



**9th UN Tourism
Global Conference
on Wine Tourism**

Plovdiv, Bulgaria. 6-7 October 2025

The Art of Wine Tourism

ONSITE INFORMATION NOTE



MINISTRY OF TOURISM



UN Tourism



MUNICIPALITY OF PLOVDIV



МИНИСТЕРСТВО НА ЗЕМЕДЕЛИЕТО И ХРАНИТЕ
MINISTRY OF AGRICULTURE AND FOOD



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The **9th UN Tourism Global Conference on Wine Tourism** is organized by UN Tourism, the Ministry of Tourism, the Plovdiv Municipality, and the Ministry of Food and Agriculture of the Republic of Bulgaria. It will take place on **6–7 October 2025** in Plovdiv, Bulgaria, under the theme '**The Art of Wine Tourism.**'

This information note provides relevant details on logistics arrangements and other essential information for participants attending the conference.

The official languages of the conference will be **English, Bulgarian, French, and Spanish. Simultaneous interpretation** will be provided during the **plenary sessions**.

The **Conference will take place** at:

“Boris Hristov” House of Culture

Plovdiv Center, ul. "Gladston" 15, 4000 Plovdiv, Bulgaria.



T: [+359 32 630 518](tel:+35932630518) Web: [Дом на културата "Борис Христов"](http://domnakulturata-boris-hristov.com)

Identification badges will be available for collection at the venue during the following dates and times:

Sunday, 5 October: 15h – 18h

Monday, 6 October: 9h – 16h

To collect their badges, participants must present a valid ID, or the registration confirmation email.

Located in the heart of Bulgaria, Plovdiv is easily accessible by bus, train, car, and air. Whether you are arriving from Sofia, another Bulgarian city, or abroad, getting to the country's cultural and wine capital is smooth and straightforward.

BY PLANE



- **Sofia Airport (SOF):** The nearest major international gateway to Plovdiv, offering direct flights from destinations across Europe and beyond.
- **Plovdiv Airport (PDV):** Regional airport located approximately 12 km southeast.

Free transfers from Sofia airport to the official hotels will be provided for delegates arriving on **4 and 5 October**, provided that travel details were included during registration. Upon arrival at Sofia Airport, **a representative holding a sign of the Conference logo** will guide you to your transfer.

Participants not staying at one of the official hotels can still use the transfer service and will be dropped off at the **DoubleTree by Hilton Plovdiv Hotel**.



For departures, complimentary transfers from the official hotels and the Conference venue to **Vasil Levski Sofia Airport** will be provided on **7 and 8 October 2025**. Detailed information will be provided at the desks of the official hotels.

For those who would like a transfer, but **are not staying in the Conference Hotels**, the departure gathering point will be DoubleTree by Hilton Plovdiv Hotel.

If you require urgent assistance with your transfer, please contact **Diana Zafirova: +359 888 569 302**.

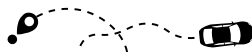
BY BUS – Frequent and Affordable

Plovdiv is well connected to Sofia by a reliable and frequent bus network.

- **Departure point in Sofia:** Central Bus Station (*София Централна автогара*)
- **Arrival point in Plovdiv:** South Bus Station (*Автогара Юг*), near the city center
- **Travel time:** Approx. 2 hours
- **Frequency:** Every 30–60 minutes
- **Ticket price:** Around 10–15 BGN (€5–8)

BY TRAIN – Scenic and Comfortable

- **Departure station in Sofia:** Central Railway Station (*Централна гара София*)
- **Arrival station in Plovdiv:** Plovdiv Railway Station (*Гара Пловдив*), close to the city center
- **Travel time:** 2.5 to 3 hours
- **Ticket price:** From 9 BGN (€4.50)
- **Tickets available at:** Station counters or via the Bulgarian Railways website: www.bdz.bg

BY CAR– Fast and Flexible

Plovdiv is a convenient drive from Sofia via the A1 Trakia Highway.

- **Estimated drive time:** 1.5 hours
- **Route:** A1 (Trakia) motorway, exit at Plovdiv
- **Car rentals:** Available at Sofia Airport and in the city center
- **Parking:** Public lots and designated street zones are available in Plovdiv



The programme of the Conference extends over **2 days** with technical sessions, thematic presentations, masterclasses, and technical tours on 6 and 7 October 2025. The programme and list of speakers are available on the [Conference's website](#).

Local transportation will be provided by the host during the days of the Conference covering transfers from the official hotels to the venue, as well as to the social events and masterclasses in Plovdiv. Shuttles will depart from the official hotels **approximately every 15 minutes**, starting at **09:00** on **Monday**, and at **08:30** on **Tuesday**.



