piece of Yambol's history, accessible for visitors.
- **Museum of Military Glory:** Bulgaria's first municipal military museum, offering immersive 3D battle scene displays.
- **Archaeological Reserve "Kabile":** An ancient Thracian city with a modern museum and audio-guided tours among the ruins. It is part of the "100 National Tourist Sites of Bulgaria."

Discover Yambol – where the past inspires the present!



The Medieval Fortress



Bezisten



National flag



Archaeological Reserve "Kabile"



The Municipality of Peshtera blends the mild climate of the Upper Thracian Plain with the refreshing coolness of the Rhodope Mountains. The region enchants visitors with a vibrant palette of natural treasures – **dense forests, crystal-clear rivers, and remarkable caves, including the iconic "Snezhanka"**. The "Steneto" area offers breathtaking panoramas, while the protected zones "Kupena," "Mantarica," and "Beglika" showcase the region's rich biodiversity.

Along with its natural wonders, Peshtera boasts a rich historical heritage, offering numerous landmarks that captivate cultural tourism enthusiasts.



The Clock Tower

- **"Peristera" Fortress** – a late antique stronghold (4th–6th century) overlooking the town.
- **The Historical Museum** in the town of Peshtera
- **"Snezhanka" ("Snow White") cave**
- **The Clock Tower** – among the oldest clock towers in Bulgaria.
- **Cars of Socialism Museum**
- **St. Dimitar Church** – an architectural gem of national significance.
- **The Roman Bridge over the Stara Reka** – a timeless symbol of Roman heritage.

Peshtera is a destination where nature, history, and cultural richness intertwine – inviting visitors to explore, discover, and be inspired by its unique charm.



"Snezhanka" ("Snow White") cave



Cars of Socialism Museum



"Peristera" Fortress



Rakovski Municipality is a hub of cultural traditions, spiritual heritage, and captivating tourist attractions. Nestled in the heart of Thrace, it is home to one of Bulgaria's largest Catholic communities. **The striking catholic temples in the town Rakovski and the village of Brezovo** stand as symbols of faith and architectural gems that draw visitors from near and far.

The local cultural calendar is rich with traditions and events. Each year during the **International Festival of Kukeri and Masquerade Games "Kukove"**, the central "Europe" square in Rakovski bursts with colorful costumes and the rhythmic sound of bells. In the village of Belozem, the cherished **White Stork Festival** honors this iconic bird and its symbolic presence.

For families and fairy tale enthusiasts, **Fairytale Forest Park** is a must-see destination. Here, beloved stories come to life, while the **Wonders of the World** zone amazes visitors with miniature replicas of global landmarks, including the Taj Mahal, the Colosseum, and the Great Wall of China.



Catholic temples, Rakovski



International Festival of Kukeri and Masquerade Games "Kukove"



Fairytale Forest Park

Krichim is located in the southwestern part of the Plovdiv region, in the Northern Rhodope foothills, at the base of the Northern Rhodope Mountains. The town sits at an altitude of 230 meters above sea level, with flat terrain in the northern part and moderately mountainous terrain in the south. Its unique geographical position offers a rare blend of mountains and plains, with excellent natural and climatic conditions.

Near Krichim lies one of the largest hydroelectric complexes in the country, which includes the **Vacha** and **Krichim** reservoirs. The passage of the **Vacha River** through the territory of Krichim positively impacts the local economy, ecology, and urban development.

Krichim Municipality offers a variety of historical and natural landmarks, making it an appealing destination for cultural and eco-tourism:

- **Ruins of the medieval fortresses** Malkoto and Golyamoto Ivankovo Kale
- **Asen's Stone**, which bears an inscription that reads: "On this stone sat Tsar Asen when he conquered Krichim"
- **Izgoryaloto Gyune Reserve**
- **Koznitsa Protected Area**
- **Krichim–Chereshovo Ecotrail**
- **Ruins of St. Vrach Monastery**
- **Krichim Monastery "Nativity of the Virgin"**
- Natural habitats of tree juniper, downy oak, European hop-hornbeam, European bladdernut, small-leaved linden, Rhodope haberlea, and snowdrops
- **Simeonov Bridge**
- **Mineral springs**

Krichim Municipality boasts rich natural and cultural heritage, a favorable microclimate, and diverse landscapes. It is home to numerous cultural monuments of national, regional, and local significance.



