

# Amazon of Europe Bike Trail



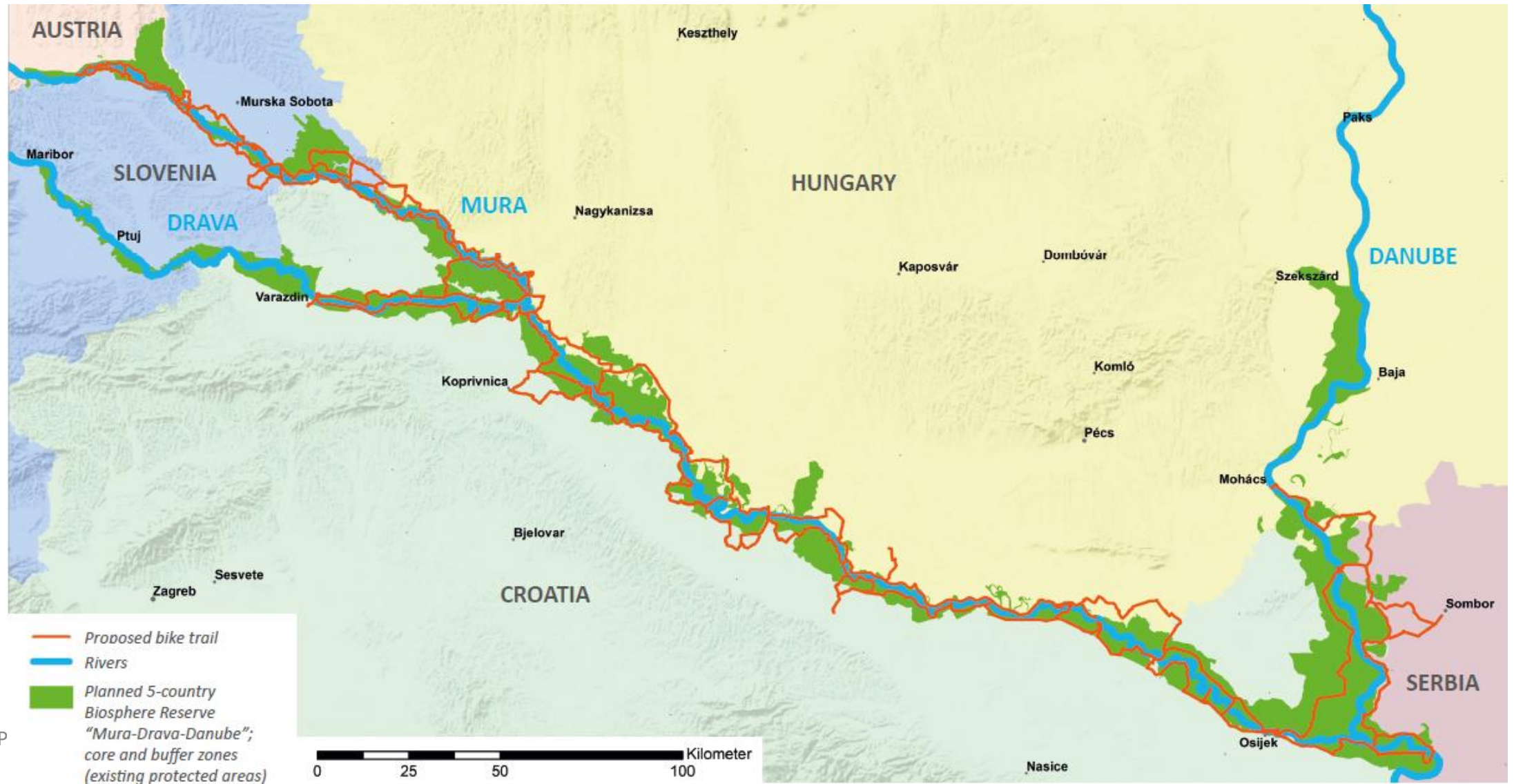
## Introductory presentation

**Urška Dolinar, Institute Iskriva**

# Project data

- Title: Amazon of Europe Bike Trail
- Acronym: AoE Bike Trail
- Duration: 36 months
- Start – end: 1 June 2018 – 31 May 2021
- Total budget: 3,176 mio EUR
- 3 rivers – 700 kilometres
- 5 countries
- 15 Project Partners (PP)
- 10 Associated Strategic Partners (ASP)
- Website: <http://www.interreg-danube.eu/approved-projects/amazon-of-europe-bike-trail>

