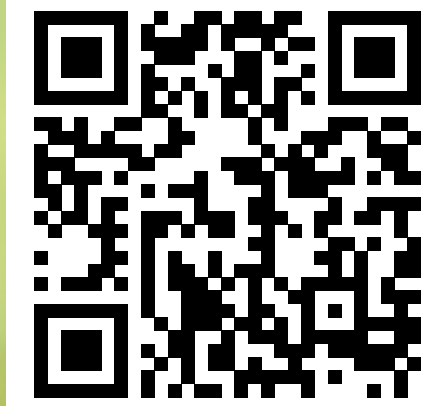


SUMMARY OF MAIN CHARACTERISTICS, MISSION, VISION AND OBJECTIVES OF THE PLATFORM



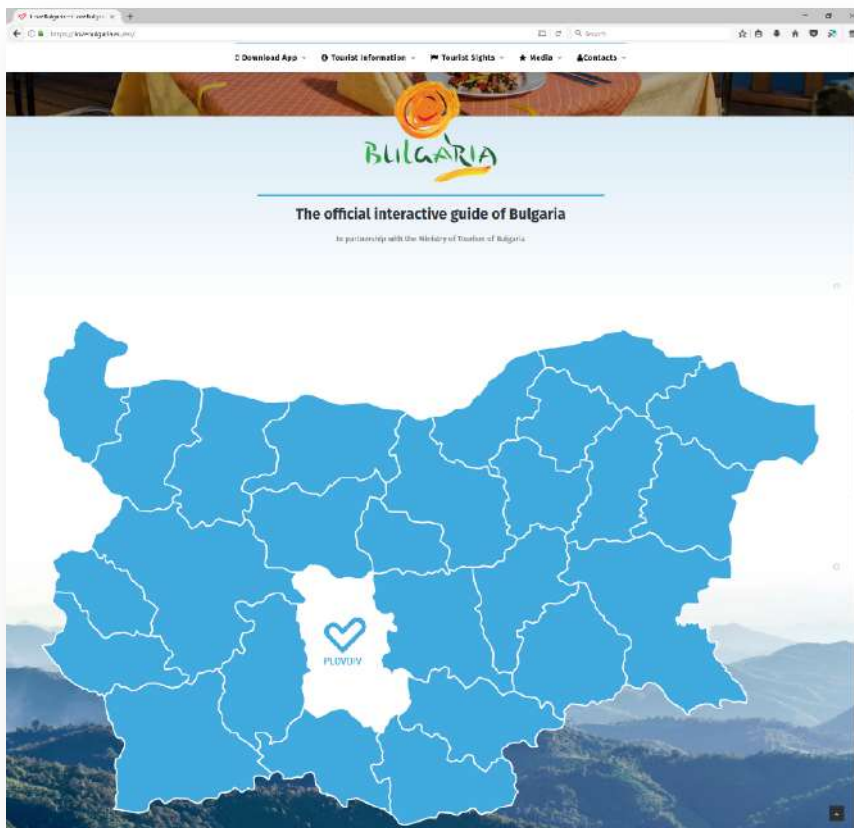
Scan to learn more



iLoveBulgaria

MAIN CHARACTERISTICS

What is iLoveBulgaria?



iLoveBulgaria (www.iLoveBulgaria.eu) is the result of a public-private partnership between the Bulgarian Ministry of Tourism and Horizon Software Solutions Ltd. that was launched in December 2016.



Two pilot projects of the platform were released in August 2016 with two of the City Councils under the theme iLoveVarna and iLoveDobrich. Due to the outstanding success of the initiative, the project expanded within the whole country and transformed into iLoveBulgaria.

iLoveBulgaria is a unique and interactive platform that successfully combines the latest digital marketing trends and loyalty programs in the tourism area. It unites historic and cultural sites, private organizations, public administrations, municipalities and other related providers to the tourism sector. By using iLoveBulgaria, businesses and institutions share the technology and user base, which gives them a competitive advantage without the typical high marketing budgets and resources.

