



# **BULGARIA: TRAVEL AND SALES PROMOTION TOUR**



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# PROJECT BACKGROUND

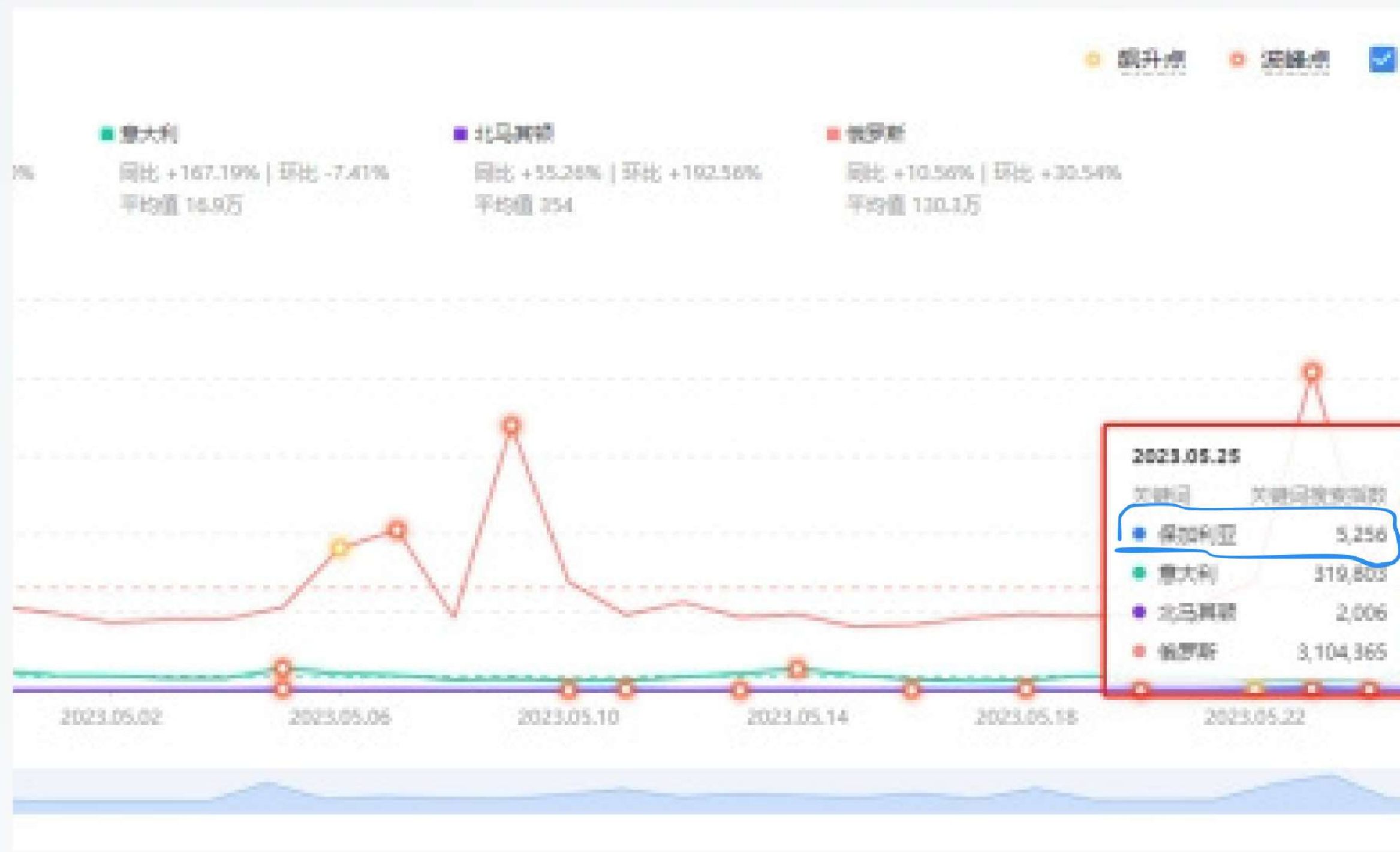
The number of Chinese outbound tourists is expected to reach 120 million in 2023

As shown on the graph:

On China's most popular platform Douyin(TikTok), Russia travel searches reached 3.1 million times

Searches for Italy reached 320 000 times

While Bulgaria only had more than 5,200 searches



# THE IMPORTANCE OF PROMOTION CHANNELS



## Tiktok (DouYin).

- \* 809 million registered users in China
- \* 610 million average daily users

DouYin allows sharing and selling travel products and local goods through short videos



## Little Red Book

- \* 300 million registered users in China
- \* 207 million daily users

RED Mall attracts a large number of consumers through influencers' articles, pictures and video sharing



关注 103 | 粉丝 94.8万 | 获赞 384.6万

抖音号: BelarusPavilion IP属地: 北京

白俄文化民俗推广, 旅游留学全攻略, 巧克力零食、奶粉乳制品、酒... 更多

关注 私信 ...