# Map of the area and proposed trail



# Project partners

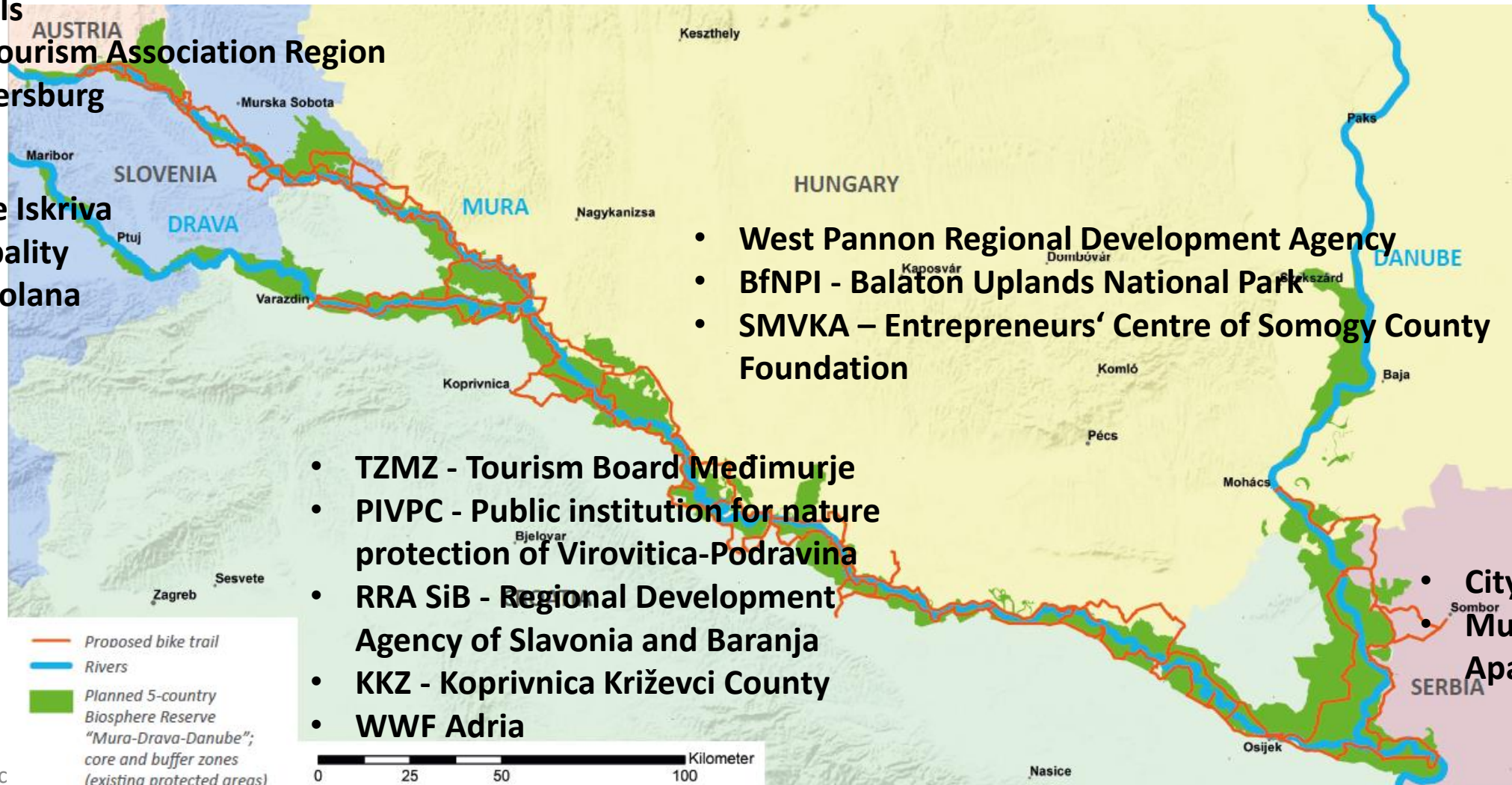
- WWF Austria
- Trail Angels
- TVRBR - Tourism Association Region  
Bad Radkersburg

- Institute Iskriva
- Municipality  
Velika Polana

- West Pannon Regional Development Agency
- BfNPI - Balaton Uplands National Park
- SMVKA – Entrepreneurs' Centre of Somogy County  
Foundation

- TZMZ - Tourism Board Međimurje
- PIVPC - Public institution for nature  
protection of Virovitica-Podravina
- RRA SiB - Regional Development  
Agency of Slavonia and Baranja
- KKZ - Koprivnica Križevci County
- WWF Adria

