

# Lodging (Destination) in Bulgaria

September 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Lodging sees ongoing recovery but economic pressures continue to limit stronger growth

New hotels opening across the country as operators look to capitalise on the growing interest in Bulgaria as a tourism market

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Growth and expansion predicted to be seen in lodging as travellers become more demanding

New financing proposal could help lodging operators to go green

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