

AMAZON OF EUROPE BIKE TRAIL

Future Transboundary UNESCO Biosphere Reserve „Mura-Drava-Danube“ (TBR MDD)



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The **Amazon of Europe Bike Trail** project connects 15 project partners and 10 associated partners in developing a model for sustainable mobility and unique tourism product along the future five-country UNESCO Biosphere Reserve “Mura-Drava-Danube”.

Apart from developing a tourism product, the project enhances cooperation between regions and protected areas within the planned transboundary biosphere reserve, contributing to its overall success. The **Amazon of Europe Bike Trail** project also serves as a platform for sustainable development of areas within the protected zones, establishing the Mura-Drava-Danube region as a five-country sustainable ecotourism macro-destination. Once established, the trail will generate new jobs and create new transboundary connections, establishing a way to support projects that deal with nature protection in the area.

*“We are creating a sustainable eco-destination in cooperation with tourism organisations, service providers, municipalities, regions and protected areas to boost a balanced local development.” – **Urška Dolinar**, Amazon of Europe Bike Trail Project Manager*

To develop the **Amazon of Europe Bike Trail** as an advanced flagship for a sustainable product and a unique brand, 25 organizations will first establish the organizational system, resulting in a joint bookable product with a clear and unique selling proposition for incredible riverine landscapes. Based on nature-oriented visitor guidance, existing cycling routes will be connected and equipped with corresponding infrastructure (resting areas, info points), resulting in more than 1000 km of joint bike trails along both banks of the Mura, Drava and Danube within the planned transboundary biosphere reserve.

“We are looking forward to creating a unique tourism product and are happy to be a part of such an interesting network where we all learn from each other.” – **Christian Contola**, Director of Tourism Association Region Bad Radkersburg

Aside from cyclists, the **Amazon of Europe Bike Trail** is open to all visitors and offers spectacular natural landscapes and possibilities for various leisure activities making it a great destination for all nature lovers!



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One of the most beautiful and pristine riverine landscapes in Europe covers the lower course of the Mura and Drava rivers with adjacent sections of the Danube river, flowing through Austria, Slovenia, Hungary, Croatia, and Serbia. The rivers are a treasure-trove of biodiversity, surrounded by rich cultural heritage and welcoming people – a perfect setting for a cycling adventure

PROJECT PARTNERS

- Iskriva, Institute for Development of Local Potentials, Slovenia
- Municipality Velika Polana, Slovenia
- WWF Austria – World Wide Fund for Nature Austria, Austria
- Trail Angels GmbH, Austria
- Tourism Association Region Bad Radkersburg, Austria
- Tourism Board of Međimurje County (TZMZ), Croatia
- Public Institution for Management of Protected Parts of Nature and Ecological Network in Virovitica-Podravina County, Croatia
- Public Institution County Development Agency of Osijek-Baranja County, Croatia
- Koprivnica-Križevci County, Croatia
- WWF Adria – Association for the Protection of Nature and Conservation of Biological Diversity, Croatia
- West Pannon Regional and Economic Development Public Non-profit Ltd., Hungary
- Balaton-felvidéki National Park Directorate, Hungary

- Entrepreneurs' Centre of Somogy County Foundation, Hungary
- City of Sombor, Serbia
- Municipality of Apatin, Serbia

ASSOCIATED PARTNERS

- Ministry of Economic Development and Technology, Slovenia
- Provincial Secretariat for Regional Development, Interregional Cooperation and Local Self-Government, Serbia
- Ministry for Innovation and Technology – Department of Cycling Coordination, Hungary
- Cabinet of Ministers – Office of the Government Commissioner for Active Hungary, Hungary
- Zala County Government, Hungary
- Ministry of Tourism, Croatia
- Tourist Board of Osijek-Baranja County, Croatia
- Federal Ministry of Sustainability and Tourism, Directorate I/10 Flood Control Management, Austria
- UNESCO Regional Bureau for Science and Culture in Europe, Italy
- Danube Competence Centre, Serbia

PROJECT INFORMATION

Amazon of Europe Bike Trail project is co-funded through the Danube Transnational Programme of the European Union (ERDF and IPA funds). The project started on 1st June 2018 and lasts until the 31st May 2021. The total budget of the project is 3,176,000.00 €, divided between 15 full partners.

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Project website: <http://www.interreg-danube.eu/approved-projects/amazon-of-europe-bike-trail>

Facebook: [Amazon of Europe Bike Trail](#) #AoEbiketrial

YouTube: https://www.youtube.com/channel/UC9WifpiHbmH_aJIV166nfow

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