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LIGHTHOUSE GOLF & SPA HOTEL – CONCEPT REPOSITIONING FOR 2026

We are pleased to present the updated **2026 commercial terms and concept repositioning** of Lighthouse Golf & Spa Hotel.

This strategic evolution reflects our commitment to developing Lighthouse into one of the **leading premium golf and leisure resorts on Bulgaria's Northern Black Sea Coast** — offering elevated services, a simplified pricing structure, and enhanced guest experiences designed to support your sales success.

What's New in 2026?

1. Premium All-Inclusive – A New Standard of Value

Our All-Inclusive program has been upgraded to a **Premium All-Inclusive** concept, with a clear focus on quality, flexibility, and added value. Guests will now benefit from:

-  Branded international alcoholic beverages served
-  Access to à la carte dinner (1 free dinner per 3-night stay)
-  After-golf lunch option at the 19th Hole Bar on Lighthouse playing days
-  Expanded family animation and seasonal kids' programs
-  Champagne hour at Shiv's Sky Bar (summer only)
-  Welcome bottle of branded wine (for stays of 3+ nights)
-  Tea, instant coffee and premium coffee capsules (included & refilled in-room)

2. Transparent, Inclusive Pricing

To simplify the guest experience and create a true hassle-free holiday:

- **Parking and city tax are now included** in all board types
- **Tea & instant coffee available in all rooms**, with added daily restocking of water, coffee, tea & premium coffee capsules and bottle of branded wine upon arrival for Premium AI
- **Clear packages** — clearly structured inclusions by board type

3. Simplified Seasonal Structure

The calendar has been reduced from 6 to **4 defined seasons**:

Low | Shoulder | High | Peak — improving clarity for both sales and operations.

4. Flexible Board Upsell Path

Guests can choose between BB, HB, and Premium AI options, with a **logical price-to-value progression** — ideal for packages, individual bookings, or upselling at check-in.

Value Evolution: 2025 vs. 2026

Feature	2025 Standard AI	2026 Premium AI
Local alcoholic drinks	☒	☒
Branded spirits & cocktails	☒	☒
À la carte access (1 per min. 3 nights)	☒	☒

Lighthouse Golf & Spa Resort

E-mail: info@lighthousegolfresort.com; Web: www.lighthousegolfresort.com

Address: 9000 Balchik Municipality; Street: 5 km after Balchik on E87 road

Phone: +359 52 401 400; Mobile: +359 882 06 05 86





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Feature	2025 Standard All	2026 Premium All
Additional à la carte (paid)	✗	☑
Snacks & ice cream	✗	☑
After-golf lunch option	✗	☑
Champagne welcome hour	✗	☑
Tea & coffee capsules in room	✗	☑
In room drink package	✗	☑
Beach access & shuttle	☑	☑
Kids animation	Limited	☑ (seasonal)
City tax & parking	✗ (paid on spot)	☑ (included)

🔗 Why This Matters for You

This repositioning allows you to:

- Offer a **more competitive, value-rich holiday product**
- Promote a **premium concept clearly differentiated** in the Bulgarian market
- Attract diverse client segments: golf groups, families, wellness travellers, and upscale leisure guests

GENERAL INFORMATION

Category	5-Star Resort	Website	www.lighthousegolfresort.com
Location/ Address	Lighthouse Estate, Balchik, 9600, Bulgaria	Phone	+359 52 401 401
Total Rooms	184	Email	reservations@lighthousegolfresort.com
Check-in / Check-out	15:00 / 12:00	Pets	Allowed – €15 per night
Airport Distance	Varna Airport – 55 km Burgas- 180 km	Nearby Cities	Balchik – 5 km Varna – 55 km

SEASONS:

Winter	Transition	Summer
08/01-13/04 18/10-21/12	14/04-01/06 13/09-17/10	02/06-12/09

During seasonal transitions between summer and winter, some services may move between indoor and outdoor areas depending on the weather and some outdoor seasonal venues working opening/hours might be affected. We kindly ask that this flexibility is clearly noted in all catalogues and materials to ensure guest expectations are met. In winter the hotel functions on standard All-inclusive and in Transitional and Summer season on Premium All-inclusive.