- City of Sombor
- Municipality of  
Apatin





# Associated Strategic Partners (ASP)

- **BMLFUW** - Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management

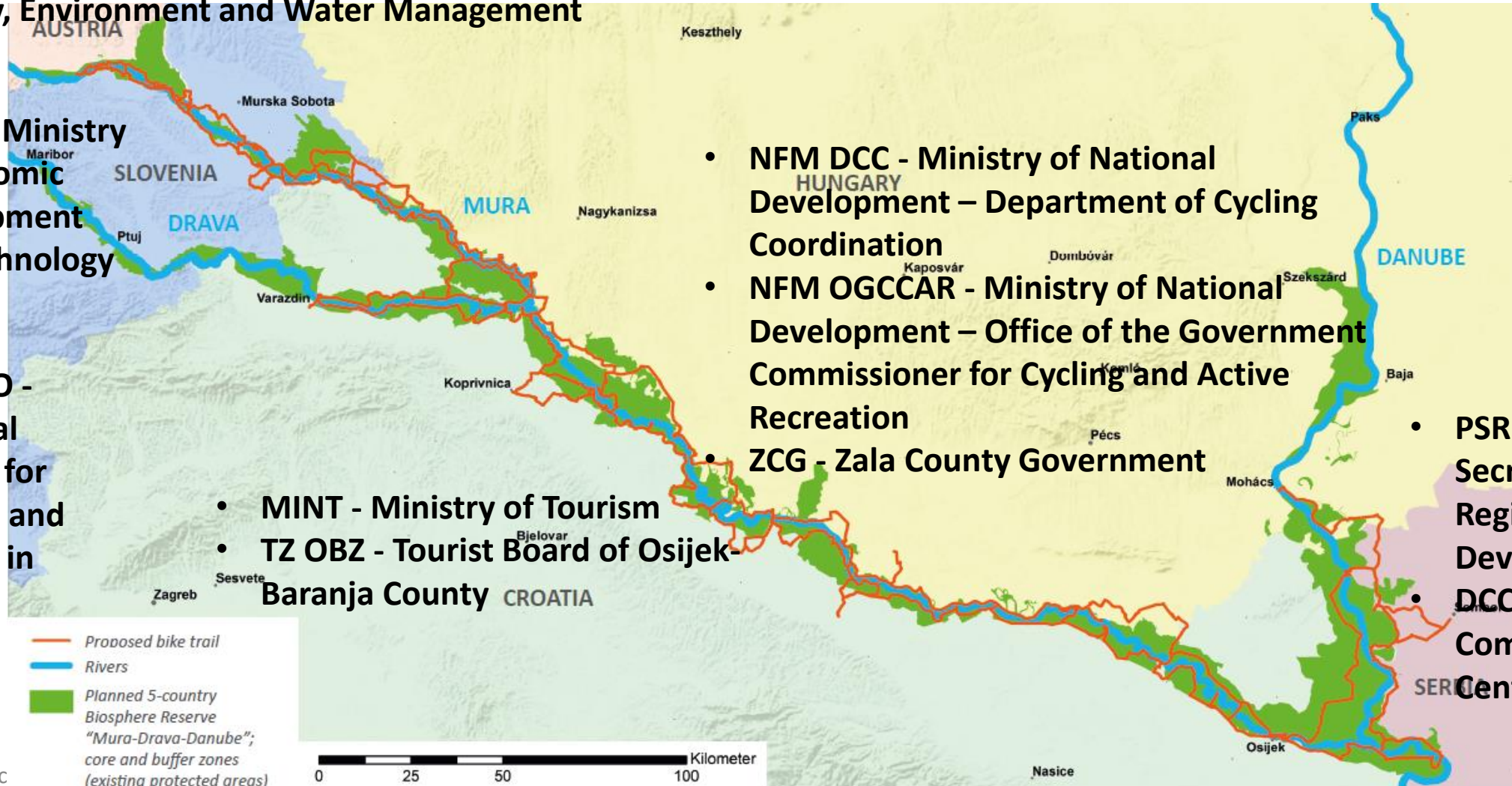
- **MGRT** - Ministry of Economic Development and Technology

- **UNESCO** - Regional Bureau for Science and Culture in Europe

- **NFM DCC** - Ministry of National Development – Department of Cycling Coordination
- **NFM OGCCAR** - Ministry of National Development – Office of the Government Commissioner for Cycling and Active Recreation
- **ZCG** - Zala County Government

- **MINT** - Ministry of Tourism
- **TZ OBZ** - Tourist Board of Osijek-Baranja County

