



INHERIT MARKETING STRATEGY



DEVETAKI PLATEAU ASSOCIATION BULGARIA



Co-funded by
the European Union

INHERIT Marketing Strategy

Bulgaria (Devetaki Plateau Association)

Trails & Quests in the area of nine villages on Devetaki Plateau area

Intro

The Erasmus+ project INHERIT – Heritage Interpretation through Digital Storytelling for Experiential Tourism Development in Rural Areas (<https://inherit-eu.com>) turns overlooked countryside stories into hands-on adventures. In Bulgaria, Devetaki Plateau Association /DPA/ created three free heritage trails in the territory of the nine beautiful villages, where the organization operates:

- ❶ Heritage Trail: The Beauty of the Karst of the Devetaki Plateau
- ❷ Beauty in Nature Trail: Gazing at the Devetaki Plateau
- ❸ Time Trail: In Between Bronze of Time and Mill of the Future

These trails can be scanned from QR codes, printed on the different information boards put next to different nature spots, tourist sites and guest houses around the area of the villages and on the plateau.

Goals (2025–26)

- Welcome 900 trail users by December 2026.
- Maintain at least 90 % visitor satisfaction (≥ 4.5 ★).
- Convert minimum 50 trail users into volunteers in different actions of DPA in 2026.
- Deliver zero-waste events and carbon-balanced operations.
- Induce at least 15 articles in Internet by bloggers, vloggers, influencers.

Target Groups

Segment	Why They'll Come	Reach Channels
Bulgarian families	Free weekend nature-culture fun Tasting local food & drinks	Facebook Events, TikTok reels, Instagram
School & youth groups University students groups	Experiential nature, geography, biology and history lessons Creative work-shops and practices	Teacher newsletters, school boards, Info to Regional Education Administrations, Facebook, personal contacts
Tour-operators agencies	Nature, culture events, recreation and fun Tasting local food & drinks Festivals, sports	Facebook stories, reels, DPA bulletins or Info-letters, presentations at tourist fairs/even
International / cross-border visitors from Romania, Serbia, Hungary, etc. who travel to Bulgaria and passing through the area towards the Black Sea coast or to Greece Artistic people	Interesting cross-border stories, wine & crafts, visits to historical and nature sites Tasting local food & drinks Festivals, sports Creative possibilities, crafts, for inspiration by nature, local folklore and traditions. To enrich their experience Tasting local food & drinks Festivals. Collecting materials for nature souvenirs, etc.	Google maps, publications, QR codes on info-boards, small leaflets in shops, billboards on main roads
Groups of friends, groups of retired people	Recreation, fun, collecting wild fruits and herbs, relaxing tours, festivals	Google maps, promotion materials, Internet stories, reels, Instagram

Segment	Why They'll Come	Reach Channels
Groups of different interests, sport clubs, Yoga, folklore groups	Festivals, group practices, retreats, sport events, etc.	Google maps, promotion materials, Internet stories, reels, Instagram, DPA website, Facebook
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Product

- Free self-guided trails (printed map & QR checkpoints).
- Quests
- Stories for storytelling about 12 visitor/ tourist spots: 20
- Pop-up demos: puzzles ordering, pictures collecting, lace - training
- Souvenirs: puzzles, wooden badge pins, zero-waste materials and picnic kit.

Access (Price)

- Core experiences 100 % free year-round.
- Donation boxes in some local spots /the Mill, during festivals and other events/
- Optional paid craft workshops run by artisans.

Place

- Direct: devetakiplateau.org, inherit-eu.com, QR signage, museum desk.
- Municipal tourist information centres in Letnitsa, Lovech, and Sevlievo.
- On-site: trail QR, festival pop-ups, guesthouses.

Promotion

- “Collect memories from Devetaki Plateau” – a kind of game for visitors send to photos to DPA website,
- Influencer trips: from BG, Romania, and other countries
- Community events: Folklore festival on 6 Sept, Jazz fest at Garvanitsa cave, local village fairs, church holidays, meetings at Old Mill, other events organized in the area
- Tourist fairs organized all over Bulgaria (Sofia, Russe, Veliko Tarnovo, etc.) and abroad
- Social media
- Websites

Social Media Plan

Platform	Cadence	Hero Formats	KPI 2025
Instagram	10 posts	Reels, carousels	1 000 followers
Facebook	10 posts	Events, albums, stories	4 000 followers
YouTube	20 posts	Digital trail teasers (1-2 min)	1 k watch-min

Partner Institutions

- Erasmus+ consortium partners – volunteers, best-practice sharing.
- Municipalities of Letnitsa, Lovech and Sevlievo – co-marketing, trail maintenance, support to DPA events
- Ruse Festival/ Fair of tourist attractions – cross-promotion
- Veliko Tarnovo Tourist Info-center – cross-promotion
- Partner NGOs from Bulgaria: Bulgarian Association For Alternative Tourism, National Parks Association, Traventuria, etc.
- International partners of DPA
- BG NGOs partners to DPA

Media Outreach

- Local: Lovech Today, BTA Lovech, BNR Lovech, Pleven and Gabrovo, Borba Newspaper, Rositsa Sevlievo, Gabrowo News, 100 Vesti, Za Pleven
- National: Bulgarian National Radio, Jazz FM national radio, Darik national radio, Bulgarian National TV, NOVA TV, BTV

Sustainability & Visitor Management

- Digital guides, compostable cups, refill stations (zero-waste).
- Reclaimed-oak QR plates; recyclable.

Dissemination Conference – Oct 10th, 2025

- Theme: The Devetaki Plateau – Trails To Nature And People
- Venue: Lovech/ Sevlievo
- Format: Presentations and discussion; walking on the trails
- Target: local authorities, tourism departments, journalists, local tourism businesses and services, tour operators