Sunday, 5 October 2025

Welcome Cocktail

5 October 2025 at 19:30

Plovdiv Drama Theatre

Open to all participants

Prior to the Welcome Cocktail, participants will have the option to join an organized visit to the **Bishop's Basilica of Philippopolis**, followed by free time at the **Urban Wine Fest Plovdiv**, taking place in the city centre from 3–5 October (further information on the Urban Wine Festival can be found on p. 10).

The guided tour will depart from the “**Boris Hristov**” **House of Culture** at **17:00**, led by the **Deputy Mayor of Plovdiv**. The visit includes the Basilica (followed by some free time) and a short five-minute walk to the **Urban Wine Fest**, which will feature local wines, food stalls, and live music. The **Welcome Cocktail** venue is located nearby and can easily be reached on foot.

Participants can also join the Welcome Cocktail directly, starting at 19:30; please note they will need to make their own way to the venue.

For any additional details or assistance related to the Conference, participants are kindly encouraged to consult the information desks at the official hotels.

Monday, 6 October 2025

Following the morning sessions, participants will be invited to join the **Masterclasses from 16:00 to 17:30**. In a highly interactive atmosphere, participants will have the opportunity to gain in-depth insights into a topic of their choice, while exchanging challenges and exploring solutions to issues facing the industry.

A Culinary Canvas: Enhancing Wine Tourism through Gastronomic Art

Plovdiv Regional Ethnographic Museum

Pilar Rodríguez, Chef of Food&Wine Studio Restaurant at Viu Manent Winery; UN Tourism Ambassador for Gastronomy Tourism

or

Staging the Moment: The Role of Events in Wine Tourism

“Boris Hristov” House of Culture

Annareth Bolton, Freelance Event Organizer and Project Manager, Destinate

or

Spaces that Speak: Culture, Museums and the Power of Place in Wine Tourism

Bishop’s Basilica of Philippopolis

Ana Gallego Palacio, Marketing, Communications & Wine Tourism Leader Bodega

ENATE

or

Lights, Camera, Terroir: Audiovisual Storytelling in Wine Tourism

City Art Gallery

Emanuele Trono, President, Enodigital

An unforgettable evening celebrating the heritage of wine and culture, bringing together participants for a night of fine cuisine, outstanding wines, and artistic performances in a breathtaking setting.

Gala Dinner

6 October 2025

19:30 Show Opera at Ancient Theatre of Philippopolis

21:00 Gala Dinner at Grand Hotel Plovdiv

Open to all international participants and by invitation for national participants



Tuesday, 7 October 2025

Following the morning sessions, participants will have the opportunity to explore **two of Bulgaria's most renowned wine destinations**, combining cultural heritage and winemaking excellence. Transfers will be provided by the host.

Technical Visits

7 October 2025 at 13:30

Exclusively for international participants

More information will be available soon

Starosel Winery and Wine & SPA Complex

Located in the Thracian Valley at the foot of the Sredna Gora mountains, Starosel is one of Bulgaria's most celebrated wine and spa resorts. Established in 2005 and inspired by Thracian winemaking traditions, the complex has grown into a premier destination offering award-winning wines, luxury accommodation, and wellness facilities. **Starosel blends centuries-old heritage with modern indulgence**, offering a complete cultural and sensory journey.

Midalidare Estate

Founded in 2009, Midalidare Estate represents the harmony of modern winemaking, sustainability, and hospitality. The estate produces a wide range of wines, from elegant reds and whites to premium sparkling wines crafted using the traditional methods. A serene environment that combines nature, relaxation, and Bulgarian winemaking tradition. Midalidare is not only a winery, but also **a place of innovation, dedication, and authentic cultural expression**.

The Farewell Dinner will offer an opportunity to celebrate the conclusion of the Conference in a warm and convivial atmosphere. Transportation provided by the host.

Farewell Dinner

7 October 2025 at 20:00

Venue: Double Tree by Hilton Hotel

Exclusively for international participants



4 PRACTICAL INFORMATION

The territory of the **Municipality of Plovdiv** is in the transitional-continental climatic zone. It is characterized by relatively mild winters, but with instability of winter temperatures. Summer is hot, autumn is warm and long, and spring is cool, with frequent frosts. The average annual temperature is 12.2°C, and the average annual amplitude is 23.4°C. On a typical day, the average temperature in October ranges from 19°C (67°F) to 7°C (46°F), with an average temperature of 14°C (57°F)

The Republic of Bulgaria is on Greenwich Mean Time (GMT +2).

The Bulgarian lev is the official currency of Bulgaria. The currency code for the Bulgarian lev is BGN and its symbol is лв. **1 Euro equals 1.95583 BGN**. Banks accept currency exchange, while credit card holders may acquire money from the ATMs of the collaborating banks operating 24 hours. Exchange offices are situated at the airports, official hotels and at Plovdiv city center. In Bulgaria, banks are open from 09:00 to 17:00 on weekdays and the city of Plovdiv has **24h operating ATMs** in the city.