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LIGHTHOUSE BOARD TYPES – AT A GLANCE

Dining & Restaurant Access

Feature	BB	HB	Premium All-Inclusive
Buffet Breakfast (Main Restaurant)	☒	☒	☒
Buffet Dinner (Main Restaurant)	☒	☒	☒
Buffet Lunch (Main Restaurant)	☒	☒	☒
Snacks & Ice Cream (seasonal)	☒	☒	☒
À la carte Dinner Access (1/3 nights)	☒	☒	☒
Additional À la carte Visits (paid)	☒	☒	☒ (€15 pp)
After Golf Lunch (Lighthouse only)	☒	☒	☒ (on playing days)
Children's Buffet / Baby Food Station	☒	☒	☒

Drinks & Bar Services

Feature	BB	HB	Premium All-Inclusive
Hot Drinks at Breakfast Only	☒	☒	☒
Hot Drinks at Other Meals	☒	☒	☒
Soft Drinks & Juices (meals + bars)	☒	☒	☒
Local Alcoholic Drinks during meals & at bars	☒	☒	☒
Branded International Alcohol during meals & at bars	☒	☒	☒
Free Coffee Capsules in Room	☒	☒	☒
Champagne Hour at Shiv's Bar (Summer)	☒	☒	☒
5 O'clock Rose Tea/Gin Tonik	☒	☒	☒

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Feature	BB	HB	Premium All-Inclusive
Access to Bars (Lobby, Pool, Beach)	☒ (Paid)	☒ (Paid)	☒ (Included)

! Note: BB and HB guests can use the bars, but all drinks are paid. AI guests enjoy full complimentary service.

Room Amenities & Guest Services

Feature	BB	HB	Premium All-Inclusive
Free Welcome Bottle of Wine (min. 3 nights)	☒	☒	☒
Free Water in the room stocked daily	☒	☒	☒
Free Tea / Instant Coffee	☒	☒	☒
Free Coffee Capsules (Dolce Gusto)	☒ (paid)	☒ (paid)	☒
Parking & City Tax	☒	☒	☒
Free Room Service (food & drinks)	☒	☒	☒

Sports, Wellness & Leisure Access

Feature	BB	HB	Premium All-Inclusive
Indoor & Outdoor Pools	☒	☒	☒
Fitness Center (24/7)	☒	☒	☒
1 Hour Free Tennis (min. 3-night stay)	☒	☒	☒
Mini Golf & Petanque	☒	☒	☒
Bike Rental	☒	☒	☒
Beach Shuttle, Sunbed & Umbrella	☒	☒	☒
Seasonal Kids Club & Animation	☒	☒	☒

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F&B SERVICES UNITS & HOURS WITHIN LIGHTHOUSE PREMIUM ALL-INCLUSIVE

FOOD SERVICES:

Working Hours	Food	Menu	Place
07:00-10:00	Breakfast	Open Buffet	Main Restaurant Alexandra
	Breakfast on the go*		
12:30-14:30	Lunch	Open Buffet	Main Restaurant Alexandra
14:30-16:30	After Round Lunch**	A la carte	19 th Hole bar
	Lunch on the go*	Halfway snack	
Day Time	Ice Cream	Take away	Pool Bar
10:30-12:00	Drinks & Snack Bar	Buffet	Lobby Bar
14:00-18:00	Drinks & Snack Bar	Buffet	Lobby Bar
14:00-17:00	Street food station		Shivs Bar
19:00-21:00	Dinner	Open Buffet	Main Restaurant
19:00-21:00	Dinner	A la carte	A la carte as per Dine Around Program At the following venues: Le Passage Restaurant 19 th Hole Bar & Gill Greek Tavern Shivs Bar

* Reservation for each of the following options should be placed until 12:00 on the day before (minimum 24 hours in advance). Please note that seats for dine-around option in the venues are limited. In addition, when you book your meal on the dine-around option, this is instead of the Main-Restaurant option