- **PSRD** - Provincial Secretariat for Regional Development
- **DCC** - Danube Competence Center



# Growing tourism in protected areas

- **Increasing trend of tourism:** International tourist arrivals grew 6% in the first four months of 2018, compared to the same period last year, exceeding UNWTO's forecast for 2018 (source: *UNWTO*)
- **Increasing visit of protected areas:** 8 billion visitors arrive every year to the world's 140.000 protected areas; these areas brought in at least \$600 billion to national economies in 2017 (source: CREST, *„The Case for Responsible Travel: Trends & Statistics 2017“*)
- **Increasing numbers of cycling-tourism:** In EU Member States, cycling-tourism was worth 44 billion € and reached 2,3 billion trips/year in 2016 (source: EFC, *„The EU Cycling Economy“*).
- Our wish: sustainable tourism, beneficial for the locals, visitors and nature
- Examples: Alpe Adria Trail, Drava Bike Trail





# Planned Transboundary biosphere reserve Mura-Drava-Danube (TBR MDD)

- Most preserved riverine system in Central Europe
- UNESCO planned Transboundary biosphere reserve
- Cooperation between (protected) areas along 3 rivers
- Approx. 1 mio inhabitants
- Approx. 1 mio hectares
- Ministerial declaration signed in 2011



Photos: [www.amazon-of-europe-com](http://www.amazon-of-europe-com)

# Main project objective

To enhance regional development and economic growth of the Amazon of Europe based on integrated sustainable management of natural and cultural heritage and resources and the capacities of the local people.





# From challenges to objectives

Enormous potential of the biosphere reserve natural values in less developed border areas



**To boost regional economy by developing and implementing the AoE Bike Trail as a flagship tourism product for biking**

Limited knowledge and skills of existing service providers in sustainable tourism suitable for sensitive natural areas



**To improve skills and knowledge of the locals for sustainable tourism**

No sustainable system with fair distribution of benefits for the locals, visitors and nature



**To ensure valorisation of protected areas through sustainable tourism**

# From objectives to work packages

**To boost regional economy by developing and implementing the AoE Bike Trail as a flagship tourism product for biking**



**WP3 Product development  
WP4 Nature oriented trail  
WP5 Bike Trail implementation**

**To improve skills and knowledge of the locals for sustainable tourism**



**WP3 Workshops for regional trail management  
WP5 AoE Bike Trail Academy**

**To ensure valorisation of protected areas through sustainable tourism**



**WP6 Valorisation programme**

# Target groups for implementation

- Public institutions: regions, municipalities, institutes (e.g. nature conservation) → infrastructure, local support
- Tourism boards, info points → cooperation
- Existing and potential service providers → offering high-standard services
- Inhabitants → supporting the product, knowing it
- Visitors → enjoying the Bike Trail, promoting it
- Media → reporting about the Bike Trail
- Ministries (tourism, infrastructure, environment) → broader support





# Expected results

- Functioning integrated tourism product with main focus on cycling
- Boosted regional economy, new jobs
- Enhanced cooperation and skills of existing and new service providers
- Start of a long journey towards the Amazon of Europe as a known destination for relaxation in preserved nature along Mura, Drava and Danube



# Roles of partners

- **ALL PARTNERS ARE PART OF ALL ACTIVITIES**
- Coordination: Iskriva
- Communication & marketing: Iskriva, WWF Adria, Trail Angels
- Product development: Trail Angels, WWF Austria
- **Bike Trail implementation: West Pannon, regional coordinators**

