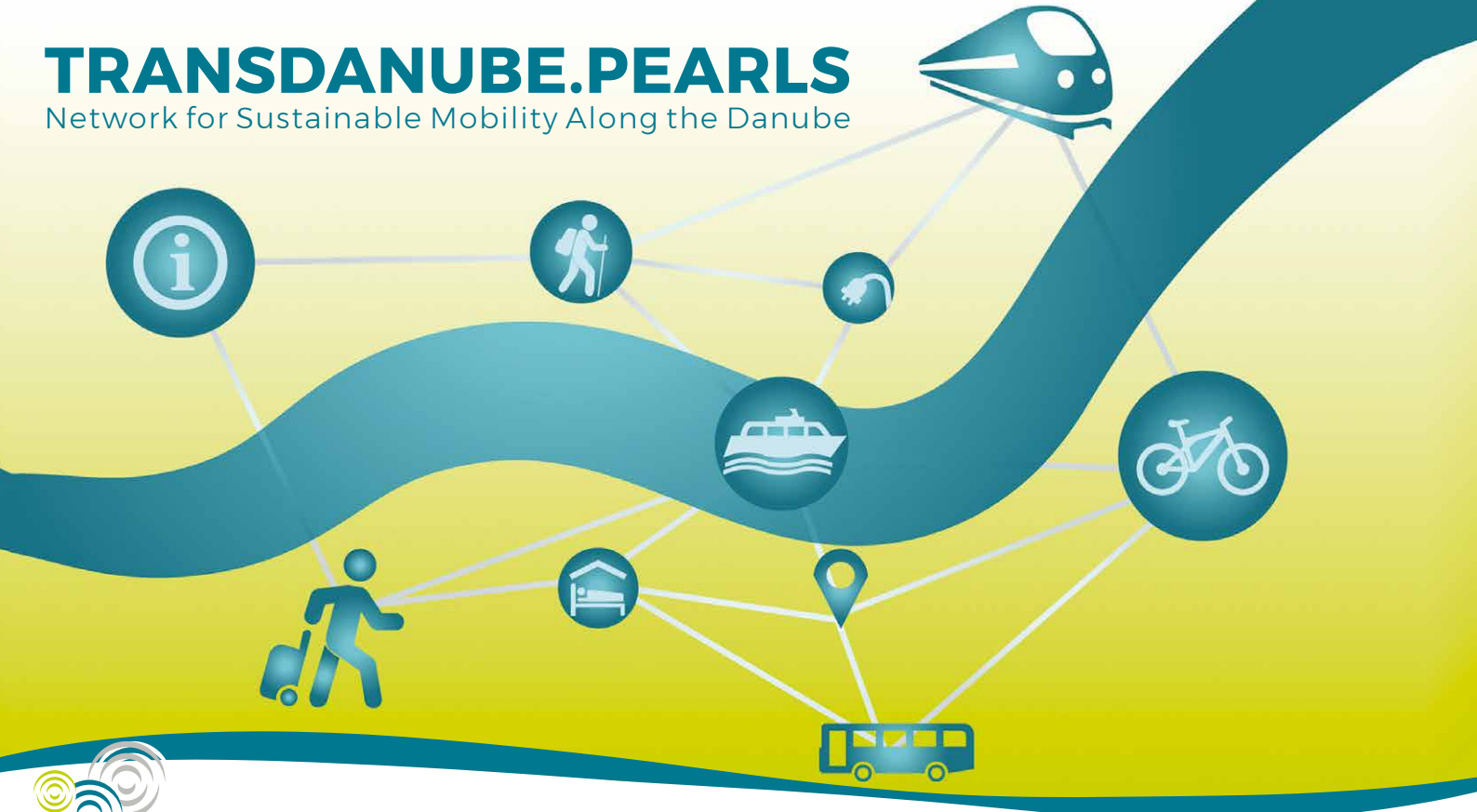


# TRANSDANUBE.PEARLS

Network for Sustainable Mobility Along the Danube



# Interreg



EUROPEAN UNION

## Danube Transnational Programme Transdanube.Pearls

Project Transdanube.Pearls is co-funded by the European Union funds (ERDF, IPA) and implemented through the Danube Transnational Programme, with the support of the European Regional Development Fund, co-financed by the European Union and the Hungarian State.

