



#1 on  [tripadvisor](#)



## Who are we?

The 365 Association is an organization dedicated to providing a number of general and thematic walking tours around Bulgaria's two largest cities, Sofia and Plovdiv for the past ten years. Our team consists of 40 young, enthusiastic and professional tour guides, licensed by the Ministry of Tourism. We offer various services ranging from tours of the main historic and cultural sites to more in-depth ones, focused on specific topics or parts of the city, such as Bulgarian culture, Bulgaria's communist period, the Plovdiv arts and crafts district, the history of the Bulgarian Jewish community, etc. Tours are available in English, German, Spanish, French, Italian, Portuguese and Russian, depending on the topic and availability of our guides. More information on all of this you can find on the following pages.

# Services

## Sofia

- › Standard general sightseeing tour page 5

---

- › Jewish tour page 6

---

- › Communist tour page 7

---

- › The Red Flat page 8

---

- › Pub crawl page 9

---

- › Drinks of Bulgaria page 10

## Plovdiv

- › Standard general sightseeing tour page 12

---

- › Graffiti tour page 13

---

- › The Socialist Architecture Tour page 14

# Tours in Sofia

# Standard general sightseeing tour

## Description

The tour includes the main sights in the downtown area of the city, introducing Sofia's many faces to its guests.



Duration  
Up to 2.5 hours



Available in  
English, German, Spanish, French, Portuguese, Italian,  
Romanian



Participants per group  
Up to 25



## Main points

- Sveta Nedelya Church
- Statue of Sofia
- Sveta Petka Samardjiyska Church
- Serdica Ancient Complex
- Banya Bashi Mosque
- Sofia Synagogue
- Central Baths (Sofia History Museum) and mineral springs
- Largo, President's Building and Sveti Georgi Rotunda
- City Garden and National Theater Ivan Vazov
- Saint Sophia Basilica
- Saint Alexander Nevsky Cathedral

# Jewish tour

## Description

This tour sheds light on the history of the Jewish people in Bulgaria. It follows chronologically the formation and development of the community since Roman times, the turbulent years of World War II, its status during the communist regime and its present condition.



Duration  
Up to 2.5 hours



Available in  
English



Participants per group  
Up to 25



## Main points

- The Sofia Synagogue and the formation and early history of the Jewish community in Bulgaria
- The Jewish community during the Ottoman period
- The former royal palace and the Jewish community after the Liberation of Bulgaria from the Ottoman Empire
- Bulgaria and its Jewish community in World War II
- Bulgarian Jewish people during communism and migration to Israel
- The Jewish community nowadays

# Communist tour

## Description

The tour focuses on the socialist period of Bulgaria (1944 – 1989) and explains the basics of the communist ideology and the characteristic features of the regime in the areas of economy, politics, religion, education, everyday life, etc.



Duration  
Up to 3,5 hours



Available in  
English



Participants per group  
Up to 25



## Main points

- Sveti Nikola Church and the status of religion during communism
- The former headquarters of the Communist Party, Bulgaria in World War II and the beginning of the regime
- The former headquarters of State Security
- City garden, the story of Georgi Dimitrov, Bulgaria's first communist leader, and his mausoleum
- Monument of the Soviet Army
- National Palace of Culture
- Victims of the Communist Regime Memorial
- The Berlin Wall and the fall of the regime

# The Red Flat

## Description

Entering the Red Flat means traveling back in time to Communist Bulgaria of the 1980's. By visiting the home of an average family you will discover what everyday life was like for ordinary Bulgarians during the Cold War. Work and leisure, school and vacation, eating, drinking, watching TV, partying and doing the chores – how did these things happen in the days of Reagan and Gorbachev?



Duration  
No time limitation



Audioguide available in  
English, Spanish, Bulgarian



Apartment capacity  
Up to 15



## Main points

- Audio guide available in English, Spanish and Bulgarian.

# Pub Crawl

## Description

A tour of Sofia's nightlife which showcases some hidden historical joints alongside popular cocktail bars and live music clubs.



Duration  
Up to 4 hours



Available in  
English, Spanish



Participants per group  
Up to 15



## Main points

- Sofia nightlife
- Hidden bars with history
- Popular bars and live music
- Local wine or beer

# Drinks of Bulgaria

## Description

Experience Bulgaria in a glass through its traditional drinks. This isn't just a tasting. It's an invitation into a warm, cozy atmosphere where you'll explore over 3,000 years of wine and rakia-making traditions.



Duration  
Up to 4 hours



Available in  
English



Participants per group  
Up to 14



## Main points

- Taste five local wine varieties and the Balkans' most iconic drink - rakia
- Drinks are perfectly paired with traditional bites
- Introduction to wine tasting
- Engaging storytelling on Bulgaria's wine production traditions

# Tours in Plovdiv

# Standard general sightseeing tour

## Description

The tour includes the main sights in the city's downtown and old town areas, introducing visitors to the colorful millennia-long history of Plovdiv.



Duration  
Up to 2.5 hours



Available in  
English, French, Greek, Polish



Participants per group  
Up to 25



## Main points

- Plovdiv city hall
- Statue of Milyo
- Roman stadium
- Djumaya mosque
- Kapana arts and crafts district
- Plovdiv old town
- Nebet hill
- Memorial of Sasho the Sweetheart
- Ancient theater

# Graffiti tour

## Description

This tour is dedicated to the advent and development of street art in the city. Visitors will learn the basic terminology and styles of street art and see the most iconic pieces in the Kapana district and the old town.



Duration  
Up to 2,5 hours



Available in  
English



Participants per group  
Up to 25



## Main points

- Graffiti and street art
- Types of graffiti
- Local artists
- Festival graffiti events
- The sgraffito technique

# The Socialist Architecture Tour

## Description

The Socialist Architecture Tour is focused on the architectural styles dominating Bulgaria during the 1944-1989 period. Together we will explore some of the most important public buildings in Plovdiv as examples. We will be able to enjoy the monumental art that decorates them and find out more about their functions during the communist era.



Duration  
Up to 2,5 hours



Available in  
Bulgarian, English



Participants per group  
Up to 25



## Main points

- Balkan cinema and Bulgaria hotel
- Plovdiv Central Post Office
- Trimontium hotel
- Headquarters of the Communist party
- Kosmos cinema
- Alyosha monument

# Terms and Conditions

1. The price is final and inclusive of VAT.
2. The payment can be done in advance either by bank transfer or by card. Payment cash on the spot in EUR is also available.
3. The price does not include entrance fees or personal expenses.
4. Cancellations made 24 hours or more prior to the tour will receive a 100% refund. Cancellations made between 24 and 6 hours prior to the tour will receive a 50% refund. Cancellations made less than 6 hours prior to the tour are non-refundable.
5. We run our walking tours in all weather conditions.
6. In case of delays, our guide will be available for up to 2,5h.



## Thank you for your time!

We hope you will be satisfied with our services. Our main goal is to work 365 days of the year in order to uncover and show Sofia and Plovdiv in a way that creates strong and vivid memories. [Here](#) you can see what our guests think of us. For any further communication, don't hesitate to find us:

**Phone:** (+359) 988 920 461

**Email:** [groups@365association.org](mailto:groups@365association.org)