



Tourism Investment in Bulgaria: new UN Tourism Guidelines Highlight Opportunities in the Sector

Madrid, Spain, 13 January 2026 – UN Tourism has officially launched *Tourism Doing Business: Investing in Bulgaria*, a comprehensive set of guidelines of the opportunities available to investors in the country's tourism sector.

The publication comes as Bulgarian tourism enters a new investment cycle, underscored by macroeconomic predictability, full EU integration, strong tourism performance, and an asset base that is diverse and differentiated from its competitors. The guidelines were officially presented to Bulgaria's outgoing Minister of Tourism H.E. Mr. Miroslav Borshos, during his official visit to the UN Tourism headquarters in Madrid.

Presenting the guidelines, UN Tourism Secretary-General Shaikha Al Nuwais said: "Bulgaria stands out thanks to the huge diversity of its tourism sector. From cultural heritage and nature-based destinations to spa, urban, and year-round tourism – it is one of Europe's most exciting destinations. And it offers so much more to investors. As our new Guidelines make clear, it shows a commitment to transparency, and competitiveness, supported by a stable fiscal framework and strong European integration."

Highlighting Bulgaria's Investment Potential

Bulgaria is not just open to investment, it has built a system that reduces permitting complexity, de-risks projects and improves ROI predictability. Moreover, it has established itself as a year-round destination, with diverse attractions, including sun and beach tourism, with 25 Blue Flag beaches, a winter travel destination, and a leader in both wellness tourism and cultural and heritage travel, with 10 UNESCO World Heritage Sites.

Tourism Doing Business: Investing in Bulgaria provides potential investors with key data and analysis of the opportunities and investment regulations and processes. Key takeaways from the publication show that:

- Bulgaria welcomed a record 13.3 million international visitors (2024), surpassing 2019 levels by 5.6%.
- The country is enjoying a domestic tourism boom: spending reached EUR 1.14 billion in 2024, +89% vs 2019.

- International receipts from tourism totalled USD 4.3 billion in 2024, with 2025 continuing an upward trajectory.
- Major brands are increasingly investing in Bulgaria: Hyatt, Marriott, Hilton, Melia, Radisson, IHG, Accor, through both rebranding and new developments across Sofia, Plovdiv, Albena, Burgas, Obzor. Additionally, pipeline strengthening projects such as the Marriott I Tower and anticipated entry of luxury brands (e.g., Nobu) reinforce Bulgaria as a rising premium market.