Project co-funded by European Union Funds (ERDF, IPA)



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**E**cological sustainability in tourism is one of the basic principles of the recently introduced Austrian Masterplan for Tourism. This requires in particular a transformation towards a clean and climate friendly mobility in line with the Paris Agreement. Promotion of electromobility with renewable energy and zero emission vehicles, improvement of public transport, cycling and walking infrastructure and services embedded in intelligent mobility management are key solutions on this pathway to soft mobility in tourism.

Co-operation amongst all stakeholders is essential. Therefore I highly appreciate the Transdanube.Pearls project as a major effort to create environmentally, economically and socially sustainable tourism mobility. I would like to thank all participating regions, municipalities and national authorities for their contributions and commitment to this EU-project.

***Elisabeth Köstinger***

Austrian Federal Minister for Sustainability and Tourism



© H. Ringhofer

**T**ransport and mobility are the key challenges facing tourism regions today. And in the Danube region, rising numbers of tourists and their increased need for mobility have negative impacts on the environment and the local population. In the last few years we have developed and implemented, together with our partners, sustainable solutions for environmentally friendly and economically viable transport on land and water. This

is how we can achieve a win-win situation for tourists and the local population in the future. Now we proudly present the result - a network of the best destinations in the Danube region: the Danube.Pearls.

***Georg Rebernik***

Managing Director of the Environment Agency Austria (Lead Partner)



© BMNT/William Tadros

**T**HE PEP - Transport, Health and Environment Pan European Programme - is a unique intersectoral and inter-governmental policy framework for promoting clean, safe, and healthy mobility and transport in the UNECE-WHO region. We are building upon the cooperation and partnership of Member States and also reaching out to cities, regions, the private sector and civil society. Among THE PEP-Partnerships the TRANSDANUBE Partnership involves the Member States along the Danube and their regions and municipalities, supported by the EU within its European Territorial Coop-

eration. TRANSDANUBE promotes sustainable mobility in tourism along the Danube including train, bus, bike, hiking and boat traffic, thereby facilitating sustainable tourism. In the name of THE PEP I would like to congratulate all partners of TRANSDANUBE for the promising results achieved. TRANSDANUBE provides a good role model for tourism mobility for other regions as well.

### **Robert Thaler**

Chairman of Transport Health Environment Pan European Program THE PEP, Austrian Ministry of Sustainability and Tourism



© Franc Zepić

**T**ransport cannot be discussed without considering tourism; tourism cannot expand without travel. In many parts of the Danube region, tourism has been underperforming despite the rich natural heritage in these areas. The primary problem seems to be inadequate transport. Efficient transport makes the best use of all available modes; therefore an integrated multi-modal approach should be adopted. "TransDanube.Pearls" has successfully tackled the sustainable mobility challenge for tourists

and residents along the Danube, supporting cooperation between stakeholders from transport and tourism and offering visitors a unique opportunity for sustainable travel.

I believe that similar approaches could, and should, be considered not only on a macro-regional level but also for smaller areas of the Danube region.

### **Franc Žepić**

EU Strategy for the Danube Region – Priority Area Coordinator 1b

# We Love to Travel!



# Transdanube.Pearls project

**W**ith its natural and cultural attractions, the Danube is one of the most inviting tourist destinations in Europe! But in many cases, we do not travel in a sustainable manner. Most visitors use their private car to reach the attractions along the Danube, thereby negatively impacting the environment and the local population.

Within the project Transdanube.Pearls, 15 partners from 9 countries along the Danube have established a network of outstanding destinations – aptly named the Danube.Pearls – committed to sustainable mobility in tourism.