**with reservations 24h in advance for days when you have pre-booked t-times at Lighthouse Golf Course instead of pre-packed lunch/halfway snack

BEVERAGE SERVICES

Bar Name	Place	Working Hours	Soft drinks	Hot drinks	Beer	Local Alcoholic Drinks	Import Alcoholic Drinks*	Cocktail service
Lobby Bar	Hotel Lobby	08:00-02:00	x	x	x	x	x	x
Infinity Pool Bar	Pool Area	08:00-22:00	x	x	x	x		x
Jungle Bar	SPA	10:00-19:00	x	x	x	x		
19 th Hole Bar	Clubhouse	08:00-18:00 (shoulder) 08:00-22:00 (summer)	x		x			

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Bar Name	Place	Working Hours	Soft drinks	Hot drinks	Beer	Local Alcoholic Drinks	Import Alcoholic Drinks*	Cocktail service
Shiv's Bar	Golf Course	09:00-17:00 (shoulder) 09:00-22:00 (summer)	x	x	x			
Whiskey Bar	Hotel Lobby	22:00-02:00	x		x	x	x	x
Heros Bar	Beach	09:00-10:00	x		x	x		

*Working hours might vary for seasonal venues according to weather and seasonal demand

** Winter season only local alcohol drinks are part of the All-inclusive

Champagne hour at Shiv's Bar from 18:00-19:00 every Wednesday & Sunday in summer season

5 O'clock Rose Tea/Gin Tonik at Le Vie En Rose Corner 17:00-18:00 very Friday & Tuesday

Room Service:

Room Services is not included in the program. It is available at extra charge.

Minibar:

Minibar payable & for Premium All-inclusive the room is stocked daily with water, coffee and tea and upon arrival a bottle of branded wine is stocked for stay of 3 or more nights

A LA CARTE RESTAURANTS ACCESS:

All guest on Premium All-inclusive have the option with minimum 3 nights stay **1 free a la carte dinner per stay** and all guests with golf package can benefit for **After Golf Round Lunch at the 19th Hole Bar and Grill** for the days with pre-booked t-times at Lighthouse Golf Course. Subsequent visits in our a la carte restaurant are available at service fee per person per meal:

Venue	Meal Type	Working hours for dine around dinner	Service free	Notes
Le Passage	Mediterranean	18:00-21:00	15 EUR	Open 12 Months
Greek Tavern	Greek	18:00-21:00	15 EUR	Mid-June– Mid- September
19 th Hole Bar & Grill	Pizza & BBQ	18:00-21:00	15 EUR	For After Golf Lunch- April, May, September, October For After Golf Lunch & Dinner June-September
Shiv's Sky Bar	Open Buffet	18:00-21:00	15 EUR	July & August

Premium All-Inclusive guests enjoy:

- 1 free à la carte dinner per stay with min 3-nights/ Up to 3 After Golf Lunch at 19th hole Bar and Grill on playing days at Lighthouse
- Extra visits: at the specified service fee

How to Book:

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- At Reception where the guest receives their dine around voucher
- Book up to 24h in advance (latest by 12:00 the day before)

What's Included:

- Choose up 2 starters + 1 main + 1 dessert
- Some premium items have an extra charge (clearly marked)

Please Note: Max 6 guests per table for larger groups upon request; Late cancellation or no-show = €15 fee

OPERATING PERIODS:

Venue	Meal Type	Operating Months	Service Style
Main Restaurant Alexandra	Breakfast, Lunch, Dinner	All year round	Buffet + live cooking
Le Passage	Lunch, Dinner	Year-round 12:00-22:30	À la carte (fine dining)
Greek Tavern	Lunch, Dinner	Mid June– Mid- September 10:00-22:00	À la carte
Lobby Bar	Drinks	All year round 08:00-02:00	Drinks, Snacks & Sweets
SPA Bar	Drinks	Mid September- End May	Drinks & Health Snacks
Shiv's Sky Bar	Daytime Drinks & Snacks	May, September & mid-October	À la carte (lounge)
	Daytime Drinks, Snacks & Dinner	July & August	À la carte (lounge)
19th Hole Bar	Lunch	April, May, September, October	À la carte
	Lunch, Dinner	June- September	À la carte / Casual
Pool Bar	Drinks	June- mid September	À la carte
Heros Beach	Lunch	Mid June– Mid- September (weather)	À la carte
Social Club Whiskey Lounge	Drinks	Year round on schedule	A la carte

