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BTA to Partner with European Spas Association Congress to Be Held in Varna



LIK 2026 January 20, 2026. BTA Director General Kiril Valchev and ESPA President and Chair of the Management Board of BSPA Dr. Siyka Katsarova at a press conference announcing the partnership for the upcoming hosting in Bulgaria of an ESPA congress and the 20th anniversary of BSPA. Photo: BTA

The Bulgarian News Agency (BTA) will be a partner of the European Spas Association (ESPA) Congress, which will take place from May 11 to 13 in Varna, in the year marking the 20th anniversary of the establishment of the Bulgarian Union of Balneology and SPA Tourism (BUBSPA). The partnership was announced Tuesday at a press conference at the BTA National Press Club in Sofia.

The press conference was attended by ESPA President and BUBSPA Chair Siyka Katsarova and BTA Director General Kiril Valchev.

Valchev noted that, in addition to Varna, the ESPA Congress will also be held in the resorts of Sts Constantine and Helena, Golden Sands, and Albena. This will allow Bulgaria to showcase its potential in health tourism, Valchev said, recalling that the country has the highest number of mineral springs in continental Europe.

Katsarova pointed out that the aim of the event is to demonstrate to European policymakers that the unique advantage of the continent lies in its mineral waters and SPA medicine, which have traditions dating back to Roman and Thracian times. Bulgaria is a leading country in this field, she added.

Valchev announced that BTA will produce a series of

articles dedicated to health tourism, to be presented in Bulgarian and English, and later published in a special issue of LIK magazine focused on health tourism.

Katsarova also noted that BTA will be ESPA's main media partner for 2026.

Valchev recalled that BTA and BUBSPA have a partnership agreement signed in Burgas in September 2024, and since then BTA has been systematically publishing reports on Bulgarian spa, balneo and climatic resorts. In 2025 BTA was a partner for the ESPA congress in Estonia.

Regarding BTA's commitment to a specialized issue of LIK magazine in connection with the congress, the BTA Director General noted that for the World Wine Forum in Plovdiv last year the news agency, together with the Tourism Ministry, published the specialized edition 'Follow the Path of Bulgarian Wine', which featured more than 100 wineries. He proposed that BTA prepare a similar edition with the news from 2026 for those more than 200 certified sites of Bulgarian health tourism. For this purpose, the news agency will use its well-developed network of correspondents across the country. These editions in Bulgarian and English will be provided to the delegates of the congress (about 120 experts

from more than 20 countries) and will be available in PDF format on the websites of BTA, ESPA, BUBSPA and the organizations' partners.

Katsarova stressed that the congress will be a meeting of all specialists in the field of health tourism, including spa, wellness and medical tourism. She said that representatives of the European Commission and the European Parliament are expected to take part in the opening of the forum. At the upcoming forum, good practices in health tourism will be presented for the first time – dental clinics working with international patients. According to data from the Tourism Ministry, there are 54 medical spa centres, 136 spa centres and more than 60 wellness centres in Bulgaria as at the end of November 2025. In total there are more than 200 certified sites, including the dental clinics that are to be added to the portfolio, Katsarova said.

GRAND HOTEL BANSKO EXPANDS SPA CONCEPT WITH PULSE THERME BANSKO AREA, ATTRACTS LOCAL AND FOREIGN GUESTS



Grand Hotel Bansko offers modern spa services, expanding its complex with the newly opened Pulse Therme Bansko area, which complements the hotel's existing spa facilities and attracts both hotel guests and outside visitors, manager Tsvetelina Racheva told BTA.

The recently opened Pulse Therme Bansko area features four saunas, including an infrared sauna, four steam baths, as well as three outdoor and two indoor pools with thermal water, she added.

The hotel's spa area also offers a variety of facilities, including four saunas, including a salt sauna, four

steam baths, and indoor and outdoor pools, all tailored to the complex's capacity. Visitors can also enjoy various types of massages and therapies in a fully equipped massage centre, noted Racheva.

Grand Hotel Bansko operates year-round and combines spa tourism with winter sports, making it a preferred destination for both ski enthusiasts and guests seeking relaxation and rest, the manager explained. According to her, there has been increased interest from foreign tourists, mainly from the UK, with visitors also coming from Egypt. During the winter season, the hotel

reports longer stays by guests at the complex, with more and more of them choosing it again for their next vacation.

In recent months, a number of investments have been made at the complex, including the refurbishment of the restaurant and lobby area, the renovation of some of the rooms, and the modernization of the spa facilities, Racheva added.

Grand Hotel Bansko has received numerous awards, including Spa Hotel of the Year for 2025 in the national Spa of the Year competition, the manager noted.

THE BULGARIAN NEWS AGENCY (BTA), WHICH TURNED 128 YEARS OLD THIS FEBRUARY, PRESENTS NEWS FROM 128 CERTIFIED SPA, WELLNESS, AND MEDICAL SPA CENTRES IN BULGARIA IN ITS BG SPA: SALUS PER AQUAM, HEALTH THROUGH WATER FEATURE. THEIR TOTAL NUMBER EXCEEDS 200. THE INITIATIVE, ORGANIZED IN PARTNERSHIP WITH THE MINISTRY OF TOURISM AND THE BULGARIAN UNION OF BALNEOLOGY AND SPA TOURISM, IS LINKED TO EUROPE'S LEADING HEALTH TOURISM EVENT, THE HEALTHXCHANGE SUMMIT, WHICH WILL BE HELD FROM MAY 11 TO 13, 2026, IN VARNA, STS. CONSTANTINE AND HELENA, GOLDEN SANDS, AND ALBENA. BTA WILL BE THE EVENT'S MAIN MEDIA PARTNER.

The Wellness Hotel Bulgaria

WELLNESS HOTEL BULGARIA IN BANSKO PLANS EXPANSION OF SPA CENTRE WITH SALT ROOM, NEW RELAXATION ZONE

The Wellness Hotel Bulgaria in Bansko is planning to expand its wellness centre with a salt room and a new relaxation area, hotel manager Vanya Lichina told BTA.

The hotel attracts visitors mainly with its modern spa centre, which offers a variety of services and a high level of care. Guests have access to saunas, a steam bath, an infrared sauna and Finnish saunas, as well as two massage studios.

Among the most popular

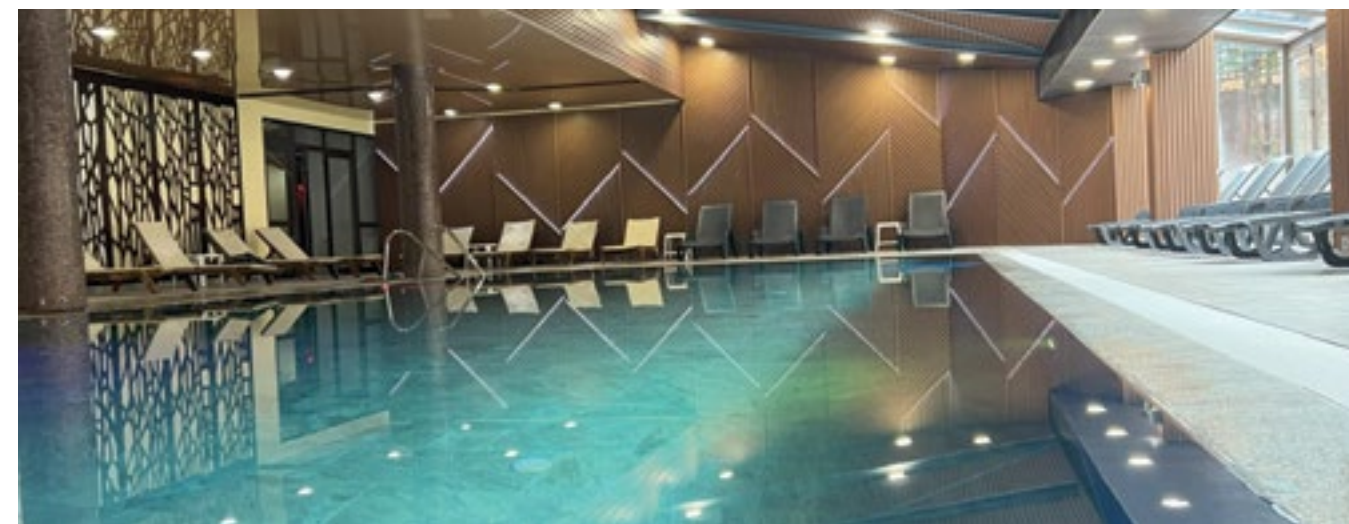
services are different types of massages, including classic, aroma, Indian and Thai techniques. These are often combined with sauna treatments to enhance the relaxing effect, with programmes tailored to the client's needs. The hotel also features a swimming pool suitable for both relaxation and exercise, as well as three outdoor jacuzzis used year-round.

According to Lichina, the hotel attracts both Bulgarian and international tourists,

with higher demand during the winter season due to Bansko's status as a leading ski resort.

The Wellness Hotel Bulgaria is also increasingly working with organized groups combining visits to destinations such as Melnik and Plovdiv. With the upcoming investment in new wellness facilities, the management aims to expand relaxation options and strengthen its competitiveness on the tourism market.

Casa Karina

GUESTS AT CASA KARINA FAVOUR SPRING AND AUTUMN FOR WELLNESS TOURISM

Bansko has the potential to become a year-round spa and wellness destination, said Hristina Mihaylova, manager of the Casa Karina hotel complex in the mountain resort, in an interview for BTA.

Hotels that operate throughout all seasons are focusing on investment and development outside the peak season, which is winter. "We need to offer more than just skiing. Bansko has a lot to offer in the summer as well, including spa and wellness tourism, events, and the mountain is very beautiful during that time," the hotel manager said.

During the winter season, when many tourists visit Bansko because of the ski slopes above the town, most visitors are from abroad. In the other seasons, the hotel's guests are mainly Bulgarian. In recent years, there has also been growing interest throughout all seasons from tourists from neighboring

countries, Mihaylova added.

Wellness guests specifically seek out Casa Karina during the spring and autumn. These are the most preferred periods for this type of tourism, the hotel manager added.

"What I have noticed is that guests who are looking for this kind of wellness tourism focus on peace and relaxation. In a way, they seek a balance between daytime activity, such as walks in the mountains or around the town, and in the late afternoon they head to our wellness center," Mihaylova also said. To meet these needs and desires, the hotel complex's wellness centre offers various massages, aromatherapy, as well as relaxation in the centre's facilities.

Casa Karina features a certified wellness centre that guarantees relaxation with a Finnish sauna, a modern and fully renovated steam bath, a hammam, a fitness area, a

solarium, massage and relaxation studios, as well as a heated indoor pool with French windows offering views of the Pirin Mountains and the hotel's inner courtyard.

The hotel also has a restaurant, a lobby bar, two conference halls, a 24-hour reception, and a children's corner.

At the moment, investments are being made in the construction of a new wing of the hotel, which is planned to be a therapeutic centre. The goal is for it to offer a wider range of therapies, Mihaylova said. The project is expected to be completed within three years, she added.

The hotel has 110 units - double rooms, apartments, studios, and deluxe apartments. "At present, we are one of the larger hotels in Bansko, with a capacity of between 270 and 290 guests," the manager of Casa Karina said.

Kempinski Hotel Grand Arena Bansko

TWO PORTUGUESE ACUPUNCTURE SPECIALISTS JOIN KEMPINSKI HOTEL GRAND ARENA BANSKO'S SPA CENTRE'S INTERNATIONAL TEAM



Located on a 1,200 sq. m. area, the spa centre at Kempinski Hotel Grand Arena Bansko offers a wide range of treatments performed by professionals, manager of Kempinski The Spa Kostadinka Vishanina told BTA. Hotel guests and visitors to the spa centre are attracted by the high level of services, in which therapists play a key role, the management added.

The spa team includes Bulgarians and four Thai therapists, as well as specialists from Indonesia and Ukraine. For the past four years, renowned Ayurveda therapist Suraj Varma has been working at Kempinski The Spa, visiting for about a month during peak winter season, Vishanina added. Two Portuguese specialists also join the team for the winter season,

focusing on acupuncture and the therapeutic aspects of Thai massage.

The spa centre also features a thermal zone with indoor and outdoor heated pools, indoor and outdoor jacuzzis, as well as an outdoor pool operating during the summer season.

Kempinski The Spa also offers luxurious treatment rooms, a Finnish sauna, herbal sauna, sanarium, infrared cabin, adventure showers, a deep digital relaxation zone, a designer aroma steam bath, a laconicum, an ice fountain, a fitness centre, and a snow room. The pool at La Veranda Bar and Lounge operates seasonally.

"Kempinski The Spa exclusively provides treatments using Ligne St. Barth boutique cosmetics, as well

as molecular skincare treatments with N8 products, known for their pure natural ingredients," Vishanina added. The spa also works with the French cosmetic brand Thalgo.

Many hotel guests and visitors to Bansko come to the spa centre specifically for its services, and a large number of them are long-standing regular clients, the manager said.

Kempinski Hotel has also received numerous awards, including annual distinctions such as Leading Lifestyle Hotel at the World Travel Awards, Best Ski Hotel at the World Ski Awards, and Best Spa Hotel in Bulgaria at the World Spa Awards. The hotel's Come Prima Restaurant was awarded Best Hotel Restaurant in Bulgaria from the World Culinary Awards 2025.

Hotel Lion Bansko

OVER 80% OF TOURISTS AT HOTEL LION BANSKO ARE FOREIGNERS SEEKING SKIING, SPA RELAXATION



More than 80% of tourists staying at the Hotel Lion Bansko are foreigners, primarily drawn by winter tourism and the resort's skiing conditions, hotel manager Todor Dimitrov told BTA. He said the visitor profile is clearly defined, with spa services serving primarily as a complement to the stay.

Dimitrov explained that guests typically leave the hotel in the morning to spend the day on the slopes, returning in the afternoon and evening in search of recovery and relaxation. "After an active day, visitors head to the pool, massages and the spa area, where they can unwind," he said.

The hotel's spa centre features a sauna, steam bath, fitness facilities, aromatherapy and a range of massage treatments.

A dedicated relaxation zone is also available. According to the manager, these services are well known and in demand. "Guests appreciate a well-maintained facility. Expectations are focused more on upkeep and good condition rather than anything unconventional," Dimitrov noted.

As an added convenience, the hotel provides free transport to the starting station of the ski area, making access to the slopes easier. This is among the services most highly valued by guests, especially during the busy winter months. The hotel also offers conference halls suitable for various events, from business meetings to larger forums, along with additional services such as coffee breaks and event organization.

According to Dimitrov, changes in tourist preferences in recent years have been mainly influenced by economic factors and travel costs. "It is normal to see some shifts, but overall interest in the destination remains steady," he said. He stressed that the hotel complies with all service standards and strives to maintain a high level of quality. "Our focus is on meeting guests' expectations and providing a comfortable stay," he added.

Hotel Lion continues to rely on a combination of ski tourism and spa services, which remains a key factor in attracting visitors to Bansko.

LUCKY BANSKO APARTHOTEL SPA & RELAX WINS TWO RETREAT TOURISM AWARDS IN APRIL



Lucky Bansko Aparthotel SPA & Relax received two awards for 2026 in the category of retreat tourism, the resort told BTA. The awards from the Spring Travel Soare forum, organized by Travel & LifeStyle Magazine with the support of the Tourism Ministry, include a spot in the top 50 best retreat destinations and first place for the best retreat destination in Bulgaria for 2026.

The spa centre at Lucky Bansko Aparthotel SPA & Relax is designed as a next-generation space where services are focused on holistic recovery and a personalized approach to guests, the complex's executive director, Assoc. Prof. Asya Pandzherova, told BTA.

According to her, the detox programmes include treatments such as hydro-massage baths with therapeutic extracts,

hammam rituals, Rasul therapies with mineral mud and clay, as well as applications on a water bed with healing ingredients.

The water zone features bio-pools with underwater music, a pool with Dead Sea salts, a jacuzzi, and hydro-massage facilities. During the summer season, two outdoor pools for children and adults are also available.

The thermal zone includes a Finnish and infrared sauna, a steam bath, and a salt room for halotherapy.

Among the innovative services is the cryosauna, in which the body is exposed to temperatures as low as minus 160C. The procedure aims to stimulate recovery processes and boost the body's overall vitality, Pandzherova noted.

The detox programmes also

include hydrocolon therapy, performed by medical specialists.

The spa centre offers a variety of facial and body treatments - from massages and aromatherapy to anti-aging and rejuvenating programmes developed by the resort's team.

For our youngest guests, we provide specially adapted treatments and facilities, including a heated pool with water purified through ultrasound and electrolysis.

Among the hotel's key offerings is the Lucky Bansko Aparthotel SPA & Relax weight loss, detox, and anti-stress programme.

According to Pandzherova, the spa centre is a key competitive advantage of the resort and is designed to provide a comprehensive experience for guests.

MPM HOTEL SPORT WELCOMES GUESTS AFTER COMPLETE RENOVATION AND UPGRADE TO 5-STAR CATEGORY



The MPM Hotel Sport in Bansko has been welcoming guests after a complete renovation and an upgrade to 5-star category since the start of the 2023/2024 winter season, the hotel management told BTA.

All rooms and common areas have been renovated, with a focus on contemporary design and functionality. The overall stay concept has also been upgraded, from a new level of culinary experience to expanded leisure opportunities, including a children's centre, fitness area and a new ski centre. The hotel offers direct access to the ski slopes with a high level of comfort and complementary services.

The spa and wellness area has been designed as a complement to an active mountain vacation. Guests can enjoy an indoor heated pool, classic and salt saunas, a steam bath, hammam, and an outdoor jacuzzi with a panoramic view of the ski lift. Relaxation and fitness zones are also available. The menu features various therapies: classic, sports and anti-cellulite massage, aromatherapy, reflexology, hot stone procedures, and specialized face and body treatments.

While the location and ski experience remain leading factors for winter holidays in Bansko, a certified spa and wellness area is a key complementary element. Modern tourists seek a balance

between activity and recovery, especially during longer stays, the management added.

The MPM Hotel Sport is part of the MPM Hotels trade brand - a Bulgarian company with presence in both winter and summer tourism. The hotel has been awarded the Traveller Review Award 2026 by an international online booking platform, based on guest ratings and reflecting their satisfaction with the provided services.

St Ivan Rilski SPA Resort

ST IVAN RILSKI SPA RESORT IN BANSKO REPORTS YEAR-ROUND INTEREST, INTRODUCES HERBAL SPA MENU



St Ivan Rilski SPA Resort in Bansko, Southwestern Bulgaria, is reporting steady year-round interest from both domestic and international visitors and will introduce a new SPA menu based on herbal therapies in April, General Manager Dimitar Kolev told BTA on Saturday.

April has been designated as a SPA month at the complex, with the new menu offering treatments using specially selected herbal essential oils. These are chosen for their effects on the nervous and musculoskeletal systems and aim to provide full-body relaxation.

A new device for facial and body treatments will also be introduced at the renovated SPA centre. In partnership with Skeyndor, the resort is developing a concept that will allow visitors to explore

therapies focused on recovery and regeneration.

In 2025, the resort won the award for Best Four-Star Mountain SPA Hotel from the Bulgarian Hotel and Restaurant Association for the fifth consecutive year. It was also recognized as the Best Mountain SPA Hotel in the 100-200 rooms category in the Top 100 Best Hotels in Bulgaria ranking. Kolev said these accolades are both recognition and a responsibility towards guests.

The hotel operates year-round. During the winter season, around 60% of guests are foreign tourists and 40% are Bulgarian, while in the rest of the year the focus shifts primarily to the domestic market.

To maintain interest throughout the year, the resort organizes

themed months, including a Bulgarian music month featuring popular performers, a stand-up comedy month and the "Bansko Balkan Style" initiative in November, which is the second strongest month in terms of visitor numbers after February.

The complex benefits from its location near Pirin National Park and surrounding forest areas. Its SPA centre spans a large area and includes indoor and outdoor pools with year-round heating.

The hotel also offers family-oriented services, including daytime entertainment for children, while its restaurants use products from certified suppliers, with a significant portion of meals prepared on-site in front of guests.

Hotel 7 Pools SPA & Apartments

HOTEL 7 POOLS SPA & APARTMENTS' SPA CENTRE FEATURES BRAND-NEW POOL MAINTENANCE SYSTEM



The spa centre of Hotel 7 Pools SPA & Apartments attracts guests who return every year, hotel manager and co-owner Olga Vinokurova told BTA.

The spa centre offers a wide variety of services – two hammams, a steam bath, a tepidarium, phyto-steam barrels, shock baths, sauna, jacuzzies, a shock bucket, and a salt room. The centre also offers a VIP spa apartment. The complex features several pools – a swimming pool, an indoor children's pool with a water slide, an outdoor children's pool, a hot tub for 10 people, an outdoor pool, and an outdoor hot tub. Opportunities for aqua bike and aqua aerobics sessions with specialists are also available to guests, Vinokurova said.

For families with children, the hotel offers a children's play area, activities and a large playground.

We maintain an automated dosing system and have a brand-new pool maintenance system. The high standard of cleanliness in the hotel and the spa centre is what attracts guests, the hotel manager added. The spa centre offers therapies and massages performed by highly qualified therapists.

The hotel has been in business for eight years and attracts regular guests, which are mainly foreigners. Bulgarian tourists prefer to stay during the summer, the manager said.

"The hotel attracts guests not only with its large spa centre and relaxation facilities, but also with its cosy atmosphere and tranquility," the manager added. The hotel is decorated with photographs of Bansko residents from the past.

Along with winter sports opportunities, Bansko is chosen by tourists seeking a quiet place for relaxation and spa treatments, combining swimming with activities such as hiking, rafting, horseback riding, cycling, paintball, etc, Vinokurova said. The resort town has unique natural features, and the municipality offers a rich cultural and sports programme, she added.

Hotel Four Points by Sheraton Bansko

FOUR POINTS BY SHERATON BANSKO FULLY RENOVATED, ATTRACTS GUESTS FROM AROUND THE WORLD

Four Points by Sheraton Bansko, a four-star hotel, has been fully renovated and offers high standards of comfort, service and quality, making it a destination for summer holidays, mountain weekends, special occasions or a getaway from everyday life, representatives of the hotel told BTA.

In less than two years, it has attracted the attention of thousands of visitors from around the world. The complex is the first and only mountain hotel in Bulgaria that is part of the global hotel chain Marriott International.

The hotel's wellness centre offers a wide range of massages, special therapies and rituals designed to restore balance and vitality. Professional therapists use high-quality products and an individual approach to ensure maximum comfort and complete care.

Guests can choose from relaxing,

classic, deep-tissue, aromatherapy or volcanic stone massages, as well as a premium royal massage for full recovery.

Special rituals include aromatic candle massage, ginger foot massage, chocolate therapy and red wine therapy - procedures that nourish the skin, stimulate circulation and create a sense of harmony, balance and vitality.

The wellness centre features an indoor heated pool, sauna and steam bath with panoramic windows overlooking the inner garden, an outdoor jacuzzi, and a modern fitness centre open 24 hours a day.

The hotel also has a new children's play area with animation for young guests and an indoor garden with turtles and rabbits.

During the warmer months, Four Points by Sheraton Bansko offers an outdoor semi-Olympic swimming

pool and a separate children's pool surrounded by greenery. Accommodation options include rooms, apartments with a bedroom and living room, and Alpine lofts with balconies offering scenic views of the Pirin Mountains.

In its two restaurants, traditional Bulgarian cuisine meets the international experience of a French chef. The main restaurant overlooks the inner garden, while the à la carte restaurant has 70 indoor seats and 50 outdoor seats during the warmer months, when special barbecue evenings with live music are also held.

The hotel also offers a lobby bar with a cocktail and gastro menu, a tennis court, a multifunctional conference hall and green outdoor areas for team-building activities.

Guests can immerse themselves in a world of peace and recovery for body and spirit, and combined with the various activities available, their stay becomes both fulfilling and enjoyable, the hotel added.

Thermal SPA Hotel Roman Bath

THERMAL SPA HOTEL ROMAN BATH BOASTS STABLE YEAR-ROUND OCCUPANCY, PLANS RENOVATION IN MAY

Thermal SPA Hotel Roman Bath in the village of Banya reports a steady average annual occupancy rate of between 75% and 80%, the management of the complex said. The hotel operates year-round, with the only planned interruption scheduled for May, when routine maintenance, servicing, and facility upgrades are carried out.

Some 90% of the guests are Bulgarians, while nearly 10% are foreigners, mainly from North Macedonia. A significant part of guests choose to visit the hotel several times a year, which indicates sustained interest and trust in the services offered, the management said.

The hotel's spa centre uses only mineral water with proven health benefits. It is complemented by a variety of therapies using natural cosmetics, aromatic oils, exotic

herbs, and a relaxing atmosphere. Guests have access to indoor mineral pools with temperatures of 33C and 35C, as well as the Ellipse thermal pool with a volume of 600 m³ and a temperature of 36C, and the Trapezia thermal pool with a volume of 400 m³ and a temperature of 32C.

The complex also offers a 16-seat jacuzzi, a Roman steam bath, a Turkish bath, a Japanese bath, salt and herbal saunas, an ice room, and relaxation areas. The dry area comprises several massage rooms, a meditation room, group exercises room and cosmetic room. Services include classic and therapeutic massages, hydromassage and tangentor baths, cryotherapy, lymphatic drainage, and therapeutic exercise.

The hotel also features a salt room with dry aerosols. The therapy is suitable for both

adults and children and supports conditions such as asthma, chronic respiratory diseases, allergies, skin inflammations, and joint problems.

The mineral water in the complex is used for prevention and supportive treatment of chronic inflammatory diseases of the musculoskeletal system, old injuries, neurological and gynaecological conditions, as well as skin and respiratory issues.

Since 2017, the hotel has offered a Golden Age package for guests over 50, valid for most of the year except January, February, and August. The high occupancy rate is due to the combination of natural resources, diverse spa services, quality cuisine, and service focused on long-term customer contentment.

Grand Hotel Therme

AMUSEMENT PARK AMONG NEW FEATURES AT GRAND HOTEL THERME IN VILLAGE OF BANYA



Grand Hotel Therme in the village of Banya attracts visitors with healing mineral water and fresh mountain air. The hotel complex features numerous pools and thermal facilities, and covers a total area of over 6,000 sq. m. Pulse Therme Banya is the largest spa centre in Bulgaria, hotel management told BTA.

The thermal zones in the spa area offer an ice room, contrast areas with steam baths and shock pools, a hydromassage pool, bio sauna, honey sauna, infusion sauna, Finnish panoramic sauna, and multiple relaxation areas, hotel manager Dragomir Bankov told BTA.

Guests can also enjoy a Vichy shower, where a relaxing massage is combined with warm water falling like rain over the body. Other

facilities include a salt room, the Volcano pool, a Kneipp path, the Cleopatra Room recreating ancient beauty rituals, as well as designated relaxation and cinema areas where guests can relax in bathrobes.

Grand Hotel Therme features indoor and outdoor pools, which include a pool with light and sound effects, the "Starry Sky" pool, etc.

The complex constantly upgrades the experiences it provides, with one of the latest additions being the Sauna Fest, dedicated to authentic international sauna culture, during which sauna masters from the Netherlands have visited the spa centre, Bankov said.

Guests can also relax with sound therapies. The centre employs qualified massage therapists, as

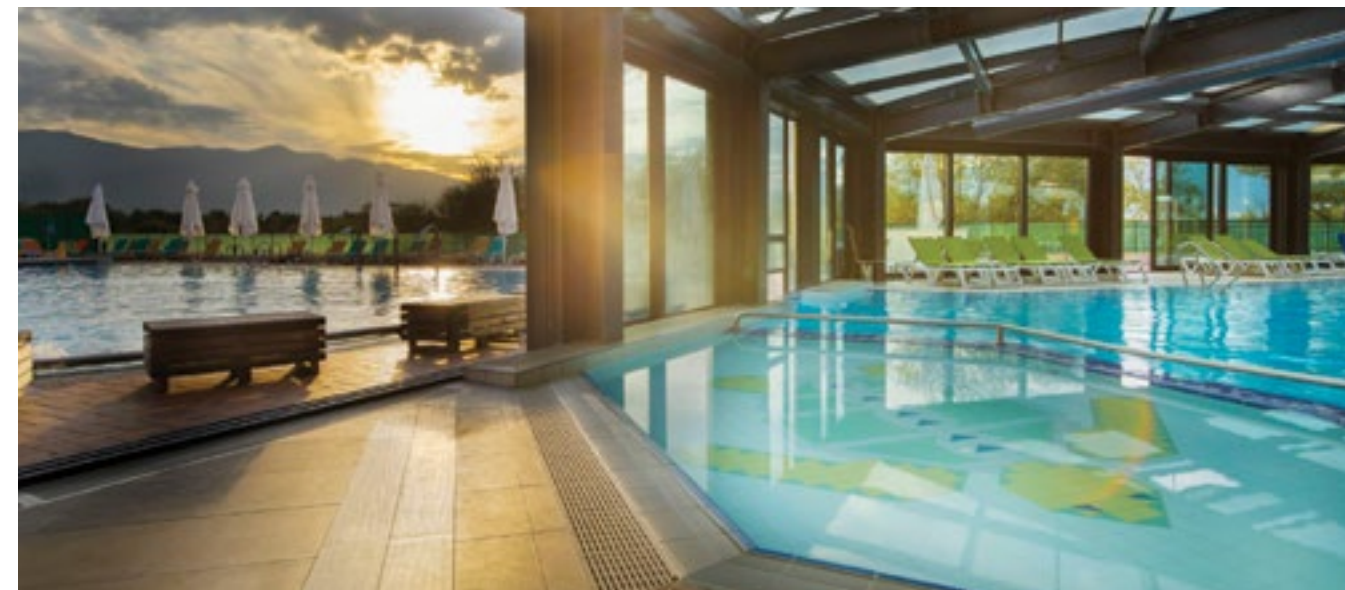
well as one Bulgarian and one Dutch sauna masters.

Among the newest additions to the complex is the Therme Fun & Sport Park, spanning over 25 decares, featuring a rope park, a jumping tower, trampolines, giant darts, slides, karting, ATVs, and horseback riding. The park also offers nature walks along a hiking trail and includes a zoo corner.