This network of destinations offers visitors the possibility to travel to each Pearl, from one Pearl to the other, and within the Pearl by using sustainable means of transport, e.g., train, bus, bike or ship, thereby reducing the use of private cars.

## Over the past 2,5 years the partnership has managed to

- establish 10 mobility information centers providing on-site information about sustainable travel options to visit the main touristic attractions of a pearl
- implement sustainable mobility services like bike rental and bike carriage systems or flexible public transport systems to overcome existing deficiencies in the transport system
- train 25 sustainable mobility managers acting as ambassadors for sustainable mobility in their regions
- and organize many other activities making it easier for visitors to travel the Danube Region sustainably.





**SOUTH EAST  
EUROPE**  
Transnational Cooperation Programme

**TRANSDANUBE**



## SUSTAINABLE MOBILITY IN TOURISM – A VISION FOR THE DANUBE REGION

### MISSION

Sustainable tourism needs sustainable access and mobility: zero emissions, healthy and environmentally friendly, energy efficient and carbon neutral, comfortable and flexible from home door to hotel door.

We, the undersigned partners of the TRANSDANUBE Project and stakeholders – authorities, tourism and transport businesses and umbrella bodies, destination management and regional development organisations, NGOs and academia –, declare our commitment to sustainable mobility development in tourism within the Danube Region.

The Danube is one of the most important inland waterways in Europe. It is a river of highly international character and the Danube region is a flourishing sensitive hub of various cultures, vulnerable ecosystems and different economic and regional development. We aim to take advantage of the opportunity offered by the European Strategy for the Danube Region (EUSDR) and hope to develop a European model region for sustainable mobility, both for the inhabitants and for guest and tourists to develop and on. By actively working together in partnerships to environmentally friendly, healthy sustainable transport and mobility along the Danube, we will contribute to the UNECE WHO Transport, Health and Environment Pan-European Programme (THE PEP) and its regional priority goals.

We wish to explore every possibility to raise people's awareness of, and increase their motivation to, use environmentally friendly ways of travelling (by train, bus, boat, by bicycle or on foot). We encourage cooperation between different stakeholders and contribute, with our resources and competences, to the development, implementation and marketing of sustainable mobility solutions – both for people getting to the Danube and getting around within the region – as part of high-quality sustainable tourism and leisure offers.



Jointly for our common future



# Common Vision

**F**ollowing the “Common Vision for Sustainable Mobility in Tourism” adopted by the TRANSDANUBE Partnership, the project’s main objective is to “contribute to the development of a Danube Region, which provides socially fair, economically viable, environmentally friendly and health promoting mobility and tourism for visitors and inhabitants of the region by developing climate friendly, low-carbon and low-emission, multimodal and efficient transport systems and sus-

tainable tourism services”. By improving the possibilities to move along the Danube using environmentally friendly means of transport the project attempts to minimize private car usage and its negative impact on the environment. By better linking the different modes of transport the project not only contributes to sustainable regional and local mobility but also supports the connectivity between the regions, leading to a better accessibility within the Danube Region.

Common standards support the development of new mobility services, adequate management structures, better visitor management, and necessary communication and marketing activities. While the common standards act as a guideline for destinations on how to become more sustainable, the Sustainable Regional Tourism Mobility Plans (SRTMPs) provide the strategic framework for the improvement of sustainable mobility in tourism at level of the single Pearls.



# Traveling Sustainably in the Danube Region

In the summer of 2017, international mobility and tourism experts travelled the 2,860 km route along the Danube using only sustainable means of transport, such as busses,

trains, ships, and bikes. By the end, they had traversed 9 countries and visited more than 15 regions and cities over the course of 22 days. The journey demonstrated possibilities that al-

ready existed for travelling the Danube Region without a car and to contribute to the project Transdanube.Pearls by providing valuable assessment on the current situation in the Region.



**C**ommon standards define the level of service a visitor can expect when visiting a Pearl. These standards are divided into two categories: the basic requirements and criteria for additional services and sustainable mobility offers.

