

WELCOME
TO THE **SOFIA**
INSIDER COLLECTION



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WELCOME TO THE **SOFIA** INSIDER COLLECTION

Truly memorable meetings and events with authentic local flavour – that is the inspiration behind the InterContinental Insider Collection.

Our network of hotels and resorts is global; our knowledge and expertise local, giving planners guaranteed choice, range and depth to add to any meeting or conference. Each hotel offers its own bespoke selection of services which are firmly rooted in their location.

The options are limitless, the local knowledge rich, the service professional and faultless, the delegate experience enriching and rewarding every time.

Sample for yourself some of our wonderful Sofia experiences.

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INSIDER LOCATIONS

Choose an InterContinental venue for your event and a world of possibilities opens up. As locals, your hotel team hold the key to a side of your locality tourists never see. What and who they know gives you an exclusive mix of authentic venues and experiences to play with.

INSIDER SPEAKERS

Bring your event to life with an inspirational speaker – someone who can really strike a chord with your delegates and enrich their experience beyond measure. Fascinating and engaging, motivating Insider Speakers range from celebrities and cultural experts to sporting heroes. Whatever their passion, they all have a local connection and you will discover that their unique insights and local know-how make your event one to remember.

INSIDER COMMUNITY

There's nothing quite like immersing yourself in the community to gain an added depth and understanding to your experience in a new destination. Insider Community has been designed to benefit local people and create truly memorable and meaningful experiences for your delegates too.

INSIDER INTERACTIONS

This team-building experience will help your delegates connect with each other as never before. Using the unique character, heritage or geography of your destination to inspire interaction, each experience, whether based on or off-site offers an original way to engage delegates and motivate them to build effective working relationships.

INSIDER BREAKS

With Insider Collection even your breaks are fulfilling experiences. From serving up a delicious lunch of provincial dishes for a taste of regional cuisine to spending some quality time with your Concierge team to get their best insider tips, a few minutes out of your busy schedule becomes a whole experience in itself.

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SPEND PART OF YOUR MEETING AT NATIONAL GALLERY KVADRAT 500

Situated at the heart of the city centre, in the hotel's immediate vicinity, Kvadrat 500 houses the permanent exhibition of the National Gallery consisting of 1,700 pieces of art spread across 28 halls. With access to some iconic works by renowned Bulgarian and foreign artists, this is the ultimate venue to immerse in the Bulgarian culture.

Magnificent halls and an outdoor sculpture garden available for events organization ensure flexibility and refined ambience tailored to the specific needs of your delegates. The sophisticated settings and artistically vibrant atmosphere are certain to create truly special evenings, life performances or receptions for meetings of diverse size. Delegates can enjoy a private guided tour around the gallery.

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CONNECT TO LOCAL TRADITION, CULTURE AND HISTORY

TOUR AROUND ANCIENT SOFIA

Manuela's mission is to facilitate travelers to experience Bulgaria's capital beyond the ordinary. Her passion for the extraordinary led her to the decision to found her own company specializing in adventure travel and cultural tourism. Manuela and her team dedicated themselves to help world travelers discover and explore the diversity Bulgaria has to offer. The team's love of nature and their reverence for Bulgaria's centuries-old history have inspired them to take a distinct approach. The team's impressive intercultural background and attention to detail will immerse your guests into the rich local culture and hospitality at their very best.

