

# “VACATION TIME” LTD.

Team\_2:

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*REGIONAL COMPETITION IN ENGLISH FOR  
ECONOMISTS 2007*

# GEOGRAPHIC CHARACTERISTICS OF DOBRINISHTE:



- *It is situated in the southeast part of the Razlog valley .*
- *It is 6 kilometers south of Bansko .*
- *It has 17 mineral springs.*

# THE REGION OF DOBRINISHTE IS APPROPRIATE FOR:

- *Skiing*
- *Balneotherapy*
- *Tracking*
- *Alpinism*



OUR BUSINESS IDEA:

# “VACATION TIME” – LIMITED COMPANY

Branch:

*Services*

Sphere:

*Tourism*

Main asset:

*Hotel in  
Dobrinishte*

Our logo:



Our goal:

**Make Dobrinishte  
a better resort!**

# THE “VACATION TIME” HOTEL WILL OFFER:



- *30 rooms on 4 floors*
- *Balneotherapy healing programs*
- *Conference and meeting services*
- *Trips to famous destinations*

# REASONS FOR CHOOSING THIS BUSINESS:

- *Virgin nature, liked by both Bulgarian and foreign tourists*
- *Limited of number and strength rivals*
- *Business opportunities all the year round*

# TARGET-GROUP CLIENTS, ACCORDING TO MARKETING RESEARCH:

- *Tourists from different countries*
- *People with diseases of the digestive track*
- *Skiers*

# OUR ADVANTAGES:

- *Situated in the mountains modern hotel*
- *Many mineral springs in the region*
- *Well-maintained ski –tracks*
- *4-stars luxury*



# OUR MARKETING WILL INCLUDE:

Advertisements in:

- *newspapers*
- *radio-shows*
- *TV*

**V**acation  
**T**ime  
**H**otel

*Your pleasure is our concern.*

Vacation Time Hotel in Dobrinische, which offers balneotherapy, and many other treatments.



**In the centre  
of Dobrinische**

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# OUR PLANS FOR THE FUTURE:

- *Build a bigger hotel in Dobrinishte*
- *Create a chain of hotels all over Bulgaria and surrounding countries*
- *Be very rich and successful*