作品 298 喜欢

搜索 Ta 的作品

合集 4



阿勇在白俄

21.4万 播放  
更新至 4 集

视频

置顶

国际关系

中国和白俄罗斯正式建立

白俄百科

13.4万

置顶

白俄第一副总理致辞

官方授权

34.6万

置顶

白俄百科

18.6万

置顶

正经俄语教学

679

官方照会

1915

椴树雪蜜

244

## SUCCESS STORY TIKTOK (DOUYIN)

- \* The Belarus National Pavilion gained 948,000 fans
- \* Average monthly sales exceed 2.5 million yuan

- \* Belarus National Pavilion has been active for less than 330 days.
- \* The monthly growth rate of sales and fans are both around 2.45%
- \* Belarus National Pavilion has 41 products.
- \* The product unit price ranges from 30-50 yuan
- \* The products are mainly food, health products and alcohol

从此,“白铁”有了官方认 这是一份来自官方的欢迎! #7 不是吧,真有白俄罗斯人不会 有这样的幼儿园老师,你还愿 真的假不了!白俄罗斯大使馆 竟然可以直接吃的蜂蜜,而且

# ACTION PLAN

Involve 20 famous travel influencers:

15 influencers with 2 million to 8 million followers

5 influencers with 8 million or more followers



暂无评分 12.00  
带货口碑 > 信用分 > 履约分 > 评价分 >

日常招商关闭中

8  
视频数量

8,589.11万  
播放量②

15.06%  
完播率②

237.43万  
点赞数②

只看带货视频评价

# Preparation

## Before the trip

- Travel route setting
- Influencer selection (video release and live trailers)
- Sponsor confirmation (Product confirmation)
- Product entry of participating enterprise
- Online shop to be ready
- Launch the project



# After arrival

## During the trip

- According to the plan, the products and destinations will be introduced through live broadcasts and videos respectively, encompassing tourist routes, local specialties & scenic spots
- Products' promotion and live streaming
- Interviews with producers (live and short videos)



# After return

## After return

- Proceed with more live introductions and video releases in China
- Establish the online National Pavilion





Followers

22 957 000



Video views

24 591 500



Followers

11 636 000



Video views

12 561 700

视频详情

粉丝分析

带货分析

历史带货评价

2,459.15万

播放量👁️

5.12万

转发数👁️

视频详情

粉丝分析

带货分析

历史带货评价

1,256.17万

播放量👁️

4.67万

转发数👁️



# TARGET RESULTS

## Reach:

- Exceed 50 million live views
- Video views exceed 50 million times
- Tourist route sales: to exceed 10,000 orders

(the final actual sales will depend on the price of the tourist route set)



## Product sales:

- Exceed the total amount of RMB 50 million

(the final actual sales will depend on product price set)



## Aftermath:

- Online National Pavilion
- Establish a followers group which exceeds 100,000 people



# PLANNED PROMOTIONAL ACTIVITIES

01

Communicate in advance with local travel agencies, hotels, tourist attractions and product manufacturers.

02

Build a national pavilion online and ship goods for offline Bulgarian pavillions in China

03

Set up relevant tourism, investment, hotels, attractions and product promotions.

04

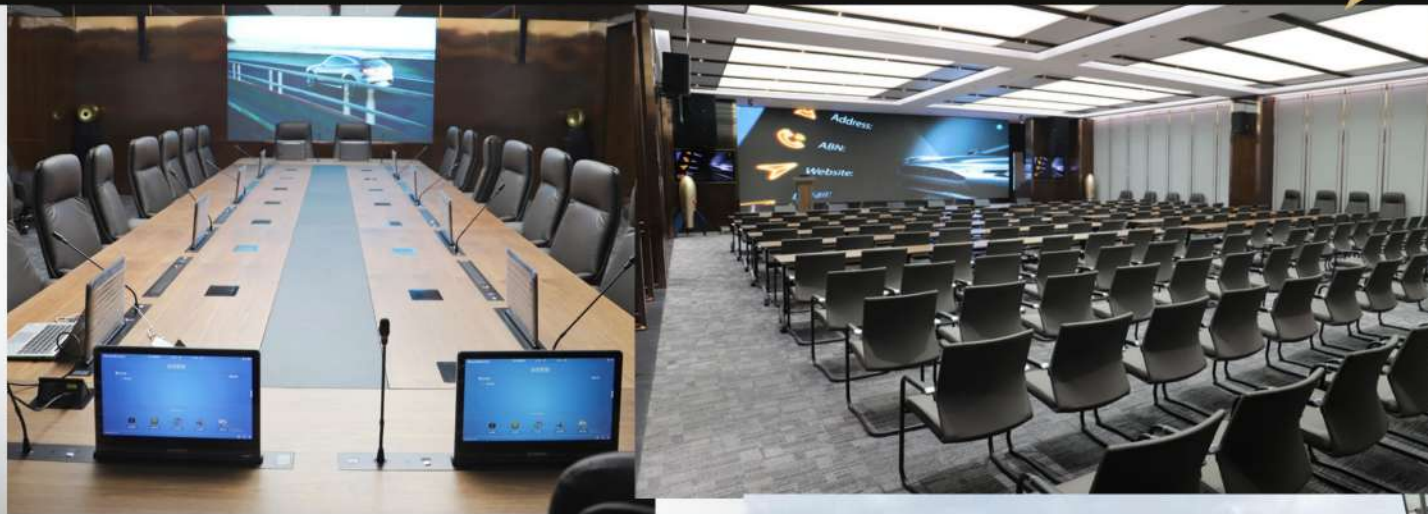
Make sure that the products to be sold are already in bonded warehouses in China



# **GOLD MEMBERS EXCLUSIVE BENEFITS**

**In our bonded warehouse in Beilun District, Ningbo, gold members use our high-end venue as a product display area, experience and press release center for one year.**

**It is planned to hold at least two product promotion meetings per year, help members find partners and increase sales.**



**Total area 3700 m<sup>2</sup>  
Photos show only a part of  
the total area**





# SUPPORTED BY



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МИНИСТЕРСТВО НА ТУРИЗМА



РЕПУБЛИКА БЪЛГАРИЯ  
Министерство на икономиката и индустрията

Генерално Консулство  
на Република България  
Шанхай, Китай



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Посолство на Китайската народна република в Република България



**THANKS FOR  
YOUR  
ATTENTION**

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