

HOW TO ATTRACT MORE INTERNATIONAL AUDIENCE IN PLOVDIV?



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1. The problems with the city

- *Which age group is more eager to travel?*
- *How to make Plovdiv more desirable?*
- *Accessibility (Transport, Communication, and Promotion)*



2. Our proposals

- *Intergovernmental Cooperation between EU countries:*
 - *Promoting Plovdiv's cultural events in other European cities*
 - *Broadcasting promotional videos of current events on TV, radio, and social media*
 - *Spreading promoting material in key locations inside and outside Bulgaria (airports, tourist attractions, ..)*
 - *Sending newsletters to inform foreign University students about cultural events in Plovdiv*



2. Our proposals

- *Using latin alphabet together with the cyrillic one:*
- *Libretto with added English translation in order to follow the lyrics of the opera*
- *Billboards, information boards, and general promoting material not only in Bulgarian language*



3. Conclusion

We want to bring attention on three key words that can sum up our proposals:

- Feasibility: all the solutions we proposed are not abstracted but are only an improvement of things that already exist;
- Efficiency: as we see in the examples a lot of the proposals made work in other countries, so why not in Bulgaria?
- Inclusivity: we are not going to change the Bulgarian culture but try to make it more approachable.

It's not a dream, it's possible!



**Thank you for
your attention**



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