Currency rates are available at the official page of the [Bulgarian National Bank](#).

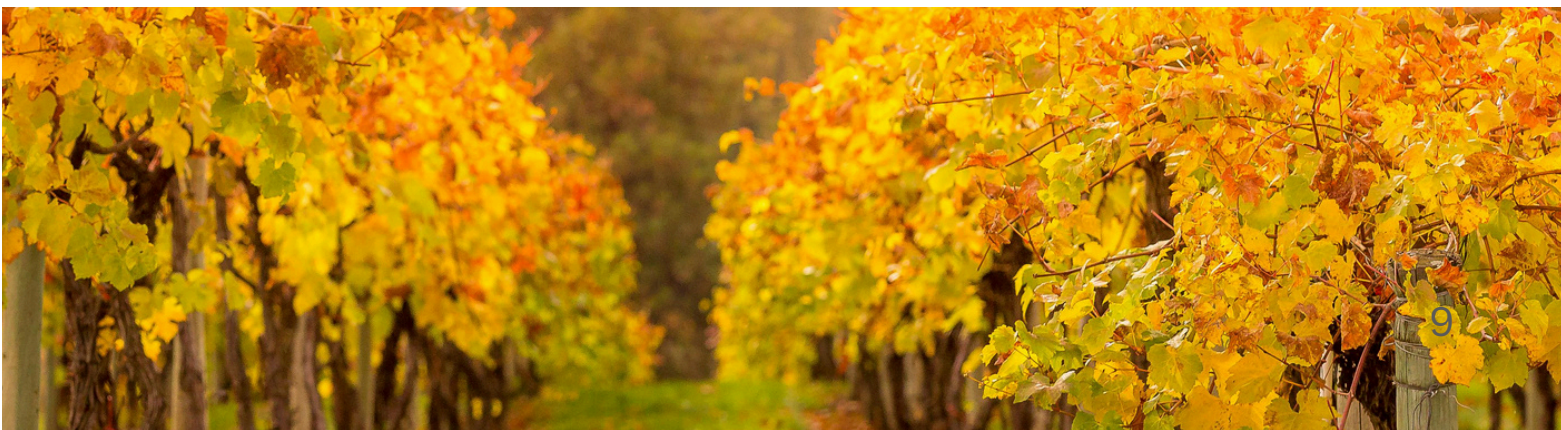
In Bulgaria, power plugs and sockets (outlets) of type F are used. The standard voltage is 230 V at a frequency of 50 Hz. Adaptors and converters may be needed if you are travelling from countries that use 110V or other types of plugs.

For international inbound calls, the country code is +359.

Police In case of emergency, call 112 to contact the police. To file a report, visit the nearest police station as soon as possible.

Medical (Ambulance) and Fire Services, for genuine emergencies, dial 112.

Tourist information about Bulgaria: <https://visitbulgaria.com/>
Tourist information about Plovdiv: <https://www.visitplovdiv.com/en>



Situated between the East and the West, and having favorable climate and natural resources, the country has always been a site of continuous cultural exchange and diversity. Some of the most famous treasures in the world were discovered at the Varna Necropolis, including the world's oldest golden ornaments.

Bulgaria is a country with **thousands of years of history and a cultural heritage** that embraces ancient civilizations. Even though it occupies only 2% of the mainland continent of Europe, about 40,000 historical monuments have been registered.

Wine production in Bulgaria has long tradition. The ancient Thracians, who populated the land in ancient times, worshipped the gods Zagreus and Dionysius and used the wine during their religious rituals. In the late 19th and early 20th century a professional approach to viticulture and winemaking began to emerge and the foundations of the modern production methods were established for Bulgarian wines. Today, high-quality wines from Bulgaria can be sampled around the globe.

Urban Wine Festival



For the fourth year in a row, the Bulgarian Association of Wine Professionals (BAWP) leads the festivities with five Urban Wine Festivals in major cities. Among them is Urban Wine Fest Plovdiv, taking place **3–5 October 2025**.

Set in Plovdiv's city center, the festival will feature wine bars, food stalls, caravans, and a vibrant music lineup. Guests are invited to taste over 40 wines made from 15 local grape varieties, available by glass, bottle, or to-go.

The festival focuses on **wines made from native and Bulgarian-developed varieties**, such as Mavrud, Shiroka Melnik Vine, Red Misket, and cross-bred varieties like Rubin, Gergana, Kaylashki Misket, Melnik 55, and Sandanski Misket.

The event is held under the patronage of the Minister of Tourism, with official support from the Ministry of Tourism, the Ministry of Agriculture, Plovdiv Municipality, and Mastercard. It is included in the Plovdiv 2025 Cultural Calendar and is financially supported by the municipality's Annual Tourism Development Program.



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We are looking
forward to
welcoming you!