Asen's Stone



Krichim Monastery
"Nativity of the Virgin"



Simeonov Bridge



The Municipality of Radnevo is situated in the eastern part of the Upper Thracian Plain and falls within the administrative boundaries of Stara Zagora Province. Radnevo is a place of ancient and rich history. The local government actively promotes sustainable development by ensuring modern technical infrastructure, improving the well-being and quality of life of residents, and providing efficient administrative services to citizens and businesses.

Radnevo ranks among the leading municipalities in Bulgaria in terms of socio-economic development, measured by gross domestic product per capita. It is also a major producer of lignite coal and a significant contributor to the country's electricity production.

Key cultural and historical landmarks in Radnevo include:

- **"New Life for the Past" Archaeological Park**, a venue for diverse cultural and educational initiatives.
- **"Maritsa East" Archaeological Museum**, showcasing the region's rich archaeological heritage.
- **Radnevo Art Gallery**, which hosts numerous annual exhibitions with both educational and artistic themes. The gallery also serves as a cultural hub, hosting concerts, recitals, book presentations, and meetings with notable cultural figures.
- **Monument of Saint John of Rila**, a symbol of local heritage and spiritual pride.



"Maritsa East"
Archaeological Museum

Monument of Saint John of Rila



MUSEUMS and cultural institutions

Regional Natural History Museum - Plovdiv is a place to meet different worlds, with some of the most poisonous sea creatures and with double-breathing fish. The variety of **mammals, birds, amphibians and reptiles** is huge, you will see the longest taxidermy snake in Europe. The **terrariums** are home of exotic chameleons, iguanas, alligators, crocodiles... The dome is the "**Tropic**" hall with live butterflies from Asia, America, Africa. And in the **Planetarium** you will enjoy a journey into space.



Regional History Museum - Plovdiv stores over 60,000 exhibits, unique collections of fight and firearms, orders and medals, military equipment, personal belongings, printed publications, clothing and objects of urban life, photographs and documents. Has four expositions - "**Bulgarian revival**", "**Book publishing in Bulgaria in the second half of the 19th and the beginning of the 20th century**", "**Unification of Bulgaria in 1885**" and **Museum Center for Modern History**.



Regional Ethnographic Museum - Plovdiv presents the lifestyle, culture and traditions of the people of Thrace, the Rhodope Mountains and the Central Highlands in the Kuyumdjieva House - a peak of Baroque architecture. The cultural calendar is extremely rich: **the Week of Traditional Crafts, the Guild Festival "St. Spyridon", the International Biennale "Masters of Caricature", the Chamber Music Festival**, guest exhibitions, concerts, theatre productions, book presentations, reenactments and many more.



The Municipal Institute "Ancient Plovdiv" manages a significant number of movable and immovable cultural assets. The most emblematic are located on the three hills in the centre of Plovdiv, in the picturesque **Old Town**. Along with **the Ancient Theatre, the Episcopal Basilica and the Roman Stadium**, you can transport yourself to **the Renaissance era in the house-museums**. They are often the scene of numerous events throughout the year.



The Regional Archaeological Museum – Plovdiv is one of the oldest cultural institutions in Bulgaria. It holds an impressive collection of nearly **100,000 artifacts**—works of human art and daily life—connected to the history of Plovdiv Province and the city of Plovdiv.



Regional History Museum - Stara Zagora presents the millennial history of the city, **from the Early Neolithic** (the beginning of the 6th millennium BC) **to the 19th century**. The building rises above an ancient central street, along which visitors can still walk today, and the mosaics impress with their plot, colours and fine craftsmanship. The museum offers an unforgettable journey through time that combines unique exhibits with modern technology and presents an exciting experience in the world of history.



Historical Museum - Harmanli. Its building, constructed in 1884. It has three departments - "**Archeology**", "**Ethnography**" and "**New and Recent History**", with almost entirely digitised holdings. They store nearly 20,000 museum items, as well as a rich numismatic collection. In front of the museum there is an open stage - a rotunda with seating.



Bronze decoration from a Roman chariot

Historical Museum – Svilengrad - It represents the cultural heritage along the lower reaches of the Maritsa River, the Eastern Rhodopes and the Sakar Mountains. It has expositions: **history, archaeology and ethnography**, which present objects of urban life related to the production of silk, cotton and wool, cold and firearms, etc. Do not miss to see **the Old Ottoman Bridge, the Buquelon Fortress, the Medieval Fortress and the rock churches**.