Grand Hotel Therme has received numerous prestigious awards, including SPA Hotel of the Year, Best Holiday Hotel for SPA Tourism, and Tourist Attraction (Therme Fun & Sport Park). Grand Hotel Therme and Pulse Therme have also been honoured with the most prestigious award in construction, Building of the Year, in the Holiday Hotels category.

Hot Springs Medical and Spa Hotel

FAMILY VISITS RISE AT HOT SPRINGS MEDICAL AND SPA HOTEL AFTER OPENING OF KIDS' CLUB



The number of families with children visiting the Hot Springs Medical and Spa Hotel in the spa resort of Banya has increased following the opening of the Children's Republic Club, according to the management. In recent years, the hotel has become established as a family holiday destination, combining relaxation, healthcare and a wide range of activities for younger guests.

The launch of the Children's Republic Club has become a key element in the hotel's mission to balance parents' personal downtime with meaningful experiences for children. The hotel operates on the belief that happy children mean happy parents. The club extends the property's holistic concept, which includes spa and balneological services using

the therapeutic mineral water of Banya, alongside relaxation in a natural setting with clean mountain air.

The Children's Republic features two main zones - outdoor and indoor - providing year-round entertainment. During the warmer months, the outdoor area offers water attractions, a play pool, a rope park, sports facilities and spaces tailored to different age groups. The indoor zone is available throughout the year and includes playrooms for children up to three years old and for those aged 4 to 12, as well as a hall for theatre performances and entertainment programmes. Interest from families continues to grow, with management highlighting the sense of care and personal attention as a leading factor, particularly

towards the youngest guests.

Spa and balneological services complement the overall experience through a combination of mineral water, modern technologies and rehabilitation programmes. Mineral water is used both in pools and therapeutic treatments. Among the most popular services are combined wellness programmes, including massages, hydrotherapy, recovery treatments and high-tech procedures. According to the management, the synergy between spa, balneotherapy and family-oriented activities sets the Hot Springs Medical and Spa Hotel apart and positions it as a year-round destination for relaxation and recovery at the foot of the Rila, Pirin and Rhodope mountains in the Razlog Valley.

Ezerets SPA Hotel

EZERETS SPA HOTEL IN BLAGOEVGRAD POSITIONS ITSELF AS MODERN DESTINATION FOR WELLNESS AND CORPORATE TOURISM



The Ezerets SPA Hotel in Blagoevgrad is positioning itself as a new modern destination for wellness and corporate tourism in southwestern Bulgaria, representatives of the hotel told BTA. This comes amid growing interest in year-round spa experiences and the search for a balance between relaxation and productivity, they added.

The hotel is located at the foot of the Rila Mountains and offers a natural setting for recovery, with clean air, quiet surroundings, and a sense of space. Following a full renovation, the property now presents an updated concept combining comfort, contemporary design, and functionality.

A key highlight is the modern spa center featuring mineral water, designed to support deep relaxation and restore physical and mental balance. The facility responds to increasing demand for services related to health and quality of life and is also open to external visitors. The wellness center includes a Finnish sauna, steam bath, infrared cabin, and herbal sauna, along with a spa menu offering massages, aromatherapy, and hydrotherapy treatments.

The spa complex also features an outdoor pool heated to 32°C, an outdoor mineral jacuzzi at 38°C, and a contrast mineral pool with temperatures of 33/24°C. The hotel has 49 accommodation

units, including classic and deluxe rooms, one family apartment, and two deluxe apartments. Visitors include both domestic guests and international tourists from countries such as Germany, Greece, Italy, Japan, and North Macedonia.

According to the hotel, it is also developing its corporate segment, with a modern conference hall and facilities for team-building events, training sessions, and business meetings combined with wellness services. "We believe the future lies in experiences. That is why we created a concept that brings together wellness, nature, and a business environment, so that every guest can find their own rhythm here," said the Argirov family, the hotel's owners.

Uva Nestum Wine & SPA

SPA CENTRE OF UVA NESTUM COMPLEX BUILDING NEW CHILDREN'S PLAY AREA, ROOM WITH EDUCATIONAL GAMES



Uva Nestum Wine & SPA in the town of Gotse Delchev is one of the first complexes to offer a comprehensive wine-themed experience. The spa centre offers themed therapies using products derived from grapes. "For 10 years now, we have been offering a service that makes wine tourism accessible, rather than an elitist experience," manager Tsvetelina Bilareva-Paskova told BTA.

The Uva Nestum Wine & SPA complex is equipped with state-of-the-art equipment and innovative technology designed for facial and body therapies, and offers wine therapy, in which wine or secondary vine products such as grapes, grape seeds, skins, vine stems, and leaves are used for the rejuvenation and recovery of the body. A salt flotation

cabin is also available, where, in a state of weightlessness, a person can free himself from the concept of time and space and stimulate inner harmony, the manager explained.

An indoor pool with a temperature between 30–32 C, an indoor jacuzzi with built-in jets and a temperature between 37–39 C, a fitness centre, a classic Finnish sauna, a steam room, adventure showers, an ice fountain, a heated bench, and a salt room for relaxation and halotherapy are also available to guests at the spa centre. During the summer season, guests can enjoy two outdoor pools with separate hydro-massage zones and a children's pool with a water slide.

The complex has its own winery and boasts 23 decares of vineyards planted with Syrah, Rubin,

Tamyanka, Cabernet Sauvignon, Cabernet Franc, and Merlot.

Uva Nestum is a boutique complex offering 24 rooms and nine apartments across an area of 5,000 square meters, and the hotel's architecture and numerous windows create a sense of closeness to nature.

A heated passageway is being built within the complex to connect the hotel and the restaurant, along with new playrooms, the manager said. One room is designed for older children and will offer interactive educational games, while the other is a completely renovated children's play area connected to the gardens.

Ivelia Hotel & Spa

IVELIA HOTEL & SPA WELCOMES GUESTS AFTER MAJOR RENOVATION AND UPGRADE TO 4-STAR CATEGORY



Ivelia Hotel & Spa in the village of Dabnitsa is welcoming guests after a major renovation and an upgrade to a four-star category as of September 2025, the complex's manager Anelia Uzunova told BTA.

The spa centre uses salt electrolysis as a method for purifying the water in the pools, which avoids the use of aggressive chemicals and provides conditions suitable for small children and people with sensitive skin and allergies. The water does not have the characteristic smell of chlorine, while maintaining a high level of cleanliness and clarity.

The temperature of the indoor pools is between 33C and 34C, while the jacuzzis are kept

between 37C and 38C. Indoor and outdoor jacuzzis are also available. The outdoor pools are seasonal and will open on May 1, Uzunova said.

The hotel's spa centre includes a classic Finnish sauna, herbal sauna, steam bath, salt room, and relaxation zone. Families with children actively visit the salt room because of its beneficial effects on the respiratory system. The herbal sauna operates at lower temperatures and is suitable for people with cardiovascular or other health issues, while the steam bath combines elements of a classic and Turkish bath.

The main flow of visitors consists of Bulgarian tourists, with guests arriving from

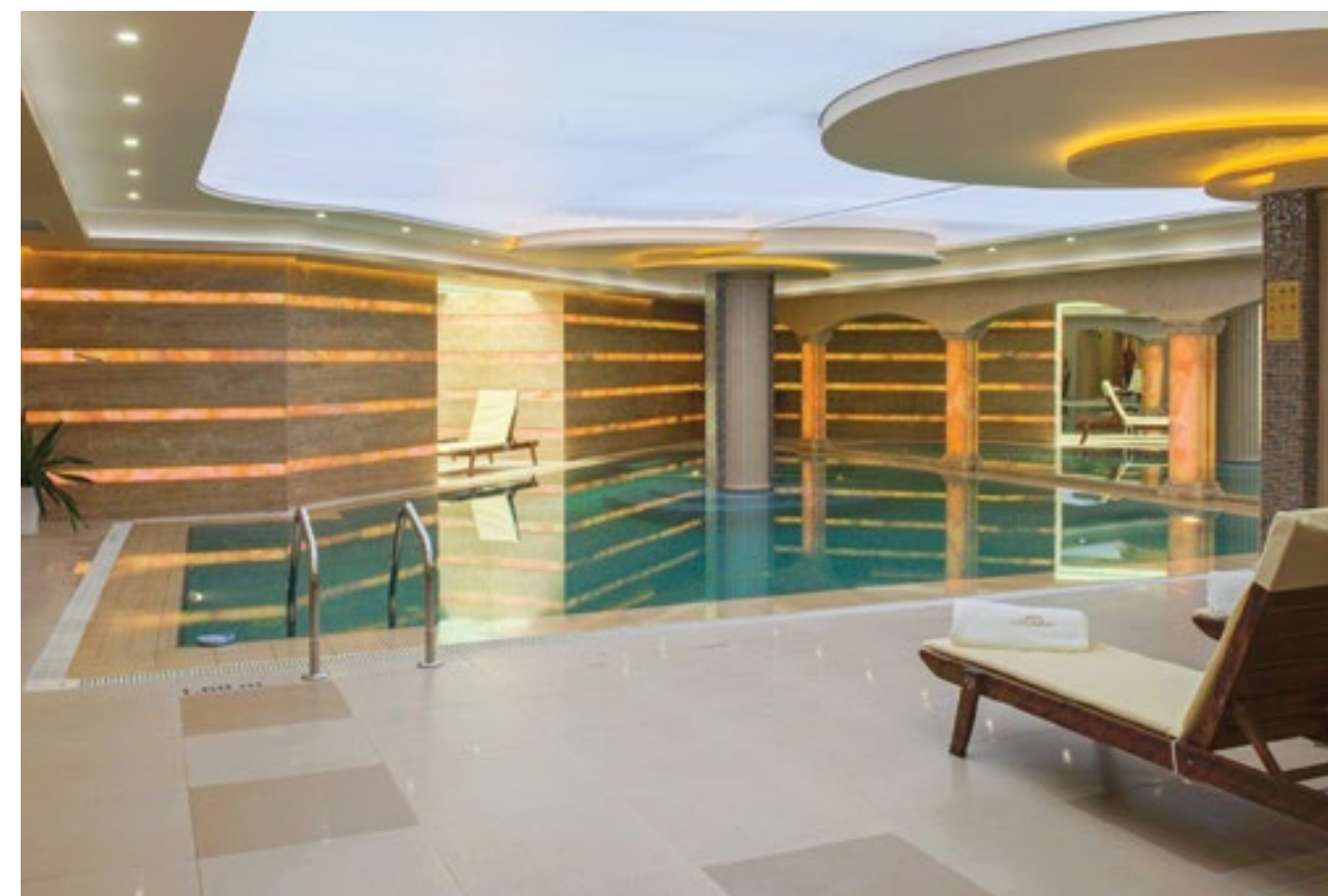
different parts of the country. They are primarily looking for a peaceful family holiday without loud entertainment programmes, Uzunova added.

The spa centre currently offers classic, therapeutic, and anti-cellulite massages, with plans to expand the range of therapies, the manager said.

The Dabnitsa area offers opportunities to visit tourist attractions such as the zoo corner located nearby, the St. Archangel Michael Chapel, as well as the villages of Leshten and Kovachevitsa. Guests consider proximity to the town of Gotse Delchev an advantage as well, she added.

Mantar Complex

NEW HOTEL WING, MODERN SPA CENTRE TO OPEN AT MANTAR COMPLEX IN MARIKOSTINOVO



A new hotel wing and a modern SPA centre are set to open at the Mantar complex in Marikostinovo, expanding its accommodation and wellness facilities, manager Vangel Stoychev said.

The complex, opened in 2015, will add a SPA centre equipped with modern technologies, including a year-round mineral water pool, several types of saunas, a steam bath, ice room, relaxation areas and a traditional Turkish massage room.

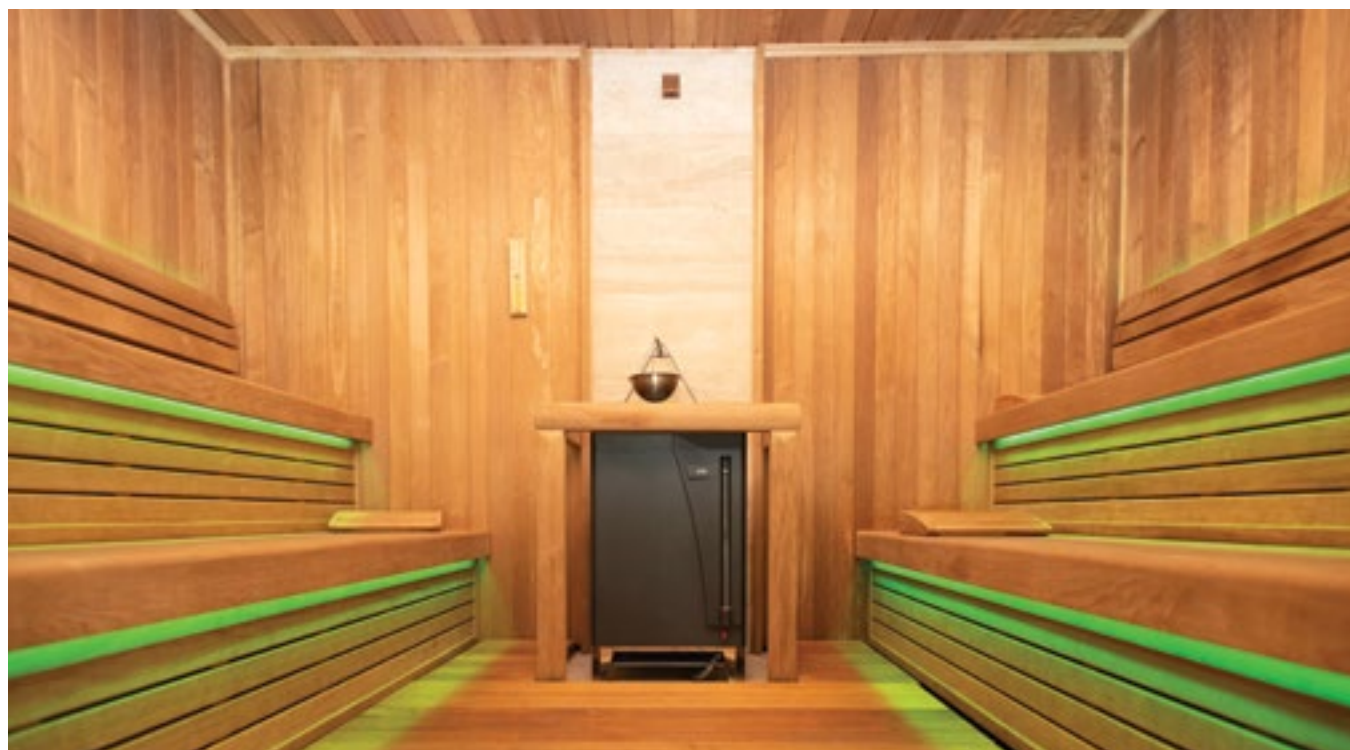
Mantar currently offers accommodation for about 30 guests, along with indoor and outdoor mineral pools, wellness facilities, caravan spaces, villas and sports amenities. It also features indoor and outdoor children's areas.

The mineral water, suitable for bone and joint conditions, remains a key asset, management said. The area offers opportunities for cultural and nature tourism, with nearby locations including Petrich, Sandanski,

Heraclea Sintica and Samuil's Fortress, as well as access to mountain routes and day trips to the Greek coast.

Therma Vita

THERMA VITA MEDICAL CENTRE IN OGNYANOVO TO BE EQUIPPED WITH NEW FACILITIES



The medical centre at the Therma Vita prophylactic facility in Ognyanovo, Blagoevgrad Region will be upgraded with new galvanic bath hydrotherapy equipment, Business Development Manager Tsvetelina Bilareva-Paskova told BTA.

The licensed St Paul Medical Centre for physical therapy, rehabilitation and preventive healthcare was established in 2015. As part of the Therma Vitae hotel complex – Prophylactic Facility Ognyanovo, the centre continues the concept of successfully combining favourable natural and balneological factors with modern non-invasive methods of physical medicine for treatment and prevention.

The medical centre offers opportunities for both treatment and prevention, specialising in modern physiotherapy and rehabilitation of degenerative and inflammatory joint and spinal conditions, post-traumatic musculoskeletal disorders, periarticular inflammatory diseases, diseases of the peripheral nervous system, and cardiovascular conditions.

The Therma Vita prophylactic facility in Ognyanovo develops balneotourism and has 47 accommodation units. The minezral water in Ognyanovo is beneficial for musculoskeletal and peripheral nervous system conditions, skin problems, and others. It is also suitable for

overall wellbeing. The mineral water at the Therma Vita facility is potable and available throughout the complex. The treatment packages on offer include four or five procedures per day over five or seven days. "The benefits of the mineral water are felt immediately," said Tsvetelina Paskova.

The Therma Vita facility features a balneotherapy and medical centre with a wide range of procedures and therapies, a doctor's office, a fitness centre, and indoor and outdoor mineral pools. Guests also have access to a restaurant and three bars, as well as an electric vehicle charging station.

Katarino SPA Hotel

KATARINO SPA HOTEL IN RAZLOG REPORTS STRONG INTEREST FROM VISITORS FROM ISRAEL, GREECE, ROMANIA, NORTH MACEDONIA



Petar Zahov, General Manager of the Katarino SPA Hotel in Razlog, reported strong interest from visitors from Israel, Greece, Romania, and North Macedonia.

He added that while the hotel's main clientele remains Bulgarian, there is also demand from abroad. "We are seeing considerable interest from markets such as Israel, Greece, Romania, and North Macedonia," Zahov said, adding that this reflects both sustained regional demand and solid brand recognition across the Balkans and the Middle East.

Zahov noted that Katarino SPA Hotel has been ranked first in the top ten five-star mountain hotels in Bulgaria for 2025 for the second year in a row. The ranking is based on the HotScore™ index, which evaluates guest reviews and ratings from more than 1,200 hotels across the country.

He added that the hotel has received multiple accolades in recent years, including for best four-star mountain spa hotel in 2023, best four-star spa hotel offering home-grown food in 2022, most eco-friendly destination in 2021, and best four-star mountain spa hotel in 2020.

The spa centre offers a wide range of thermal and relaxation facilities, all with complimentary access for guests, Zahov said. These include indoor and outdoor pools heated to around 34C, a cave-style jacuzzi, a salt room, and several types of saunas - Finnish, Kiva, and infrared. The spa also features an aroma and panoramic steam bath, a laconium, adventure showers, a tepidarium, an ice fountain, and a panoramic relaxation area with an open fireplace. Massages, spa rituals, hydrotherapy treatments,

and specialized therapies are also available, with a focus on complete relaxation, recovery, and preventive care.

The hotel offers programmes for different types of guests, including hydrotherapy options such as flotation and Cleopatra baths, as well as classic, deep-tissue, and hot stone massages. Eastern therapies are also available, with programmes designed for people experiencing stress, guests seeking recovery, families, and visitors in need of preventive care.

A new outdoor pool with an infinity jacuzzi was built in 2023, Zahov said, noting that the spa area continues to evolve with a focus on delivering a complete wellness experience rather than a standard spa centre.

Pirin Golf and Country Club

PIRIN GOLF AND COUNTRY CLUB EYES MORE GOLFERS FROM ACROSS EUROPE



Pirin Golf and Country Club in Razlog expects stronger interest from golfers from across Europe in the coming months as the golf season gets under way at the complex, Sales and Marketing Manager Koicho Koev told BTA.

He added that alongside its sports facilities, the hotel complex remains focused on expanding its spa and recovery services.

The spa centre at Pirin Golf and Country Club covers about 5,500 sq. m. and is divided into several functional zones, Koev said. Its therapeutic area has more than 30 treatment rooms and offers a wide range of body and facial therapies, combining classic European practices with Asian techniques.

The European section offers massages, hydrotherapy and wraps using products from established brands. The Asian zone provides Thai massage, Balinese massage, shiatsu, Ayurveda and Yumeiho therapy. Koev said the broad range of treatments helps meet different needs, from relaxation to deeper recovery and prevention.

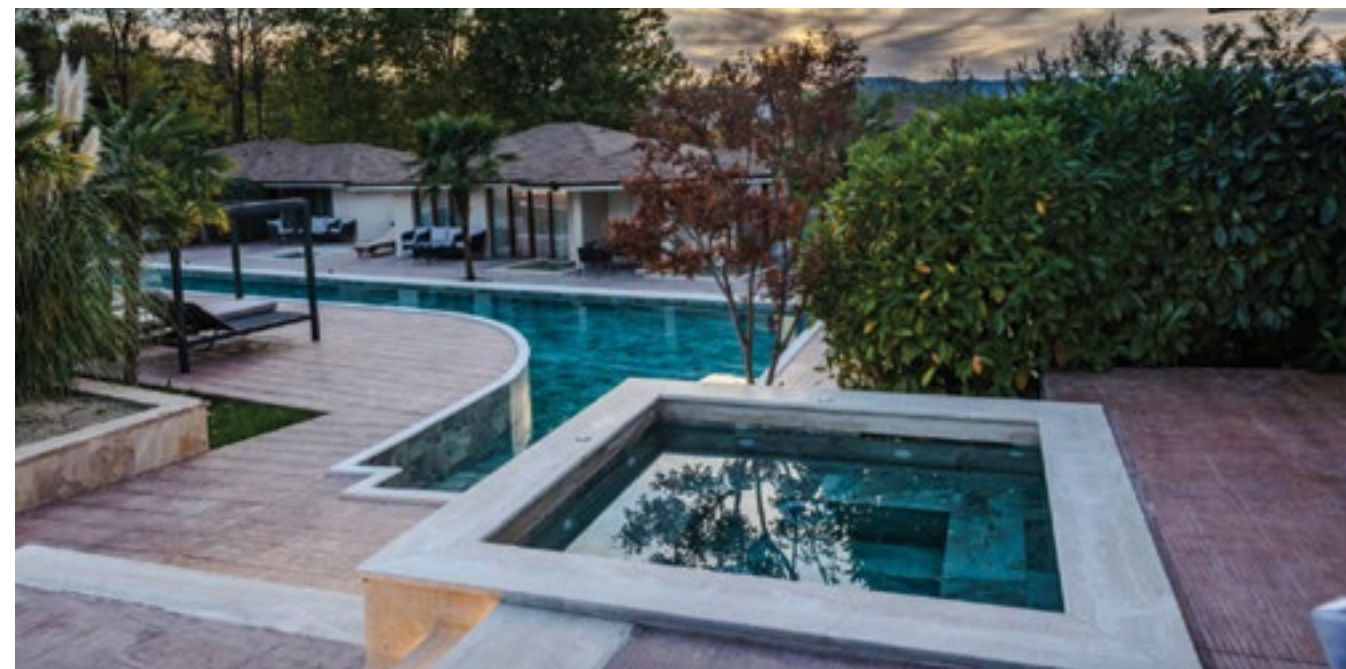
The indoor pool is 15 m long and kept at about 28 degrees Celsius. The outdoor mineral-water pools operate year-round, with temperatures reaching 38 degrees Celsius in winter and 35 degrees Celsius in summer. The complex also has separate areas for privacy, including a pool reserved for adults only.

In addition, the complex has VIP spa areas with private spaces equipped with facilities such as a sauna, Jacuzzi and relaxation rooms. The spa centre also includes a beauty zone offering hairdressing, manicure and pedicure services.

The thermal zone expands the recovery options with a mix of heating and cooling facilities, including Finnish and infrared saunas, a steam bath, a laconium, Kneipp therapy, heated benches and an ice area. Koev said the combination of the different zones creates the conditions for a full relaxation and body-care experience.

Meditate Spa Resort & Villas

MEDITE SPA RESORT & VILLAS AS PREFERRED DESTINATION FOR TOURISTS FROM ISRAEL, UNITED KINGDOM, AND NEIGHBOURING COUNTRIES



Meditate Spa Resort & Villas in Sandanski is a year-round preferred destination for tourists from Israel, the United Kingdom, Greece, North Macedonia, and Romania, the hotel management said. Located amid the picturesque nature of the Pirin region, the complex offers tranquility, clean air, and impressive views that contribute to the full relaxation of its guests.

The hotel stands out with its mineral water, which supplies the modern spa centre, indoor and outdoor pools, as well as various relaxation zones. Guests can enjoy a wide range of therapies and treatments that combine traditional and modern methods for body and mind restoration.

The favourable climate of Sandanski, known as one of the healthiest in Bulgaria, further enhances the sense of harmony and well-being.

Meditate Spa Resort offers excellent conditions for individual guests and family vacations, as well as organized groups and corporate events. The spacious and stylishly furnished rooms provide comfort and coziness, while the restaurants in the complex offer diverse cuisine, combining local and international flavours.

The hotel features modern conference halls equipped with high-tech facilities, providing excellent conditions for seminars, team-building

activities, conferences, and special events. Professional service and attention to detail turn every event into a successful and memorable experience.

Combining luxury, tranquility, and functionality, Medite Spa Resort creates the perfect balance between work and leisure and is a place w

Park Hotel Pirin

PARK HOTEL PIRIN OFFERS SPA EXPERIENCES WITH ENTIRELY NEW INFRASTRUCTURE



Park Hotel Pirin is cementing its position as one of Bulgaria's leading spa and wellness destinations through its highly effective treatments, therapeutic mineral water and refurbished facilities, hotel manager Georgi Mitrev told BTA.

The hotel is the first in Bulgaria to earn the EUROPESPA WELLNESS certificate from the European Spas Association, confirming it meets the highest European standards for wellness infrastructure, hygiene, safety and service.

Set amid the greenery of the Pirin Mountains, the hotel combines modern comfort with natural surroundings.

The region's mineral water is considered one of Europe's most effective treatments for bronchial asthma.

The spa centre offers a wide range of classic, therapeutic and relaxation massages, and detox and revitalising therapies and treatments. Guests can also choose from tailored wellness programmes, including physiotherapy. All treatments use top-quality German, French and Bulgarian cosmetics.

Renovation of one of the hotel's three wings is nearing completion, following last year's upgrade of the sauna park. The area features a Finnish sauna, a herbal sauna, two steam rooms,

sensory showers, a salt room and a relaxation zone. Some indoor and outdoor pools, the hotel's two restaurants and the ballroom have also been refurbished.

Open since 2007, Park Hotel Pirin offers year-round facilities for balneology, conferences, and cultural, religious, mountain and combined tourism. The hotel has 138 double rooms and apartments, including luxury and deluxe units, VIP suites and a presidential suite.

The hotel's motto, "Home away from home," reflects the loyalty of its regular guests, who have been returning for nearly 20 years, the manager said.

Spa Hotel Spartak

SPA HOTEL SPARTAK CONSTANTLY EXPANDING SERVICES WITH THERAPEUTIC, RELAXING TREATMENTS



Spa Hotel Spartak in Sandanski is constantly expanding its spa services with a carefully curated programme of therapeutic and relaxing treatments. The focus is on quality rather than quantity, as the goal is for each therapy to have maximal effect on guests, hotel manager Karamfilka Hristova told BTA.

The hotel offers both traditional and new treatments to improve overall physical condition and restore vitality, Hristova added. One of the highlights is the soap massage in the hammam, which stimulates blood circulation and detoxifies the body. Guests can also enjoy a pearl bath with mineral water and essential oils.

Apart from a variety of massages, the complex offers specialized ones such as Wine Temptation Therapy and Bulgarian Rose Therapy.

The hotel also offers a salt room. Halotherapy is effective in the treatment of various diseases of the upper and lower respiratory tract, skin diseases, as well as to improve recovery from fatigue and exhaustion. The complex offers physiotherapy treatments as well, including magnetic and mud therapy, ultrasound, electrotherapy, inhalation and infrared lamp therapy. The spa area includes a swimming pool, jacuzzi, infrared sauna, Finnish sauna, and Roman bath.

Spa Hotel Spartak was the first hotel in Sandanski, built as part of the Balkantourist Holding. Following privatization in 2002, it was renamed to St. Nicholas, but in 2022, on its 20th anniversary, the hotel was renovated and its original name restored. In

2023, the complex celebrated its 50th anniversary in the presence of dozens of former employees.

Spa Hotel Spartak has 7 studios, 7 family rooms, 53 classic rooms and 20 standard rooms. The complex features a restaurant, a pastry shop with a wine bar, a terrace with a capacity for 250 guests, and a music club. The seasonal menu is developed in collaboration with Chef Ivan Manchev.

The hotel is a popular venue for family and corporate events with several conference rooms suitable for training sessions, meetings, and team-building activities. The favorable climate of Sandanski, the mineral water, and the professionalism of the rehabilitation specialists attract many Bulgarian and foreign tourists, hotel management said.

Wave Resort

WAVE RESORT PROMOTES SPA CONCEPT WITH "BLACK GOLD" AND MAGNETITE SAND FROM POMORIE REGION AND NEXT TO THE AHELOY CAMPING SITE



A key focus of Wave Resort's spa philosophy is the deep connection with nature - the sea, minerals, and healing elements, characteristic of the Pomorie region, the resort's marketing manager Tanya Gagova told BTA. She added that the complex continues to strengthen its image as a spa and wellness destination on the Bulgarian Black Sea coast.

Located in an area where the sea and salt pans create a unique natural balance, some 5.5 km north of Pomorie and next to the Aheloy camping site, the resort has developed a spa approach based on local resources and their traditional use in balneology. The hotel's core concept is to integrate these natural elements into a variety of therapies and procedures aimed at restoring both mind and body.

Among the signature spa treatments is the custom

Wave Massage, which includes psammotherapy with warm black sand naturally enriched with magnetite - a rare mineral found in certain areas around Pomorie. Applying this type of sand is what contributes to the deeply relaxing and restorative effect of the treatment. The massage combines techniques from Eastern and Western practices such as shiatsu, anmo, Ayurveda, and Polynesian massage, Gagova said.

As part of its nature-based concept, the resort also offers therapies using Pomorie liman mud, known as the region's "black gold". It is a valuable resource in Bulgarian balneology and is used for regeneration, detoxification, and enhancing the general tone of the body.

Lye therapy procedures are also part of the spa portfolio - they use mineral solutions rich in magnesium and trace elements,

sourced from the salt pans in the Pomorie and Burgas areas, to support recovery processes.

Wave Resort's spa centre also offers a variety of additional treatments, including the Egyptian Rasul bath, mud masks, water therapies, and anti-stress massages, combining modern spa techniques with the use of natural products and ingredients.

The spa concept is built around the use of the region's unique natural resources and their application in various therapies, with a focus on restoring balance and improving the body's overall condition.