AT: Bad  
Radkersburg

SI: Velika Polana

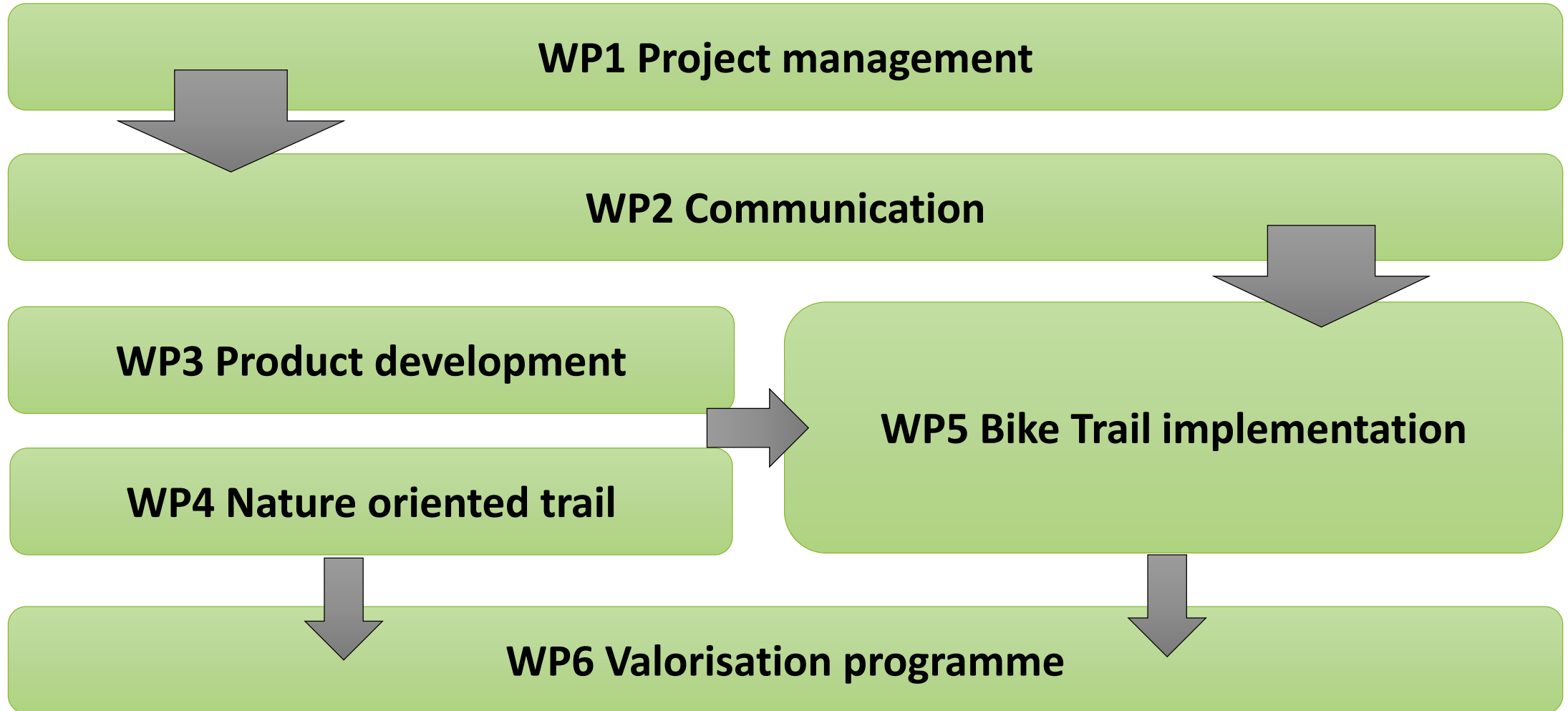
HR: TB Medjimurje  
KKZ  
JU NP Virovitica  
RDA SiB

HU: Balaton Uplands NP  
West-Pannon RDA  
SMVK - Somogy

SR: Sombor  
Apatin

- National coordinators for Croatia and Hungary: RDA SiB, West Pannon
- Nature valorisation/sustainability: WWFs, parks

# Work organisation





# Project outputs

## *WP 3*

- O3.1 Socio-economic analysis of tourism potentials
- O3.2 Bike Trail international organisational structure
- O3.3 Guide and workshops for regional trail management
- O3.4 AoE Bike Trail strategic marketing plan
- O3.5 Promotion and booking on-line and mobile platform

## *WP 4*

- O4.1 Nature oriented visitor guidance and mapping
- O4.2 Training on nature oriented bike visitor concept

## *WP 5*

- O5.1 Amazon of Europe Bike Trail route plan
- O5.2 Amazon of Europe Bike Trail Academy: Capacity building programme for service providers
- O5.3 Functioning Amazon of Europe Bike Trail (report)

## *WP 6*

- O6.1 Amazon of Europe Bike Trail valorisation programme

# Foreseen project timing

2018

Socio-economic analysis

Methodology for:

- product development
- nature trails
- trail route

2019

- Product development  
- Nature trails  
- Trail route planning

Public procurements  
Period 3

Final route plan  
05/19

2020

Trail implementation on-site  
Period 4

Testing the route  
Period 5

Equipped route  
05/20

2021

Valorisation programme

Final product  
05/21

Trainings for service providers

Marketing & promotion

# Two key objectives for the partnership:

- 1. To put the Amazon of Europe Bike Trail integrated tourism product on the market.**
- 2. To wisely spend all the available EU funds to achieve the results.**



Photos: [www.amazon-of-europe-com](http://www.amazon-of-europe-com)