

## Why invest in Pamporovo?

Pamporovo is one of the three main ski resorts in Bulgaria, and is bidding to host the winter Olympics in 2014 together with Borovets. It is developing rapidly, with many new hotels, ski lifts, gondolas and ski runs. Money is pouring in from all directions - the Bulgarian government; the E.U.; and private enterprises both Bulgarian and foreign. There are literally hundreds of millions of Euros being invested now and over the next few years.

It is not surprising that Pamporovo has marked an impressive 40% increase in foreign tourism for this season. It is projected that by 2007 the number of winter visitors to Pamporovo will reach one million.

### • Pamporovo Overview

Chepelare and Pamporovo offer some of the best skiing facilities in the Balkans; from mid December to late April, with a snow base on the lower slopes being between 30 and 80 cm. There are numerous well maintained ski runs, an increasing number of excellent European standard accommodations, highly professional English speaking ski instructors, good night life, entertainment and exciting trips into the countryside. Chepelare's two main ski runs are 3,200m and 5,200m long, being the longest slope for international competition in the Balkan Peninsula.

Because of the numerous ski slopes and facilities Pamporovo is one of the most attractive resorts in the country, and much more picturesque than most Alpine ski resorts. A number of natural conditions make Pamporovo an ideal winter and summer resort. The resort and the surrounding area are filled with natural beauty; wild spruce forests, wonderful rock formations and original Rhodopean settlements. The base altitude of 1650m makes it one of the best Mountain resorts at this latitude in the world.

### • Climate

With 280 days of sunshine per year Pamporovo is renowned for being the sunniest ski resort in Europe, and yet with ski areas over 2000m, snow reliability is excellent. The proximity of the Aegean Sea coast to Pamporovo exercises a benevolent influence on the area climate, with average winter temperature of -3°C. Such climate proves to be extremely healthy, with official reports of most Bulgarian centenarians found in this area.

### • Skiing facilities

Pamporovo is a ski resort suitable for beginners and expert skiers alike. There are ski runs of varying difficulty including even a Giant Slalom ski run for professionals.

### • New lifts & infrastructure

Pamporovo today is a modern ski resort, ever-growing with five new ski pistes for the Winter 2005/2006 season alone. Five new snow cannons and 28 hydrants have also been added. The total length of the ski pistes in the resort now reaches over 31 kilometres.

Pamporovo ski resort is set to become the largest ski area in Bulgaria, and although there is already a very good selection of runs for all abilities, the ski area will be more than tripled within the next few years. This is due to even more new lifts and gondolas being built, and dozens of new ski pistes being created, together with surrounding villages and ski areas being linked up into the Pamporovo area by new lift systems.

In addition to Pamporovo and Chepelare there are nine other villages within the Pamporovo area, many of which will be linked by ski lifts within the next 2-3 years.