With a focus on sustainable tourism, the use of local resources, and high-quality services, Wave Resort positions itself as a premium destination for health, relaxation, and comprehensive care for the well-being of body and spirit, the hotel management said.

Ability SPA

ABILITY SPA OPENS SECOND LOCATION AS FIVE-YEAR BURGAS MODEL ENTERS NEW MARKET



Ability SPA is opening a new location in Varna, the brand's management team told BTA. This is the company's first expansion outside Burgas, where it has operated year-round for more than five years.

The Varna location follows the Burgas model, while adding wellness activities and new therapeutic services. The two cities are among the busiest tourist destinations on the Black Sea coast, creating consistent demand outside of the summer season, the Ability team said.

The Burgas spa centre, located in Hotel Bulgaria, was opened with the idea of combining

classic spa treatments with a therapeutic and sports-oriented profile. It features a large swimming pool, jacuzzi, children's pool, Finnish and herbal saunas, steam bath, salt room, and a modern fitness centre. Alongside relaxation services, the centre offers personal training, customized nutrition and workout plans, as well as training with electrostimulation suits - a format gaining popularity among professional athletes and people recovering from injuries.

The centre was founded by Petar Damyanov, a therapist with more than 20 years of experience and one of the few

certified osteopathy specialists in Bulgaria. "Over the years, professional athletes, football and volleyball teams, as well as well-known individuals visiting the city for various events, have chosen us," Ability SPA said.

The centre offers classic, sports, aromatherapy, anti-cellulite, and lymphatic drainage massages, as well as foot reflexology. The treatments are suitable both for recovery and rehabilitation, as well as for relaxation.

In 2025, Ability's Burgas location was awarded Best Spa Center at the Summer Bright Awards.

Grand Hotel & SPA Primoretz

SPA CENTRE AT GRAND HOTEL & SPA PRIMORETZ OFFERS TREATMENTS FROM AROUND THE WORLD



The 6th SENSE spa centre at the Grand Hotel and SPA Primoretz in Burgas offers a range of treatments from different parts of the world, the hotel's management team told the Bulgarian News Agency. The five-star hotel, operating since 1959, is located in close proximity to the sea, in the heart of Burgas's Sea Garden.

Covering 3,000 square metres, the spa centre features a swimming pool, jacuzzi, sauna, aroma sauna, steam bath, saltwater pool, hammam, Vichy shower, relaxation area, and fully equipped treatment rooms with professional

therapists. The spa menu includes therapies such as Abhyanga, Shirodhara, foot reflexology, hammam exfoliation, the Bulgarian Rose ritual, and volcanic stone massage.

The centre also offers treatments inspired by Balinese and Polynesian traditions, alongside regional therapies like lye baths and therapeutic mud applications. Personalized treatment programmes are also available.

According to the hotel's management, the natural characteristics of the Burgas coastline enhance the benefits

of these therapies. The sea air, rich in ions and salts, combined with mineralized seawater and moderate humidity, helps support respiratory and immune health. A distinctive feature of the Burgas beach is its dark sand, rich in iron and trace elements, which is used in thermotherapy for joint and muscle conditions.

The hotel also offers a beauty salon and a professional-grade gym.

Siena Premium Retreat

SIENA PREMIUM RETREAT: MANY PEOPLE SEEK HELP ONLY WHEN FACED WITH MORE SERIOUS HEALTH ISSUES



Prevention remains underestimated, and many people seek help only when they face more serious health issues, Veselin Stoyanov, chief massage therapist at the Siena Premium Retreat wellness centre in Lozenets, Burgas Region, told BTA.

Stoyanov is a certified therapist at the National Sports Academy in classical and East Asian massage, with over 20 years of professional experience in alternative methods of treatment and prevention. He holds a third-degree Yumeiho therapist certification from the Center for International Preventive Medicine in Tokyo and is trained in Thai massage according to the system of the Thai Massage School of Chiang Mai. He has

also completed a number of courses in Chinese and Ayurvedic medicine, acupressure, yoga, and meditation.

"Prevention is of utmost importance, but in my practice I observe that people often skip this stage and seek help only when problems have already progressed. Despite that, we achieve significant therapeutic effects, and guests are motivated to return and improve their health," Stoyanov said.

"We offer personalized programmes that combine various approaches suited to each visitor's specific needs. Before treatment begins, we assess the client's health status and determine

an appropriate combination of massages, exercises, and a recommended diet," he added.

"We take the psychosomatic medicine approach. That is precisely why we strive to make the best use of Ayurvedic techniques, yoga, breathing exercises, and meditation. People appreciate this because they cannot find it in their daily lives, nor in a hospital setting," the therapist added.

The combination of coastal and mountain environments provides fresh air that promotes recovery and relaxation. Both Bulgarian and foreign guests show interest in Siena Premium Retreat, with many of them visiting the hotel every year.

Poseidon VIP Residence Club Balneo & SPA Resort

INCREASED INTEREST IN POST-COVID RECOVERY AT POSEIDON VIP RESIDENCE CLUB BALNEO & SPA RESORT NESSEBAR



Poseidon VIP Residence Club Balneo & SPA Resort in Nessebar reports increased interest in post-COVID recovery programmes, the hotel management told BTA. Demand for such therapies is rising among both Bulgarian and international guests, the management added.

The programmes are focused on prevention, immune system strengthening, recovery from prolonged post-COVID conditions, and combine medical approaches with wellness therapies. This type of service is increasingly attracting interest from markets such as Germany and Romania.

The Poseidon Hotel applies modern methods, including laser physiotherapy, Tecar therapy, deep oscillation, functional magnetic stimulation, and

individualized rehabilitation programmes. Seawater and Pomorie mud and lye are used. Treatments include mud therapy, carbon dioxide and ozone baths, a therapeutic pool with seawater and lithium, a salt room, a magnesium water pool, osteopathy, and massages, as well as complementary therapies such as Charcot shower, cryotherapy, and magnetotherapy.

Health packages are offered for 5, 7 or 14 nights, aimed at restoring respiratory function, managing stress, and improving overall vitality.

The complex reports visits from both Bulgarian and international guests, with the domestic market ensuring stable occupancy throughout the year, while European visitors are increasingly seeking specialized

health services. The hotel plans to expand medical activities and introduce new high-tech equipment.

Bulgaria has the potential to establish itself as a leading destination for health tourism, but more active international market positioning, a national strategy, and improved transport connectivity are needed, including more year-round flights to Burgas, the management said.

Poseidon VIP Residence Club Balneo & SPA works with international partners and has been awarded a gold medal by the Bulgarian Union of Balneology and SPA Tourism. Their medical centre is registered with the Ministry of Tourism and operates with a certified quality management system.

HVD Reina Del Mar Hotel

HVD REINA DEL MAR HOTEL'S SPA CENTRE REPORTS GROWING INTEREST IN STRESS PREVENTION AND MANAGEMENT PROGRAMMES, EVEN AMONG YOUNGER GUESTS



The spa centre at the HVD Reina Del Mar Hotel in Obzor offers a spa system with personalized recovery programmes, the centre's manager Dimitar Dimitrov told BTA. The approach focuses on personalized therapies tailored to each guest's condition, rather than standard package services.

Each visitor undergoes an individual consultation, based on which a personalized programme is worked out. According to Dimitrov, the goal is to achieve a lasting effect over time by addressing the body's specific needs.

The spa centre is part of the HVD Reina Del Mar hotel, which belongs to the HVD Hotels chain. The Wellness for All concept is embedded in the complex's

architectural design through low-rise construction that blends into the natural environment between the sea and the mountains.

Guests use identification bracelets to follow the spa health trails. The concept is at the heart of the thermal zone. These trails determine the sequence in which the facilities are used, from the Finnish sauna to the cold zones and ice treatments.

Four signature therapies inspired by the elements of nature, which utilize natural oils tailored to various health conditions, are among the services provided. The centre also features a specialized thalassotherapy section that uses marine resources for recovery.

On the third floor, there is a

designated Premium Wellness area focused on detoxification and longevity programmes. The hotel also offers dry flotation treatments, which aid in muscle relaxation and the body's recovery, as well as digitally assisted meditation programmes.

The complex also features a private spa suite with high-tech equipment available for individual use.

The centre reports growing interest in stress prevention and management programmes, even among younger guests. Joint therapies for parents and children are also offered, as well as tailored treatments for specific groups, including pregnant women.

Penelope Palace Hotel

PENELOPE PALACE HOTEL IN POMORIE REPORTS PERSONALIZED SERVICES AS LEADING TREND IN SPA SECTOR



There is a growing trend toward offering fully personalized services that meet today's travellers' high expectations, Penelope Palace Apart Hotel management told BTA.

This individual approach is becoming a key factor in ensuring consistent hotel occupancy rate throughout the year, they added.

Interest in the specialized treatments is not limited solely to the busy summer months, as demand remains steady during the off-season as well, when visitors focus primarily on recovery and preventive health care, the management team said.

The spa centre's facilities are open year-round and include a range of amenities such as a sauna, steam room, traditional hammam, jacuzzi, and heated loungers for relaxation.

A fitness area, as well as specialized treatment rooms for massages and professional beauty treatments are also available to guests.

The services are used by both hotel guests and outside visitors. Most tourists are Bulgarians, while foreign visitors increase during the summer season.

The key element of the treatments available is the use of estuarine mud and lye, specific

to the Pomorie region, which has a proven healing effect. The location of the Penelope Palace creates optimal conditions for combining professional spa therapies with the beneficial effects of the sea climate.

The complex's development strategy includes the expansion of their services through the introduction of new innovative therapies and specialized packages.

Grand Hotel Pomorie

GRAND HOTEL POMORIE EXPANDS ITS SPA, MEDICAL SERVICES WITH NEW EQUIPMENT, THERAPIES



Grand Hotel Pomorie is expanding its SPA and medical services with new equipment and therapies, Ivelina Atanasova, the complex's spa manager, told BTA.

Among the latest additions is a robotic therapeutic diode laser in the physiotherapy department, which expands treatment options for various conditions. In the cosmetics sector, the hotel has introduced the Skin Instant Lab device by Biologique Recherche for skin diagnostics.

"The device measures hydration, elasticity, pigmentation, sebum levels, and the condition of the skin's protective barrier, after which the software creates an individualized plan for therapies and home-care products," Atanasova explained.

The hotel also offers therapies that, according to her, are not available elsewhere, including magnesium and herbal

hydrotherapy specially prepared by a nutritionist, therapeutic massage with magnesium spray, the "Gypsum Clin" body-sculpting procedure, and facial treatments featuring Bulgarian rose and lavender.

The SPA centre also includes an infrared sauna, which allows heat to penetrate deeper into the tissues and helps relieve pain.

The complex's programmes are designed individually after a medical examination and assessment of the guest's health condition. Treatment programs for musculoskeletal disorders combine Pomorie mud therapy, physiotherapy, manual massage, and lye compresses. Personalized nutrition plans are also available when needed.

The complex features a salt mineral pool whose water source was discovered during the construction of the hotel. The

water springs from 70 meters below the building and tests show mineralization levels above 56,000 mg/l, nearly six times higher than that of the Black Sea.

With its sodium-chloride-sulphate composition, the water creates a flotation effect that allows the body to remain effortlessly on the surface, similar to conditions in the Dead Sea. Combined with Pomorie mud, it has anti-inflammatory and pain-relieving effects and supports the treatment of musculoskeletal disorders, peripheral nervous system conditions, and skin problems.

The hotel is certified by the European Spas Association and has received an award for "Innovative Medical and SPA Hotel". The complex is also a member of the Bulgarian Union of Balneology and SPA Tourism.

St. George Medical SPA Hotel

FOREIGNERS INCREASINGLY RECOGNIZING BENEFITS OF SPA TOURISM IN BULGARIA, SAYS ST. GEORGE HOTEL MEDICAL SPA MANAGER



Foreigners are increasingly recognizing the benefits of spa tourism in our country, Anton Trapkov, manager of St. George Medical SPA Hotel in Pomorie and member of the Bulgarian Union of Balneology and Spa Tourism, told BTA.

He added that Bulgarians living abroad also specifically choose their home country for preventive care and recovery and even organize such stays for their loved ones.

Trapkov said that foreign visitors and Bulgarians living abroad are well-informed and come with the clear goal to seek treatments and therapeutic benefits, not only a vacation. Bulgarian tourists, however, often don't realize the potential of what their country has to offer, he added.

One of the main challenges to the development of health tourism is low awareness and lack of information, hotel management said. Targeted policies to promote preventive care and therapeutic procedures both domestically and abroad are needed, as there is significant potential for attracting more tourists from Romania and Turkiye, Trapkov added.

Pomorie must continue to rely on its natural resources, especially the estuarine mud and lye, and salt extracted from Lake Pomorie, the manager said.

A key factor in the development of the hotel and the sector is combining traditional regional therapies using mud and lye with professional physical therapy and medical supervision. This approach gives the best

results in the treatment and prevention of diseases of the musculoskeletal system, the peripheral nervous system, and the skin.

Trapkov also highlighted other important issues related to national and local policy in the sector. He said that more investment in public infrastructure is needed in some areas, and government decisions affecting the industry must be consistent and predictable. Private hotels' access to financing through the health system should be considered, as currently hotel medical spa facilities do not work with the National Health Insurance Fund, which limits opportunities for development, he added.

Plamena Palace

PLAMENA PALACE IN PRIMORSKO BETS ON WELLNESS TO EXTEND TOURIST SEASON



A shift toward more mindful travel is reshaping tourism along Bulgaria's southern Black Sea coast, as visitors increasingly seek rest, recovery and connection with nature rather than traditional seaside holidays. This trend was highlighted by Plamena Ivanova, owner of the Plamena Palace hotel in Primorsko, who said tourists are no longer looking simply for accommodation, but for environments that offer peace and opportunities for physical and mental regeneration.

According to Ivanova, growing demand for personalized wellness services and the combination of climate therapy with modern hospitality are becoming key drivers of sustainable tourism in the region. The transformation of the classic summer holiday into a holistic health experience is also seen as a way to extend Bulgaria's tourist season beyond

the peak summer months.

A central element of the hotel's new strategy is the use of natural resources, particularly the unique mix of sea climate and the clean air from the nearby Strandzha mountain. This microclimate, Ivanova noted, is especially beneficial for the body's recovery.

The hotel's wellness concept includes a saltwater bio pool that avoids the use of chlorine and harsh chemicals, as well as activities such as yoga, tennis and other recreational options designed to balance movement and relaxation. Many guests, she said, discover new healthy habits during their stay and continue them after returning home.

Food quality is another cornerstone of the approach. For more than 15 years, the hotel has maintained its own

fruit and vegetable gardens in different parts of the country. Its restaurant offers produce from these gardens, fresh Black Sea fish and dairy products from small local farms.

"Clean food is fundamental," Ivanova said, adding that this is particularly important for families with children, who are among the hotel's most loyal guests. Despite not operating on an all-inclusive basis, most visitors choose to dine on site because of the guaranteed origin of the ingredients.

Ivanova acknowledged that shifting to a wellness-focused model requires long-term vision and carries some risks, including the potential loss of certain types of customers. However, she said the strategy reflects the preferences of returning guests, who increasingly value tranquility over noise.

She also pointed to the region's mild climate in the shoulder seasons as a key opportunity for developing health-oriented tourism and reducing seasonality.

Like much of the sector, the hotel faces staffing challenges, but relies mainly on Bulgarian employees, many of whom return each season, supplemented by a small number of foreign workers.

LAGUNA MEDICAL SPA IN SVETI VLAS REVIVES TRADITIONS OF CLIMATOTHERAPY



The unique maritime climate of the Sveti. Vlas resort can help treat chronic pulmonary diseases. This was established in the 1960s, when Sveti Vlas was recognized as one of Bulgaria's most favourable locations for climatotherapy and rehabilitation, Daniela Dineva of hotel owner Dinevi Group told BTA.

The idea to turn Hotel Laguna in central Sveti Vlas into a modern medical spa complex emerged after an academic symposium held in the town several years ago at the initiative of the Bulgarian Memory Foundation – Dinevi Brothers and led by Kosta Kostov, Dineva said.

The forum brought together leading specialists in pulmonary

diseases, rehabilitation and climatotherapy, who discussed new scientific evidence and the potential for using the region's natural factors as part of complex medical therapy.

The symposium focused on the potential of climatotherapy in Sveti Vlas, where mountain air combines with an ionized sea breeze to create a natural healing environment. Discussions centred on how these natural advantages can be integrated into modern treatment and prevention programmes.

As a result, a concept was developed to renovate and fully convert Hotel Laguna into a Medical SPA complex. The project stipulates an environment

combining comfortable hotel accommodation with modern health and safety standards.

A partnership with a branch of the INSPIRO medical centre in Dinevi Resort is central to the concept's development. During the summer season, Sveti Vlas residents and visitors can consult Prof. Kostov's team of leading pulmonology and gastroenterology specialists.

This makes the complex not only a place for recreation but also a centre for prevention, treatment and recovery, based on the combination of medicine and natural factors.

GRAND HOTEL SVETI VLAS FEATURES RENOVATED INTERIOR, NEW FACILITIES



Grand Hotel Sveti Vlas, part of the Grand Hotel Resorts by Pulse chain, strengthens its position as a premier destination for a healthy lifestyle through a major renovation and a combination of sports and relaxation facilities. The hotel offers year-round service, combining the seaside climate with a modern spa and wellness approach. "Our core concept is focused on a healthy lifestyle," Maria Mladenova from the chain's PR team told BTA. According to her, the hotel's spa centre has undergone a complete transformation with a fully renovated interior and new facilities.

The complex's spa centre features various thermal zones, including indoor and outdoor pools, jacuzzies, a salt sauna, a Finnish sauna, aroma saunas, a panoramic steam bath, and a plunge pool. For guests seeking privacy, a special adults-only area has been designated. The new relaxation zones include relax swings, fireplaces, and areas

with heated loungers. "Guest expectations are rising, which motivates us to constantly improve our facilities," Mladenova added. She noted that the hotel also offers a massage studio for rehabilitation with a separate VIP area.

A distinctive feature of the property is the Pulse fitness centre, covering an area of 3,000 square meters. It is precisely this facility at Grand Hotel Sveti Vlas that attracts guests who are actively involved in sports. Specialized sports camps are organized year-round, combining intensive training with rehabilitation and recovery in the spa area.

"The water area is a real highlight of the spa centre," Mladenova added. The hotel features two indoor and two outdoor year-round pools, including a large indoor pool with underwater lighting, with a special rain feature, and a large outdoor pool with a children's section for the summer season. A

kids entertainment area is available for families with children. During the winter months, the facility serves as a hub for corporate events, training sessions, and team-building activities thanks to its fully equipped conference hall.

"We often welcome Bulgarians in the winter season, but we also have a significant percentage of foreigners attracted by the clean air and the therapeutic properties of the salt rooms," Mladenova said.

Breakfast, lunch, and dinner, as well as snacks and beverages are served to the guests. The philosophy of healthy living is also integrated into the cuisine. The hotel focuses on high-quality products and a balanced menu that includes both healthy options and traditional dishes. The hotel was awarded the Fitness and SPA Complex 2025 prize, which, according to the team, confirms the uniqueness of their idea on the Bulgarian Black Sea coast.

Barceló Royal Beach Hotel

BARCELÓ ROYAL BEACH HOTEL DEVELOPS MODERN SPA CONCEPT FOCUSED ON WELLNESS AND SEASON EXTENSION



Expanding the variety of spa and wellness services, extending the tourist season, and developing specialized programmes for health improvement are among the priorities of the five-star Barceló Royal Beach in Sunny Beach, the hotel's General Manager Krasimira Mihova told BTA.

The hotel plans to expand partnerships with health and tourism organizations to attract a wider range of visitors and promote itself as a year-round destination.

Growing interest in wellness and spa tourism among both domestic and international visitors supports the sector's sustainable development at the resort., the hotel management said. Demand is rising for weekend relaxation getaways, as

well as for extended programmes that blend leisure with health and wellness.

"There is a trend towards seeking balanced experiences that combine relaxation, wellness, and an active lifestyle, which motivates us to develop even more flexible and innovative services," Mihova added.

The Barceló Royal Beach features one of the largest spa centres in the region, which is open both to guests and outside visitors.

The centre offers a variety of massages – relaxing, therapeutic and aromatherapy, as well as detox and recovery programmes, anti-stress therapies and wellness packages. Facilities include an indoor heated pool, sauna, steam room, hammam, jacuzzi and a modern fitness centre.

The highlights of the services are the tailored programmes and integrated face and body treatments.

The resort uses high-quality products from leading brands and makes full use of the natural benefits of the seaside climate, as it is located only 50 metres from the beach.

The hotel is part of the Barceló Hotel Group international chain and meets established international standards for quality and service. The complex attracts international tourists through tour operators and partner networks and has received numerous awards, including the Corendon Hotel of the Year Award 2024 and the Traveller Review Awards 2026, the management added.

Secrets Sunny Beach Resort & Spa

SECRETS SUNNY BEACH RESORT & SPA TO INTRODUCE TREATMENTS WITH THERAPEUTIC POMORIE MUD



Starting the upcoming summer season, the spa centre of the five-star hotel Secrets Sunny Beach Resort & Spa in the Sunny Beach resort will offer massages with therapeutic Pomorie (liman) mud, as well as special healing baths, the hotel's management team told BTA. They also noted that Bulgaria is known for its rose oil and clean sea, and these natural resources are also part of the spa centre's concept.

The treatments with Bulgarian rose are suitable for hydration and rejuvenation, while therapies with Black Sea minerals focus on detoxification and improving skin condition. The centre's approach is based on the use of local natural

resources as the foundation of the spa experience - a concept that is becoming increasingly popular in European health tourism.

The thermal zone includes a sauna, steam bath, and hammam, while the indoor heated pool makes the centre accessible even at lower temperatures during the active summer season. For a more private and personalized experience, the complex features a spa suite suitable for couples, the hotel added. For guests who combine relaxation with an active lifestyle, the complex offers a fitness centre. The facilities include treadmills, exercise bikes and elliptical trainers, rowing machines,

cable machines, professional strength equipment, benches, and free weights.

Secrets Sunny Beach Resort & Spa is a beachfront hotel with sea views and proximity to the town of Nessebar. The area is characterized by a unique microclimate of sea and mountain air - a natural advantage that complements the property's wellness focus. The hotel is part of the Hyatt Inclusive Collection and operates under the Unlimited-Luxury concept, which includes a variety of cuisine, drinks, and high-level service. The complex features several restaurants, bars, pools, and a private beach, offering both activities and evening entertainment.

Chukara Hotel Complex

TOURISTS FROM ROMANIA, AUSTRIA, JAPAN VISIT CHUKARA HOTEL COMPLEX NEAR TRYAVNA



The boutique four-star Chukara Complex near Tryavna attracts foreign visitors, mainly from Romania, Austria and Japan, offering tranquillity in the heart of the Balkan Range, coupled with opportunities for cultural and historical tourism and access to eco-trails and nature routes, the team of the complex told BTA.

Chukara has developed a sustainable year-round tourism model, combining spa services, wine culture and natural assets. One of its key highlights is the signature Chukara Wine Spa ritual, which blends natural ingredients and holistic therapies for relaxation.

The complex reports steady interest through the year. The hotel offers 57 luxury rooms and suites, two restaurants with different culinary concepts, its own winery, conference facilities, a gym, children's area and pet corner, as well as extensive outdoor spaces with panoramic views of the mountain. The spa zone includes an indoor heated pool with a children's section, indoor and outdoor jacuzzis, saunas, a steam bath, a salt room and a relaxation area, alongside a range of massages and therapies.

The synergy between wine, spa and nature sets the complex apart from traditional

spa destinations in Bulgaria. The boutique winery and organized tastings enhance the overall experience, with wine integrated into both the culinary offering and spa treatments.

The management has focused on sustainable development through eco-friendly practices, including paperless operations, dosing systems for cleaning products and reusable packaging.

Maritim Hotel Paradise Blue 5*

MARITIM HOTEL PARADISE BLUE IN ALBENA FOCUSES ON UPGRADED "BULGARIAN GOLD" PROGRAMME



Maritim Hotel Paradise Blue continues to highlight its signature "Bulgarian Gold" programme, now updated and expanded, as a key feature of its offering, Deputy Marketing and Sales Director Velina Gyumova told BTA.

The hotel, fully renovated in 2018 and part of the Maritim group since 2019, combines modern design with personalized service and the use of local natural resources.

The Senses Wellness Center offers wellness, relaxation and beauty therapies, with personalized treatments using premium products, including Dr. Spiller and Anne Semonin.

At the core is the "Bulgarian Gold" ritual, featuring a hydromassage bath with Bulgarian rose or lavender salts, a Black Sea healing mud application, and a finishing massage with rose-based lotion.

The centre also includes an indoor pool with hydromassage, fitness facilities with sea views, a salt room, sauna, steam bath and relaxation areas.

The main users of the wellness services are tourists from Germany and Austria, followed by Bulgarian and Romanian visitors, with German-speaking markets showing the highest awareness of health tourism.

Challenges in the sector include a shortage of qualified staff, limited promotion opportunities and insufficient charter connectivity outside the peak season. Future plans include heating outdoor pools to extend the season and introducing new therapies.

The hotel has received several international awards, including recognition from HolidayCheck, Schauinsland Reisen, as well as high ratings on Booking.com and Tripadvisor.

Medica Albena Medi Spa

ALBENA RESORT'S MEDICA ALBENA MEDI SPA LAUNCHES PROGRAMME FOR METABOLIC AND GASTRO HEALTH



Medica Albena Medi Spa, located in the Albena resort, has introduced a new programme focused on metabolic and gastrointestinal health, Deputy Marketing and Sales Director Velina Gyumova told BTA. The initiative expands the centre's medical services and targets patients with digestive and metabolic conditions. Deputy Marketing and Sales Director Velina Gyumova told BTA.

The initiative expands the centre's medical services and targets patients with digestive and metabolic conditions. A key element is a gastro-integrative programme developed with

Iskren Kotsev, combining diagnostics, therapy and recovery, offered alongside stays at Flamingo Grand.

Operating since 1986, the centre integrates medical expertise, balneotherapy and modern spa practices. It offers a wide range of treatments, including hydrotherapy, mud therapy, physiotherapy and healing massages, using natural resources such as mineral water, healing mud and herbal products.

Its main markets include Bulgaria and German- and French-speaking countries,

with strong participation through health insurance schemes.

Among key challenges, Gyumova highlighted partnerships with health funds, transport connectivity and the need for specialized channels to attract patients. Future development includes a new outdoor rehabilitation fitness area with equipment by KOMPAN.

Flamingo Grand Hotel & Spa

FLAMINGO GRAND REPORTS RISING INTEREST IN SPA BRUNCH AND DRY FLOTATION OFFERS



Flamingo Grand Hotel & Spa is reporting increased interest in its SPA brunch concept and dry floatation therapies, positioning itself as a year-round spa destination on Bulgaria's Black Sea coast, Deputy Marketing and Sales Director Velina Gyumova told BTA.

The SPA brunch combines gastronomy with wellness experiences, while dry floatation is among the centre's distinctive treatments. The hotel operates in connection with Medica Albena Medi Spa,

integrating spa and medical services.

The SPA centre offers programmes in wellness, relaxation, beauty and anti-stress, with popular treatments including massages, geothermal therapies and rituals using Bulgarian rose products.

Facilities include indoor and outdoor mineral pools, jacuzzi, sauna, steam bath, fitness area and treatment rooms, with access to additional pools in the resort.

Visitors are mainly from Bulgaria and Romania, with growing demand from the domestic market for SPA and anti-stress programmes. Planned developments include new offers targeting children and teenagers, as well as expanded corporate wellness programmes.

Lighthouse Golf & Spa Resort

NEW HOLISTIC THERAPIES AT SPA CENTRE OF LIGHTHOUSE GOLF & SPA RESORT IN BALCHIK THIS YEAR



In 2026, the SPA centre at Lighthouse Golf & Spa Resort in Balchik will expand its services with new holistic therapies aimed at balancing body and mind. "Bulgaria is a hidden gem in SPA tourism, offering authenticity, quality and excellent conditions for recovery," SPA manager Lilyana Mileva told BTA.

The centre offers detox and immune-boosting programmes, anti-stress rituals, pain relief and mobility therapies, as well as individually tailored procedures. It also builds on over seven years of experience in Ayurveda, a holistic approach that treats the body, mind and spirit while seeking the root cause of illness.

The SPA works with India's Kairali brand and uses high-end French cosmetics by Thalgo.

Among the newest offerings is a Tibetan Singing Bowls Ritual combining massage with sound therapy, designed to reduce stress and improve sleep. An anti-burnout programme has also been introduced in response to the demands of modern lifestyles. Recent investments include renovation of key facilities and the addition of a salt room.

Interest in wellness tourism is growing, with most visitors coming from Romania, Germany, the UK and Scandinavia, alongside a rising number of Bulgarian guests. Many choose to combine leisure with health-focused services.

The centre uses mineral water from its own source and healing mud from Pomorie Lake, applied in treatments for joint,

neurological and skin conditions. Combined with the sea climate, these resources support overall recovery. Marine-based cosmetics further enhance hydration, regeneration and anti-aging care.

Mileva noted global trends toward holistic therapies, natural treatments and personalized SPA experiences, with increasing demand for sleep therapies and digital detox. International partnerships and awards have helped position the resort as a high-quality destination, while future plans include expanding programmes and further infrastructure upgrades.

She added that Bulgaria has strong potential as a SPA destination thanks to its natural resources, but requires more active promotion.

Royal Grand Hotel and Spa

ROYAL GRAND HOTEL AND SPA INTRODUCES SEA MUD THERAPIES WITH CALCIUM AND MAGNESIUM



Royal Grand Hotel and Spa in Kavarna has introduced therapies using sea mud enriched with calcium and magnesium, which have anti-stress and restorative effects, the hotel's marketing manager Teodora Chaneva told BTA.

"We offer combined packages for relaxation and recovery, weekend programmes, and themed spa offers that combine a comfortable stay with healthy practices, focusing on more personalized experiences," Chaneva said.

