

## **Project BG16RFPR001-1.004-1238-C01 “Enhancing the Capacity of VALEO TRAVEL Ltd. to Provide Tour Operator Services”**

On 2 July 2025, we launched the implementation of Project BG16RFPR001-1.004-1238-C01 “Enhancing the Capacity of VALEO TRAVEL Ltd. to Provide Tour Operator Services.” The project is carried out with the financial support of the Programme “Competitiveness and Innovation in Enterprises” 2021–2027, administered by the Ministry of Innovation and Growth, and co-financed by the European Union through the European Regional Development Fund.

### **Project Objectives:**

- Increase VALEO TRAVEL Ltd.'s capacity to provide tour operator services through investments in tangible and intangible assets – the company will acquire new computer equipment and specialized software as part of the activity.
- Improve the company's market performance by creating a new online store for its services.
- Significantly increase the company's capacity to deliver high-quality tourist services.
- Enhance market presence and develop potential for sustainability and growth.

### **Expected Results:**

Acquisition and commissioning of new modern computer equipment (3 personal computers/laptops) ensuring faster, more reliable, and efficient team performance.

- Development and implementation of specialized software for:
  - Integration with hotel reservation systems providing up-to-date availability and pricing in real time
  - Direct online hotel bookings through the tour operator's website
  - Automated generation and sending of contracts, vouchers, invoices, and other travel documents
- Optimized and automated internal processes for managing reservations, sales, and customer information
- Significant reduction of administrative workload and risk of human error
- Increased productivity and capacity to serve a larger number of clients without additional staff
- Creation and operation of an online store for travel services, enabling:
  - Online bookings and payments 24/7
  - Access to a broader, including international, audience
- Improved online visibility and market performance of VALEO TRAVEL through digital channels

- Capability to collect and analyze customer behavior data for more effective marketing and personalized travel offers
- Enhanced customer experience through faster service, transparency, and convenience in using services
- Creation of conditions for sustainable growth and long-term development of the company

**Implementation Period:**

Start: 2 July 2025

End: 2 July 2026

**Funding:**

**Total project value:** BGN 80,130.00/ EUR 40 969,82

**EU funding (ERDF):** BGN 42,068.25/ EUR 21 509,15

**National co-financing:** BGN 18,029.25/ EUR 9 218,21

**Own contribution:** BGN 20,032.50/ EUR 10 242,45



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PROGRAMME