Additional info:

- **Reservations are required** for all à la carte restaurants and must be made in advance at the reception.
- **Last order time** in à la carte restaurants is **21:00**.
- **Wine in the All-Inclusive concept** includes **local Bulgarian house wines** (served by the glass). All other wines, including imported or premium Bulgarian labels, are **available at an extra charge** as per the venue's wine list.
- An **additional drinks menu** is available in all restaurants during lunch and dinner for **premium or imported beverages** outside the AI package.
- A **smart casual dress code** applies in all restaurants.
- **Alcoholic beverages are not served to guests under 18 years of age.**
- **Fresh orange juice is not included** in the standard package.

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- **Specialty milks** (almond, oat, soy, lactose-free) and **plain kefir** are available **upon request**.
- All beverages are **served by the glass** and **one drink at a time per person**. It is not permitted to accumulate drinks or offer them to non-AI guests — violations will be charged to your room.
- During à la carte dining, guests may order **2 starters + 1 main + 1 dessert**. Accumulation of food is not allowed.
- A **bill will be presented** for acknowledgment and signature, even for all-inclusive orders, for internal control purposes.
- Please **inform your server** at the beginning of your meal if you are on the **All-Inclusive package**.
- All guests in the same **room or party must be on the same board basis** (including children and teens).
- Food and drinks served to **non-residents or visitors** will be charged as per the à la carte menu prices.
- Guests must **wear and present their all-inclusive wristbands** when ordering to receive entitlements.
- Meals at the **Main Restaurant Alexandra** may be served as a **buffet or set menu**, depending on seasonal occupancy and demand.

Some Beverages within the concept:

All local alcoholic drinks, concentrated and nectar fruit juices, various soft drinks, hot drinks, wines (Bulgarian white, red and rose wines) all standard quality of local and imported alcohol drinks.

Category	Brands
Whiskey	Johnnie Wallker Red label, J & B, Jim Beam, Jack Daniel, Bushmills
Vodka	Sobieski Premium, Smirnoff, Absolut Blue, Russian Standard
Raki	Troyan Plum Rakia, Burgas 63 Special.
Gin	Gordon's, Beefeater, Beefeater PINK, Tangueray
Rum	Captain Morgan Spice, Bacardi, Havana Especial
Tequila	JoseCuervo Especial Silver, JoseCuervo Especial Gold
Brandy	Black Sea Gold 7 Years Old, Metaxa 5*, ARARAT 3YO
Liqueur & Bitter	Jägermeister, Aperol, Campari, Baileys, Kahlúa
Aperitif	Martini Extra Dry, Martini Bianco, Martini Rosso
Beer	Becks, Stela Artois

*** We reserve the right to change the above drinks with similar brands depending on availability of supply of the brands state.

Other paid services:

Category	Services
Rooms	Dry Cleaning, Ironing, Laundry, Phone, Fax, coffee capsules, room service and in room dining
Interactive	PAY TV, Interactive Packages, Extra Internet Services
Tennis	Courts, Lessons, Court Lighting, Tennis Equipment
Golf	Green fees, golf equipment, golf transfers, golf lessons
Health	Doctor Service
Sports	Football Fields, Shooting, Bike rental

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Category	Services
SPA	Massages, Body Treatments, Facial Treatments
Shopping	Any onsite shops, Hairdresser, Rent-a-Car, Tattoo, Taxi & Transfer services
Other	Cigars, cigarettes and shisha, special themed evenings

SWIMMING POOLS DIMENSIONS

Outdoor Lagoon Shaped Pool (heated in Summer season)	1000 sq.m	0-180cm	seasonal
Indoor Swimming Pool with mineral water (heated in Winter Season)	200 sq.m	80-140cm	All year round
Penthouse Pools (heated in Summer Season)	28 sq.m	130 cm	seasonal