The Royal Grand Hotel is a modern complex in Kavarna with 140 rooms, offering accommodation and services aimed at relaxation, recovery, and health tourism. The spa centre has been operating since the hotel's opening and

has gradually expanded its scope with new therapies and programmes. The area covers nearly 700 sq. m. and includes an indoor pool with warm mineral water, saunas, a steam bath, a relaxation area, and massage rooms.

Among the most popular facilities are the herbal sauna and the salt room. Classical and therapeutic massages, relaxing procedures, and anti-stress programmes are also in demand. Interest in the Northern Black Sea coast, spa services, and short getaways is increasing every year, the manager said.

The hotel welcomes guests from Bulgaria and abroad, with an approximate 50/50 ratio between Bulgarian and Romanian tourists.

Seasonality of the tourist flow, the need for broader international marketing of the region, and a shortage of qualified staff are among the main challenges in the development of the health tourism sector, Chaneva said.

The region of Kavarna offers favourable conditions for the development of health tourism, due to the combination of a seaside climate, clean air, and proximity to natural and cultural-historical sites.

Development plans of the hotel include renovation and expansion of the spa services through introduction of new therapies, including body-shaping and anti-cellulite treatments, as well as refurbishments to infrastructure, Chaneva added.

Thracian Cliffs Golf & Beach

Casa di Fiore Medical & SPA

THRACIAN CLIFFS GOLF & BEACH RESORT DRAWS MORE THAN 6,000 GUESTS A SEASON

CASA DI FIORE MEDICAL & SPA INTRODUCES "SLOW WELLNESS" PROGRAMMES



Thracian Cliffs Golf & Beach Resort welcomes more than 6,000 guests each season, mainly from Western Europe, the resort told BTA.

The Black Sea complex near Cape Kaliakra is included in the Michelin Guide Hotel Selection and offers a championship golf course, accommodation, direct access to two beaches and a wellness centre.

Most visitors come from Germany, the United Kingdom, Austria, Belgium, France, Italy and the Netherlands, as well as from Bulgaria, Romania and other European Union Member States and third countries, the resort added.

The resort offers a championship golf course, accommodation, direct access to two beaches, restaurants, outdoor pools and watersports, together with unspoilt nature, clean air and

a favourable seaside climate. In that setting, the Thracian Cliffs wellness centre works as a complementary service to the main tourism product and provides structured options for recovery, relaxation and maintaining physical condition, the resort said.

The wellness centre is designed in Moroccan style, inspired by Berber architecture. Its concept combines oriental practices with dermocosmetic and device-based therapies, including hammam rituals, massages, exfoliating procedures, facial and body therapies, and radiofrequency and ultrasound treatments.

The wellness area includes a hammam, steam bath, infrared sauna, ice zone, jacuzzi, contrast shower, indoor and outdoor relaxation areas, a panoramic fitness area, and treatment rooms for massages and

aesthetic and dermatology-focused procedures.

The centre uses professional dermocosmetic brands such as Biologique Recherche and Medik8 from the clinical skincare segment. Facial therapies focus on cleansing, hydration, restoring the skin barrier, and improving tone and texture, the resort said.

It also uses established protocols such as HydraFacial, as well as specialized therapies aimed at maintaining good skin condition and preventing sun-related skin ageing. The approach is individual and includes adapting each therapy to the client's condition and needs.

Classic, relaxing and restorative massages are available, along with body rituals. The centre uses Charme d'Orient cosmetics based on natural oils and aromatic blends, including black tea, dates, figs and orange blossom.

Casa di Fiore Medical & SPA has introduced new "slow wellness" programmes focused on deep relaxation and long-term recovery of the nervous system, spa manager Milena Daskalova told BTA.

The approach emphasizes sustainable results and responds to growing demand for therapies with clear health benefits, such as stress reduction, pain relief and improved sleep.

The certified medical spa centre, operating for four years, uses hypothermal, low-mineralized water with healing properties, alongside modern spa facilities including multiple pools, saunas, a steam bath and relaxation areas.

The complex is also preparing to open a new event venue, "Casa dell'Eleganza", to expand its conference and event offerings.

Visitors are mainly from Bulgaria and Romania, with increasing interest from Ukraine and Germany, while combined healing and wellness programmes remain the most popular.

Therma Eco Village

THERMA ECO VILLAGE IN KRANEVO TAKES ADVANTAGE OF INCREASED INTEREST IN HEALTH TOURISM AFTER COVID-19



Interest in health tourism and procedures to strengthen the immune system has been growing after the COVID-19 pandemic, and the Therma Eco Village complex in Kranevo plans this year to expand and diversify its programs with a focus on attracting guests from across Europe, Slavka Nedelcheva, Therma's SPA manager, told BTA. Therma Eco Village is part of a larger complex along with Therma Palace Hotel.

The motto of the complex is "SPA, health and beauty", with a focus on recovery through natural resources.

The mineral water from the Dolinata area has a beneficial effect on degenerative and inflammatory joint diseases, as well as on problems of the peripheral nervous system.

Nedelcheva noted that the combination of sea climate and mineral water is the basis of

the balneotherapy programs. Marine factors play a key role in thalassotherapy, climatotherapy, and heliotherapy.

The focus of the SPA centers in the complex is on disease prevention. After the pandemic, there has been increased interest in procedures for the respiratory system, immune, and the musculoskeletal system. Balneological programs are prepared individually under medical supervision by a specialist in physical medicine and rehabilitation and are intended for longer stays.

The centers employ qualified physical therapists and SPA therapists, and the equipment includes modern balneology technologies: cryo cabin, cryolipolysis, bioenergy massage device, infrared SPA capsule, magnetotherapy, halotherapy, pressotherapy, and deep oscillation. Tangent baths, Charcot shower, Vichy shower, as well as

mud therapy and lye therapy are also offered.

Health tourism is aimed at preventive care and improving lifestyle, rather than treating severe diseases, Nedelcheva explained. "We use the natural resources of the region, and the combination with the tranquility provided by the pristine nature makes healing faster and more effective," she emphasized.

At the core of health procedures are healing water, mud, lye, and clean air, and the methods include massages, herbal therapy, aromatherapy, balneotherapy, water baths and other water procedures, mud therapy and lye therapy, combined with appropriate nutrition and physical activity - walks in nature and along the seashore, cycling, and other activities that bring calmness and recharge with new emotions and energy, Slavka Nedelcheva added.

Therma Palace and Eco Therma Village

THERMA PALACE AND ECO THERMA VILLAGE EXPANDING PROGRAMMES AND FOCUSING ON YEAR-ROUND TOURISM



The Therma Palace and Eco Therma Village in Kranevo continues to develop its concept of combining balneotherapy, recovery and wellness in 2026, Maxim Sekov, Executive Director of Stroytrans 2011, the company behind the two spa facilities, told BTA.

This year the focus is on expanding personalized programmes for prevention, anti-stress and recovery, alongside short-term wellness packages. Over the past year, SPA facilities have been modernized, including mineral pools and relaxation areas, to improve comfort and service quality.

Specialized programmes are being developed for musculoskeletal, nervous and respiratory conditions, as well as for overall health strengthening. Doctors, rehabilitation specialists and therapists work at the balneological and SPA centre.

Sekov reported steady demand, with a balanced mix of Bulgarian and foreign tourists, mainly from Romania, Poland, Germany, Scandinavia and Israel, alongside a growing share of younger visitors.

The complex uses natural resources with proven healing properties: mineral water, mud and sea climate - which are applied through hydrotherapy, mud therapy, lye therapy and inhalations under medical supervision. Therma Village combines balneology, modern SPA therapies and sports infrastructure, including an ice rink and an Olympic-size swimming pool.

In the coming years, the focus will be on establishing the complex as a year-round destination, digitalizing services, and expanding international markets.

Manager Svetlana Amirova

reported steady growth in interest in health and SPA tourism, including outside the summer season, driven by mineral water with proven healing properties, modern infrastructure and the combination with a seaside climate. Demand for family SPA tourism is also rising, with the complex offering tailored packages, children's mineral pools and dedicated family recreation areas.

Amirova said cooperation with Bulgarian and international tour operators and health organizations is expanding, with key markets including Bulgaria, Romania, Germany, Israel, Ukraine and Moldova.

She noted that hosting the congress of the European Spa Association in Varna provides an opportunity for international visibility and for positioning Bulgaria as a modern and reliable SPA destination.

Topola Skies Resort & Aquapark

TOPOLA SKIES RESORT LAUNCHES YOGA AND DETOX WELLNESS RETREATS IN MAY 2026



Starting in May 2026, Topola Skies Resort & Aquapark, located near the village of Topola on the northern Black Sea coast, will be launching its first wellness retreats focused on yoga and detox, the resort's manager Dobromir Valev told BTA.

He said that holidays should be a time for "resetting both body and mind", adding that the resort aims to offer a healthy menu featuring locally sourced products and vegan options. One of the main challenges, he noted, is overcoming the stereotype of all-inclusive holidays as excessive consumption. "Families are no longer just looking for a place to stay, but for a closed ecosystem that guarantees safety and entertainment," he said.

The complex is developing a concept of a self-contained tourism environment oriented

toward family leisure, including an aquapark, rope park, zip line, eco trail to the sea, and heated pools. The grounds are landscaped and secured, and rooms have been renovated with a modern design.

A full renovation and expansion of the spa area is also planned, with the aim of extending the tourist season and turning the resort into a year-round wellness destination. The current thermal zone includes a Finnish and herbal sauna, salt and ice rooms, a steam bath, an adventure cave, and relaxation areas.

Among the advantages of the location is the opportunity for climate therapy, thanks to the combination of sea air and forest vegetation, which is believed to support the immune system.

According to Valev, tourists in 2026 are increasingly seeking "personalized experiences, care for the body, and escape from urban noise, without compromising on comfort". He added that the Kavarna and Balchik region is gradually establishing itself as an attractive destination for this type of tourism.

He also said Bulgaria should position itself more boldly as a wellness destination on the international market. Early bookings for 2026 are already in full swing, with strong interest from Bulgarian, Romanian, and Polish guests. Early planning, he added, ensures not only better conditions but also availability during the most desirable periods at the hotel.

Glavatarski Han Hotel Complex

GERMAN, KAZAKH WEDDINGS AMONG LAST YEAR'S EVENTS AT GLAVATARSKI HAN HOTEL COMPLEX WITH WELLNESS CENTRE AT KARDZHALI RESERVOIR



Glavatarski Han Hotel Complex, located on the shores of the Kardzhali Reservoir, is designated as a wellness centre and is a popular choice both for relaxation and business conferences and private celebrations.

The most popular services at the hotel's spa centre are the massages and the hammam.

The centre also offers a sauna, steam bath, jacuzzi, and cold plunge pool for relaxation and rejuvenation. The complex is annually renovated and stands out for its architecture and views of the reservoir, the hotel management told BTA.

The team said there is an increased interest in early bookings for the summer among both Bulgarian and foreign guests, including visitors from Greece and Turkiye.

The area is also a popular choice for wedding celebrations. Last year Glavatarski Han hosted Bulgarian and foreign weddings. Two conference halls with a capacity for 100 and 700 people provide facilities for business meetings and training sessions.

The complex relies on cultural and historical tourism as well, given its proximity to iconic landmarks in the area, such as

the Thracian city of Perperikon, the Utroba Cave, the Devil's Bridge, and the natural rock formations known as the Petrified Wedding and the Stone Mushrooms.

The hotel offers accommodations that combine modern amenities with homely comfort. Guests have access to a renovated fitness centre, a summer bar, and five pools, including an outdoor heated one.

Park Hotel Kyustendil

PARK HOTEL KYUSTENDIL INTRODUCES NEW THERAPIES ALIGNED WITH CURRENT TRENDS IN WELLNESS INDUSTRY



Park Hotel Kyustendil offers opportunity for complete rest and recovery, due to its mineral water with proven therapeutic properties and its proximity to Hisarlaka Park. The hotel combines balneology traditions of the region with modern facilities and services focused on relaxation and health, Angelina Milanova from the complex's marketing department told BTA.

"The park hotel stands out mainly for its mineral water, which is a natural resource with proven healing properties. The complex combines well-maintained facilities with the balneology traditions of Kyustendil - a city with a centuries-old history as a spa destination. Its location near

Hisarlaka provides tranquility, clean air, and the opportunity for deep rest in nature," Milanova added.

The spa and balneology centre of the complex is focused on relaxation and recovery. Guests have access to mineral water pools, a jacuzzi, sauna, steam bath, and a designated relaxation area, as well as a year-round outdoor pool with warm mineral water.

Both outside visitors and guests of the hotel can enjoy a wide range of relaxing and balneotherapy treatments.

Physiotherapy and rehabilitation treatments are carried out by specialists. Emphasis is on using

the region's natural resources and applying them to improve the overall condition of the body.

Park Hotel Kyustendil periodically expands its spa menu, introducing new therapies aligned with current wellness industry trends. Spa treatments and packages are regularly updated, with added seasonal offers. The goal is for guests to always receive a modern, effective, and diverse experience, the hotel management said.

The focus of the hotel is on both physical and mental recovery. Guests can escape the dynamics of everyday life and find a balance between active rest and complete relaxation, between nature and comfort.

Strimon Garden Medical Spa Hotel

KYUSTENDIL'S STRIMON GARDEN HOTEL TO EXPAND ITS WELLNESS PROGRAMMES WITH STRESS MANAGEMENT AND MEDITATION ACTIVITIES



Strimon Garden Medical Spa Hotel in Kyustendil is planning to expand its wellness programmes with new activities focused on stress management, meditation, and outdoor experiences. The initiative is part of a broader effort to develop a concept centered on the overall recovery of guests' physical and mental well-being, the hotel's management told the Bulgarian News Agency.

The new activities will include relaxation practices, meditation, and outdoor sessions held in the hotel's garden areas. The team added that the goal is to create a relaxing environment where visitors can combine their

stay with programmes aimed at recovery and reducing everyday stress.

The complex also offers medical spa services based on Kyustendil's mineral water. In the hotel's medical spa zone, covering about 1,100 square metres, the water is used in indoor and outdoor pools, a jacuzzi, a plunge pool, and specialized treatments such as underwater massage and hydrogalvanic baths. Its temperature ranges between 31C and 45C, and its sulfide and hydrogen sulfide content makes it suitable as a supportive therapy for musculoskeletal diseases, peripheral nervous system disorders, and certain skin conditions.

Among the most popular services are the therapeutic packages that combine balneotherapy, rehabilitation, and relaxing treatments. Programmes focused on anti-stress and recovery and packages designed for guests over the age of 55 are also popular. The hotel also offers various cultural and themed initiatives, including art events and special weekend getaway programmes.

The hotel is located near historical landmarks such as the Roman Therms in Kyustendil and the Hisarlaka Fortress, and is part of ongoing efforts to establish Kyustendil as a SPA destination.

Emar Spa Hotel

HOT TUB WITH PANORAMIC VIEW AMONG NEWEST ADDITIONS TO SAPAREVA BANYA'S EMAR SPA HOTEL



Emar Spa Hotel in Sapareva Banya has established itself as one of the region's most popular vacation destinations with its blend of modern elegance, comfort, and authentic Bulgarian hospitality, attracting guests with its mineral water, tranquility, and personalized service, Vesela Vaseva of the hotel's reservations department told BTA.

She added that guests highly appreciate the tranquility, the quality of service, and the overall spa experience.

Located at the foot of the Rila Mountain and just an hour away from Sofia, the hotel offers a peaceful atmosphere, an outdoor mineral pool, and a variety of

wellness facilities designed to promote complete relaxation and rejuvenation.

The spa area at Emar Hotel features an outdoor year-round mineral pool, professional massages, and wellness therapies designed to relax the body and restore balance. The salt room helps improve respiratory health and reduce stress, while the combination of mineral water and specialized treatments provides a fully restorative experience. The pool and the salt room are among the most popular amenities.

The hotel is constantly updating its services, as the latest addition is a jacuzzi with a panoramic

view, which enhances the sense of relaxation and connection with nature, Vaseva added.

The complex features 13 standard double rooms, three deluxe rooms, one studio, and two suites. The accommodations are suitable for both couples and families. The restaurant offers a capacity of 45 seats, the garden of 20 seats, with breakfast and dinner buffet included in the stay.

Opportunities for various activities are also available to guests - hiking, biking, and adventures with a Utility Task Vehicle (UTV), as well as easy access to popular attractions such as the Seven Rila Lakes, the Rila Monastery, and the Sapareva Banya geyser.

Five Elements Hotel

COSMETIC DERMATOLOGY OFFICE OPENS AT MEDICAL CENTER OF FIVE ELEMENTS HOTEL IN SAPAREVA BANYA



In the coming months, a cosmetic dermatology office will open at the medical center of the Five Elements hotel in Sapareva Banya, the complex's manager, Vesela Bogdanova, told BTA. She said the range of advanced facial therapies using innovative technologies will be expanded, with dermatology consultations to be introduced soon for guests.

Daniela Petrova, manager of the hotel's Jala Spa Center, added that visitors already have access to a kinesiologist and a physical therapist offering free check-ups.

Sapareva Banya's mineral water is rich in sulfur and is particularly beneficial for the skin, supporting high-quality facial treatments, including those using French

cosmetics and newly introduced annapam-based procedures.

The town's geyser spring, reaching 103°C, is unique in Europe. Beyond its proven benefits for musculoskeletal conditions and skin health, outdoor bathing - even in winter - can aid in the prevention of flu in both children and adults, Bogdanova noted.

Short-term plans include completing the complex's modernization with heat pump systems to maintain water temperature in colder months and ensure operations even with reduced mineral water flow. A major renovation of the Kotvata Aqua Club is underway, along with an expansion of the thermal zone with new spa facilities.

Despite being only five years old, the hotel has won several awards, including Best City SPA Hotel and a 2025 employer branding award. It is also undergoing certification for the international "Green Key" sustainability label, currently held by just 11 hotels in Bulgaria.

In the first three months of the year, the hotel welcomed over 5,000 visitors, up from 4,773 during the same period last year.

Located at the foot of the Rila Mountains, about an hour from Sofia and 40 minutes from the Rila Lakes, the area attracts visitors with its mineral springs, clean mountain air, and natural scenery.

Spa Hotel 103 Degrees

Spa Hotel Ata

SPA HOTEL 103 DEGREES PLANS EXPANSION OF WELLNESS SERVICES

SPA HOTEL ATA IN VARSHETS INVESTS IN SALT THERMAL MINERAL POOL AND SALT ROOM



Spa Hotel 103 Degrees in Sapareva Banya is planning to expand its wellness services and culinary offers, the hotel team told BTA. The plans also include developing experiences related to the natural environment in the area.

The hotel is part of Sapareva Banya's development as a balneological and spa destination and contributes to attracting tourists and extending their stays, the team added.

The hotel's name is linked to the 103°C mineral water, the hottest mineral spring

in Europe and a symbol of the resort town. The mineral water is a key element in the spa procedures, with one of the hotel's distinctive features being its proximity to the Sapareva Banya geyser.

The spa area includes a Finnish sauna, steam bath, hammam, salt room and relaxation zones, as well as body and facial therapies focused on recovery and detoxification.

The boutique spa hotel focuses on personalized experience and tranquility. The interior features a

contemporary minimalist style inspired by Scandinavian design, combining functionality, clean lines and comfort. The concept is aimed at creating an environment for escape from the dynamics of urban life, close to the Rila Mountain.

Short-stay and weekend spa packages are the most sought-after, along with programmes for longer stays.

The team noted that service quality is maintained through trained staff and systematic collection of customer feedback.



Spa Hotel Ata in Varshets offers treatments with salt and the resort's healing mineral water, which ranks among the top 20 best mineral waters in the world, hotel manager Nikolay Konovski told BTA.

In recent months, the hotel has invested in the construction of an outdoor salt thermal pool, where guests can enjoy mineral water relaxation outdoors no matter the weather or temperatures. The indoor pool is open year-round.

The hotel has recently added a salt room as well, which is entirely covered with Himalayan salts. There are salt diffusers installed throughout the room, so breathing the air inside can help boost the immune system.

The hotel includes a steam room, sauna, Turkish bath, hot tub and underwater massage bathtubs. Beauty treatments and different therapies are available as well. Parents can leave their kids at the children's play area while enjoying the hotel's restaurant.

Konovski told BTA: "The mineral water in Varshets has excellent thermal properties and low mineralization. It is good for people with conditions affecting the nervous system, the musculoskeletal system, cardiovascular and gastrointestinal diseases, etc. Employees of the Kozloduy Nuclear Power Plant often stay at the Ata hotel for the water's detoxifying properties."

SPA Hotel Medicus

SPA HOTEL MEDICUS IN VARSHETS UPGRADES FACILITIES WITH FOCUS ON ENERGY EFFICIENCY



SPA Hotel Medicus in Varshets has completed renovations to improve energy efficiency, owner Dimitar Nikolov told BTA. Since this spring, the hotel has been welcoming guests with new exterior thermal insulation and replaced window frames, which are expected to increase comfort and reduce energy costs.

Mineral water is used not only in the spa area of the complex, but also in all private bathrooms. The water is alkaline, hydrocarbonate-sodium-sulphate, and low in limescale, making it suitable for everyday use.

The mineral water in Varshets is recommended for the treatment and prevention of gastrointestinal diseases, liver and gallbladder conditions, as well as disorders of the central and peripheral nervous system, musculoskeletal system, and cardiovascular system. Its temperature is around 36C-38C, allowing it to be used both for external treatments and drinking therapy. Varshets is among the oldest balneotherapy resorts in Bulgaria, Nikolov added.

The hotel has 50 accommodation units, including apartments, double rooms, and four studios with private jacuzzis.

The spa centre offers more than 30 types of massages and face and body therapies, including classic, deep tissue, and aromatherapy treatments, as well as wine and chocolate procedures.

Guests have access to an indoor and outdoor pool, three jacuzzis, hydromassage tubs, Finnish and infrared saunas, a steam bath, relaxation area, fitness centre, restaurant, winter and summer garden, children's play area, two conference halls, and parking.

Sunny Garden SPA Hotel

YEAR-ROUND MINERAL WATER SERVICES AT SUNNY GARDEN SPA HOTEL IN VARSHETS COMPLEMENTED BY RENOVATED INTERIOR, GARDEN IMPROVEMENTS



Sunny Garden SPA Hotel in Varshets is offering year-round spa services, and guests can enjoy the healing effects of the mineral water, the hotel management told BTA.

The hotel has a capacity of 35 rooms with a total of 90 beds. Most of the guests are Bulgarians, but the hotel is highly regarded by foreigners as well. Every year, motorcycle enthusiasts from Austria take their vacation there and organize races on the slopes of the Balkan mountain range above Varshets. In the summer and autumn, the hotel is fully booked throughout the week,

while in the winter and spring, it is mostly busy on weekends.

Sunny Garden has a spa and wellness centre with a steam room, hot tub and sauna, and an underwater massage bathtub. Visitors can also go to a massage area and a beauty studio on the premises.

Guests can enjoy the indoor and outdoor mineral water pools, as the outdoor one is open in the summer, while the indoor pool is open year-round. The hotel's mineral water treatments offer therapeutic benefits for conditions affecting the peripheral nervous, musculoskeletal, and

cardiovascular systems, while the sulphur-rich composition of the water also supports and nourishes the skin.

A fitness centre and an indoor play area for children are also available to guests.

Sunny Garden was ranked among the top 10 spa hotels in Bulgaria in an online Google poll in 2024. The hotel has participated in various tourism exhibitions via the Tourist Information Centre in Varshets and has won numerous awards.

Tintyava Park Hotel

SOME 70% OF TINTYAVA PARK HOTEL'S GUESTS ARE LONGSTANDING VISITORS



Tintyava Park Hotel in Varshets offers year-round therapeutic treatments using mineral water. The hotel has also been working with the National Social Security Institute (NSSI) prevention and rehabilitation programme for insured individuals for the past 28 years, hotel manager Iva Georgieva told BTA.

Georgieva said that about 70% of the hotel's visitors are long-time guests and that in addition to the NSSI programme, the hotel offers a wide variety of other packages year-round.

A medical office is also available to guests, where clients are examined upon arrival, and the type and

number of medical procedures are determined based on their health condition. The medical staff consists of four doctors and ten nurses.

The balneotherapy section consists of physical therapy rooms with new equipment, a hydrotherapy area with combined mineral baths - tangent, herbal, and pearl baths, as well as massage rooms, an aromatherapy steam bath, a sauna, and a fitness centre.

The mineral water in Varshets is hypothermal, with low mineralization, hydrocarbonate, sulphate, and sodium-rich, with no sanitary, chemical, or

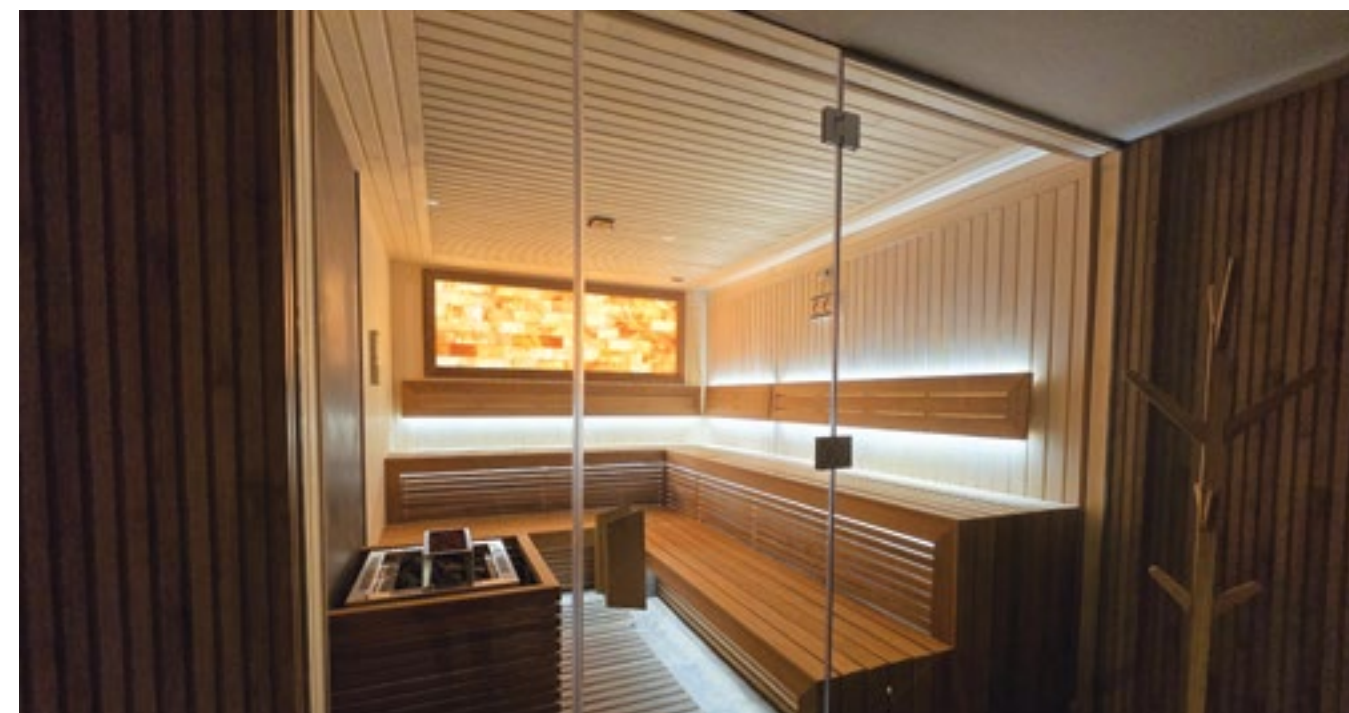
microbiological contamination. It has therapeutic effects for conditions affecting the musculoskeletal, central, and peripheral nervous systems, and the cardiovascular system, Georgieva added.

The complex features 90 beds in 45 rooms, a restaurant, a cafe bar, and parking.

In 2025, the third and fourth floors of the building, the common areas and the restaurant, were completely renovated. The remaining two floors are also scheduled for a complete renovation this year, the hotel manager added.

Kamengrad Hotel

KAMENGRAD HOTEL & SPA IN PANAGYURISHTE REPORTS THREEFOLD INCREASE IN OVERNIGHT STAYS, OFFERS 51C MINERAL WATER TREATMENT



Overnight stays at the Kamengrad Hotel in Panagyurishte have tripled - from about 20,000 to 60,000 per year, Nikolay Ivanov, manager of Thracian Hoteliers chain, which the Kamengrad Hotel is part of, told BTA.

He said that apart from tourists, one of the main target groups are corporate clients, who enjoy group wellness programmes and contribute to the increase in overnight stays.

The hotel is developing a medical spa concept focused on prevention and quality of life improvement by combining modern technologies and natural resources. One of the key elements of this concept is the mineral water from a local spring with a temperature of 51C, which

is supplied without additional chemical treatment and is in constant circulation.

This helps preserve its natural qualities and limits the growth of microorganisms, Ivanov said. The complex features indoor and outdoor pools with varying temperatures, an aquatonic pool, thermal pools, and pools with a separate children's area, as well as a semi-Olympic-sized swimming pool.

The spa area is divided into thermal and restorative sections, featuring a red cedar sauna, a hammam, a Finnish sauna, an infrared sauna, an herbal-salt sauna, a steam room, a laconium, a salt room, and an "Aqua Relax" zone with water beds.

The wellness area is organized into nine hybrid rooms that combine various therapies, with each room displaying information about the procedures offered. The area also houses Bulgaria's first centre offering six Meta Well procedures for overall recovery and balance of the body, Ivanov added.

The spa area features an aqua bar with ten different types of water, including alkaline and hydrogen-rich water, available to guests.

The hotel also includes a fitness area with cardio equipment, a strength training zone, stretching and Pilates area, as well as a digital trainer for personalized workouts.

Brentas SPA Resort

Catalina Hotel Complex

BRENTAS SPA RESORT REPORTS AVERAGE ANNUAL OCCUPANCY OF SOME 19,000 GUESTS**CATALINA HOTEL COMPLEX NEAR TSIGOV CHARK REPORTS 18,000-19,000 GUESTS ANNUALLY, POPULAR WITH FAMILIES**

Brentas SPA Resort in Tsigov Chark offers facilities for tourism and relaxation, combining modern comfort with the natural environment of the Rhodope Mountains. Spa centre with a variety of services is available to guests, Maya Uteva from the hotel's marketing department told BTA.

