PRESS RELEASE ON
36th INTERNATIONAL TOURIST FAIR HOLIDAY & SPA EXPO 2019
(Sofia, 14-16 February 2019)

BSEC PERMIS participated with a separate Stand in the 36th International Tourist Fair
Holiday & SPA EXPO 2019, held from 14 to 16 February 2019 in Sofia.

The aforementioned Fair is the main Tourism event in Bulgaria, attracting leading local and foreign
companies. This year, more than 370 exhibitors from Bulgaria and 24 other countries participated.

For the first time ever, the BSEC PERMIS was able to participate in a similar event, after the kind
invitation and offer of a small stand by the Organizer, the Prime Expo Co., with the valuable
support of the Bulgarian Ministry of Tourism. BSEC PERMIS requested from Member States to
provide, whenever possible, a small stand that can be used in order to present the BSEC region as
an all-in-one attractive tourist destination.

Information on the activities of the BSEC Organization in the field of Tourism and on other
initiatives affiliated to this sector was provided to the visitors.

This new experience proved very successful for enhancing the visibility of the BSEC Organization
among a wider public and for presenting the tangible results of the cooperation among BSEC
Member States in the Tourism sector.