Basic requirements comprise the following topics:

- Management & Strategy & Commitment
- Tourism-specific criteria
- Criteria for mobility services
- Communication/Marketing

Criteria for additional services entail specific mobility services for tourists (including day visitors), an extension of the mobility services for residents, as well as special Danube mobility services to support “Danube experiences with sustainable transport”. While would-be partners must meet basic requirements to become members of the network, the criteria for additional services ensure that certified Pearls make special efforts to offer their guests a great visitor experience.

| A3 Criteria for Mobility Services         |                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|-------------------------------------------|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Mobility for arrival and departure</b> |                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>A3.1</b>                               | Accessibility without car     | <p>The Pearl can be reached without a car 7 days a week between 8 am &amp; 10 pm. This means that either</p> <ul style="list-style-type: none"> <li>• the Pearl is located at a railway/bus/ship station that provides international long-distance service or</li> <li>• the Pearl offers a sustainable mobility service connecting it with the next international hub. The service is aligned with arrival/departure times at the next hub.</li> </ul> |
| <b>A3.2</b>                               | Connection to other Pearls    | <p>The Pearl is connected with other destinations/Pearls along the Danube by sustainable means of transport.</p>                                                                                                                                                                                                                                                                                                                                        |
| <b>Mobility within the Pearl</b>          |                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>A3.3</b>                               | Access to main attractions    | <p>The Pearl offers sustainable mobility services to move within the local region (to reach the defined main tourist attractions &gt; see A.2.4) and particularly encourages walking and cycling (by providing bike lanes, sidewalks, and pedestrian zones).</p>                                                                                                                                                                                        |
| <b>A3.4</b>                               | Mobility linked to the Danube | <p>The pearl offers Danube-linked mobility and infrastructure, such as boats, floats, canoes, water taxi, ferry-boats, stand-up paddling, and other possibilities for soft water sports, traditional boats like Zille and piers, beaches for swimming and chill out zones, public bonfire places, promenades.</p>                                                                                                                                       |

# Sustainable Regional Tourism Mobility Plans (SRTMPs)

**A** SRTMP is a strategic plan designed to meet the mobility needs of visitors the local population. It follows a methodology similar to that of the SUMP (Sustainable Urban Mobility Plan). However, the novelty of the SRTMP is the emphasis on regions and the focus on both sectors, mobility and tourism. Consequently, the strategic plan encom-

