



**Euromonitor  
International**

# Lodging (Destination) in Bulgaria

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Lodging sees both positive developments and ongoing challenges in 2024  
Direct to guest bookings, loyalty schemes, and spa breaks used as strategies by hotel operators

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Travel in Bulgaria - Industry Overview

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/lodging-destination-in-bulgaria/report](http://www.euromonitor.com/lodging-destination-in-bulgaria/report).