



Dear Friends,

The best journeys don't always start with a tourist map. Sometimes they begin with an idea, a handshake, a quiet village. This month, we invite you to travel through Bulgaria with fresh eyes — through the stories of people who show it differently, partnerships that make the experience more meaningful, and projects that leave a lasting mark.

Be the first to read the latest stories and discover new opportunities by [subscribing to this newsletter](#).

Travel that connects



Meaningful Travel Begins with Partnership

When a guide and a local producer team up, they create more than a stop on the map—they give travelers something to taste, remember, and carry with them.

[FIND OUT MORE](#)



A Journey through the Danube Steppe in Three Stops

From Belyanovo to Svishtov to Tsarevets, we followed the open skies of the steppe and found stories, views, and moments that lingered long after the road ended.

[FIND OUT MORE](#)

A spotlight on business



Jason King on Why Leadership Is About People, Not Just Performance

What happens when a telecom CEO puts people before performance? Jason King of Yettel shares how a culture of care fuels innovation—and why the digital reboot of Bulgaria's 100 Tourist Sites is about much more than just an app.

[FIND OUT MORE](#)

The people behind the journey



Why Bulgaria? Because Stefan Shows You the Soul of It

Stefan Bozadzhiev found his passion for guiding as a teenager—and he's been sharing Bulgaria's hidden corners ever since. He leads US travelers with warmth, curiosity, and deep respect for the people and places along the way. For Stefan, great tourism is personal—and it gives something back.

[FIND OUT MORE](#)



CITE and the Future of Local Tourism

Catch up on everything that happened at our *CITE: Tourism with Impact* conference—even if you couldn't join us in person! We gathered inspiration and practical know-how from the changemakers of Bulgarian tourism: guesthouse owners, hiking guides, boat operators, beekeepers, food storytellers, museums, community hubs, and local authorities. Discover real stories, first-hand advice, and ideas that can help your own project grow.

[VISIT THE WEBSITE](#)



Stay in touch

Be the first to learn about ABF events and opportunities: [subscribe to this newsletter](#) and follow us on [Facebook](#), [Instagram](#), [YouTube](#), and [LinkedIn](#).

Join our Viber channel by clicking [here](#)

Sending warmest regards,

Your friends at the America for Bulgaria Foundation

Spread the good

Please share our content with your friends if you like it. Thank you!

[f](#) Share [X](#) Share [in](#) Share

[f](#) [v](#) [@](#) [e](#) [in](#)

© 2025 All Rights Reserved
America for Bulgaria Foundation
6 Malyovica Street, Sofia 1000, Bulgaria
Email: Communications@us4bg.org

[Unsubscribe](#) | [Privacy Policy](#)