Platform members are equipped with a designated nameplate with a personalized QR code.



When scanning the QR code with the iLoveBulgaria scanner, the mobile device displays information about the site through pictures, videos, texts and voice messages in 13 languages, allowing institutions to use it as a video-audio guide.

The platform also provides various incentive programs for loyal customers. People are stimulated to visit the tourist places and when they scan their QR codes the platform rewards them with attractive prizes, including prize-draws, bonus points and vouchers.

The iLoveBulgaria platform adopts the marketing automation best practices and connects to its user base through all major marketing communication channels including its website, Facebook, Instagram, Viber chat, and mobile application available for both Android and iOS devices.

The project has acquired over 15 000 users since its official launch on December 11th, 2016 defining its complete success on both national and international level. In addition, the platform has earned more than 45 000 social network followers who receive frequent updates about Bulgaria, tourist events and travel promotions.

iLoveBulgaria is a single digital platform which comprises institutions, suppliers and buyers of tourism services and supports their cooperation and knowledge sharing. Enterprises and policy-makers successfully collaborate and unlock the potential of this B2B platform to deliver value for society.

Powered by marketing automation and campaign management components, the platform allows its members to segment the audience, based on very specific requirements.

The platform uses white labelling technology which allows instant deployment - it has already been launched in Australia, France and Japan.



REPUBLIC OF BULGARIA
Ministry of Tourism



WE SUPPORT THE 2017 INTERNATIONAL YEAR OF SUSTAINABLE TOURISM FOR DEVELOPMENT INITIATIVE

We are announcing the Initiative through all iLoveBulgaria channels with detailed information about it to our tens of thousands users and followers.

 The General Assembly of the United Nations appointed 2017 as the International year of Sustainable Tourism for Development. To recognise this initiative the Bulgarian Ministry of Tourism issued a unique collectible post stamp. To popularise this project, the Bulgarian Ministry of Tourism and iLoveBulgaria organise a prize-draw for two of the stamps. Please find more information about the initiative and the prize-draw in our website. 

 Write post in another language [?]