Services include a relaxation pool, a classic sauna, an infrared sauna, an aroma sauna, a steam bath, and a salt room. The spa area also features a jacuzzi, two hammams, two massage rooms, and a separate relaxation

area. Heated loungers, a water relaxation area, and a Turkish bath are also available. The resort includes an indoor and an outdoor pool.

The hotel was built using natural materials such as wood, stone, and leather to shape an interior inspired by the surrounding forest environment. The complex is located at a 1,000 metres altitude in the Tsigov Chark resort, near the Batak Reservoir. The area offers opportunities for hiking, fishing, water sports, as well as a relaxing getaway from the city.

The outdoor spaces, including the garden and terraces, offer panoramic views of the mountains.

According to the resort's data, it reports an average annual occupancy of approximately 19,000 guests.

Catalina Hotel Complex near Tsigov Chark Reports 18,000-19,000 Guests Annually, Popular with Families

The Catalina hotel complex in the Tsigov Chark area reports an average annual occupancy of around 18,000-19,000 guests, with foreign tourists accounting for between 5% and 7%, Maya Uteva from the property's marketing department told BTA.

Located in the Western Rhodope Mountains overlooking the Batak Reservoir, the complex

has two hotel buildings with a total capacity of 150 guests, offering rooms, apartments and villas. It is geared towards family tourism, group visits and corporate events, and includes a restaurant with a panoramic terrace.

A key feature is the expanded wellness area, which includes an indoor pool (7x15 metres, 31C), a jacuzzi (up to 37C), Finnish, infrared and aroma saunas, a hammam, steam bath, salt room and solarium. Two outdoor pools are available during the summer.

Uteva said the destination's main advantages are its favourable climate and proximity to natural attractions. The complex combines these with modern amenities, with all rooms equipped with individual climate control and wireless internet.

AQUA VIVA SPA IN VELINGRAD PLANS RENOVATION AND EXPANSION OF HEALTH PROGRAMMES



Aqua Viva Spa Hotel in Velingrad, Southern Bulgaria, plans to renovate its facilities and expand its health programmes with new technologies, manager Plamen Tsankov told BTA on Friday.

The complex aims to develop more personalized services by combining modern equipment with traditional therapies, while improving overall guest comfort. Plans include introducing high-tech procedures and fully upgrading the spa base to enhance both treatment effectiveness and visitor experience.

New therapies are already being introduced, including salt rooms and advanced equipment, with a focus on tailored care for each client.

Tsankov said the development strategy responds to growing interest in health tourism, with an emphasis on modernizing services and expanding programmes such as anti-stress, detox and rehabilitation therapies adapted to individual needs. The complex is also working to attract more foreign visitors through specialized treatment packages and longer stays, while investing in staff training and service standards.

He noted that destinations like Velingrad, known for mineral springs and developed infrastructure, are well suited for health-focused spa tourism. For optimal results, he recommended stays of several days combined with a healthy routine and rest.

EXPANSION OF SPA CENTRE PLANNED AT ARTE SPA & PARK HOTEL IN VELINGRAD



Arte Spa & Park Hotel in Velingrad has planned expansion of the spa centre, the hotel manager Anna Bozhkova told BTA. A separate children's area and an additional pool with activities for kids will be built. The project is expected to be completed by the end of the year.

"The spa centre is the main spot used for rest and relaxation at our hotel. There are various spa treatments that are characteristic of our hotel," Bozhkova said. Visitors can enjoy a thermal bath, ice fountain, salt steam bath, infrared sauna, Finnish sauna, adventure shower, herbal

sauna, aroma steam bath, pools and jacuzzis, as well as a special relaxation zone. The spa centre offers a wide range of massages and cosmetic treatments for face and body.

"We are the only hotel in the city that uses the Mizinka thermal spring. The water is suitable for treating conditions related to the bones and the reproductive system, but its composition also allows it to be used for spa purposes, as it is not too heavy," the hotel manager explained.

Annual visitors number around 22,000 adults, and around 4,000 to 6,000

children. Some 5% of these are foreign guests, mainly from Israel and Romania.

Arte Spa & Park Hotel is the only hotel in Bulgaria that has been named best spa hotel in the country for nine consecutive years. The award is given by the Bulgarian Hotel and Restaurant Association.

Balneohotel Aura

BALNEOHOTEL AURA IN VELINGRAD TO REOPEN IN MAY AFTER REFURBISHMENT



Balneohotel Aura in Velingrad will reopen to visitors in mid-May following renovation work, manager Slavka Evtimova told BTA.

The renovation is primarily cosmetic, with changes in colour design. To maintain the accommodation facilities, refurbishment is carried out every spring, when the season is relatively less busy, Evtimova added. Services offered by the spa centre will remain unchanged.

The hotel holds a Medical Spa classification and is one of only three hotels in Velingrad to offer Medical Spa balneotherapy procedures. It features two indoor warm mineral pools with jacuzzis, a year-round outdoor mineral pool, and a

saltwater pool. The spa centre offers a variety of therapeutic options, including a contrast pool, Finnish and herbal saunas, a steam bath, and a tropical shower for relaxation and detoxification. The spa area is certified in a number of treatments and prevention programmes for various health conditions, such as chronic pulmonary diseases, arthritic and rheumatic conditions, and stress relief. Each programme includes individual consultations with doctors and specially designed procedures to ensure the most effective results.

The hotel offers a balneopackage as a paid alternative to the National Social Security Institute programme. The spa centre employs qualified rehabilitation

therapists, kinesiotherapists, and massage therapists. Among the services offered are the Aura deep tissue massage, anti-stress massage with essential oils, and luxurious relaxing massages with chocolate or honey. Additional therapies include volcanic stone therapy, citrus therapy, and spa packages such as "Sweet Dreams" and "Exotic Magic" for deep relaxation.

Hotel Aura is a preferred destination for recovery procedures involving hydro and physiotherapy. It is at full occupancy during the summer and around the New Year holidays. The hotel manager reported 2025 as more successful than the previous one, but said she was skeptical of the current year, given the global economic situation.

SPA Hotel Dvoretza

SPA HOTEL DVORETSA TO UNDERGO COMPLETE RENOVATION OVER NEXT YEAR AND HALF



SPA Hotel Dvoretza in Velingrad will undergo a complete renovation over the next year and a half, hotel owner Alexandra Vlahova told BTA. The project includes a large-scale renovation of the facilities and modernization of the spa centre.

The hotel will remain open during renovation, with only the spa area scheduled to be temporarily closed.

"Our entire concept is based on balneology, because we believe that when we have mineral water, the most important thing is to use it for therapeutic purposes. We are currently in the process

of ordering lasers, magnets, Hydrafacial machines, and other new equipment so that the spa centre will be modernized to the highest standards," Vlahova said.

The spa centre and pools are supplied by three water sources with different mineral compositions, including sulfur-rich water used in therapies for the musculoskeletal system. There are also three pools with different temperatures, suitable for contrast bath therapies and stimulating blood circulation.

Facilities include tangentors for underwater jet massage, used in rehabilitation and restoration of soft tissues.

The spa centre features the only natural marble hammam in the city, and offers magnetic therapy treatments, performed by qualified rehabilitation specialists following a doctor's prescription. Ultrasound facial treatments are also available, which target fine lines on the face, as well as Pomorie mud treatments, which have a very beneficial effect on injuries, when combined with magnets, Vlahova added.

Once the renovation is complete, the spa centre will employ a doctor who will prescribe medical therapies.

SPA Hotel Elbrus

SPA HOTEL ELBRUS IN VELINGRAD UPGRADES FACILITIES YEARLY, FEATURES HYPERBARIC CHAMBER AND ORGANIC GREENHOUSE



SPA Hotel Elbrus is the only hotel in Velingrad that features both a hyperbaric chamber and an aqua park with thermal mineral water, the hotel's manager, Darina Shatova, told the Bulgarian News Agency. The hotel was established in 1973, and its facilities are renovated every year. It welcomes some 55,000 guests annually and is a highly preferred destination for prevention and treatment of musculoskeletal and respiratory diseases, Shatova noted.

The hotel's spa centre includes four pools, four types of saunas (Finnish, herbal, steam, and an ice zone), a hyperbaric chamber, and its own aqua

park, which operates during the summer. Shatova explained that the spa is supplied with water from the Velyova Bath healing spring, used for the prevention and treatment of lung and kidney diseases. Another spring, the hottest in Velingrad, is mainly used for treating musculoskeletal conditions. The hotel's manager added that the water in three of the pools is changed every evening. The hotel is also a popular choice for families with children, largely due to the aqua park. It also has a registered medical centre staffed by qualified physiotherapists. The hyperbaric chamber is used both for treating various conditions and for cosmetic

purposes. Shatova noted that it helps wounds and broken bones heal more quickly.

Shatova added that the hotel has its own greenhouse producing organic food, as well as its own pastry workshop. This allows the food offered to taste like homemade. "We are a three-star hotel, but we offer more than some four-star hotels. I want our guests to receive much more in terms of service, quality, and amenities. The hotel is also preferred because of the cleanliness, the warmth of the pools, and the healing properties of the water," she said.

Hotel Park & Spa Infinity

VILLA AREA WITH SPA CENTRE TO OPEN IN MAY AT HOTEL PARK & SPA INFINITY IN VELINGRAD



Hotel Park & Spa Infinity is set to open the Infinity Villas complex in May this year, the hotel team told the Bulgarian News Agency. The villa area will feature its own spa centre and restaurant, offering a family getaway in a natural setting. Each house will have a private garden with a barbecue and controlled access.

The complex is the only one in the town with a panoramic spa centre, including an infinity pool, jacuzzi and sauna. Guests can also use a second outdoor infinity zone with a pool, children's pool, two jacuzzis, and areas with cabanas, sun loungers and umbrellas.

The hotel offers a wide range of spa and wellness services,

including classic, exotic and signature massages, luxury rituals and balneotherapy. Among them is the Infinity massage, combining foot reflexology with a full-body therapeutic treatment. Other highlights include honey and milk rituals and a romantic spa experience for two. The centre is also the only one in Velingrad offering a Japanese Ofuro bath, said to reduce stress and support metabolism and cardiovascular health.

Among the more specialized treatments is Intraceuticals therapy – oxygen infusion combined with 95% pure hyaluronic acid and a multivitamin complex, delivering immediate visible results without

recovery time. The complex also offers Gunofreza therapy, using electromagnetic resonance to deliver collagen, applied in cases of osteoporosis, injuries and spinal pain.

Guests have access to extensive facilities, including mineral pools, saunas, steam and herbal baths, relaxation zones and wellness areas. The complex is also suitable for business events, with conference halls and outdoor spaces for team-building activities.

Balneological Medical Centre Kamena

VISITORS TO BALNEOLOGICAL MEDICAL CENTRE KAMENA PREFER THERAPEUTIC MINERAL WATER BATHS, PERSONALIZED TREATMENT PROGRAMMES



The Kamena Balneological Medical Centre (BMC) in Velingrad combines the natural resources of the region with modern medical care, the centre's team told BTA.

The facility is distinguished by its focus on medical procedures carried out under the supervision of highly qualified specialists. It combines the region's natural resources with modern healthcare in order to provide effective prevention, treatment, and rehabilitation.

The centre employs doctors, rehabilitation specialists, and physical therapists with extensive experience. Patients have access to a wide range of therapies, including balneotherapy, physiotherapy, kinesotherapy, electrotherapy, and specialised rehabilitation programmes targeting diseases of the musculoskeletal system, peripheral nervous system,

respiratory system, and chronic inflammatory conditions.

An advantage of BMC Kamena is that part of the treatments can be financed by the National Health Insurance Fund, as well as through programmes of the National Social Security Institute, making treatment accessible to a wide range of patients, the centre added. The mineral water used in the facility has proven healing properties.

At BMC Kamena, conditions such as arthritis, arthrosis, gouty arthritis, post-traumatic conditions, and post-joint replacement recovery are successfully treated, as well as discopathies and radiculitis. The centre also offers effective therapy for peripheral nervous system disorders and conditions related to stress, strain, and fatigue. Mild forms of hypertension and respiratory diseases are also positively affected. Through oral

use of mineral water, treatment support is provided for digestive system diseases, including gastritis, colitis, and ulcers, as well as biliary, liver, and kidney conditions.

Among the most preferred procedures are therapeutic mineral baths, mud therapy, underwater massage, and individual rehabilitation programmes tailored to each patient's needs. The centre applies a personalised approach, creating individual treatment and recovery plans. Its guests include families, working-age adults, and elderly patients seeking effective rehabilitation.

The team continuously improves its qualifications through training and the adoption of modern rehabilitation methods. Work is also underway to upgrade the facility and expand services in order to provide more comprehensive patient care.

Kashmir Wellness & Spa Hotel

KASHMIR WELLNESS & SPA HOTEL OFFERS SAUNA INFUSION AS ONE OF SPA CENTRE'S LATEST ADDITIONS



Sauna infusion is one of the latest additions to the spa centre at the Kashmir Wellness & Spa Hotel in Velingrad. Manager of the complex Anna Bozhkova told BTA that this type of sauna is constructed in a specific way, as the ventilation and heater are different.

"The so-called sauna master enters at specific times and pours various essential oils mixed with water onto the heater. Humidity in the sauna rises, and with very specific movements, the entire air is directed toward the people inside it, with the idea to breathe in the essential oils," Bozhkova said. She added that the procedure takes about 10 minutes, after which the body must be cooled immediately.

"Our hotel focuses on mental and spiritual health, and that is why it is different," the manager said. The first Balinese-style yoga Shala in Bulgaria, a space using entirely natural materials, such as wood and stone, was built in the Kashmir Hotel.

The complex holds wellness programmes every day except Sunday, which include herbal therapies, yoga, stretching, Pilates, Reiki, and mandala painting. "These activities are particularly appealing to people who come without their children to take care of themselves," Bozhkova added.

The hotel welcomes approximately 20,000 guests annually. It is the first hotel in Bulgaria that does not accept guests under the age

of 14. The complex is completely surrounded by a pine forest, and just about 15 minutes away is the so-called centre of the Earth, where the 42nd parallel intersects with the 24th meridian, making it one of the energy points.

"This is still the only hotel in the country that serves dinner in a different way - there is a salad bar, and the appetizer, main course, and dessert are served from a daily à la carte menu prepared by the executive chef," the manager said.

Kashmir Wellness & Spa Hotel has won the Best Concept award from the Bulgarian Hotel and Restaurant Association for three consecutive years. Last year, the hotel was also awarded a Michelin key.

Spa Hotel Kleptuza Velingrad

SPA HOTEL KLEPTUZA VELINGRAD PRIORITIZES FAMILY TOURISM, INSTALLS NEW SALT ROOM FOR CHILDREN



Spa Hotel Kleptuza Velingrad prioritizes family tourism, and this year it is offering free access to the newly opened salt room for children with respiratory issues, the hotel manager Dochka Tsvetanova told BTA.

She said that mineral water is the main feature of the spa centre and is exclusively used in all pools and therapies. The hotel offers various types of massages, including therapeutic ones and hammam treatments, which are particularly popular among guests over 55. "Guests' relaxation is guaranteed with a heated pool, a children's pool, a jacuzzi, a sauna, a steam room, a private pearl jacuzzi, mud therapy, a fitness centre, relaxation

area, and a Cleopatra bath. On warm summer days, guests can also enjoy the outdoor pool," Tsvetanova added.

Most guests are Bulgarians, while foreign visitors book mainly through online platforms. The complex has a long-standing staff, some of whom have been working at the hotel since it first opened nearly 20 years ago.

The hotel is located near the Kleptuza natural phenomenon and offers easy access to tourist attractions and hiking trails in the area. The corridors, rooms, and spa centre are decorated with paintings, some of which tell the story of the property and the region, including the

narrow-gauge railway, the old bus station, and the train station.

The hotel manager added that tourists nowadays seek authentic experiences that go beyond the standard spa services, and prefer a traditional and cosy atmosphere with personalized service.

Cultural events, including international art symposia, are an important part of the hotel's strategy for developing family tourism and enriching guests' experience. "Last year, the hotel hosted an art symposium featuring 20 artists from 12 countries," Tsvetanova added.

Maxi Park Hotel & Spa

MAXI PARK HOTEL & SPA IN VELINGRAD REPORTS INCREASED DEMAND FOR HOLISTIC EXPERIENCE FOCUSED ON HEALTH, PREVENTION AND RECOVERY



The management of Maxi Park Hotel & Spa in Velingrad is committed to the sustainable development of its spa centre and expansion of its health and wellness programmes, with a focus on prevention, recovery, and long-term well-being, hotel manager Sisi Belichenova told BTA.

She said that in recent years, spa and health tourism in Velingrad have been dynamically developing, with guests increasingly seeking not just a vacation, but a holistic experience focused on health, prevention, and recovery. Maxi Park Hotel & Spa offers a comprehensive approach – in addition to traditional treatments, visitors can participate in yoga sessions, guided walks in the forest, water aerobics, and other seasonal activities.

The hotel has seen steady

growth in the number of Bulgarian and international guests, who are primarily from neighbouring countries.

The most popular treatments at the hotel are part of a holistic philosophy focused on longevity, detoxification, and restoring the balance between body and spirit. Guests can enjoy mineral water therapies, relaxing and therapeutic massages, anti-stress programmes, and restorative therapies, as well as combined packages that blend relaxation and preventive care.

"The mineral water we use is a key element of our wellness concept. Our hotel is the only one in Velingrad that is supplied by three different mineral water sources, which allows for diverse and targeted therapies," Belichenova said.

She added that specialized

programmes are also available – anti-stress, detox, restorative treatments, and programmes designed to strengthen the immune system.

Over the past year, the spa centre has implemented a new generation of therapies and has added a modern detox and regeneration area that combines natural resources with innovative methods.

At the same time, the fitness centre is being developed as part of the comprehensive care system for guests' health. In the future, the hotel aims to establish itself as a destination for high-end health tourism through personalized solutions for balance and regeneration, supported by investments in modernization and hotel team development.

Olymp Spa Hotel

BIOENERGETIC MASSAGE WITH SILVER THREAD GLOVES IS AMONG LATEST SPA PROCEDURES AT OLYMP SPA HOTEL



The spa centre at the Olymp Spa Hotel in Velingrad is the only one in the city to offer bioenergetic massage with silver thread gloves, spa centre manager Gergana Popova told BTA.

She said that this is a new technology combined with traditional Chinese medicine that has a beneficial effect on internal organs and the musculoskeletal system.

The procedure is called "New Approach to Health" and it is a holistic therapy that cleans the emotional, meridian, and biochemical imbalances, characteristic of modern lifestyles. The centre

employs visiting certified therapist specializing in applied kinesiology.

Popova added that the complex also offers a therapy with paraffin gloves and boots, which serves both as a therapeutic and cosmetic treatment. It is beneficial for joint disorders, while also making the skin on the hands and feet very soft and nourished.

The spa centre is open daily, year-round, and operates at full capacity, with treatments available throughout the week. Two-thirds of visitors are Bulgarians, while the remaining guests are foreigners. The centre has been in operation for 21

years, it was last renovated two years ago, and another renovation has been planned, Popova said.

The Olymp Hotel was rated the best four-star eco and spa hotel on the Balkans for 2025, the hotel's marketing manager Anna Kostova told BTA.

All customer service processes are electronic. The restaurant uses electronic menus, and orders are placed via QR codes. The lobby bar is served by a robot waiter. As an eco-hotel, cleaning is done with mainly steam-based machines to avoid the use of chemical products, and pool cleaning is automated, Kostova said.

Rich Spa Hotel

RICH SPA HOTEL TO OPEN FIRST VIRTUAL REALITY SIMULATION ROOM IN VELINGRAD



The first room-simulator for various virtual realities in Velingrad will be built at the Rich Spa Hotel, the hotel's owner Zlatko Zlatanov told BTA. He said the room will be fitted with ambient lighting. Visitors will be able to immerse themselves in the ocean or on the Moon through projections on special screens. "I saw it in a lift in the States, in the tallest skyscraper in New York. I liked it very much, I filmed it, and specialists here said they would make it even better," Zlatanov said.

Other planned investments in the hotel's spa centre

include the construction of a salt room and a special children's area. The project, worth about EUR 600,000, should be completed by the end of the year, the owner added. Zlatanov explained that the park area located near the hotel is currently being renovated.

The Rich Hotel has received dozens of awards and distinctions over the years. "We have Balkan awards, such as No. 1 Spa Hotel in the Balkans. I have seven awards for 5-star Spa Hotel of Bulgaria," Zlatanov said, adding that he is most proud of the visitors'

award, which recognizes the Rich Spa Hotel as the best spa hotel in Bulgaria.

On an annual basis, the hotel is visited by roughly 90% Bulgarians and 10% foreign tourists. The spa centre offers herbal therapy, a hydromassage capsule, a variety of massages and facial cosmetic procedures, shirodhara, oxygen mesotherapy, and a sauna park that includes a steam bath, and herbal and Finnish saunas. The hotel also has indoor and outdoor pools and four Jacuzzis with three types of mineral water.

SANTÉ SPA Hotel

Velingrad Balneological Hotel

SANTÉ SPA HOTEL IN VELINGRAD EXPANDS RANGE OF HEALTH RECOVERY THERAPIES



SANTÉ SPA Hotel combines a wide range of services aimed at relaxation, recovery and preventive healthcare, Angel Vargov from the hotel's marketing department told BTA.

The mineral water in the complex supports the treatment of disorders of the nervous system, musculoskeletal system, cardiovascular system and respiratory system. In the thermal zone, the water reaches temperatures of up to 48C.

The SPA centre offers an oriental hammam, various types of massages and therapies using cannabis oil, Vargov added. High-end facial cosmetic procedures are also available. The SPA area also includes Finnish, herbal and

infrared saunas, a steam bath and a salt room.

Guests have access to an indoor mineral pool, a children's pool, a jacuzzi, as well as an outdoor pool with a designated children's area and a year-round warm plunge pool.

The hotel also has a physiotherapy centre equipped with modern devices, where procedures are carried out under specialist supervision, with a doctor's office available on site.

The total number of accommodation units is 140, including rooms, studios and apartments. The hotel offers signature cuisine in its a la

carte restaurant. There is also a lobby bar, a pool bar and additional venues, including a pastry space and a nightclub.

The complex also features a conference centre with multifunctional halls suitable for corporate events, training sessions and cultural events. The largest hall has capacity for several hundred people and is equipped with modern technical facilities.

The hotel received two awards in 2025 - Best Mountain SPA Hotel for 2025, presented by the Bulgarian Union of Balneology and SPA Tourism, and Best Five-Star Event SPA Hotel for 2025 from the Bulgarian Hotel and Restaurant Association.

VELINGRAD BALNEOLOGICAL HOTEL TO EXPAND WELLNESS PROGRAMMES AND MODERNIZE SPA CENTRE



More than 1,500 people a year participate in the National Social Security Institute's (NSSI) prevention and rehabilitation programme at the Velingrad Balneological Hotel, its manager Petya Ferezlieva told BTA.

She said that a vacation in Velingrad, one of Bulgaria's most picturesque regions, combines relaxation and wellness, due to the mineral waters and clean mountain air. Ferezlieva added that interest in spa and health tourism in the city is constantly growing, attracting both Bulgarian and foreign guests.

The hotel has been working with NSSI's programme since 2004 and offers a variety of spa and therapeutic treatments - physical therapy, hydrotherapy, massages,

mud therapy, and kinesitherapy. It features an indoor mineral pool, an outdoor seasonal pool, a steam bath, and a sauna.

There are 70 mineral springs in the resort, from which mineral waters spring with temperature 46C-94C, with low mineralization, sulphate-hydrocarbonate-sodium, with high alkaline reaction. The water helps with conditions affecting the nervous and cardiovascular systems, the musculoskeletal and respiratory systems, and metabolism.

The complex also offers specialized wellness programmes, including a five-day plan for seniors aged 60 and older featuring two medical treatments per day, as

well as six-day plans "Pro Health" and "Pro Health - Premium", each offering four treatments per day. Over the past year, new spa services and technologies have been introduced to enhance the effectiveness of therapies and guest comfort. Development plans include expanding the wellness programmes and modernizing the spa centre.

Most of the guests are Bulgarian. For the past 10 years the hotel has also been hosting guest groups from Cyprus, over the age of 60, who visit in the spring and autumn.

"The most valuable reward for the hotel team is the trust of our guests. 80% of them return every year," the hotel manager said.

Balneo Complex Medica Narechen

BALNEO COMPLEX MEDICA NARECHEN OFFERS ELECTROSLEEP AMONG INNOVATIVE PROCEDURES



Among the innovative treatments offered at Balneo Complex Medica Narechen in the village of Narechenski Bani is electrosleep therapy. This is a special audiovisual technology that induces a state of deep relaxation in the brain, hotel co-manager Alice Murtezova told BTA. The procedure helps with stress, anxiety, sleep problems, and fatigue - conditions that increasingly accompany the modern lifestyle, she added.

The medical centre "Medical Expert" at the hotel employs specialists in physical therapy and rehabilitation. After an individual medical examination, procedures such as electrotherapy, magnetotherapy, laser therapy, iontophoresis, and inhalation therapy are prescribed, suited to each patient's condition.

The medical centre's work focuses

on implementation of modern equipment for pain management and accelerating recovery processes, Murtezova said. These include high-intensity magnetic therapy, Tecar therapy, and shockwave therapy.

High-intensity magnetic therapy stimulates nerve cells, muscles, and blood vessels, promotes tissue regeneration, and helps relieve chronic pain, sports injuries, and post-traumatic conditions. Tecar therapy helps reduce inflammation and swelling, improves blood circulation, and restores joint mobility. Shockwave therapy stimulates the body's natural healing processes and is successfully used for a range of musculoskeletal issues.

Mud therapy is also included in the treatment programmes, as it has proven effect on joint disorders, discopathies, and skin and

gynaecological conditions.

Guests can enjoy a Finnish sauna, a Turkish bath, and a steam room in the spa and wellness area.

The therapeutic effect of these modern methods is complemented by the unique radon mineral water of Narechenski Bani, Murtezova said. It improves blood circulation, stimulates the immune system, and is beneficial for tissue regeneration. Radon water is successfully used to treat musculoskeletal disorders, joint and neurological problems, cardiovascular diseases, respiratory tract conditions, and endocrine and metabolic disorders.

Guests can combine treatments and relaxation with walks to regional landmarks, such as Asen's Fortress, Bachkovo Monastery, or Slivodolsko Padalo Waterfall.

Starosel Wine and Spa Centre

TOURISTS FROM UK, BENELUX AMONG ATTENDEES OF STAROSEL WINE AND SPA CENTRE IN SUMMER



Tourists from Germany, Turkiye, Romania, the UK, Belgium, the Netherlands, and Luxembourg are among the guests of the Starosel Wine and Spa Centre during the summer. The main point of attraction is the local healing mineral water, Videlin Piskov, manager of the centre, told BTA. Bulgarians represent the largest share of visitors through the rest of the year.

In 2024, a large-scale project to renovate and expand the spa centre was completed. Three new outdoor mineral pools and new indoor spaces were built. The mineral water used in the centre has a temperature of up to 54C at the source and

relieves muscle and joint pain, improves blood circulation, and has a detoxifying effect on the body. The Starosel SPA Centre features outdoor mineral pools that offer a view of the Sredna Gora Mountains. These pools are open year-round and have a water temperature of up to 38C. The panoramic indoor pool is 25 metres long. The indoor section of the centre also features a relaxation pool with hydro-massage zones, hydro-massage loungers, and water jets, as well as a "water volcano" for muscle stimulation.

The hotel boasts a conference centre with 10 halls, making it suitable for events of any scale, Piskov said. The largest hall has

a capacity of up to 1,000 people in a theatre-style layout.

Wine tours at the centre take place in a tasting room with architecture inspired by ancient Thracian temples. Guests have the opportunity to tour the production facilities and the aging cellars where the wine matures in oak barrels. The tastings are led by professionals who explain the characteristics of each variety, as well as the aromas and flavour profiles. The tour also includes a discussion on the history of wine and Thracian traditions.

SPA Thracian Residence

Augusta SPA Hotel

SPA THRACIAN RESIDENCE IN STAROSEL BLENDS MINERAL WATER AND WINE THERAPIES

AUGUSTA SPA HOTEL IN HISARYA IS RENOVATING 180 ROOMS AND EXPANDING MEDICAL SERVICES



SPA Thracian Residence, a recreation centre in the Starosel Wine & Spa Complex in the village of Starosel, Plovdiv Region, combines healing mineral water and wine-based therapies, said the hotel manager, Videlin Piskov, interviewed by BTA. Each year, the company expands the portfolio of its own natural cosmetics, which are used in the spa centre, Piskov said.

eye contour, while crushed grape seed pulp is used in exfoliating products, the manager said. The spa centre offers wine-based procedures using wine mud from the winery's fermenters. These include antioxidant wine therapies, aromatherapy, and relaxing rituals, as well as classic and therapeutic massages and cosmetic treatments for the face and body.

massage therapists. The spa area features indoor and outdoor mineral pools, a saltwater pool with hydromassage jets, a plunge pool for contrast therapy, Finnish and aromatic saunas, steam baths and hammams, a snow room and a sun room, as well as a salt cave for halotherapy.

According to him, the centre stands out for using cosmetics produced from the complex's own vineyards in its therapies. Essential oils extracted from grape seeds from our winery production are incorporated into massage oils, toning serum, and products for the

The mineral water in the complex has a temperature of around 54°C and has proven benefits for the skin and the musculoskeletal system. It supports detoxification, improves circulation, and helps restore the skin. The centre employs kinesiotherapists, rehabilitation specialists, and

Visitors to the Starosel complex in the autumn, winter, and spring seasons are mainly Bulgarians, while the number of foreign guests increases in the summer, the manager said. The largest share of international visitors comes from Germany, Turkiye, Romania, the United Kingdom, Belgium, the Netherlands, and Luxembourg.

Augusta SPA Hotel in Hisarya is renovating a significant part of its facilities, hotel manager Daniela Raykova told BTA.

Renovations cover the complex's second wing and include 180 rooms – doubles and suites. Work began at the start of the year and involves complete modernization of the interior, furnishing, and equipment.

The hotel features a certified balneotherapy and medical spa centre covering 3,000 sq. m and offers over 100 therapies performed by doctors, rehabilitation specialists and therapists. Balneotherapy is aimed at treatment and prevention of musculoskeletal and metabolic disorders, gynaecological, neurological, skin, vascular, and respiratory conditions, and disorders of the excretory and digestive systems.