BEACH (in summer season):

5 km from hotel (10m in drive)

600m long, 12 m wide

Beach Shuttle Service (in summer season)

- **Free of charge for hotel guests**
- Operates daily on fixed schedule (subject to change):

From Hotel	09:00	10:00	12:00	14:00	16:00
From Beach	09:30	10:30	12:30	14:30	18:00

Sunbeds & Umbrellas

- **Free of charge** for hotel guests (with voucher)
- **Rental fee for visitors:** 30 BGN / ~15 EUR (2 sunbeds + 1 umbrella)
- **Reservation required at hotel reception** at least 1 day in advance to receive a beach voucher
- **First-come, first-served basis** – subject to daily availability
- Reserved sets are held **until 11:00**; after this time, unclaimed sunbeds and umbrellas may be released

Waterslides:

1 water slide for kids in the outdoor lagoon shaped pool

***Our Life Guards working hours in winter are from 09:00 to 19:30 in summer from 08:00-17:00

INTERNET ACCESS

Area	Wi-Fi	Wired
General Areas	x	
Conference rooms	x	x
All rooms	x	x

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ACCOMMODATION:

Feature	Double Room Golf View	Double Room Sea View	Twin Room Golf View	Twin Room Sea View	Interconnected (Sea View)	Club Suites Golf View	Club Suites Sea View	Penthouse Studios	Penthouse Amaana	Presidential Penthouse
Number of rooms	12	57	56	35	4+4	4	8	2	1	1
Room size	35	35	35	35	70	65	65	100	400	500
Max. Capacity (pax)	3/2+1	3/2+1	3/2+1	3/2+1	6/4+2	4/2+2	4/2+2	2+1	2+2	4+2
Golf View	x		x			x		x	x	x
Sea View		x		x			x	x	x	x
Pool View				x			x	x	x	x
Twin Beds			x	x	x					
King size beds	x	x			x	x	x	x	x	x
Living room						x	x	x	x	x
Number of Bathrooms	1	1	1	1	2	1	1	1	1	2
Number of WC	1	1	1	1	2	1	1	2	2	3
Private Pool									x	x
Walk in shower & Bathtub	x	x	x	x	x	x	x	x	x	x
Safe Box	x	x	x	x	x	x	x	x	x	x
Tea/Instant Coffee	x	x	x	x	x	x	x	x	x	x
Coffee Capsules Nescafe DolceGusto	x	x	x	x	x	x	x	x	x	x
Minibar*	x	x	x	x	x	x	x	x	x	x
Welcome bottle of wine										
Wi-Fi	x	x	x	x	x	x	x	x	x	x
Bathrobe & Slippers	x	x	x	x	x	x	x	x	x	x
Hairdryer	x	x	x	x	x	x	x	x	x	x
Handicap Rooms				x						

*MiniBar- extra charge

**Coffee capsules in rooms payable- - Included for Premium All-inclusive only (*winter extra charge)

** Welcome bottle of wine in the room included from Premium All-inclusive only with stay of min. 3 nights

*** Private outdoor pools of Penthouse Amaana and Penthouse Presidential are heated in summer season

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LIGHTHOUSE SPA & WELLNESS CENTER

A Sanctuary of Healing, Balance & Renewal

The Lighthouse Spa & Wellness Center spans over 3,000 sq.m. and offers a full range of facilities and programs for relaxation, rejuvenation, and long-stay wellness. It combines modern therapies with traditional healing practices, including Ayurveda and detox programs.