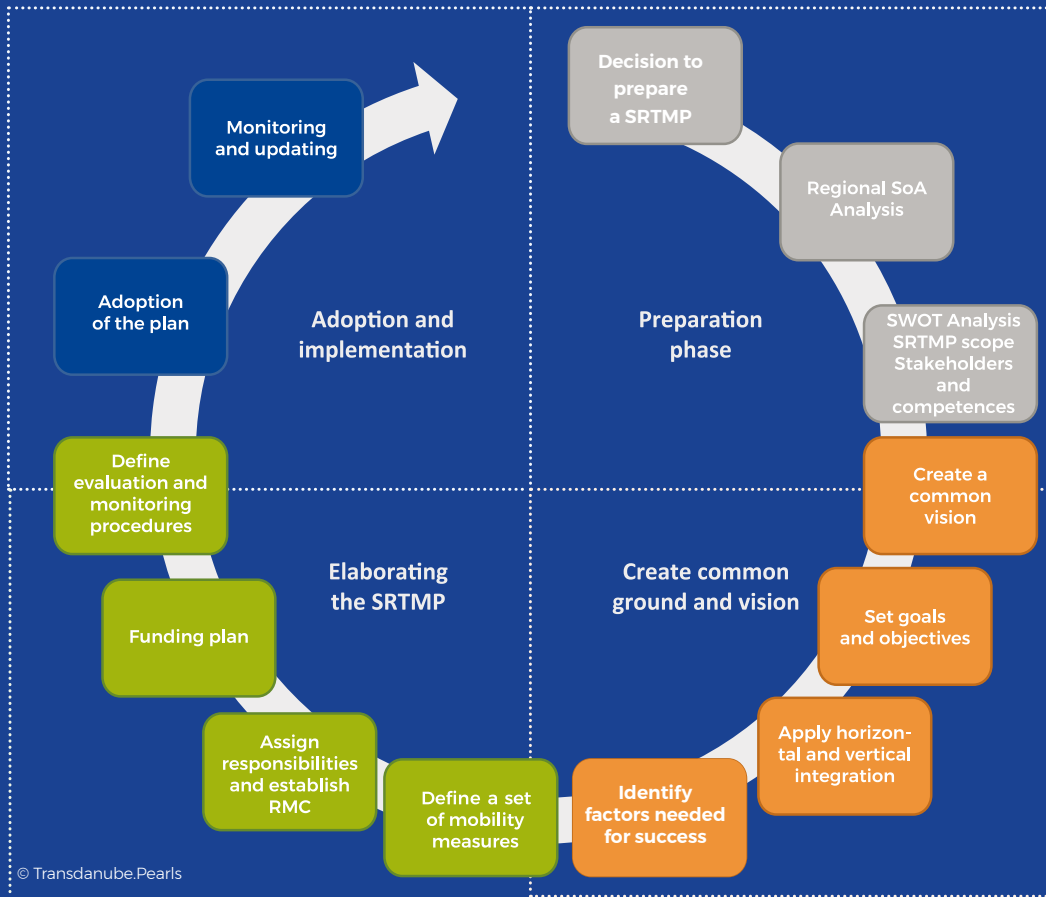
passes both horizontal and vertical integration, and calls for the involvement of stakeholders from the mobility and tourism sector and from different levels (local, regional, national).

Altogether 13 regions along the Danube have successfully elaborated a SRTMP. In close cooperation with the relevant participants they have defined a set of actions to be imple-

mented to meet the mobility needs of visitors.

The SRTMPs provide important impulses in the partner regions which are expected to last beyond the lifetime of the project and result in further action in the field of sustainable mobility in tourism.





# Mobility Information Centers

**M**obility information centers are facilities that offer information and services in the field of mobility and all sustainable means of transport. The main aim of a Mobility Center is to inform clients about public transport and to provide sustainable mobility services (such as carsharing, carpooling, bicycle renting), and ticket services. Thus, a Mobility Center is a valuable tool for changing people's attitudes towards mobility and their travel behaviour.

The project partners mainly achieved this by extending the services of ex-

isting tourist information centers to include mobility information. This should ensure the sustainable operation of the centers beyond the lifetime of the project. The staff working in the tourism information centers have been participating in the transnational or regional stakeholder training sessions, ensuring that they are able to provide information of the highest quality. In some cases, the services offered by the information centers have been extended. Besides selling tickets for public transport, this includes the running of bike rental services and the

distribution of tickets for boat trips. Other partners decided to overcome the information deficiencies by installing a sustainable mobility manager in their region. This person's main task is to coordinate the improvement of sustainable mobility in tourism among the relevant stakeholders.

Overall the partners have managed to establish 10 physical mobility information centers throughout the Danube Region. These will play a vital role in implementing the concept of sustainable mobility in the future network of Danube.Pearls.





# Training of Sustainable Mobility Managers

In order to establish the concept of sustainable mobility in tourism in the long-term, it is important to have people on site with the knowledge required to secure the establishment of this concept and the implementation of further sustainable mobility services.

Therefore, building capacity for sustainable mobility is an important component. The project was realized in two steps to build up the necessary capacity for sustainable mobility management in tourism. Firstly, 25

“sustainable mobility managers” were qualified within the framework of a transnational training course. Secondly, those managers acted as multipliers and carried out training sessions on sustainable mobility management in the regions in order to transfer the knowledge they had gained to partners in the local Pearls. Over the course of 13 regional stakeholder sessions the previously trained mobility managers successfully passed on their knowledge concerning sustainable mobility in tourism. Together

with more than 100 participants they discussed options to improve the situation in their regions. Besides giving theoretical input, these training sessions allowed participants to experience the existing sustainable mobility services in the region including timetable information, ticket sales, transfers between trains and busses, etc. The training sessions at the regional level were geared towards people working at tourism information centers, tourism associations, hotels, municipalities, etc.