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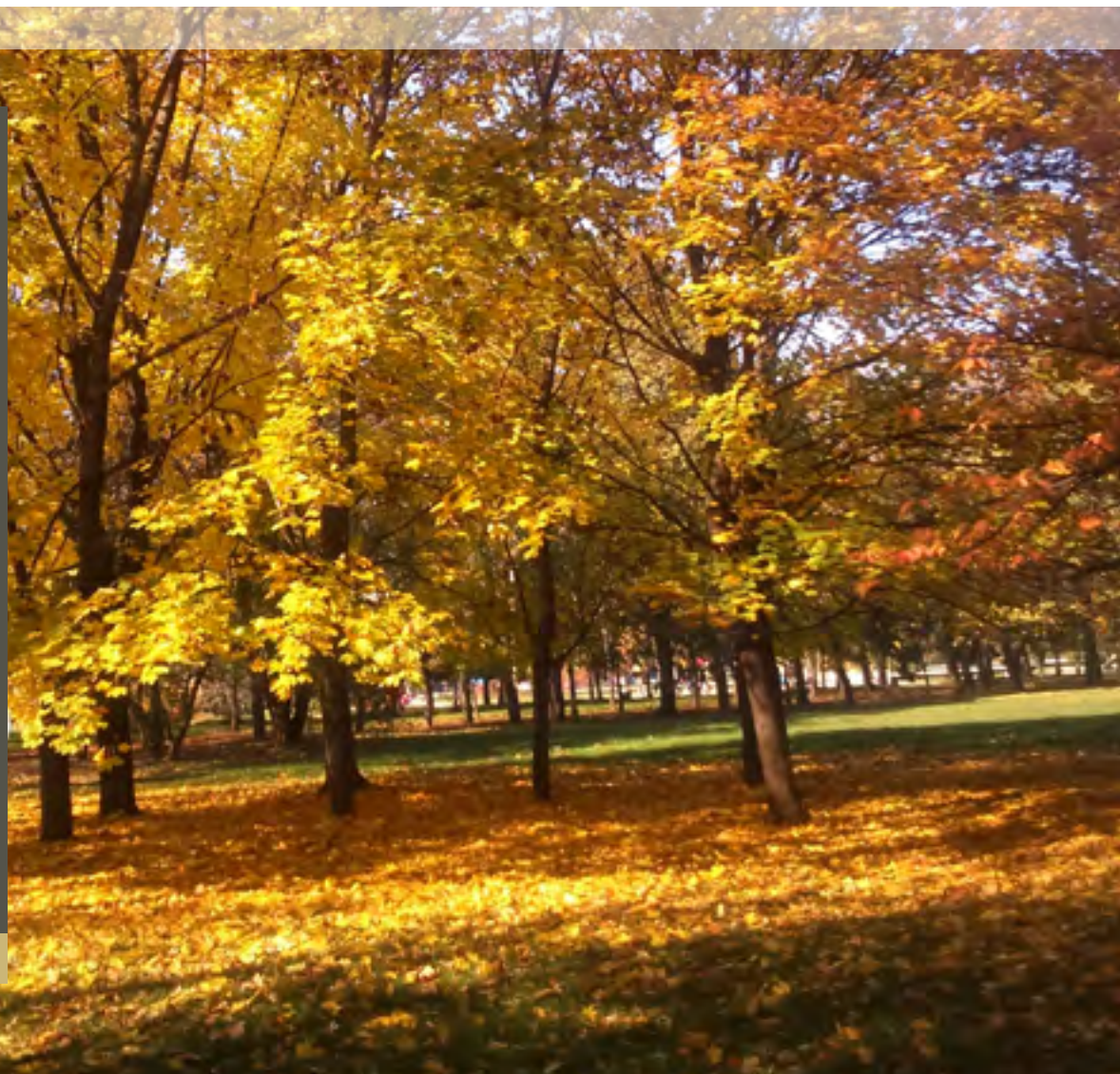
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VISIT THE BORISOVA GRADINA PARK IN SOFIA

Your group can support the local community by engaging in an initiative for a greener environment. Delegates can experience a bonding and rewarding exercise by helping to plant trees in Borisova Gradina Park. Located in the heart of the capital, in close proximity to the hotel, Borisova Gradina is the oldest and largest park in the city, built in 1882. It is home to many favourite spots of Sofia's residents which makes it a lively venue in both summer and winter when locals ice skate on the frozen Ariana pond.

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BULGARIAN CERAMIC

A ceramic class organized in the hotel is the perfect opportunity for delegates to discover a new cultural aspect of the destination. Traditionally, ceramic items were created and used in rituals to mark paramount events such as birth, marriage and baptism. For a creative and rewarding interaction that brings delegates closer together we can invite masters of the craft from the National Art Academy that will enhance your guests' skills through sharing trade secrets and production techniques. Delegates will be able to take home their own ceramic 'masterpieces', a truly unique and personal memento from Bulgaria