Buquelon Fortress



Old Ottoman Bridge

City Art Gallery – Plovdiv

City Art Gallery – Plovdiv is one of the most significant cultural institutions outside the capital, Sofia. It comprises nine buildings and houses a collection of over **8,000 works of art**, with **six permanent exhibitions**. Each year, the gallery **welcomes thousands of visitors from Bulgaria and abroad, hosting around 40 temporary exhibitions** in its modern exhibition halls.



Exhibition hall 2019, 32 Gladston str.



Permanent exposition, 14 A Saborna str.



Permanent exposition interior

—
ODEON
—
HOTEL - RESTAURANT

If you are looking for a place where you can **not only spend the night, but also experience the atmosphere of Plovdiv**, your possible choice is Odeon Hotel-Restaurant. If you are looking for not just a hotel, but your hotel in Plovdiv - a place where you'll be not just a client, but a friend, then we will be more than happy to welcome you.

Here are just a few reasons to choose Odeon:

- **Hotel Odeon is located in the ideal center of the city of Plovdiv**
- **It offers spacious rooms and apartments with unique interior**
- **Perfect service and cuisine**
- **Always warm in winter and cool in summer days & nights**



SlowTours.BG

"SlowTours.BG" is a travel agency specialized in local gastronomy, wine, and traditions. They showcase destinations, local communities, their culture, history, crafts, and natural heritage through the food and the people who produce it. Their tours offer more than just tastings of traditional local dishes and drinks—they transform the journey through the regions into an experience in search of Bulgarian identity.



DAN Travel Ltd is a DMC for Bulgaria and The Balkans and has over 10 years' know-how in organising all types of holidays, cultural and adventure tours.

As your local event partner, with every single project we are engaged to understand what you need to achieve with a focus on delivering exceptional value. We create unique programs and have the right characteristics that you are looking for, also challenge ourselves to bring on board fresh ideas.

Our services include:

- Accommodation Management
- Ground Handling & Transport Services
- Local Support
- Group Itineraries
- Special Interest Tourism Packages
- Luxury & Concierge Services (24/7)
- Incentives, Corporate Events and Team Building programs.

Winegrowers of Sakar - 9 producers from the most mystical mountain.

Winery Bratanov, Villa Bassarea, Izba Kolarovo, Rosaleia, Winery Terra Tangra, Zaara Estate, Ivo Varbanov Wines, VI Malkata Zvezda and Bisante,



Convinced of the potential of Bulgarian wine, are developing wine tourism. A trademark are the colourful and unique festivals, **4X4 or four festivals in four seasons** - feasts for the senses, shared emotions with artful dishes, sweet stories of Sakar winemakers.

Villa Yustina Winery is a preferred destination for various events such as folklore parties, rock concerts, picnics, weddings and others. The winery is producing different types of wines like sparkling, sweet and non-sparkling. Most of them have won awards in international competitions like: Mundas Vini, Chardonnay du Monde, Decanter, Concours Mondial, etc.



Zagreus winery is located in the heart of the Upper Thracian lowland - one of the most favourable regions for the development of viticulture in Bulgaria. The Kostadinovi family started with the first 250 decares of Mavrud in 1998, now their own arrays are 1200 decares, including Mavrud, Syrah, Cabernet Sauvignon and Merlot. The vines are certified organic.



The Emporium Plovdiv – MGallery

A premium boutique hotel offering 5-star service, iconic design and a central location among the city's landmarks and most famous archaeological treasures. The modern rooms and suites offer a luxurious experience together with the Champagne Bar & Cocktail lounge combined with the fine gourmet restaurant Torro Premio.



FESTIVALS AND EVENTS IN THE THRACIAN TOURIST REGION



The festivals and events in the Thracian Tourist Region blend tradition and modernity, turning every season into a celebration of culture, flavors, and emotions. Enjoy opera, jazz, or rock performances in ancient or modern settings. Discover the world of wine at "**Young Wine Festival**" and "**Wine and Gourmet Festival**" in the Old Town of Plovdiv.

Or enjoy the seasonal wine events at the boutique wineries of **Wines of Sakar**.



"Wines of Sakar"



Young Wine Festival



Young Wine Festival



Opera magic comes alive with **Opera Open** at the Ancient Theatre in Plovdiv and the **Summer Musical Evenings** at the "Augusta Traiana" Forum in Stara Zagora.