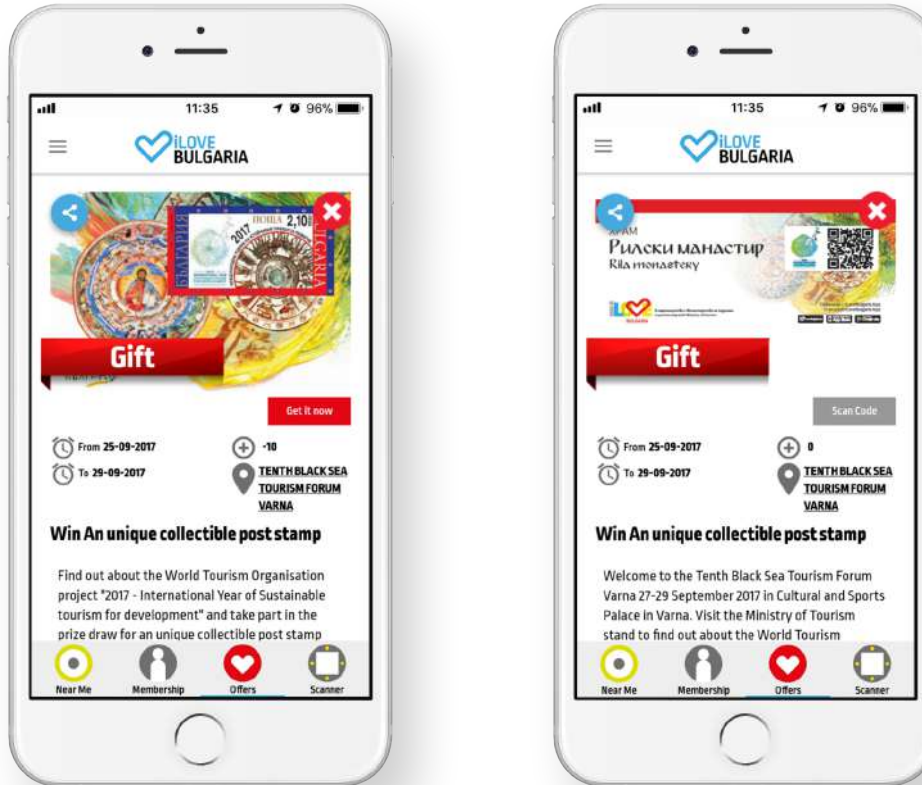


Международна година на устойчивия туризъм за развитие – iLoveBulgaria

Международна година на устойчивия туризъм за развитие България е една от древните страни в Европа, съхранила културното наследство на цивилизации...

ILOVEBULGARIA.EU

We have developed special incentive games in order to promote the IY2017. For example, iLoveBulgaria app launched a quiz with awards for the winners - special booklets with a limited edition post stamp dedicated to the initiative.



iLoveBulgaria promotes the IY2017 through local exhibitions and international tourism fairs. We have designed and printed nameplates combining the iLoveBulgaria and IY2017 symbols, as well as dedicated QR codes which provide information regarding the core principles of the initiative. We have also organized a game with incentives about the IY2017 during the September National Tourism Fair.





REPUBLIC OF BULGARIA
Ministry of Tourism



EDUCATIONAL, GOVERNMENTAL, ADMINISTRATIVE AND MUNICIPAL SUPPORT

iLoveBulgaria services are free of charge for all of the governmental institutions in Bulgaria, as well as for the Municipalities. iLoveBulgaria organizes frequent information events and training sessions as listed in the examples below:

В партньорство с Община Казанлък
In partnership with Municipality of Kazanlak

Participate in the prize draw for the
"Rose Festival Kazanlak" book

- 1 Download the iLoveBulgaria mobile app
- 2 Locate the prize draw offer for the "Rose Festival Kazanlak" book
- 3 Read the participation terms
- 4 Scan the iLoveBulgaria nameplates, associated with sites on one of the two listed trails

"Discover Kazanlak" trail

"Discover the Thracian heritage" trail

Съветуваме iLoveBulgaria App от:
Download the iLoveBulgaria App on:

innovave
Varna 2017
Европейска младежка столица

Take part in the prize draw of Varna -
European Youth Capital 2017 for an autograph reward

- 1 Download the application
You can download the iLoveBulgaria application from GooglePlay for Android and from Apple App Store for IOS
- 2 Read the conditions
Open the "Offers" Screen in the application and read the conditions of the prize draw
- 3 Scan QR code
Go to "Scanner" Screen and scan the QR code
- 4 Win a T-Shirt
You will have the chance to win one of the five T-shirts with an autograph from Asen Blatecki

Download iLoveBulgaria from:

