

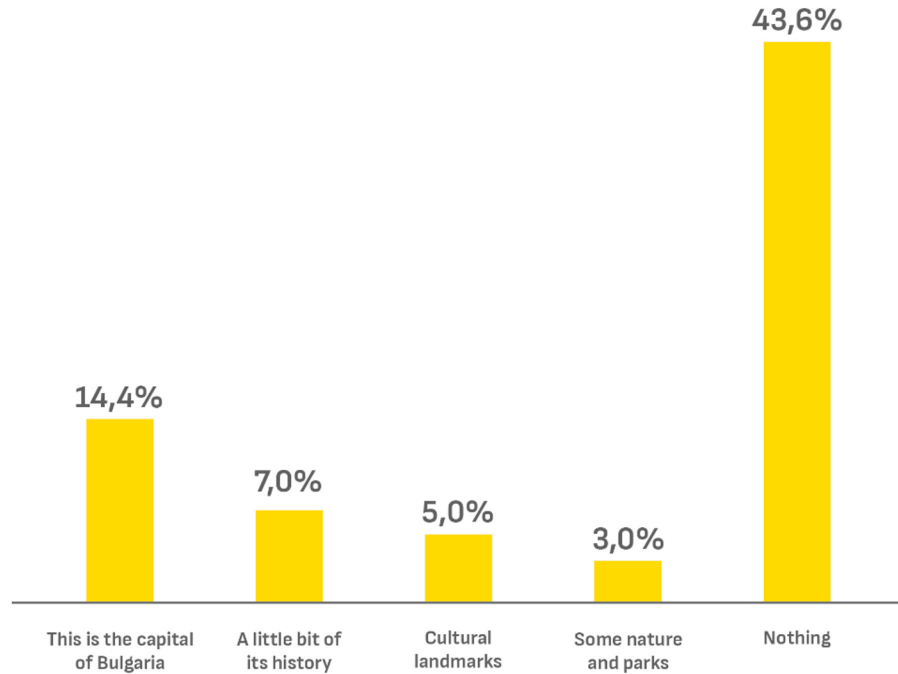
welcome to

SOFIA:

**A CITY BRAND IN THE
MAKING**

**Participants can vote
at Slido.com with
#2481664**

What did you know about Sofia before visiting?



Source: Foreign Tourist Survey, Global Metrics, September 2021

our goals:

Influence the greater reputation of Sofia in the minds of all travelers

Take ownership of Sofia's narrative visually, emotionally, and verbally

Develop a brand backed by data and visitor insights research

Develop a fresh and honest identity

Establish "wow factors" for Sofia and stand out in the competitive landscape

Focus on the natural elements of the destination

Establish Sofia as a place to market meetings and events

Encourage and work with the community (L&TI)



and this is
**NOT THE
END,
BUT ONLY THE BEGINNING**