Facilities & Services:

- Indoor heated mineral pool and jacuzzi
- Finnish sauna, infrared sauna, aroma steam bath
- Salt room for halotherapy
- Turkish hammam and adventure showers
- Relaxation lounge with herbal tea station
- Fully equipped gym and outdoor wellness trails
- 7 treatment rooms including a couple's suite
- Certified Ayurvedic therapies (Abhyanga, Shirodhara, Nasya)
- Detox & slimming programs
- Anti-stress and recovery programs
- Facial and body treatments with premium cosmetic brands

SPORTS & LEISURE FACILITIES

Activity / Facility	Included in Premium AI	Paid Extra	Notes
Golf (18-hole course)	✗	☑	Designed by Ian Woosnam; green fees, lessons, and rentals are paid
Golf Academy (practice areas)	✗	☑	Includes putting/chipping greens, driving range
Golf Equipment Rental / Pro Shop	✗	☑	Equipment and apparel sold separately
Tennis Court Use	☑ (1 hr/stay if 3+ nights)	☑	Extra hours & night lighting are chargeable
Football (mini pitch)	✗	☑	Suitable for children and adults
Fitness Center (24/7)	☑	✗	Free for all hotel guests
Mini Golf	☑	✗	Free for Premium AI guests only
Petanque	☑	✗	Free for Premium AI guests only
Shooting Range	✗	☑	Paid on-site
Bicycle Rental & Scenic Trails	☑	✗	Included for Premium AI guests
Jogging Paths	☑	✗	Available for all guests
Water Sports (Beach/Marina)	✗	☑	Jet skiing, diving, sailing, etc. organized by external partners
Group Sport activities	☑	✗	Part of group activity schedule

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LIGHTHOUSE CONFERENCE & EVENTS CENTER

Versatile & Elegant Spaces for Business or Celebration

Lighthouse Golf & Spa Hotel offers a full-service conference and event center ideal for hosting business events, seminars, team-building retreats, and private functions.

Conference Room Overview

Room Name	Size (L×W×H)	Area (sq.m.)	Natural Light
Poseidon	23m × 19m × 3m	414	✗ No
Aphrodite	10m × 7m × 5m	70	☑ Yes
Zeus	10m × 7m × 5m	70	☑ Yes
Terra	9m × 6m × 2m	54	☑ Yes
Apolon	9m × 6m × 2m	54	☑ Yes

Conference Services:

- Projectors, screens & sound system
- Flipcharts and writing materials
- High-speed Wi-Fi in all venues
- Air conditioning & blackout curtains
- Technical support on request
- Printing, copying, and admin services
- Pre-function foyer and natural daylight (in most rooms)

Full catering and coffee break options available. Bespoke event packages on request.

KIDS ACTIVITIES & FAMILY SERVICES

Category	Facility / Service	Included in Premium AI	Paid Extra	Notes
Indoor & Outdoor Facilities	Kids Club (ages 3–12)	☑ (summer supervised)	✗	Supervised in summer; open year-round
	Indoor Kids Room (unsupervised)	☑	✗	Open all seasons
	Outdoor Playgrounds (2 zones)	☑	✗	Located near hotel and aparthotel
	Trampoline	☑	✗	Free use for guests
	Mini Golf & Petanque	☑	✗	Free for Premium AI guests; equipment available
Water & Sports Activities	Heated Indoor & Outdoor Pools	☑	✗	Supervised swimming not included
	Swimming Lessons	✗	☑	On request
	Football Field	✗	☑	Shared with adult sports
	Tennis Lessons (Kids)	✗	☑	Professional instructors available
	Bike Riding & Jogging Trails	☑	✗	Equipment available; trails are free to use

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Category	Facility / Service	Included in Premium AI	Paid Extra	Notes
Seasonal Programs & Camps	Summer Kids Animation Program	☒ (summer only)	☒	Includes games, crafts, mini-disco, etc.
	Kids Golf Camps	☒	☒	Tailored training for young golfers
Dining & Baby Services	Children's Buffet Options	☒	☒	Available in all buffet meals
	Baby Food Preparation (puree, on request)	☒	☒	Must be requested in advance
	High Chairs	☒ (upon request)	☒	Provided free of charge
	Baby Cots	☒ (upon request)	☒	Free or with small fee as per room policy
Additional Services	Babysitting Service	☒	☒	Requires 24-hour advance reservation
	Horse Riding / Aqua Park Excursions	☒	☒	Organized upon request; nearby external venues

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