Innovations for the spring-summer season include high-intensity FMS magnetotherapy for treating pelvic floor issues in women and men, and a new-generation MLS laser system used for acute pain syndromes, as well as for recovery after muscle and tendon repair surgeries and sports injuries, Dr. Iliyana Draganova said. The centre also offers Guna therapy with collagen to strengthen ligaments, tendons, and joint capsules, as well as climatotherapy.

The spa centre at the hotel also offers dry carbon dioxide bath which can also be used in the early stages of post-heart attack rehabilitation and is recommended for high blood pressure, varicose veins, obesity, diabetes, atherosclerosis, etc.

Starting in August 2025, the hotel offers procedures covered by the National Health

Insurance Fund, allowing patients to use a package of 20 procedures prescribed by a doctor at the hotel.

The centre also performs aesthetic procedures, including hydrogen therapy, osteoaesthetics, cavitation, and RF lifting.

The first wing of the Augusta Hotel opened in 1965. The complex has a total of 300 rooms and suites and a capacity of 550 beds. Over nearly 60 years, approximately 1.5 million tourists have stayed there. In 2024, the hotel received the award for the best three-star medical spa hotel in Bulgaria.

TOURISTS FROM ISRAEL, GERMANY, TURKIYE, ROMANIA, AND GREECE AMONG MAIN FOREIGN VISITORS TO C COMFORT & WELLNESS HOTEL IN HISARYA



Tourists from Israel, Germany, Turkiye, Romania, and Greece are among the main foreign visitors to C Comfort & Wellness in Hisarya, manager Daniela Piryanova told BTA. The hotel's average annual occupancy rate ranges between 50% and 60%.

According to Piryanova, Hisarya is increasingly establishing itself as a year-round destination. Israeli tourists mainly seek balneotherapy, German visitors are primarily interested in wellness treatments, while guests from Greece often combine their stay with cultural tourism.

She added that foreign spa and health tourism visitors are looking for healthy food,

exercise, spa procedures, and opportunities for personal experiences or spiritual development.

Bulgarian tourists continue to make up the majority of visitors, especially during the summer season, typically preferring short weekend breaks and spa packages of two to three nights.

Foreign guests focused on balneotherapy tourism tend to look for healthy nutrition, physical activity, spa treatments, and opportunities for full recovery and rejuvenation.

The hotel's wellness centre includes a large indoor pool, sauna, gym, jacuzzi, steam bath, relaxation area, and herbal room. Both machine-assisted and manual therapies

are available, including therapeutic massage with Black Sea lye, lymphatic drainage massage, rose oil massage, argan oil aromatherapy, and anti-stress massages.

According to Piryanova, the wellness tourism market continues to expand as more travellers seek health-oriented vacations. The hotel is also developing event tourism as a way to extend the season.

C Comfort & Wellness is located in central Hisarya, near Momina Sulza Park, creating ideal conditions for relaxation in a peaceful environment with clean air and a favourable microclimate. The hotel has six studios and ten apartments.

SPA HOTEL HISSAR IS POPULAR CONFERENCE TOURISM DESTINATION



Spa Hotel Hissar has been awarded the title of Best 4-star SPA hotel in the Balkans for 2025 by the Balkan Alliance of Hotel Associations (BAHA), the hotel announced.

The award is a testament to the dedication of the entire team as well as the trust of the guests, Nelina Djoreva from the hotel's management team told BTA.

Among the wide range of preventive and therapeutic procedures offered at the hotel's SPA center is hyperbaric oxygen therapy in a modern four-seat chamber. During the sessions, patients breathe 100% oxygen under high pressure of up to three atmospheres, which has an antimicrobial effect, regulates the body's functional and metabolic activity, and accelerates recovery.

The SPA center team includes qualified kinesiologists, rehabilitation specialists, nurses, massage therapists, cosmeticians, and hydrotherapy specialists, ensuring professional service and an individualized approach to each guest, Djoreva emphasized.

The SPA center is equipped with state-of-the-art facilities for treatment, wellness, and balneotherapy. Guests can use an infrared sauna, Roman bath, ice room, Kneipp path, experience showers, shock showers, a small pool with warm mineral water, and heated loungers. A variety of massages with both relaxing and therapeutic effects are also available. In addition, the hotel offers a relaxation zone with a Finnish sauna and steam bath located near the indoor swimming pool.

The mineral water in the town of Hisarya is widely known for its proven healing properties. It is low-mineralized, colorless, odorless, and has a pleasant taste, making it suitable for both drinking therapy and external use, Djoreva said. It is considered beneficial in the prevention and treatment of various conditions, including kidney and urological diseases, gastrointestinal disorders, gallstone disease, musculoskeletal conditions, gynecological issues, metabolic disorders, and chronic intoxications.

Spa Hotel Hissar is described as a year-round destination. In addition to individual leisure and recovery guests, it is also a preferred venue for conferences, seminars, and corporate events. Most visitors are Bulgarian tourists, but the hotel also receives guests from abroad, including Israel, Russia, Romania, Germany, Turkey, Ukraine, Greece, the United States, and other countries.

Cosmopolitan Hotel

COSMOPOLITAN HOTEL IN RUSE VISITED MAINLY BY LOCALS, NUMBER OF GUESTS FROM ROMANIA INCREASING



The Cosmopolitan Hotel is developing its Wellness & SPA concept around the combination of physical activity and relaxation, aiming to provide complete recovery for guests, spa therapist Lyuben Tonchev and marketing specialist Gergana Todorova told BTA.

Located in the centre of Ruse, the hotel offers visitors the opportunity to pair workouts at its modern Cosmo Gym with recovery in the wellness zone. According to the team, this balance between movement, relaxation and professional care is a key factor in attracting

both local clients and business travellers.

Among the most popular services are machine-based treatments, massages and the indoor pool, with stronger, recovery-focused massages in particularly high demand. The centre also offers aromatherapy, reflexology and relaxation rituals.

Facilities include a sauna, infrared cabin, steam bath and indoor pool with massage features, as well as a seasonal outdoor pool with a bar. The SPA also provides modern

body and skin treatments such as cryolipolysis, cavitation, radiofrequency lifting and lipolaser, with personalised programmes tailored to each client.

Most visitors are local residents, though the hotel also reports growing interest from Romanian guests. The team includes spa therapists trained in kinesitherapy and swimming coaches, and regularly follows industry trends to maintain high service standards.

Danube Hotel & Spa

SOME 500 GUESTS A MONTH FROM BULGARIA AND ABROAD SEEK RELAXATION AT DANUBE HOTEL & SPA IN SILISTRA



An average of about 500 guests per month stay at the Danube Hotel & Spa complex in Silistra. The guests are mainly Bulgarians, but there are also tourists from Romania, Moldova, Turkiye, Greece, and other European countries, the complex's owner, Krum Krumov, told BTA.

The spa and wellness centre at the Danube Hotel & Spa offers a variety of options for water therapies, relaxation, and rejuvenation, Krumov added.

The complex's spa area includes an indoor pool, a jacuzzi, a relaxation area, a fitness centre, massage showers, steam and aromatic baths, saunas, a relaxation area, and a wide range of massages. The services are available year-round and are among the most

popular with guests seeking tranquility and rejuvenation in a comfortable setting.

Krumov noted that interest in the spa services is steady, with the most popular being the pool, steam, and aromatic baths, which combine heat and herbal therapies. According to him, the complex is establishing itself as a preferred destination for short breaks and weekend getaways.

The hotel has a long-standing history, with the initial renovation carried out after 2008, and in recent years, following a change in ownership, a new phase of modernization has been implemented. The renovation includes guest rooms, restrooms, and spa facilities, and the process of improving services continues.

Krumov noted that despite its potential, the Silistra area is not sufficiently developed as a tourist destination. According to him, the area boasts a wealth of natural and historical attractions, but stronger promotion and more active use of existing resources are needed to position it more clearly on the country's tourism map. He added that in recent years, there has been growing interest in combined tourism products that blend spa vacations with cultural and sightseeing tourism.

In the future, the hotel plans to develop wine tourism through partnerships with local wineries, with the idea of offering combined packages featuring spa treatments, wine tastings, and sightseeing tours.

National Palace Hotel

NATIONAL PALACE IN SLIVEN TO FURTHER DEVELOP ALL ELEMENTS OF COMPREHENSIVE SERVICE - FROM ACCOMMODATION AND SPA TO WINERY



The National Palace Hotel in Sliven continues to expand and upgrade its SPA services, owner Radostin Bozukov told BTA. The SPA centre is part of a broader concept that combines hotel accommodation, a restaurant, wine production and evolving culinary ideas.

The hotel maintains an average occupancy rate of around 55% across its 89 rooms. Approximately half of the guests are foreign visitors.

The SPA focuses on comfort, tranquillity and high-end services, using tempered concrete technology to maintain stable temperatures and prevent moisture, mould and condensation.

Natural materials are central to the design. Granite, marble, limestone and onyx sourced

from various parts of the world have been used throughout the facility.

A main attraction is a Roman bath at around 42°C, designed to prevent condensation. The centre also features a salt sauna, a herbal sauna, a classic Finnish sauna and a Russian sauna. In addition, there are two steam baths with different aromatic profiles, including mint and eucalyptus.

The SPA also offers a range of programmes combining hammam treatments, massages and jacuzzi relaxation. The water used in the facilities is treated using silver ions instead of chlorine.

A strong emphasis is placed on silence, relaxation and comfort. Access is restricted for visitors under the age of 14.

A key part of the complex is its own boutique winery, Chateau Bozukov. In 2025, around BGN 350,000 were invested in equipment to support premium craft wine production. Annual output is around 1,333 bottles, in line with boutique winery standards, allowing full control over quality. A new culinary concept is being developed, combining fine dining with the winery's products.

The hotel has received multiple awards, including Best Four-Star Luxury SPA Hotel with Château for 2024 and 2025, Best Four-Star Luxury SPA Hotel for 2023 (BHRA), Best Four-Star Urban SPA Hotel for 2022, the Building of the Year award for 2014, and recognition for Best Partnership in 2025 for Chateau Bozukov.

SPA Hotel Devin

HEALTHY JOINTS PACKAGE AMONG MOST POPULAR PREVENTIVE AND RELAXATION PROGRAMMES AT SPA HOTEL DEVIN IN UPCOMING SUMMER SEASON



SPA Hotel Devin aims to turn the Rhodope area into a leader in health tourism by continuing its balneotherapy traditions, the hotel manager Dzheylyan Kokalova told BTA. Even before the mass development of tourism, the area was known as a natural sanatorium for respiratory problems, bone diseases, and recovery from chronic stress, she added.

The complex's spa centre uses mineral water from the Bedenski thermal spring, and is effective for the prevention of musculoskeletal disorders, the team said. Among the most popular preventive and relaxation programmes for the upcoming summer season is the Healthy Joints package, which includes procedures with mineral water, mud therapy, and physiotherapy.

Movement Without Pain is a specialized rehabilitation programme for injuries and trauma aftercare, while the Anti-Stress and Relax package combines water therapies and massages for conditions of the nervous system. Drinking therapy with Devin mineral water is offered as part of the Detox and Tone holiday package.

The SPA center features an indoor mineral pool, an outdoor mineral hot tub, a sauna, a steam bath, and a modern physiotherapy section. The Bulgarian Village restaurant at the hotel complements guests' vacations with traditional Rhodope recipes made from natural products.

The hotel expects to welcome mainly Bulgarian tourists in the

upcoming season who seek a combination of mountain tranquility and professional health care.

During the summer season, Hotel Devin will once again welcome Israeli tourists who have booked holidays even amid a complicated geopolitical situation. Israeli visitors have regularly visited the hotel since 2003, the management team said. The hotel's marketing strategy was the first to bring holiday groups from Israel at the beginning of the century.

The balneological centre of Hotel Devin combines modern medical equipment with the region's abundance of mineral springs, the management team added.

Ismena SPA Complex

MOSTLY BULGARIAN TOURISTS CHOOSE ISMENA SPA COMPLEX IN DEVIN



Outdoor thermal soaking pools filled with hot mineral water are among the newest relaxation features at Ismena SPA Complex, its manager Polina Boneva told BTA. These are the first and only open-air mineral soaking pools in Devin, operating year-round and attracting strong interest from visitors. The complex is a four-season destination, combining modern architectural solutions with the style of traditional Rhodope Revival houses, alongside a variety of spa pools and revitalizing treatments using healing mineral water from the Bedenski spring.

Boneva said that the majority of guests choosing "Ismena" are Bulgarian tourists, drawn by the tranquility of the Rhodope Mountains and the warm mineral

waters. Regular international visitors come mainly from Germany, Israel, Russia, and the United Kingdom. Most tourists are attracted by water-based therapies as a means of recovery and relaxation. The alkaline properties of the mineral water help cleanse the skin, stimulate regeneration, and support detoxification. Treatments and immersion in the лечебна Bedenska mineral water are particularly recommended for people with sedentary jobs or past injuries, as the heat and mineral composition relax muscles and improve mobility without placing strain on the heart, the complex explained.

Spanning 17 decares, the Ismena complex includes a hotel section, 15 guest houses, and landscaped

park areas. The spa center features indoor and outdoor pools, a sauna, steam bath, Finnish sauna, jacuzzi, and aromatic baths. In addition to the hot outdoor soaking pools, popular even in winter, guests can experience contrast therapy in a shock pool, one of the center's cold treatments, with water temperature of 5°C. After the heat of the sauna, a brief immersion in the shock pool has a refreshing effect and improves circulation, the team noted.

The spa menu also includes treatments such as volcanic stone massage, an Egyptian relaxation ritual, and restorative magnesium massage, offering a wide range of options for full-body rejuvenation.

Orpheus Spa & Resort

CLIENTS, PATIENTS UNDERGOING MINERAL WATER TREATMENTS AT HOTEL ORPHEUS IN DEVIN "GETTING YOUNGER"



Ever since the pandemic, more Bulgarians have been discovering the healing power of the mineral water at the Orpheus Spa & Resort as a preventive measure against a range of illnesses, the hotel's manager Dr. Valentin Kotsakov told BTA.

The balneological centre has long been a destination not only for patients with chronic musculoskeletal or peripheral nervous system issues, but also for active and healthy people who rely on the revitalizing effects of the mineral water springs in the Devin area.

The complex includes a Specialized Hospital for Rehabilitation and a spa hotel, which operate together, hospital manager Dr. Yulia Kisimova said. "Guests and patients say they

already feel younger after the mineral water treatments, as the need for rehabilitation for computer-induced ailments is increasing," she added.

The main guests are Bulgarians despite the former popularity of Devin's healing waters, which were used to rehabilitate German soldiers during World War II and Finnish patients in the 1980s.

The balneotherapy in Devin has a 20-century history – archaeological excavations uncovered the remains of an ancient mineral bath dating back to the 1st century near the Beden thermal spring, Dr. Kotsakov said.

The most common conditions among patients and guests at the complex

are discopathy, inflammatory processes associated with joint replacement, and knee, ankle, wrist, or shoulder fractures.

The therapeutic effects of the mineral water in Devin are also beneficial to people affected by psoriasis or reproductive problems. The hospital ward accepts patients both through clinical pathways and under the National Social Security Institute prevention and rehabilitation programme. Clinical pathways for recovery after heart attacks and strokes have also been introduced.

Hotel Orpheus offers modern equipment and high-end rehabilitation facilities. Guests and patients can enjoy hiking trails in the town's surroundings and swimming in both outdoor and indoor mineral pools.

Spa Hotel Persenk

SPA Complex Alexander

SPA HOTEL PERSENK UNVEILS SALTWATER POOL, EXPANDED WELLNESS FACILITIES AFTER MAJOR RENOVATION



SPA COMPLEX ALEXANDER EXPANDS SERVICES WITH SIGNATURE THERAPY AND SUMMER PACKAGES IN GREECE



A saltwater pool is among the key new additions at Spa Hotel Persenk following a large-scale renovation of the complex, manager Aleksandar Dimchev told BTA. For the upcoming summer season, the five-star hotel will welcome guests with a fully redesigned interior inspired by nature, as well as an expanded spa centre based on mineral water from the Bedenski Bani spring.

Around 90% of Persenk's clients are Bulgarian tourists, while foreign visitors mainly come from Israel, France, Germany, Austria, and Romania, Dimchev added.

As part of the renovation, mineral water is at the core of all relaxation, recovery, and preventive treatments offered at the complex.

The Bedenski mineral water, with a temperature of 76°C and a specific physico-chemical composition, is recommended for the treatment and prevention of musculoskeletal and nervous system conditions.

The spa centre features three pools, including the new saltwater pool equipped for hydromassage, as well as infrared, Finnish, and herbal saunas, a steam bath, hammam, jacuzzi areas, and phytobarrels. A dedicated adults-only zone has also been created.

The hotel also offers a specialized Baby SPA area, providing facilities for water-based treatments for the youngest guests, including infants.

According to the manager, the complex is increasingly establishing

itself as a preferred destination for family holidays, as well as for visitors seeking recovery and relaxation in a mountain setting. Opportunities for eco-tourism, including hiking trails in the Rhodope Mountains, further enhance the offering.

Spa Hotel Persenk is located in Devin, a town with long-standing balneotherapy traditions dating back more than two millennia, according to archaeological evidence.

According to management data, in 2025, the hotel ranked among the top ten five-star hotels in Bulgaria. In February 2026, the complex received the "Best Five Star Spa Hotel in the Balkans 2025" award from the Balkan Alliance of Hotel Associations in Belgrade.

SPA Complex Alexander in Zlatograd, Southern Bulgaria, is expanding its spa and tourism services by combining balneotherapy, signature treatments, and cultural-historical tourism, the owner and manager Alexander Mitushev told BTA.

The complex is located in the heart of the Zlatograd Ethnographic Complex and offers an experience that combines the charm of Bulgarian Renaissance architecture, modern comfort, and an authentic atmosphere. The area provides opportunities for hiking and fishing tourism, including the nearby fishing and recreation complex Yagnevo,

located 13 km from Zlatograd.

Among the new highlights of the hotel is an indoor mineral pool supplied with water sourced near the village of Erma Reka. The water is suitable for skin, joint, and neurological conditions and is comparable to one in the Greek village of Thermes.

The complex is also introducing a signature therapy - Rhodope Zeolite Peeling. Zeolite, known as the 20th century mineral, has antioxidant properties and supports skin regeneration. The procedure includes a steam bath, peeling with an emulsion of olive oil and zeolite, and a relaxing massage.

The spa centre features a sauna, steam bath, Turkish hammam, salt room, hydromassage baths, and a variety of face and body treatments.

The location of Zlatograd allows for a combination of mountain and seaside tourism, and during the summer season, the complex organizes one-day excursions to Northern Greece, including free beach access, walks, and opportunities for relaxation by the sea.

AQUA SPA HOTEL ZLATOGRAD INVESTS IN NEW MODERN SPA CENTRE



The Aqua Spa Hotel Zlatograd is expanding its tourism facilities with the construction of a new modern spa centre designed to offer enhanced relaxation, recovery and high-end services, the company's owner Velichko Siderov told BTA.

The new spa centre will feature aroma rooms, steam baths, massage studios, salt rooms, jacuzzis and a cryotherapy sauna. VIP spa areas with private zones for privacy and comfort are also planned, equipped with saunas, jacuzzis and private relaxation spaces. The aim is to provide guests with a tailored

experience in a calm and luxurious environment.

The investment is intended to expand the hotel's year-round tourism product and attract both domestic and international visitors seeking a combination of modern amenities, nature and an authentic atmosphere.

The complex already offers a range of accommodation options, including boutique rooms and suites designed with attention to detail and guest comfort. Some units feature private spa facilities such as saunas, steam baths, infrared saunas, salt walls and

hydro massage tubs, turning each stay into a personalized relaxation experience.

Current amenities also include an indoor pool, relaxation zone, fitness centre, body-shaping equipment, entertainment areas, bowling and billiards, along with various massage and therapy services aimed at improving tone and recovery.

The management believes the new investment will further strengthen Zlatograd's position as a preferred destination for boutique, family and wellness tourism in Southern Bulgaria.

KAMELIA HOTEL IN PAMPOROVO ATTRACTS TOURISTS FOR SUMMER SEASON WITH MODERN WELLNESS CENTRE



Kamelia Hotel in the Pamporovo resort is welcoming the summer season with special offers for longer stays aimed at improving mental and physical health, owner of the complex Anton Anastasov told BTA.

With a focus on families with children, the complex offers accommodation in spacious apartments with one, two, and three bedrooms. The hotel notes that during the summer months it aims to attract guests who are looking for a natural environment for recovery, more physical activity, and better sleep quality.

The proven beneficial climate of Pamporovo is attracting

more tourists with respiratory problems and various allergies, who prefer longer stays in order to gain maximum benefit from the mountain environment. As part of its summer concept for care and relaxation, the hotel also includes complimentary massages in some accommodation packages.

The modern wellness centre features a jacuzzi, Finnish, herbal, and infrared saunas and two steam baths. A variety of face and body therapies, professional massages, and relaxation procedures are also available.

Among the newest additions to the centre are an outdoor wood-fired sauna and an ice-water

plunge pool - a combination aimed at toning the body and stimulating circulation.

During the warmer months, the hotel also offers an outdoor pool with a sun garden and loungers. For children, there is a park, a tubing track, and a multifunctional sports field, making the complex suitable for both recovery and training camps.

The hotel's goal is for guests to enjoy tranquility, comfort, and renewed energy amid the nature of the Rhodope Mountains, the management added.

Murgavets Hotel

RENEWED RELAXATION ZONE IS HIGHLIGHT OF NEW CONCEPT AT MURGAVETS HOTEL IN PAMPOROVO



Murgavets Hotel in the mountain resort of Pamporovo welcomes the summer season with updated holiday offers focused on complete relaxation, activity, and recovery. The highlight of the hotel's new concept is the renovated relaxation area, the management told BTA. It expands the opportunities for rest and wellness. Combined with the wide range of outdoor activities in the area, the complex is strengthening its position as a preferred destination for summer tourism.

The hotel offers various accommodation options, including Standard and Deluxe double rooms, one-bedroom and superior apartments, maisonettes, and presidential suites. The management notes that the facilities are designed to

meet the needs of families with children, couples, and organized groups seeking comfort and tranquility in the mountains.

As part of its summer concept, the hotel offers several new package deals. Among them is the "May in Pamporovo: 3 Nights for the Price of 2" package, which includes accommodation with breakfast and access to the Mountain Relax & Vitality Center with indoor pools, jacuzzi, salt and Finnish saunas, aroma steam bath, and fitness center.

The package also includes guided hiking tours, jeep safaris, and visits to the Smolyan Planetarium and the Rozhen National Astronomical Observatory. This allows guests to combine relaxation with mountain, educational, and

scientific tourism.

Another option for visitors is a yoga and Pilates retreat running from May 1 to October 31, 2026. The program includes organized yoga and Pilates sessions with an instructor, aimed at creating balance between body and mind in the peaceful atmosphere of the Rhodope Mountains.

The hotel also offers a special romantic package for couples, including a two-night weekend stay in a double room or apartment, a cozy atmosphere, and a complimentary bottle of wine.

Perelik SPA Hotel

PERELIK SPA HOTEL EXPECTS MORE ROMANIAN, GREEK TOURISTS THIS SUMMER, BULGARIANS TO REMAIN MAJORITY



Primarily Bulgarian tourists are expected to choose a summer holiday at Perelik SPA Hotel this year, Sofia Tsankova, Chair of the Board of Directors of Pamporovo AD, told BTA.

The company also expects an increase in Romanian and Greek tourists for the summer season, following the opening earlier this year of the Smolyan-Rudozem-Xanthi border crossing.

Perelik SPA Hotel is part of the investments aimed at developing Pamporovo as a year-round resort, Tsankova added.

The Body & Soul SPA Lounge combines modern spa facilities with the traditions of climatotherapy in the region, known for its negative air ionisation and high concentration of natural antibiotics known as phytoncides.

The unique climate and forest characteristics of the Pamporovo

area make it an ideal place for programmes combining the benefits of modern medicine with ancient recovery and prevention practices for socially significant diseases, such as climatotherapy and forest bathing, explained Aleksandra Tsankova, head of health tourism at the company.

The spa complex is part of efforts to restore Pamporovo's popularity as a climatic resort, as it was in the early 20th century. Before becoming a ski centre, Pamporovo was known for decades as a place for recovery from respiratory and endocrine conditions, injuries, stress, and general fatigue.

Body & Soul SPA Lounge is a modern interpretation of this climatic destination. Its programmes are based on a combination of kinesiotherapy, rehabilitation, and the beneficial natural environment. This is an innovative holistic approach to improving health, and all programmes are strictly personalised and prescribed by a medical specialist, Tsankova said.

Among the most popular post-COVID programmes at the Perelik SPA Centre are "Pulmonary Prevention," "Relaxation & Anti-Stress," "Therapy for Injuries and Trauma" (musculoskeletal and peripheral nervous system), "Mountain Detox," and Get Fit. The pulmonary prevention programme is based on a combination of breathing exercises, rehabilitation, therapeutic methods, and outdoor activities that improve breathing and optimise lung function. Breathing and relaxation techniques are also included in the "Relaxation & Anti-Stress" programme, which takes a comprehensive approach to stress management.

Located on an area of 2,500 sq. m across three levels, Body & Soul SPA Lounge features a 25-metre swimming pool, a variety of saunas and steam baths for relaxation and detoxification, an ice room, hydro-massage tubs, a fitness centre, a hammam, a salt room, a VIP jacuzzi, and more.

Belchinski Izvor SPA Complex

BELCHINSKI IZVOR SPA COMPLEX NEAR VILLAGE OF BELCHIN WITH NEARLY 40,000 GUESTS IN 2025, SOME 93% BULGARIANS



Belchinski Izvor SPA Complex, located near the village of Belchin, hosted 39,486 guests in 2025. Some 93% were from Bulgaria, while the rest were foreigners, the complex told BTA.

The Gala Placidia spa centre features a large indoor mineral pool, an indoor children's pool, outdoor hot tubs and jacuzzies with varying temperatures, as well as a large outdoor pool and a children's pool. The spa area also includes a Finnish sauna, salt sauna, aroma sauna, steam bath, ice corner, and a relaxation zone with heated loungers.

Bulgarians are more familiar with the benefits of health tourism than foreign visitors, the hotel management said.

The SPA complex is the only one in Bulgaria to have its own mineral spring. The healing mineral water springs at a temperature of 41C to 45C. It is alkaline, with low mineralization, fluorine-rich, and silica-rich.

Belchinski Izvor noted that all mineral pools, jacuzzies, and hot tubs use only mineral water, without mixing it with regular water, unlike other resorts. They use a Swiss system that cools and heats the facilities without using additional spring water.

The year-round outdoor hydromassage jacuzzies and hot tubs are one of the complex's signature features, with temperatures ranging from 36C to 41C.

The spa centre employs six therapists and three cosmetology specialists. Guests can enjoy anti-aging facial programmes, as well as restorative body therapies and massages, combined with the therapeutic mineral water.

The complex is currently undergoing renovation. New modernized facilities will be added both in the spa and accommodation areas.

In 2024 and 2025, Belchinski Izvor was awarded as one of the best four-star spa hotels in Bulgaria. It has also been nominated three times for Top Spa Hotel at the World SPA Awards. The complex was opened in the summer of 2019.

SPA Hotel Belchin Garden

NEW BUILDING WITH STATE-OF-THE-ART SPA CENTRE UNDER CONSTRUCTION AT BELCHIN GARDEN HOTEL NEAR BELCHINSKI BANI



SPA Hotel Belchin Garden offers year-round spa services to its guests, hotel manager Petar Ivanov told BTA. The entire centre uses mineral water and features four pools, both indoor and outdoor. The children's pool, located outdoors, is heated at 35C.

The spa centre also includes a Finnish sauna and a Roman bath, a steam room, a salt room, heated benches, a fitness centre, and four rooms for therapies and treatments.

The mineral water springs up near the hotel. Its healing properties help with skin problems, have therapeutic effects on the peripheral nervous system, etc.

Ivanov said that the hotel has established itself as a family-friendly destination over the years, with guests most often coming from the capital and surrounding areas. The hotel's peak season is summer, with a 69% annual occupancy rate for 2025. The complex hosts primarily conferences during

the week. A new building with a separate spa centre is currently under construction.

The hotel offers various vacation packages, and in the winter, it offers a bus specifically for tourists who want to ski at the Borovets resort.

The hotel opened its doors 15 years ago near the Belchinski Bani resort. It has a capacity of about 100 guests. The number of employees is over 70, and it increases even further during the summer months.

Borovets Hills SPA hotel

Rila Hotel Borovets

ONE-THIRD OF BOROVETS HILLS SPA HOTEL'S GUESTS ARE FOREIGNERS

RILA HOTEL BOROVETS EXPANDS FAMILY-FRIENDLY SERVICES WITH NEW CHILDREN'S POOL USING SALT ELECTROLYSIS



The Borovets Hill SPA hotel in the Borovets resort offers a range of options for tourism and relaxation, the hotel's manager, Georgi Spasov, told BTA.

The SPA center includes a salt room, bio sauna, aroma sauna, Finnish sauna, hammam, and steam bath. According to Spasov, guests most often prefer the swimming pool and the steam bath.

SPA services at the hotel are available year-round. The facility employs a medical specialist and two massage therapists

and has been operating since 2008, when the hotel first opened. Children under the age of 14 are not allowed in the SPA complex without an accompanying adult, Spasov added.

Around 70% of visitors are Bulgarian and the rest are foreign tourists.

Spasov noted that the current season has been weaker compared to last year, with more overnight stays recorded previously but lower overall revenue reported this year.

The Rila Hotel in Borovets resort is expanding its wellness and relaxation programme, combining first-class spa services, thermal area with several saunas, steam and Turkish baths, an indoor pool and jacuzzies, the hotel management told BTA.

The hotel's spa centre offers a variety of rejuvenation and relaxation treatments, massages by expert therapists, and a fitness and relaxation area.

The hotel recently opened a new children's pool with water temperature from 32C to 34C, and depth from 0.30 m to 0.50 m. These dimensions allow

for plenty of space for free movement and play, as the varying depths make it easier for children to adapt to the water. Two fountain-style water features have been added to the pool, designed specifically for children's entertainment. The idea came directly from the feedback and preferences of the hotel's youngest guests.