Feel the charm of folklore at the **International Folklore Festival** in Plovdiv and the **Thracian Folklore Festival** in Starozagorski bani.



Opera Open , Photo: Alexander Bogdan Thompson



International Folklore Festival

"Na Harmana" Festival in Harmanli will immerse you in the heart of Thracian traditions with craft exhibitions, traditional cuisine, and the mesmerizing nestinarstvo—barefoot fire dancing, a UNESCO Intangible Cultural Heritage.

The Lavender Festival near Chirpan and the **Imperial Eagle Festival** in Topolovgrad are experiences that connect you with the region's rich natural heritage.



"Na Harmana"



TheLavender Festival

History comes alive at the historical reenactment festival **"Plovdiv – Ancient and Eternal"**, while winter echoes with the rhythms of the **"Kukerlandia" Festival in Yambol** and "Kukove" masquerade games in **Rakovski**.



Reenactment festival
"Plovdiv – Ancient and Eternal"

For rock music enthusiasts, **Hills of Rock** in Plovdiv is the biggest rock festival in the region, bringing together legendary bands like **Iron Maiden** and modern powerhouses like **Gojira**, attracting performers and fans from around the world.



"Kukerlandia"



Hills of Rock



Members of the Management Organization of the Thrace Tourist Region are also:

Agricultural University Plovdiv. Since its creation in 1945 up to this day, the university has established itself as a national centre of agricultural science and education in Bulgaria. Graduates of Agricultural University - Plovdiv are over 30,000 agronomists, engineers, ecologists, economists, of which over 3,000 are foreign citizens in the three educational degrees.

University of Agribusiness and Rural Development (UARD) is a full partner in the consortia of European universities approved under the second call under the "Erasmus+" program in 2020. UARD is among the first five Bulgarian higher education institutions, part of the European University Alliance INVEST.

The Paisii Hilendarski University of Plovdiv is the second biggest in Bulgaria. It trains students in over 60 majors in natural, humanities, social and economic sciences. The university maintains active international contacts with almost all European countries, the USA and the countries of Asia and Africa. Participates in EU programs, American and Swiss research funds.

Prof. Dr. Asen Zlatarov Vocational High School of Tourism – Plovdiv.

With its long-standing traditions, today the high school is a leading and authoritative school in Plovdiv and the country. Part of the students' practice is carried out in real conditions - hotels, restaurants, confectionery workshops in our country and abroad - Germany. The school is also a member of the Association of Restaurants and Hospitality Schools in Bulgaria.

The University of Food Technology - Plovdiv (UHT) has a rich seventy-year history and remarkable traditions. It is one of the most important centres in Bulgaria in the field of food science and technology, the only one of its kind on the Balkan Peninsula. Quality and European integration are priorities in the activities of the academic community of UHT.

Association "Tourism Council - Plovdiv" unites and supports the tourism industry in the city, working to develop Plovdiv as an attractive tourist destination. The association is the organiser of three annual tourist festivals "Young Wine Parade", "Wine and Gourmet" Parade and "Weekend in Plovdiv".

"SOL Communications" EOOD is a specialised public relations and consulting agency that works in partnership with its partner "SOL Kommunikationslösungen" - Berlin, Germany. It is part of an international network uniting established specialists with competencies in the field of PR, marketing and advertising.

"Hebros Bus" is a reliable partner for transportation in the country and abroad and for travel agencies. It has its own car repair shop and performs external services. It has its own licensed Control and Technical Center for periodic inspections of buses and cars.

Regional Administration Plovdiv and **Regional Administration Stara Zagora** - carry out a regional policy, to implement local government and to ensure alignment between national and local interests. Provide assistance and support for the development of tourism at the local level.

"Trakart - 2000" Foundation. The main activities are targeted towards the revival of Bulgarian artistic traditions, restoration of cultural monuments and buildings of national importance, training of young authors and talents, ecology and urban planning.





**Co-funded by
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.




The Management Organization of the Thrace Tourist Region carries out effective marketing and advertising in the country and abroad in partnership with the Ministry of Tourism in accordance with the National Strategy for Sustainable Tourism Development. It also supports the activities of regional governors and mayors of municipalities in the implementation of strategies and programs in tourism, and participates in working groups at the Ministry of Tourism in the development of normative acts. It implements projects under national and international programs, helps to develop quality ones' tourist products and many more.

For more information contact us:

 trakiatour

 trakiatour

 trakiatour.com

 ttr@trakiatour.com