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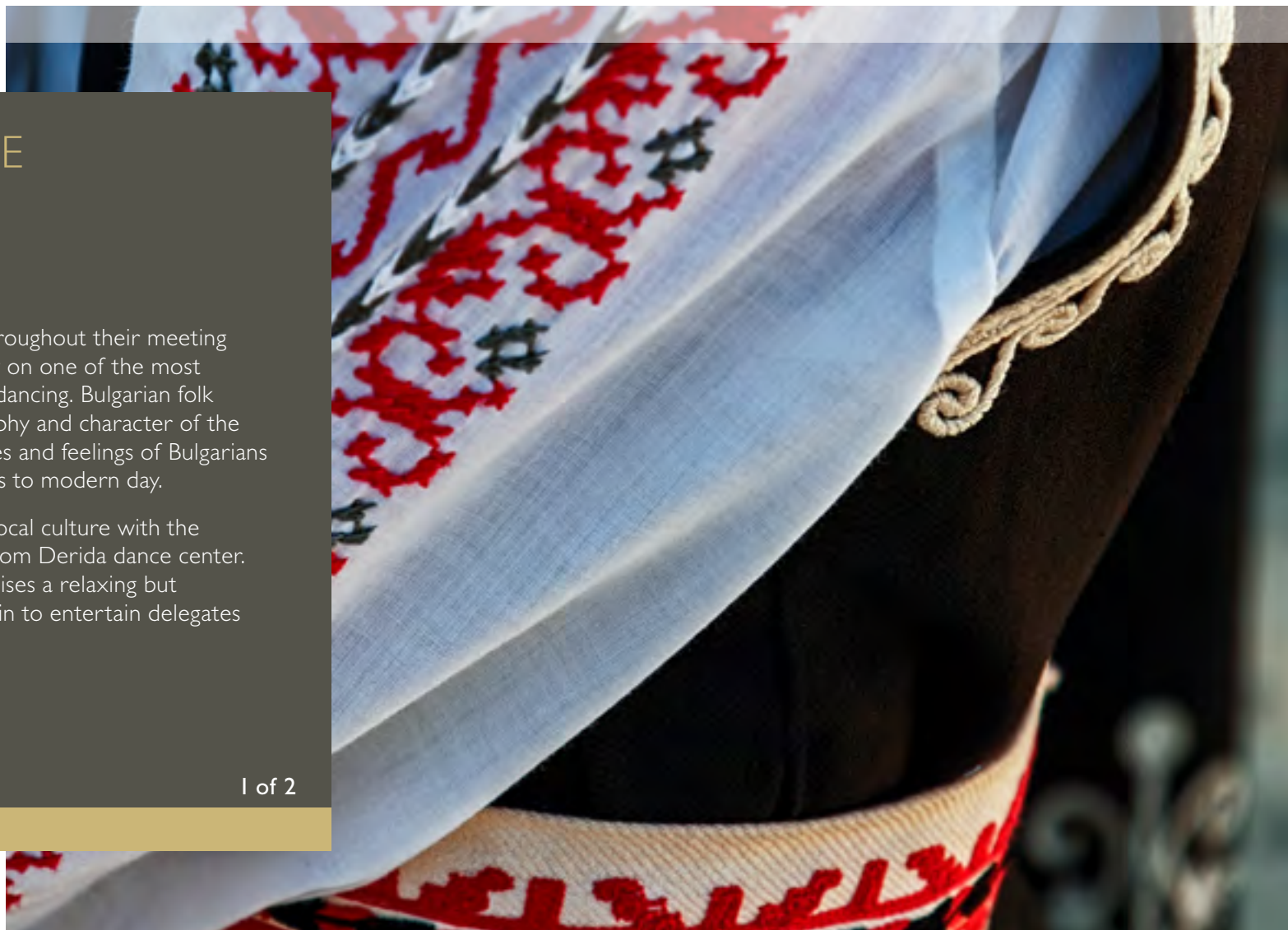
BULGARIAN FOLKLORE

Ensure your delegates gain a sense of place throughout their meeting with a short team-building exercises that draw on one of the most attractive and enjoyable Bulgarian traditions - dancing. Bulgarian folk dances are an expression of the spirit, philosophy and character of the local people. They reflect the lives, experiences and feelings of Bulgarians and are an inseparable part of any celebrations to modern day.

The delegates can absorb the essence of the local culture with the assistance of the renowned choreographers from Derida dance center. Diving into the Bulgarian dance tradition promises a relaxing but energizing team-building activities that is certain to entertain delegates and provide an authentic sense of place.

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CULINARY DELIGHTS

Insider Breaks are a brief, enlightening intermissions that give delegates a taste of the local. There is no better way to refresh than having savouring sessions of the unique Bulgarian cuisine. Bulgarian dishes are renowned worldwide for being healthy and natural and natives pride themselves on the locally produced unique ingredients such as yogurt and white cheese. Drawing inspiration from the rich culinary traditions, we have created signature dishes that will truly delight the senses of your guests.

If gastronomy is a shared passion among your guests we can arrange a life cooking session for delegates with our Head Chef who will reveal the tricks and tips for truly authentic and delicious Bulgarian dishes. Help your delegates learn the secrets of the most beloved national dishes such as banitsa, Shopska salad and musaka.

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MAGIC AND WINE

We can provide access to the best sommeliers that will reveal to delegates the fascinating history of the millennia-long Bulgarian wine traditions and bring to life the exciting sensation of the unique vine varieties available in the country.