The new children's pool is equipped with a salt electrolysis system - a modern technology for maintaining water cleanliness and hygiene without the use of traditional chlorine.

The salt content is below the taste threshold, the water is soft, pleasant to the touch,

and does not irritate the skin or eyes, which is particularly important for children's sensitive skin, the management said. The system ensures a high hygiene standard in all areas of the pool.

With the addition of the children's pool, the Rila Hotel reinforces its position as a family vacation destination.

Samokov Hotel

SAMOKOV HOTEL SPA IN BOROVETS OFFERS YEAR-ROUND WELLNESS AND SIGNATURE "AFTER SKI" THERAPY



The spa centre at the Samokov Hotel in the Borovets mountain resort offers year-round services, including a signature therapy called "After Ski," said the hotel manager Svetlana Atanasova to BTA. The centre was created as a space for complete relaxation, recovery, and health care.

The spa services are spread across two levels. On the first level there is a semi-Olympic-size swimming pool and a spacious thermal area including saunas, a steam bath, a cold plunge pool, an ice bucket, a Kneipp path, and foot baths.

Among the main highlights is an authentic Turkish bath, which offers deep cleansing

and a relaxing experience through traditional rituals. Atanasova added that there is also an herbal sauna, which uses carefully selected herbs from Mt Rila.

The hotel manager noted that their approach is fully tailored to seasonality and the needs of guests. In winter, restorative therapies are offered after active pursuits, while in summer, balancing and refreshing treatments suitable after sun exposure are available.

The spa complex features eight modern massage rooms, including two doubles. The centre works with high-quality German cosmetics from a brand

with proven results in skincare and restorative therapies. The spa centre also includes a fully equipped beauty area – hair salon, manicure, pedicure, and cosmetics – using professional products.

The hotel has its own signature treatment: the "After Ski" therapy. "This is a signature procedure developed by our team, reflecting our commitment to an individual approach and a high level of service. Our goal is clear – to offer not just spa services, but a complete experience combining comfort, nature, and health care, creating a sense of balance and harmony throughout the year," Atanasova said.

Yastrebets Hotel Wellness & Spa

YASTREBETS HOTEL WELLNESS & SPA UNVEILS FULLY RENOVATED INTERIORS



Yastrebets Hotel Wellness & SPA offers new concepts for harmony and recovery based on herbs, energy therapies and modern comfort, the complex's management has told the Bulgarian News Agency.

The hotel recently completed a full renovation of its accommodation facilities and now welcomes guests with a refreshed interior combining alpine cosiness with modern design. The bed capacity includes a total of 57 units: 34 rooms, four junior suites, four spacious suites and 15 Finnish villas set in the forest. The spaces are designed to combine comfort, elegance and functionality, providing privacy, quiet and a full connection with nature.

A team of massage therapists and kinesiologists supports guests' fitness and recovery through a wide range of massages and face and body therapies.

At the heart of the experience is the spa philosophy of Yastrebets Hotel, inspired by the natural richness of

Rila and its living herb garden. One of the hotel's most distinctive features is developed in the spa centre: a blend of herbal medicine, energy therapies and modern holistic practices.

The hotel builds its spa identity around the power of mountain herbs. They are present in every aspect of the experience, from the scents in the thermal zones to specially created therapies and oils.

Herbal blends including chamomile, lavender and sage are used both in teas and in treatments that support detoxification and relaxation.

Special attention is given to biodynamic herbal oils, which are made on site by the hotel team. They are prepared according to the principles of anthroposophy, a philosophy that views the human being as a unity of body, mind and spirit. The herbs are gathered personally by the team in line with the lunar calendar.

These oils, made from St John's

wort, chamomile and lavender, are intended not only to have a physical effect but also to support the body's natural regenerative processes, balance the nervous system and restore inner harmony.

The spa centre offers biomagnetic pairs, a method that uses the power of the magnetic field to restore the body's energy balance. The therapy is based on the idea that the human body has its own magnetic polarity and that disruptions to this balance can lead to various health conditions. By placing magnets on specific points, the aim is to restore equilibrium and stimulate natural healing processes.

In addition to biomagnetic therapy, the hotel also offers an innovative analysis of energy levels using a biopulsar reflexograph, a device that visualizes the body's condition by measuring energy flows. This type of assessment complements the holistic approach by allowing personalized recommendations and therapies tailored to guests' individual needs.

The hotel's spa centre includes a range of thermal facilities, including a steam bath, a Finnish sauna, a laconium and an herbal sauna, which support detoxification and improved circulation.

Additional facilities such as an ice fountain, Kneipp foot therapy and a relaxation area with a panoramic view of the pine forest contribute to overall recovery.

Hyatt Regency Pravets Resort

HYATT REGENCY PRAVETS RESORT ENRICHES GUESTS' SPA EXPERIENCE THROUGH INVESTMENTS INTO CULTURAL, EDUCATIONAL PROJECTS



Hyatt Regency Pravets Resort enriches guests' spa experience through investments in cultural and educational projects. One such project is the Bulgaria Land Cultural and Historical Park - an interactive park showcasing over 50 models of iconic Bulgarian landmarks in a miniature yet impactful scale. Another project is the annual classical music festival Pravets Art Nights, where guests can enjoy art and live music, the hotel's general manager Atis Zaharans told BTA.

The heart of the complex in Pravets is Ortus Spa, which features an indoor 25-meter swimming pool, a sun terrace with mountain views, Finnish, Russian, and herbal saunas, steam baths, a salt room, a hammam, an ice room, and a unique Floating Salt Pool. In line with the philosophy of well-being, the resort offers a modern

fitness centre equipped with the latest Technogym machines. Guests can participate in yoga retreats, play tennis, go cycling, and take advantage of professional football fields suitable for teams and team-building activities. The Pravets Golf Club, which features a championship course, is located in the immediate vicinity.

One of the most distinctive spaces in the complex is the private spa area. Spanning 150 sq. m, it offers everything needed for a personalized experience - massages, jacuzzi, a thermal area with saunas, and relaxation zones.

"The development of the spa concept is an ongoing process," Zaharans said. The seasonally updated programmes and therapies follow both global trends and the individual expectations of guests - a

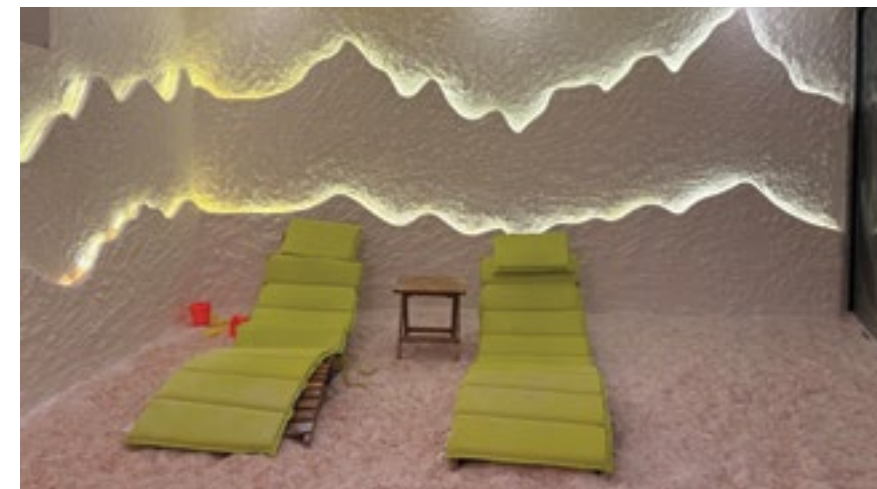
search for balance, health care, and an escape from the dynamic daily routine, he added.

The hotel reopened its doors after a complete renovation in June 2023. It welcomes tens of thousands of guests annually, establishing itself as a destination for both business and leisure. There is a trend toward extending business trips for leisure purposes, the manager said.

About 200 people work at the resort, some of whom are highly specialized professionals in the wellness sector. Staff shortage is overcome through in-house training and international talent recruitment channels. Hyatt Regency Pravets Resort was awarded Best Hotel Chain for 2024 and Green SPA Hotel for 2025.

SamElyon SPA Complex

SAMELYON SPA COMPLEX NEAR SAMOKOV TURNS MOVEMENT INTO NON-PRESCRIPTION MEDICINE



The SamElyon SPA Complex near Samokov is developing a new model combining SPA services, recovery, and active tourism, Sports and Wellness Director Aleksandar Gruev told BTA. The hotel complex offers classical holidays with SPA services, recovery practices, and options for active recreation in nature.

The complex houses a medical centre that complements and enhances the services offered through modern rehabilitation and recovery programmes designed for professional athletes and active individuals, as well as for people with injuries, musculoskeletal issues, and neurological conditions.

The centre is equipped with high-end, state-of-the-art physical therapy equipment, as well as specialized areas for kinesiotherapy, functional rehabilitation, and hydrotherapy, all designed to meet the latest standards for effectiveness, safety, and precision in therapeutic care.

Gruev added that one of the most interesting recovery methods is general

cryotherapy via a cryosauna - an approach for physical fatigue that helps reduce muscle tension, accelerates recovery processes, and has a beneficial effect on overall vitality.

"Demand is changing - people want to combine their vacation with something beneficial for themselves. That is why, at our facility, the SPA experience is central, but it is enhanced with opportunities for activity and recovery," he added. According to him, guests are increasingly choosing stays that include both time for relaxation and activities and treatments that improve their physical condition. "We are seeing interest from both people who are actively involved in sports and those who simply want to stay in shape and maintain their fitness during their vacation," he added.

The complex also attracts athletes seeking conditions for post-workout recovery, as the combination of sports facilities, a SPA area, and restorative practices allows for a flexible stay. Retreat programmes, which combine exercise, treatments, and downtime,

hold a special place in the concept. They are organized in various formats and are aimed at people seeking a more structured experience.

"In our retreats, we combine exercise, recovery, and tranquility, creating an environment for complete physical and mental rejuvenation. This provides a more holistic effect and is something that more and more people are seeking," said Sports and Wellness Deputy Manager and sports physiotherapist Georgi Mitrev.

He noted that interest in restorative practices is growing not only among athletes. "More and more people are choosing prevention - and that is precisely our goal: to take care of health before problems arise, rather than merely reacting to conditions that have already occurred. Our 'non-prescription medicine' for prevention is movement, and prevention is an investment in health that strengthens the body and saves money," Mitrev noted.

The SamElyon SPA Complex combines these various elements into a comprehensive stay concept. The hotel complex offers accommodations in rooms, apartments, and villas, as well as a SPA zone featuring indoor and outdoor swimming pools, thermal facilities, and relaxation areas. The main focus is on combining the traditional SPA experience with opportunities for exercise and relaxation. It is situated in a park setting near the Iskar River and Lago Park, with direct access to trails in the Rila Mountains.

Constantzia Balneohotel

BULGARIANS 50+ AMONG MAIN GUESTS ATTRACTED BY THERAPEUTIC MINERAL WATER AT CONSTANTZIA BALNEOHOTEL IN KOSTENETS VILLAGE



The mineral water in Constantzia Balneohotel in Kostenets Village resort has therapeutic effects for conditions affecting the musculoskeletal, central, and peripheral nervous systems, hotel manager Antoaneta Puncheva told BTA.

The location of the resort combines nature with access to mineral water, making it a preferred destination for relaxation and rehabilitation. "People with health problems appreciate the benefits of the mineral water," the manager said.

Most of the hotel's guests are

Bulgarians mainly over the age of 50, as well as tourists from North Macedonia.

The hotel works with National Social Security Institute programmes, which allows insured individuals to use service packages at preferential rates, including accommodation, meals, access to the mineral pool and up to four procedures per day.

The complex offers a variety of rehabilitation therapies, including Black Sea lye therapy, massages, ultrasound, water gymnastics and specialized equipment for magnetic therapy.

A fitness centre, sauna and jacuzzi are available to guests as well.

The hotel employs 65 people, as all rehabilitation specialists are qualified professionals, Puncheva said.

During the summer months, the facility operates at full capacity. Guests can enjoy the natural attractions in the area, including walks in the forest and visits to the Kostenski waterfall and nearby chapels.

The hotel also includes conference rooms, a restaurant, a lobby bar, and a garden.

Grand Hotel Millennium Sofia

GRAND HOTEL MILLENNIUM SOFIA REPORTS SIGNIFICANT INCREASE IN NUMBER OF CITIZENS



A significant increase in the number of foreign tourists over the past year has been reported by Grand Hotel Millennium Sofia, according to the hotel's team.

The profile of guests is diverse - from business travelers from Bulgaria and abroad to local residents who regularly visit the centre. According to the hotel, this diversity is key to building Sofia's identity as a wellness destination.

The Millennium SPA and Wellness Centre at the Grand Hotel Millennium Sofia is highlighted as one of the most notable examples of an urban space offering a comprehensive philosophy of balance and recovery. At its core lies the concept of the five elements - water, fire, air, earth, and ether - which serves as the organizing principle shaping the center's architecture, atmosphere, and therapeutic approach.

The SPA center covers an area of 3,600 sq. m, a scale that is rarely

found in urban settings, and offers a wide range of treatments. One of the innovative experiences introduced in Sofia by the Millennium SPA and Wellness Centre at the Grand Hotel Millennium Sofia is the "sea bath" - a space where the air is enriched with magnesium, iodine, salt, oxygen, and negative ions, the team noted.

The centre also features a natural salt room, herbal sauna, water beds, tepidarium, adventure showers, a health trail, and more. One of its strongest positioning elements is its therapeutic menu, which follows a philosophy of personalized experience.

In partnership with the French skincare brand Anne Semonin and the Japanese brand Forlle'd, the centre creates signature rituals that are not offered elsewhere in Bulgaria, according to the team.

The guiding principle is personalization, and guests are assisted by highly qualified therapists

who assess not only immediate needs but also long-term recovery goals such as stress reduction, posture improvement, metabolic activation, and recovery after physical strain. The specialists undergo regular training, certification programmes, and specialized courses, aimed at ensuring high-quality treatments.

The hotel also features the Millennium Milestone congress center, which includes 14 modern, fully equipped multifunctional halls. This space makes the property a natural choice for international conferences, corporate events, and private celebrations.

The Millennium SPA and Wellness Centre is building a new model of urban wellness that goes beyond the standard understanding of a spa. The hotel noted that this philosophy is changing the way Sofia is perceived as a wellness destination and is setting a new standard for experience.

InterContinental Sofia

HEXAYA WELLNESS CENTER AT INTERCONTINENTAL SOFIA FOCUSES ON ANTI-STRESS THERAPIES AND HIGH-TECH SOLUTIONS



New offers at the Hexaya Wellness Center in the five-star InterContinental Sofia focus on anti-stress therapies and advanced technologies designed to deliver a deeper physical and mental effect. Located in the heart of the capital, the center provides fast, effective treatments tailored to busy professionals - allowing clients to return to their daily routine immediately after a session without compromising their appearance. The new services are expected to boost interest, particularly among business clients.

Ivan Mihaylov, founder of Camelot SPA, told BTA that the company was among the first in Bulgaria to introduce

international spa standards in the late 1990s. Over 30 years, it has partnered with leading hotel brands and served more than 300,000 clients, including international business travelers and global celebrities. Since 2021, it has managed Hexaya Wellness Center at InterContinental Sofia, located in the city center at Narodno Sabranie Square.

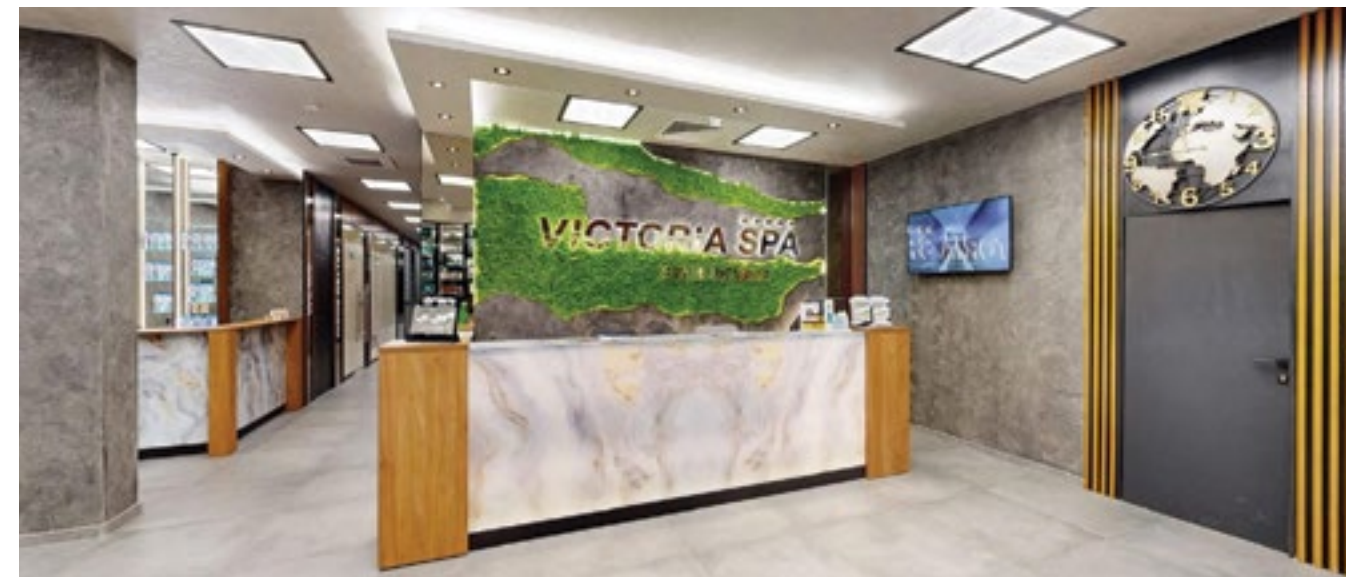
Targeting high-end clients seeking privacy and professionalism, the center stands out for its award-winning design by Italian architect Silvia Giannini, as well as its personalized approach and strict adherence to international therapy protocols.

Signature treatments include premium massages with non-greasy products and the exclusive Zero Gravity flotation therapy—a 60-minute anti-stress treatment that improves sleep, relieves tension, and supports physical recovery.

Future plans include introducing new services such as an oxygen bar and expanding staff training programs. The center also highlights its international partnerships and the recognition of InterContinental Sofia, which holds a Michelin Key and has repeatedly been named Bulgaria's leading hotel at the World Travel Awards.

Ramada Hotel, Sofia

NEW CENTER OF VICTORIA SPA CHAIN TO OPEN IN PLOVDIV



No need for a visa, wearing flip-flops and riding public transport - just ten minutes away from the historic center of Sofia - one can escape to Asia to give themselves a few hours of peace for the body and soul. Professional spa staff from Bali, the Philippines, and India promise to pamper visitors at Victoria Spa in the Ramada Hotel in Sofia, which is part of the facilities listed in the Tourism Ministry register of certified SPA and wellness centers.

At Victoria Spa, 95% of the staff come from third countries: outstanding professionals from Bali, the Philippines, and India, Victoria Kesarovska, who founded the chain of spa centers in 2005, told BTA. As of today, the centers are six, located both in Bulgaria and in the city of Batumi, Georgia, at Ramada Hotel in Sofia, Flores Garden Chernomorets, and the Royal Spa Hotel in Velingrad.

A new Victoria Spa is currently being built at the Ramada Trimontium Hotel in Plovdiv.

The spa center in Sofia is spread over an area of 4,000 sq. m and offers an indoor swimming pool (25/12 m); a summer garden for sunbathing, a vitamin bar, 14 luxury rooms for massages and spa treatments, a beauty salon, a hair salon, a fitness hall; a thermal zone with a salt room, salt sauna, Finnish sauna, steam bath, Turkish bath, and relaxation room.

Massages and procedures are performed by an international team from the island of Bali, the Philippines, and India. Part of the spa menu includes traditional Balinese massage; traditional Thai massage; Bangkok ritual; shiatsu, ashiatsu (massage performed by walking on the back); oriental peeling in a Turkish bath; four-hand and six-hand massages; massages

with clay, algae, and chocolate in a Turkish bath; anti-cellulite and slimming procedures; Balinese rituals for beautiful skin, and more.

The spa center's beauty salon offers facial therapies for every skin type, as well as a wide range of equipment for face and body: LPG, Hydrafacial; cryotherapy; laser hair removal; cavitation; radiofrequency lifting; muscle stimulation, and more.

One of our newest procedures is HEAD SPA - a ritual for the head, scalp, and face lasting 60 minutes, or for the head, scalp, and body lasting 90 minutes, performed on a special bed with a built-in hair-washing unit and a relaxing shower, the owner of the spa chain explained.

Hilton Sofia Wellness Centre

Kings' Valley Medical & Spa Hotel

HILTON SOFIA WELLNESS CENTRE EXPANDS THERAPY PROGRAMMES

KINGS' VALLEY MEDICAL & SPA HOTEL'S CONFERENCE CENTRE POSITIONS REGION AS DESTINATION FOR CORPORATE EVENTS



Hilton Sofia's wellness centre plans to expand its therapy programmes, introduce new technologies and develop specialized packages, owner Krasimira Valova of operator UPI H said Friday.

Demand is strongest for combined recovery therapies and anti-stress programmes, reflecting increasing stress levels and the need for quick physical and mental recovery, Valova said.

The goal is to position the facility as a leading urban wellness destination for international and local clients. The centre is certified by the Ministry of Tourism of Bulgaria and offers massages, spa rituals, face and body treatments, sauna and steam bath, anti-stress programmes, and a fitness area with Technogym equipment.

Recent additions include personalized wellness programmes, innovative cosmetic procedures, and day spa packages, in line with global trends in preventive healthcare and stress management.

Valova highlighted the centre's individual approach, offering tailored services based on each client's condition and

needs, alongside a boutique atmosphere, professional expertise, and digitalized booking systems.

The centre works with international brands such as Thalgo, Guinot, and Forllé'd, and employs qualified specialists, including kinesiotherapists and therapists with international certifications.

Staff shortages remain a challenge, addressed through training, partnerships with academies and, if needed, hiring specialists from third countries, Valova added.

The core concept of Kings' Valley Medical & Spa Hotel in the Kazanlak Mineral Baths is offering a modern and structured wellness system focused not only on treatment, but also on prevention, complex management told BTA. This approach positions the region as a recognizable year-round spa destination that meets the highest standards in contemporary wellness tourism.

The hotel has a 4,000 sq. m. spa centre offering outpatient balneotherapy, preventive balneology, sports and rehabilitation treatments, and cosmetic procedures. It features four indoor and four outdoor mineral pools, and the mineral water has a well-defined physiological and balneological profile. The therapies may be effective for degenerative and inflammatory joint diseases in remission, peripheral nervous system disorders, post-traumatic and post-operative musculoskeletal

conditions, and chronic nonspecific dermatitis.

The medical package includes a comprehensive health assessment and a physician-prescribed, individualized course of therapies tailored to each guest's needs. The hotel offers a broad range of physiotherapy procedures, including mud lye therapy, radiofrequency, laser, electrotherapy and thermotherapy.

The Longevity programme, developed by the hotel's spa manager, Veska Pishtalova, includes a medical examination, specialized tests, a personalized nutrition and detox plan, physiotherapy, fitness, massage, treatments using natural healing resources, and lectures and consultations on sleep, exercise, nutrition and stress.

The detox programme takes an interdisciplinary approach, combining hydrotherapy, exercise,

thermal exposure, manual therapy and nutrition. In addition to classic massage, guests can opt for deep-tissue therapeutic massage with functional techniques, lymphatic drainage, hammam massage, halotherapy in a salt room, hydromassage baths and tangentor baths, management said. The complex also develops programmes that integrate gastronomy into the health protocol, from curated menus under the Longevity programme to detox drinks and personalized nutrition.

The hotel has a conference centre with 11 halls and an event hall, helping position the region as a destination for corporate events as well.

The complex typically attracts Bulgarian guests, but its high standards and overall concept are drawing growing interest from international visitors, the team added.

Atmosphere Balneo Hotel & SPA

DianaMar Balneo Hotel

ATMOSPHERE HOTEL IN PAVEL BANYA EXPANDS WELLNESS OFFERINGS

DIANAMAR BALNEO HOTEL IN PAVEL BANYA RENOVATES ITS SPA CENTRE



Atmosphere Balneo Hotel & SPA is expanding its portfolio of procedures and facilities in 2026, focusing on balneotherapy, prevention, and recovery, the hotel's manager Mila Taneva told BTA.

A recent addition to the complex is an ozone capsule designed for intensive detoxification, rejuvenation and beauty, improved health and immunity, weight management and fitness, as well as relaxation and overall vitality, Taneva explained. Another new feature is a magnesium pool, which supports muscle relaxation and recovery, reduces stress, improves skin health, aids detoxification, enhances circulation, and contributes to overall wellbeing.

The five-star hotel, located in the resort town of Pavel Banya in the Stara Zagora region, has been operating for two years. The destination is known for the beneficial effects of its mineral waters, particularly for the musculoskeletal system, peripheral nervous system, and certain skin conditions.

The complex offers 140 rooms with a capacity of around 300 guests, along with a restaurant, a summer bar, indoor and outdoor pools, and three conference halls with a total capacity of 150 seats. It also features a sports complex with mini-football and tennis courts. Among its premium amenities are suites with private jacuzzies and Finnish saunas.

The hotel provides a full range of balneological and spa treatments, including facial therapies, hydrotherapy, thermotherapy, kinesitherapy, high-tech procedures, as well as electrotherapy and physiotherapy, all delivered using modern equipment.

According to Taneva, more than half of the hotel's management and staff have worked abroad, bringing valuable experience that significantly enhances guest satisfaction. For two consecutive years, 2024 and 2025, Atmosphere has ranked among the Top 10 spa and balneotherapy hotels in Bulgaria.

The DianaMar Balneo Hotel in Pavel Banya is undergoing a complete renovation of its spa centre, general manager Georgi Paunov told BTA. A new ice room is expected to be added to the renovated salt room, steam baths, and saunas.

DianaMar is an extension of the activities of the Avicenna Medical Centre in Pavel Banya following its development in the Markoni Balneo Hotel, noted Paunov. According to him, this is also the first facility in the south-central town to have offered high-level balneological services about ten years ago.

"The design and development are modeled after the operations of European balneological resorts such as Baden-Baden, Spa, Vichy, and Karlovy Vary, and our goal was to

structurally improve the facility with our own ideas and innovations," explained Paunov.

The complex's team includes specialists in the field of physical and rehabilitation medicine, with activities coordinated by Dr. Miroslav Minev. According to Paunov, all stages of the work are carried out in strict compliance with medical standards and using specialized equipment.

DianaMar offers procedures such as hyperbaric oxygenation, cryotherapy, focused high-intensity EMSELLA therapy, and focused shockwave therapy (FSWT). These methods are used both for treating medical conditions and for the preparation and recovery of active athletes.

According to the manager, the use of innovative equipment allows for a shorter recovery period and increased effectiveness of the therapies. The complex offers a variety of natural and mechanical therapeutic treatments combined with kinesitherapy.

The main focus of the facility is balneotherapy, as the mineral water in Pavel Banya has a composition that is beneficial for treating musculoskeletal disorders. Spa and wellness services are also offered as a complementary element.

DianaMar has 80 guest rooms, and occupancy rates reach about 95%. Guests come from both Bulgaria and countries such as Kosovo, Albania, North Macedonia, Switzerland, Austria, Belarus, and Ukraine.

Grand Hotel Knyaz Pavel

Markoni Balneo Hotel

GRAND HOTEL KNYAZ PAVEL EXPANDS ITS SPA CENTRE WITH NEW BUILDING IN PAVEL BANYA



Grand Hotel Knyaz Pavel is constructing a new building to expand its spa centre in Pavel Banya, General Manager Georgi Paunov told BTA. The project is expected to be completed by the end of the year and will increase the complex's capacity.

The new section will feature additional relaxation rooms, a salt room, a storm room, an adventure trail, a Himalayan sauna, an ice room, and infinity pools with mineral water.

The hotel holds a license to use mineral water, and the medical centre is certified to conduct a full range of rehabilitation treatments. According to Paunov, this allows for the treatment and management of a wide range of conditions, including degenerative

joint diseases, peripheral nervous system disorders, post-traumatic conditions, post-surgical rehabilitation, and rheumatological diseases.

The centre operates with a team of specialists in physical and rehabilitation medicine, neurology, kinesiotherapy, and rehabilitation. The medical centre is managed by Dr. Miroslav Minev. "In treating patients, we utilize the full range of modern physical therapy and rehabilitation - hydrotherapy in a specially designed pool, multifunctional hydro-massage tubs, the full range of kinesiotherapy procedures, thermotherapy, and physical therapy," the manager noted.

The hydrotherapy centre's outdoor pool is heated to 32C

and features two pools with contrasting temperatures, as well as a panoramic jacuzzi at 38C. The indoor area features a 36C multi-purpose pool with zones for water aerobics, water attractions, and hydro-massage features.

The relaxation area includes a Kneipp path, a 36C saltwater jacuzzi, steam baths with eucalyptus and menthol, a Turkish bath, herbal and Finnish saunas, an infrared cabin, and a salt room. The spa centre offers massage therapies using essential oils from the Rose Valley.

This year, a second conference hall was built and the existing one was renovated, bringing the event capacity to 400 people. This is part of the strategy for developing conference tourism, Paunov told BTA.

MARKONI BALNEO HOTEL IN PAVEL BANYA FULLY BOOKED FOR MONTHS IN ADVANCE EVERY YEAR, MANAGER GEORGI PAUNOV SAYS



The Markoni Balneo Hotel in Pavel Banya is fully booked for months in advance every year, which proves that this is one of the established spa and rehabilitation complexes in the country, general manager Georgi Paunov told BTA. According to him, the success of Markoni is due to the combination of the healing properties of the mineral water in Pavel Banya, the high level of balneological services, the maintained base and the long-term experience of the team.

Markoni is at the heart of the development of private spa treatment in Pavel Banya, continuing to maintain the highest level of service, Paunov said. This is also the first site of a company that subsequently developed the qualities of the product in the DianaMar and Grand Hotel Knyaz Pavel complexes. The manager emphasized that the contribution to the creation, operation and maintenance of the medical centre

in the three spa hotels belongs to Dr. Miroslav Minev.