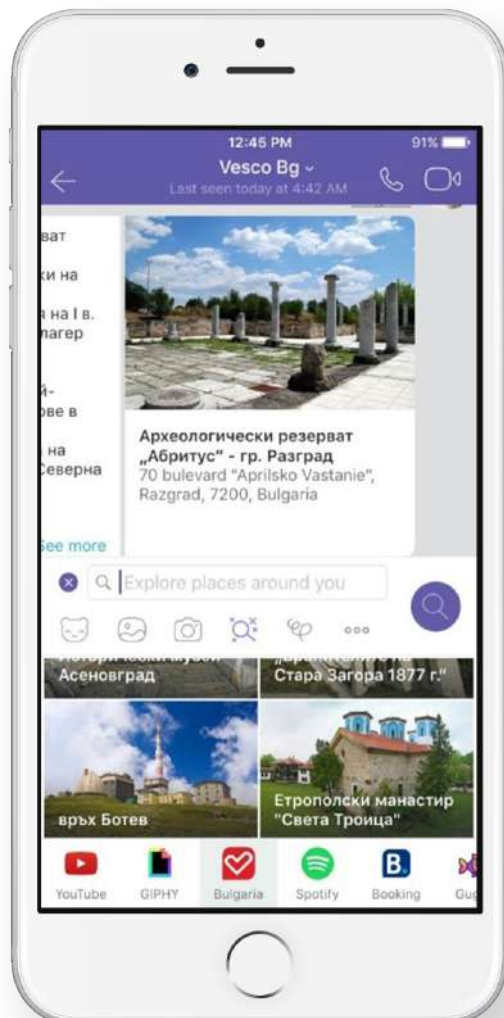
ПОДКРЕПЯ
ВАРНА
ЕВРОПЕЙСКА
МЛАДЕЖКА
СТОЛИЦА
2017



iLoveBulgaria VIBER CHAT EXTENSIONS



The iLoveBulgaria 'Chat Extensions' represents the integration of the iLoveBulgaria platform with the latest Viber search facility, launched in July'17. From now on, Viber users can find and share their favorite places and tourist sites in Bulgaria, directly in their private chat screen.



Tourists and citizens can find valuable content about Bulgaria and its attractions to enrich their conversations from the iLoveBulgaria platform. This innovative collaboration gives our platform the opportunity to promote the Bulgarian tourism through one of the most popular social platforms – Viber and we are proud to be amongst the global pioneers (and leaders) to have this feature:

- The iLoveBulgaria logo appears in third place in Viber; straight after YouTube and GIPHY and before Spotify and booking.com
- iLoveBulgaria is the only Bulgarian company that has delivered such integration
- Furthermore iLoveBulgaria has signed a worldwide partnership contract with Viber

MISSION

The mission of iLoveBulgaria is to leverage new technology to bring government, local authorities, businesses, tourists and citizens together. The platform links the physical and digital worlds at any location, allowing for a tailored, real-time experience for the users. The specialized targeting approach incorporated in our platform defines the needs and desires of the customers providing them with highly relevant information. iLoveBulgaria is aiming to provide high-quality service to our users, an updated information at any-time, best offers and incentive programs.

Our mission is also to promote the less-known tourist sites. Through the platform, we take part in global initiatives to improve the quality of life in the poorest regions through tourism as a driver of economic growth. iLoveBulgaria supports the positioning of Bulgaria as an all-year round tourist destination.

We sponsor educational programs related to marketing and tourism in order to help raise the standards in the sector. Our innovative digital network enhances the interest in the cultural tourism, and motivates the young generation to experience the real spirit of the attractions via gamification techniques.

iLoveBulgaria is a technology innovation oriented towards the future of the tourism industry. Societal benefits include cost and time savings for consumers and reduced environmental footprints.

VISION

Our activities are in alliance with the Global Code of Ethics for Tourism and our long-term perspective is to improve the quality of the Bulgarian tourism. With the platform, we aim to help increase the inbound and outbound tourism in the less popular areas of the country in order to help boost the economy there by showcasing the local sites and businesses. We trust that the tourists and visitors will be attracted by our innovative marketing and incentive programs. Tourism is a driver of economic growth and we utilize the benefits of technology to help these regions prosper.

iLoveBulgaria is just the first step of the journey. We believe that our positive experience and collaborative approach will set solid basis for our next destination: iLoveTheWorld - the global tourism platform.

INNOVATIVE FEATURES

iLoveBulgaria is a mobile engagement platform that integrates user insights, smart targeting and marketing automation to drive great user experience. The iLoveBulgaria platform is unique in providing a single, unified solution that aggregates CRM, Social media, loyalty and campaign tools focused on the digital technology. It delivers valuable real-time information and brings government, local authorities, businesses, tourists and citizens together.