The wine culture in Bulgaria began with the Thracians who were known as great warriors and exquisite winemakers. They celebrated god Zagreus who gifted the wine to humanity after a drop of his blood (ichor) fell from heaven and grew into the very first vine. This magical legacy is manifested not only in the magnificent gold treasures honouring Zagreus, but also in the priceless variety of unique Bulgarian vines - Pamid, Red Misket, Dimyat, Gamza, Mavrud and Wide Melnik. It is believed that Winston Churchill greatly enjoyed the traditional Bulgarian wine and had the habit of ordering 500 liters of Wide Melnik wine each year.

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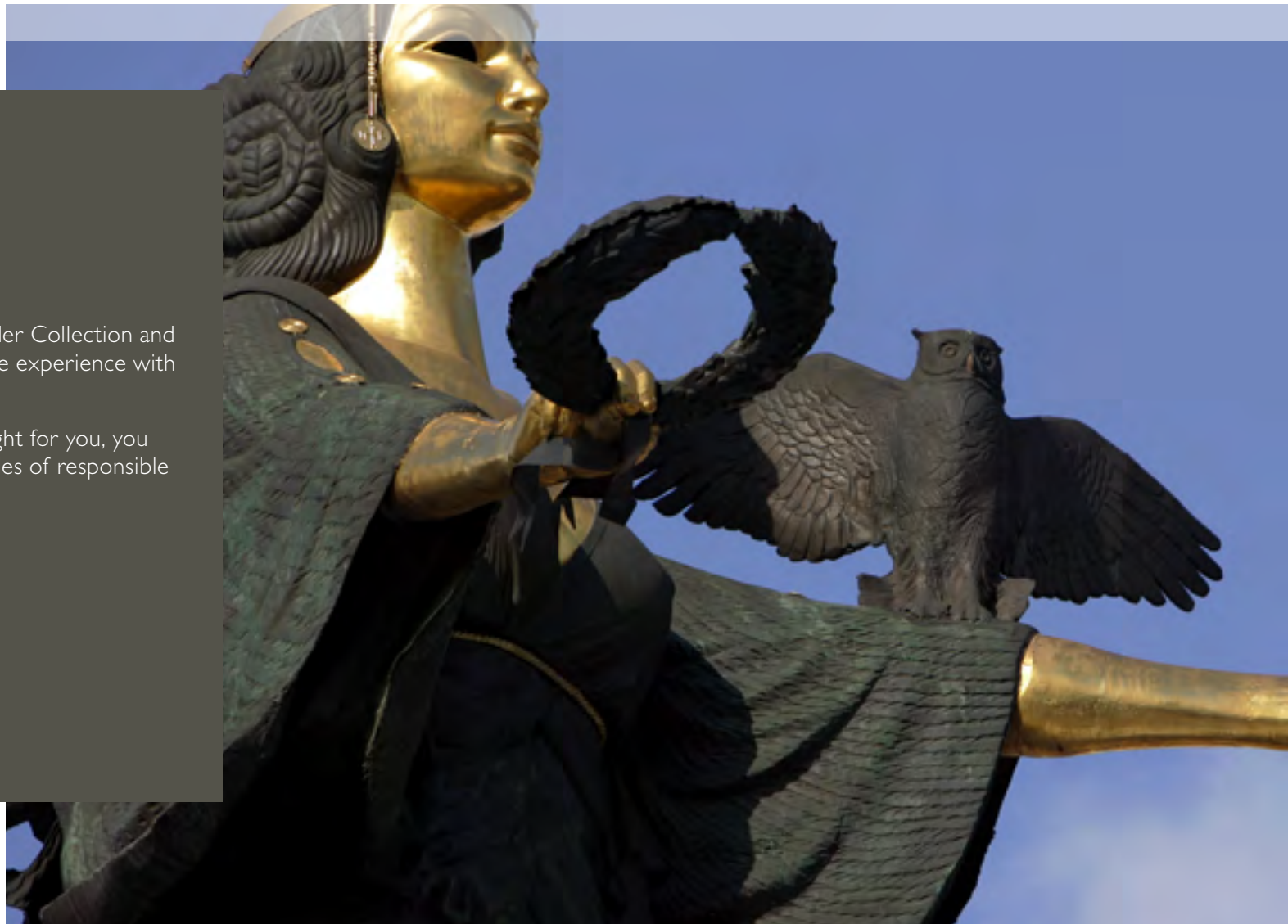


THANK YOU

Contact us to learn more about the Sofia Insider Collection and how we can help you create a truly memorable experience with authentic local flavour.

Whichever Insider Collection experience is right for you, you can be assured that it reflects the best principles of responsible business.

Email Address: meetings.icsofia@ihg.com



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