The main priority of the Avicenna - Markoni Medical Centre is the practice of physical and rehabilitation medicine according to standard, Paunov pointed out. The centre is certified to perform diagnostics, prevention and treatment of diseases of the musculoskeletal system, degenerative and inflammatory joint conditions, post-traumatic and orthopedic problems, as well as diseases of the peripheral nervous system.

Markoni also has a full range of balneology and SPA services - a hydrotherapy sector with multifunctional baths, a mineral pool with a temperature of 36C, suitable for underwater gymnastics and swimming, as well as a modernly equipped sector for kinesiotherapy, electrotherapy and heat therapy. The SPA area includes a sauna,

infrared cabin, Turkish bath, jacuzzi and relaxation facilities.

The hotel has about 30 rooms, which contributes to its coziness and personal attitude to each guest, the manager also pointed out. The interest is so high that occupancy exceeds 100% on an annual basis, and the stay rarely remains within the standard seven days, with a large part of the guests being regular visitors, Paunov noted.

"For us, the most important thing is to provide quality and proven medical procedures, performed by qualified specialists," he further commented. He noted that Pavel Banya has proven itself over the years as a balneological resort, and the qualities of the mineral water in the region are without equivalent. Therefore, the owners of such complexes should strive to maintain the high level of medical procedures for the good name of the resort.

Grand Resort Pavel Banya Medical & SPA

GRAND RESORT PAVEL BANYA MEDICAL & SPA'S LATEST INNOVATIONS FEATURE STATE-OF-THE-ART DEVICE FOR ENDOSPHERIC THERAPY



Grand Resort Pavel Banya Medical & SPA combines natural resources with modern therapies in a comprehensive biohacking approach to health and longevity. The five-star complex attracts both Bulgarian and international visitors, including guests from across Europe and the United States.

According to Dr. Lilia Lefterova, head of the resort's medical center, the concept integrates healing mineral water, clean air, sunshine, and the natural energy of

the region with professional physiotherapy. "Our approach is holistic, combining the heritage of ancient Thracian lands with the natural richness of the surrounding mountains and the Tundzha River," she said.

The resort focuses on innovation, blending advanced equipment with holistic, often in-house-produced wellness products. It also offers a wide range of therapies, including lymphatic drainage, anti-cellulite programs, and

endosphere treatment, all delivered by highly trained specialists.

By uniting tradition, nature, and innovation, the complex positions itself as a modern center for recovery, prevention, and improved quality of life. Guests can choose from therapeutic stays of 5, 7, or 10 days, as well as shorter wellness packages with massages and restorative treatments.

Sevtopolis Medical & SPA Hotel

SEVTOPOLIS MEDICAL & SPA HOTEL IN PAVEL BANYA HAS WELCOMED GUESTS FROM 75 COUNTRIES, PERFORMED OVER 1 MLN TREATMENTS



Since its opening in 2010, the Sevtopolis Medical & SPA Hotel in Pavel Banya has welcomed guests from 75 countries and performed over one million treatments have been performed, the hotel management told BTA.

Pavel Banya is a balneological centre with a long-standing tradition in mineral water treatments, and the Sevtopolis Medical & SPA Hotel combines this natural resource with modern medical expertise, the hotel management added. The primary focus is on diseases of the musculoskeletal system and the peripheral nervous system, with therapeutic programmes including hydrotherapy, mud therapy, physical therapy, kinesitherapy, and specialized rehabilitation procedures under medical supervision. The spa centre complements medical services with a wide range of therapies based on mineral

water and mud, as well as modern relaxing and restorative rituals.

The complex emphasized that it is precisely the combination of balneotherapy and a high-end spa experience that creates a comprehensive product meeting the highest international standards, and among the key factors for the growing international interest is the offered comprehensive approach based on individual diagnosis and personalized programmes.

Sevtopolis Medical & Spa Hotel stands out with a distinctive concept of tranquility and a controlled environment, with the atmosphere purposefully built around silence, balance, and personal space. "The concept resembles a boutique wellness club, where every detail is dedicated to the process of recovery and long-

term comfort, and it is precisely this consistent philosophy that has gradually established itself over the years as a recognizable standard in the segment and is increasingly defining a direction that influences the development of modern medical spa tourism in Bulgaria," the hotel management said.

Although it has been on the market for 15 years, the hotel maintains dynamic growth and annually enhances its offerings with new elements in both its therapeutic programmes and its spa and hospitality environment.

The hotel's founder and owner, Milena Ivanova, is a well-known figure in the sector and frequently participates as an expert at national and international forums, where she shares knowledge and best practices aimed at improving quality and professional standards in medical and spa tourism.

Recognition of the high quality of services is also reflected in the awards granted by the Bulgarian Union of Balneology and SPA Tourism, which has designated the hotel as the Best 5-Star Medical/SPA Hotel in Bulgaria for 2024 and 2025.

Calista SPA Hotel

2,000-PLUS GUESTS VISIT CALISTA SPA HOTEL IN 2026



Hydromassage tubs with underwater jet massage for recovery and treatment using mineral water are available at the Calista SPA Hotel in the resort village of Starozagorski bani, Diana Vlaykova, manager of the hotel's SPA centre, told BTA.

Since the beginning of the year, the SPA centre has been visited by over 2,000 people, a significant portion of whom are foreign tourists. The procedure is applied to people with musculoskeletal problems. The facility is located on the southern slope of the Sredna Gora mountains, near a natural mineral spring. The water has a high content of calcium and magnesium, with mild mineralization and a neutral reaction, making it suitable for therapeutic and restorative purposes.

The underwater jet massage combines the mechanical and chemical effects of mineral water. The pressure is adjusted according to the patient's needs, producing either a toning or relaxing effect.

The massage is performed from the extremities toward the body.

The SPA and wellness centre covers an area of 6,000 sq m and is equipped with modern facilities. Therapists trained at the International SPA Academy in Bali work at the center. Visitors can take advantage of treatments for detoxification, improving circulation and metabolism, as well as skincare therapies.

The centre offers individualized programs in kinesiotherapy and therapeutic exercise for conditions such as coxarthrosis, discopathy, and herniated discs. Electrotherapy treatments with various types of current - direct, galvanic, and alternating - are also available, along with magnetotherapy, which provides anti-inflammatory and pain-relieving effects.

Among the services offered is peloid therapy, in which compresses with mineral mud are used to relieve

pain in the lower back, knees, shoulder joints, and arms.

The hotel reports high occupancy throughout the year, with regular guests including tourists from Romania, Greece, and France. According to the management, this interest is due both to the natural resources of the area and to the variety of services and quality of care provided.

Calista SPA Hotel is listed in the register of certified SPA and wellness centers maintained by the Ministry of Tourism. The facility includes an indoor mineral pool and a children's pool, an ice pool, various types of saunas, steam baths, a laconium, a relaxation area, and a Turkish bath.

The center also offers Asian massages, hammam rituals, body and facial therapies, as well as restorative and rehabilitation programs.

Balneo and SPA Hotel Mineral Yagoda

BALNEO AND SPA HOTEL MINERAL YAGODA INVESTING IN SOLAR PANELS TO GENERATE ITS OWN ELECTRICITY



Balneo and SPA Hotel Mineral Yagoda, located in the village of Yagoda about 15 km from Stara Zagora, is establishing itself as a modern centre for balneology, spa, and rehabilitation tourism. The complex is situated in the Rose Valley, at the foot of the Stara Planina and Sredna Gora mountains, which creates favourable conditions for year-round tourism, the complex's manager Gergana Nedyalkova told BTA.

The area is known for its abundant mineral water springs with temperatures ranging from 40C to 54C, which have been used since Roman times. This tradition continues through modern balneological practices that combine natural resources with high-tech equipment, Nedyalkova said. The complex attracts both Bulgarian and foreign tourists with its indoor and outdoor seasonal pools, as interest in balneotherapy and rehabilitation programmes is steadily growing.

The renovated hotel recorded over 50,000 visits in its first year following opening in 2022.

The complex also works with the National Health Insurance Fund under medical referral for physical therapy and rehabilitation, which expands access to medical services, physical therapist Pavlin Totev said.

The spa hotel's main resource is the mineral water, which is low-mineralized, hyperthermal, hydrocarbonate-sulfate, sodium, fluoride, and silicate. The water is used in the treatment and prevention of musculoskeletal disorders, peripheral nervous system disorders, skin and gynaecological conditions, chronic diseases of the digestive and excretory systems, as well as for spa, balneotherapy, and medical services, Totev added.

The balneotherapy hotel offers a wide range of therapeutic and relaxing treatments, including

electrotherapy, laser therapy, light therapy, inhalations, lymphatic drainage, as well as various hydrotherapy treatments such as Charcot showers, circular showers, and hydro-massage baths.

The complex also features doctors' offices and a physical and rehabilitation medicine ward, which allows for a personalized approach to each guest. The hotel also offers a salt room and herbal and aromatic saunas.

In recent years, the Mineral Yagoda Hotel has made a number of investments to improve its services, including expansion of the spa centre with a children's pool, an additional jacuzzi, a relaxation area, a bar, etc., Nedyalkova said.

The manager added that the owners are investing in sustainable development by using solar panels to generate electricity, and the complex has been awarded Best 4-Star Spa Hotel by the Bulgarian Union of Balneology and SPA Tourism for 2022, 2024, and 2025.

With its strategic location, natural resources, and modern facilities, the Mineral Yagoda Hotel has the potential to establish itself as a leading spa and wellness centre not only in Bulgaria but also in the Balkans, the management said.

Spa Hotel Terma

SPA HOTEL TERMA MAINTAINS 70% AVERAGE YEAR-ROUND OCCUPANCY RATE, PLANS COMPLETE RENOVATION OF SPA CENTRE



Spa Hotel Terma, located in the village of Yagoda, at the foot of the Balkan Range, between Stara Zagora and Kazanlak, has been in operation since 2017 and maintains a 70% average year-round occupancy rate. A unique feature of the complex is that the therapeutic mineral water is available to guests directly in their rooms, hotel manager Nina Angelova told BTA.

The spa centre features indoor and outdoor seasonal pools, an outdoor jacuzzi, a sauna, a steam bath, a hammam and a tangent bath. Various cosmetic treatments and massages to stimulate and rejuvenate the body are also available to guests, Angelova said.

"We are planning a complete renovation of the spa centre, scheduled to be finished by

September. The renovation will not affect guests' ability to enjoy the healing properties of the mineral water during the summer season, as work will be confined to the interior of the spa centre, where new facilities will also be built," Angelova said, adding that the team's mission is for the complex to maintain a high level of service and meet modern requirements.

The mineral springs in the village of Yagoda have been known since antiquity, with remains of large-scale Roman baths with marble statues and reliefs discovered in 1903. The first bathing facility was built in the late 1860s, and the modern mineral bath in the village was completed between 1928 and 1934. The mineral water in Yagoda springs at a temperature of 54°C and is characterized by

a low sulphur content, Angelova said.

The mineral water in Yagoda has proven therapeutic properties for the skin and a beneficial effect in the prevention and treatment of a number of conditions, including musculoskeletal disorders such as arthritis, conditions following fractures, traumatic injuries, postoperative conditions, etc. The water is also suitable for drinking and for preventive treatment of gastrointestinal, liver and biliary system, and bone and joint disorders. It also helps treat psoriasis and other non-infectious skin diseases.

Among the most popular services at the complex are the pools with healing mineral water, relaxing massages and aromatherapy, the manager added.

Rosslyn Dimyat Hotel Varna

ROSSLYN DIMYAT HOTEL VARNA WELCOMES GUESTS WITH FULLY RENOVATED THERMAL ZONE



Rosslyn Dimyat Hotel Varna is now welcoming guests with a renovated thermal zone, the hotel's manager Vanya Atanasova told BTA. She said that the flooring, air conditioning, and ventilation systems have been replaced, while all facilities have been upgraded.

According to Atanasova, demand for such wellness services has grown significantly since the pandemic. These procedures are no longer sought only by foreign visitors but increasingly by Bulgarian guests as well. Many people now make time to relax before or after work, she added, noting

that the centre's opening hours have been extended to begin at 7 a.m. in response.

Due to high demand, water aerobics classes led by an instructor have been resumed. The first sessions start at 7:30 a.m., with many local residents attending before work. The hotel's saunas and fitness facilities are also attracting a steady number of visitors. Atanasova added that many guests make use of the relaxation area and adventure showers.

The centre also features an ice fountain, whose maintenance has become challenging in

recent years due to limited production of flake ice generators.

Atanasova emphasized that people are becoming increasingly aware of the value of good health, which explains the growing interest in preventive care and wellness. In recent years, business travelers have also been making more active use of spa services, especially as they are included in the accommodation price.

GRIFID Encanto Beach Hotel

GRIFID ENCANTO BEACH HOTEL
DEVELOPS NEW DETOX PROGRAMME FOR GUESTS

GRIFID Encanto Beach Hotel in the Golden Sands resort has developed a new detox programme for its guests. The programme offers stays of varying length designed to promote health, balance and body harmony, the hotel manager Anita Atanasova told BTA.

Key elements of the GriFit D-TOX programme are three diverse menus: Healthy Gourmet, Opti Balance, and Detox, adapted to the guests' specific goals. The menus use fresh, seasonal and local

products selected to support the body's natural cleansing processes and are delightfully presented to the senses.

The location of GRIFID Encanto Beach is beneficial for respiratory health, detoxification, and overall strengthening of the immune system. The complex covers an area of 2,300 m², taking four themed floors with 32 modernly equipped treatment rooms.

The hotel's vision focuses on nutrition, exercise, and self-care, with a team of highly

qualified specialists and a yoga teacher from India, Atanasova added.

In 2024, the medical spa centre at the hotel received an award from the European Spas Association for their innovative concepts.

Atanasova said that social interaction also plays an important role in the centre's therapeutic programmes. The goal is to create an environment that inspires and encourages communication and support among guests.

Hotel Sunrise

HOTEL SUNRISE IN GOLDEN SANDS: GUESTS INCREASINGLY SEEK
COMBINATION OF BEACH AND SPA VACATION

The modern spa centre at the Sunrise Hotel in Golden Sands offers a variety of facilities for rest and relaxation. Combined with the natural surroundings, this is a key factor in visitors' choice, hotel owner and general manager Yulia Dikova told BTA.

The hotel offers a harmonious blend of a seaside vacation and a full-fledged spa experience. Guests can enjoy sauna and aromatherapy, a refreshing steam bath, a Kneipp path for balance and vitality, relaxing jacuzzies and therapeutic showers. The complex also offers a relaxation pool, three large cascade pools and an indoor pool, as well as a lounge area with sunloungers. The combination of facilities and a serene atmosphere creates a

sense of rejuvenation, balance and care for the body, the team said.

Hotel Sunrise operates seasonally, with the majority of guests visiting during the summer. The combination of a maritime climate, clean air and proximity to a nature park creates excellent conditions for rest and relaxation, Dikova added.

Guests include both Bulgarians and visitors from Romania, Ukraine, Poland, Germany and the Scandinavian countries. The manager said that interest in the destination remains strong, but at the same time, the tourism market is sensitive to external factors, which requires flexibility and adaptability.

Guests have become increasingly health-conscious and focused on self-care, Dikova said. "We work with international tour operators and partners, which allows us to reach different markets and maintain steady interest in the hotel," she added.

Spa tourism in Bulgaria has potential, but faces challenges such as a shortage of qualified staff, and a need for stronger international market positioning, Dikova said. It is important to invest both in service quality and promoting the country as a year-round wellness destination, she added.

Azalia Hotel

SPA CENTRE AT AZALIA HOTEL IN STS CONSTANTINE AND HELENA RESORT ATTRACTS GROWING INTEREST FROM DUTCH, POLISH GUESTS



Guests from the Netherlands and Poland are increasingly turning to the spa centre at the Azalia Hotel in the Sts Constantine and Helena resort, according to spa manager Nikolay Popov. He attributes this to the centre's use of natural healing resources - mineral water combined with seawater, lye and healing mud. Popov noted that guests were also highly satisfied with the specialists working there, adding that they have extensive experience.

Balneological therapies are especially popular among people over 60, Popov said. Most commonly, guests seek help for musculoskeletal issues, neurodegenerative diseases, herniated discs, and lower back pain. These conditions affect nearly three-quarters of older adults, which is why many Bulgarians turn to spa treatments, he added.

Lyubomir Stamboliyski, Commercial Director at Sts Constantine & Helena Holding AD, said that since the pandemic, a trend has emerged of young people becoming more focused on their health. He believes that this will drive further growth in spa and wellness tourism. The average age of people seeking rehabilitation and preventive services is dropping - from around 40-45 in the past to roughly 28-31 today, he added.

Stamboliyski said that the packages offered by the company's centres are starting to evolve into individual procedures or even protocols, similar to those used in the medical industry. Instead of offering a set number of procedures, the centres now provide programmes that clients can continue even after returning home. These include not only treatments

with thermal water, mud, lye, or specialized equipment, but also guidance on diet, physical activity, and the use of dietary supplements or borderline homeopathic remedies aimed at strengthening the body.

To develop these protocols, the company's centres rely on external partners - physicians from across the country with experience in this field, Stamboliyski said, adding that consultations can be conducted easily online.

The Sts Constantine and Helena resort attracts many visitors from Germany and the Czech Republic, he said, noting that the number of people seeking this type of service is steadily increasing. Interest in medical and spa tourism is also growing among people in the Balkans, he added.

Astor Garden Hotel

EASTERN THERAPIES, HAMMAM RITUALS DRAW INTEREST AT ASTOR GARDEN, AQUA HOUSE THERMAL & BEACH NEAR VARNA



Eastern therapies and hammam rituals are attracting strong interest from guests at Astor Garden Hotel, SPA Manager Nikolay Popov told BTA in the Sts Constantine and Helena seaside resort near Varna. He said that the hotel is directly linked to the Aqua House Thermal & Beach complex.

Popov said the complex introduces new services each year to stimulate tourist interest and enrich the visitor experience. Modern guests seek variety and new sensations, and hospitality providers aim to meet these expectations, he added. According to him, the complex offers opportunities to improve both mental and physical well-being.

Guests who do not opt for treatments can use a wide range of pools, including those for lap swimming. Tailored packages are available to match individual needs, alongside a variety of beauty treatments, Popov said.

He said that massage programmes are applied more cautiously for clients who have undergone cosmetic procedures. In cases of plastic surgery or other invasive interventions, high humidity and steam should be avoided, making hammam rituals unsuitable. The same applies to traditional massages, he added, although certain approaches from Chinese medicine may still be appropriate.

Many visitors seek aromatherapy due to its rapid effect on the body, often combining it with other treatments, Popov said.

Guests can also benefit from mud therapy, while the management is considering introducing algae-based treatments, given their health benefits and the natural availability of seaweed.

Ensana Aquahouse Hotel

ENSANA AQUAHOUSE HOTEL DEVELOPS NEW ANTI-STRESS PROGRAMMES AT STS CONSTANTINE AND HELENA RESORT



The spa centre at Ensana Aquahouse Hotel in the Sts. Constantine and Helena resort near Varna, on the Black Sea, is developing new anti-stress programmes, spa manager Nikolay Popov told BTA. The services are used mainly by working people who need mental recovery.

The programmes target to reduce chronic stress levels, Popov added. Daily life has become increasingly fast-paced for many people, which leads to an accumulation of mental tension. When the mind is overloaded and there is a lack of physical activity, this sets the stage for degenerative processes in the body. Young people in particular are becoming aware of these risks and are seeking ways to recover, he added.

The spa centre's services are popular with people of all ages. Even very young individuals at the beginning of their career path and development are looking for anti-stress therapies, as they are under significant pressure to prove themselves in an increasingly competitive and dynamic environment, the manager said.

The programmes are developed with an individual approach, so that the guests will continue to follow them even after their stay ends.

Mineral water helps greatly in reducing tension and affects the body on several levels. Skin receptors send signals to the central nervous system to relax

and be less hyperactive, the manager added. As a result, heart rate slows down, blood pressure decreases, and the overall effect is highly beneficial, including on a mental level.

Since the end of 2025, Ensana Aquahouse has also been offering a special programme for underwater kinesitherapy, aimed at restoring lost or temporarily impaired physical function. The programme is intended for people who have undergone surgery, joint replacement, or who suffer from neurodegenerative conditions or temporary loss of movement and coordination. The exercises are conducted by a kinesitherapist who actively guides, supports, and assists the movements, Popov said.

Estreya Hotels

WINE PROCEDURES ENJOY HIGH POPULARITY IN ESTREYA HOTELS



Wine procedures are among the most popular spa procedures in the Estreya Residence and Estreya Palace hotels in the resort town of Sts. Constantine and Helena. The Estreya hotels specialize in offering spa and wellness treatments, therapies and programmes.

In addition to treatments at the rehabilitation centre, guests can also enjoy a variety of massages and therapies with natural products at the spa centre, manager of the hotels Stela Boeva told BTA.

The wine procedure uses natural products, derived during the wine-making process at the resort's vineyards. The 80-minute spa experience includes body exfoliation with ground grape seeds, mud and wine lees application, a hydromassage bathtub and a complimentary glass of wine.

Wine therapy has a beneficial effect on the skin due to its detoxifying properties. The baths and massage improve blood circulation and help process accumulated toxins, Boeva said.

Estreya hotels are open almost year-round and mark an increase in visitors in the spring and autumn. The combination of sea air, sea and mineral water, along with therapeutic and relaxing treatments in one of the fastest growing resorts on the Black Sea is the reason for tourists' increasing interest. More people seem to prioritize health and prevention, the hotel staff said.

Estreya Residence Hotel

Grand Hotel Veliko Tarnovo

CLINIC OF PHYSICAL AND REHABILITATION MEDICINE IN ESTREYA RESIDENCE HOTEL IS FULLY BOOKED FOR SUMMER SINCE JANUARY



FLOTATION CAPSULE AMONG VELIKO TARNOVO GRAND HOTEL'S MOST SOUGHT-AFTER FACILITIES



The capacity of the Clinic of Physical and Rehabilitation Medicine with the St. Marina Hospital, which is housed in the Estreya Residence Hotel in the St. St. Constantine and Helena resort, has been fully booked for the summer since January, Stella Boeva, manager of Estreya Residence and Estreya Palace Hotels, told BTA. She said the Estreya Hotels have focused for years on offering SPA and medical treatments, therapies, and programs.

The clinic treats patients covered by the National Health Insurance Fund as well as other insured citizens. The department provides physical therapy and rehabilitation for diseases of the musculoskeletal system, the central and peripheral nervous systems, and the cardiovascular system.

Patients can benefit from the valuable combination of sea climate, seawater, and mineral water from a source with a temperature of 42-46°C for the treatment and prevention of numerous conditions. The mineral water in the complex is mildly mineralized and contains calcium and magnesium, making it particularly valuable for treating musculoskeletal disorders and conditions of the central and peripheral nervous systems, Boeva explained. She added that patient care is provided by qualified doctors, physical therapists and nurses, in excellent accommodation.

Degenerative joint diseases, intervertebral disc damage, inflammatory joint diseases, post-fracture and post-surgical conditions, and other disorders respond successfully to

treatment, the team explained. In addition, procedures are offered for central nervous system disorders, as well as for patients with diseases of the peripheral nervous system and cardiovascular system, including after heart attacks and heart surgery.

Stella Boeva noted that both last year and this year, interest in the clinic's services has been very high. "By January, the clinic's capacity for the summer months was already fully booked. The combination of therapeutic procedures with a summer holiday is highly sought after and appreciated," added the manager of Estreya Residence and Estreya Palace Hotels.

The spa centre with mineralized water at the Grand Hotel Veliko Tarnovo spans 2,000 sq. m. The renovated hotel has once again become an attractive site for congress tourism, international events, team-building activities, and individual visits.

Construction of the hotel began in 1967 and finished in 1981. After nearly seven years of closure, the hotel was completely renovated in 2025, which transformed its interior into a modern, elegant space while preserving its distinctive architecture.

The modern spa centre boasts an indoor swimming pool, a children's pool, and three aquatonic pools, which makes the hotel a desirable location for event organizers, sales and reservations manager Desislava Dzhurova told BTA.

The spa area offers a wide range of services and therapies, such as a classic and aroma steam bath, infrared, Finnish, and Himalayan cedar saunas, a hammam, a salt room, a spa capsule, a salt and flotation capsule, an adventure shower, a Vichy shower, a hydromassage bathtub, as well as five treatment rooms, a relaxation zone with heated loungers, a beach area with comfortable sunbeds, and a fresh bar with refreshing drinks and a panoramic terrace.

The water in the pools is mineralized with salts and purified with ozone filters. The water in the aquatonic area does not irritate the skin and contains no harmful elements, leaving the skin soft and hydrated. Each pool offers different hydromassage features, such as loungers, waterfalls, hydro jets, and other energizing and relaxing options.

One of the most popular facilities in the complex is the flotation capsule, said the spa centre manager, Nedko Nikolov. The capsule contains a high concentration of magnesium salts that prevent the body from sinking, creating conditions for complete relaxation, while at the same time allowing the salts to be absorbed through the skin, helping to relieve various muscular and joint conditions.

Since the hotel is located on the banks of the Yantra River in the city centre, it has an approved project to transform the riverside into a pedestrian zone, to build a new outdoor infinity pool, and to revive the daytime bar with a view of the Asenevtsi Monument and the Art Gallery in Veliko Tarnovo.

Grand Hotel Yantra

HERBAL STEAM BATH, SALT ROOM AMONG NEW FACILITIES PLANNED FOR CONSTRUCTION AT GRAND HOTEL YANTRA'S SPA CENTRE IN VELIKO TARNOVO



The spa centre at Grand Hotel Yantra in Veliko Tarnovo now offers the most modern forms of relaxation after a major renovation, hotel manager Ivo Staykov told BTA.

The renovation was completed in 2025 and covered the main areas - indoor pool, relaxation spaces, etc. The next phase will include construction of new facilities, including an herbal steam bath and a salt room.

The centre offers a wide variety of treatments - classic and deep-tissue massages, anti-cellulite treatments, facial and body therapies, as well as more specialized services such as Ayurvedic massage and exotic treatments using bamboo and natural extracts. Among the most popular ones

are also treatments with honey, chocolate, and Dead Sea salts, designed for rejuvenation and relaxation.

The spa area employs qualified professionals and offers services that are available to both hotel guests and outside visitors with club cards. The pool and massage therapies are usually the most popular among guests, the hotel management said. One of the most unique experiences is that the wellness area and fitness rooms offer views of the historic Tsarevets and Trapezitsa hills. This is a unique combination of a cultural and historical atmosphere and modern facilities for relaxation and urban tourism, Staykov said.

The wellness centre has been in operation since 2005, when the hotel was completely renovated and reopened under the management of Sharlopov Group.

Grand Hotel Yantra was built in 1959. It has been designated a cultural monument of national significance. Murals by the artist Michalis Garoudis are preserved in the hotel and the meanders of the Yantra River are depicted on the hotel's logo.

Among guests of the hotel were Bulgarian singer Lili Ivanova, English singer Ian Gillan, and others.

Impulse Hotel

IMPULSE HOTEL IN VIDIN REPORTS INCREASE IN ROMANIAN TOURISTS



Impulse Hotel, located in the centre of Vidin, reports over 90% year-round occupancy. Its spa area offers modern amenities combined with wellness relaxation, designed to provide a high level of comfort, owner Krasimir Bogdanov told BTA.

In recent years, the hotel reports an increase in tourists from neighbouring Romania, who visit Vidin and stay at the complex or include it as a stop during their travels.

Visitors to the spa centre include both hotel guests, residents of the city, and tourists staying at other accommodations. Some guests

combine physical activity in the fitness area with spa relaxation, Bogdanov said.

The complex's spa area offers an indoor swimming pool suitable for year-round use and a jacuzzi. A steam bath and sauna are also available, which help detoxify the body, improve circulation, and boost vitality. The shock bucket stimulates and energizes the immune system. Visitors also have access to a salt room and relaxation zone, providing conditions for recovery and tranquility.

"Salt therapy, also known as halotherapy, is a natural method that supports the

respiratory system, has a calming effect on the nervous system, and improves sleep," Bogdanov said, adding that the salt room in the complex has a capacity of up to five people at a time.

The hotel employs spa therapists specializing in kinesitherapy, as well as massage therapists. "We follow current trends in the sector by participating in specialized exhibitions in order to maintain high quality services and meet modern requirements," the owner said.

WINE & SPA COMPLEX CHATONY IN DARMANTSI EXPANDS OPERATIONS WITH NEW SPA CENTRE, ADDITIONAL ACCOMMODATION



The owners of the only spa hotel in Vratsa Region - Ariel in Mezdra - will expand their operations with a renovated facility at their Wine & SPA complex ChaTony in the village of Darmantsi, where a spa centre and new accommodations will be built in the family-owned winery this July. The owner of both complexes, Tony Yordanov, told BTA that Ariel is the only one in the region that offers a semi-Olympic-sized pool, various types of saunas, a steam room, a salt room, a jacuzzi, and a relaxation area.

According to him, the pool impresses with a series of glass openings located along its entire length. The openings provide a unique experience by allowing a two-way view to and from the various parts of the hotel complex. An outdoor bar, mountain views, and a spacious

rooftop beach area offer a four-star experience to our guests, Yordanov stated.

"We have three massage rooms at the hotel in Mezdra. We have also planned for such rooms in the new spa centre at the ChaTony complex, located in the village of Darmantsi," Yordanov added. The two complexes owned by the Yordanov family can accommodate a total of 170 people. At the ChaTony complex, the restaurant seats 180 people, while at the Ariel hotel, the restaurant has a capacity of over 220 people, Yordanov also noted. The craft beer production facility is an attraction for visitors to the hotel in Mezdra.

When we opened the Ariel Hotel in 2019, we imagined that there would be greater demand among tourists for spa services,

the owner said. "We've provided everything necessary, invested heavily, adapted to modern requirements, and our spa services are very competitive," he added.

His family has been in business for 35 years. They have built a shopping complex in Mezdra and are also active in the construction sector. They have created over a hundred jobs. The Yordanov family have built two churches in two villages in the Mezdra area, and with their help, another church in the municipality has been renovated. They believe that the support of the local community is an integral part of business development. "The best thing that could happen to us after all this effort is for our children to be by our side and for there to be continuity in the business," said Tony Yordanov.

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