

# Press Release

01 March 2010

## New Bulgarian ski route with Balkan Holidays

Balkan Holidays has announced a new route from Cardiff Airport to Sofia in Bulgaria for the winter 2010/2011 season, aiming to target the expanding South Wales ski market.

Winter 2011 ski packages to Bulgaria from Cardiff will be on sale this week, with prices starting from £199 for 7 nights departing on the 19 March 2011 staying at the Castle Apartments in Pamporovo – based on 6 people sharing a 2 bedroom apartment – supplements apply.

The tour operator currently operates charter flights to Bourgas and Varna (via Bourgas) in Bulgaria from Cardiff Airport over the summer season. With the addition of the new winter route Balkan Holidays will be able to offer services throughout the year for passengers keen to travel to the popular region.

Rupert Diggins, Balkan Holidays Sales and Marketing Manager commented “In light of the tremendous support we have received over many years for our Summer programme from Cardiff to Bourgas in Bulgaria we are delighted to introduce this new winter service to Sofia which opens up the popular Bulgarian ski resorts of Bansko, Borovets and Pamporovo to the South Wales Ski market.”

Spencer Birns, Cardiff Airport’s head of air service development added: “We’re pleased to see Balkan Holidays expanding its programme from Cardiff, and are encouraged that the tour operator has recognised the demand in the area for skiing holidays.

Cardiff Airport has an increasing number skiing destinations available to its passengers, and we would encourage all winter sports enthusiasts to look at what’s available from their local airport when booking their winter break for 2010 and 2011.”

Summer 2010 and Winter 2010/11 holidays are on sale now and can be booked online on [www.balkanholidays.co.uk](http://www.balkanholidays.co.uk), over the phone by calling 0845 520 1277 or by visiting your local travel agent.

- Ends -

## Notes to Editors

Passenger traffic at Cardiff Airport reached over 1.6 million in 2009 and the airport directly supports over 1,000 jobs in South Wales.

Cardiff Airport is part of the TBI network, which owns, operates or provides services at 13 airports in five countries.

TBI is a company owned by abertis, (90%) the European leader in infrastructure management, present in 17 countries and three continents, and AENA (10%) the Spanish airports operator.