© Verracon



© Verracon





© Verracon



© Transdanube.Pearls

# New Sustainable Mobility Services

**M**obility services have been developed and tested within the framework of different partner regions following the guidelines developed in the project. These services are meant to provide the visitors with more and better possibilities to travel between and within the Pearls using sustainable means of transport.

By elaborating and partly implementing these mobility services, the partners provide missing links and services which they identified within their SRTMPs. The range of activities includes the implementation of bicycle networks, bicycle infrastructure, bike rental and bike parking systems, bike carriage systems on busses, and flexible public transport systems. Joint

testing has demonstrated the feasibility of the mobility services in question. A transnational evaluation was created to highlight the benefits and secure the transferability of the pilot activities.



© K-Bus GmbH / Marian Kozel



© Arriva LITAS / Bane Petrović



© Sinergija



© Andreas Rauter

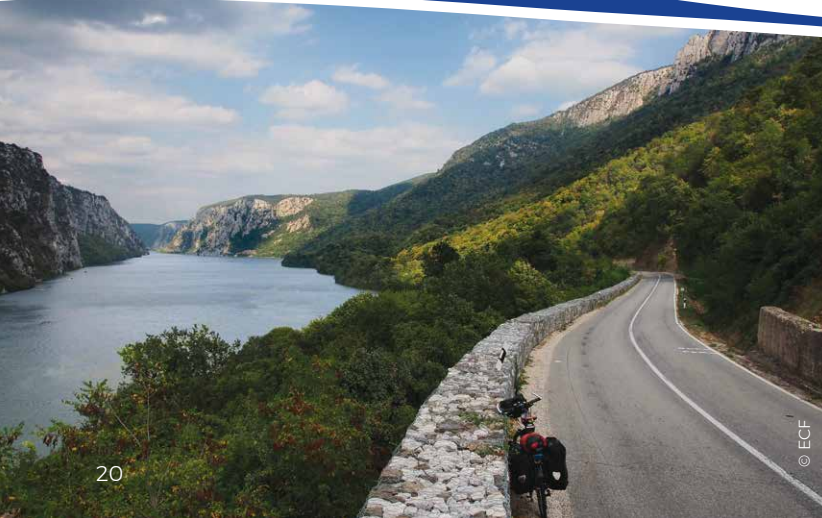
# Euro Velo 6 Danube Cycle Route - Route Assessment

In the context of the Transdanube. Pearls project the European Cyclists' Federation has assessed the EuroVelo 6 route from the source of the Danube (Germany) to the Danube-Delta (Romania), covering 8 countries. A total of 4,636 km, divided into 97 daily sections (50-60 km / day), have been surveyed. The surveyed part of EuroVelo 6 offers amazing natural and cultural highlights, plenty of

accommodation in all price ranges, excellent food, well-maintained tourist signs, as well as the opportunity to meet many other cyclists.

In order to support cyclists in using sustainable means of transport for getting to the starting point of the tour as well as getting back afterwards, the existing EuroVelo 6 mobile application (created in a cooperative project by the Danube Competence

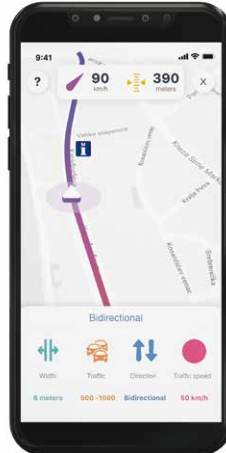
Center and the European Cyclists' Federation (ECF) in 2016) has been updated. Following the reviews and comments of the users, it became clear that there is a need to update the application to enable cyclists to travel even more safely and sustainably along the most attractive EuroVelo cycling route in Europe.



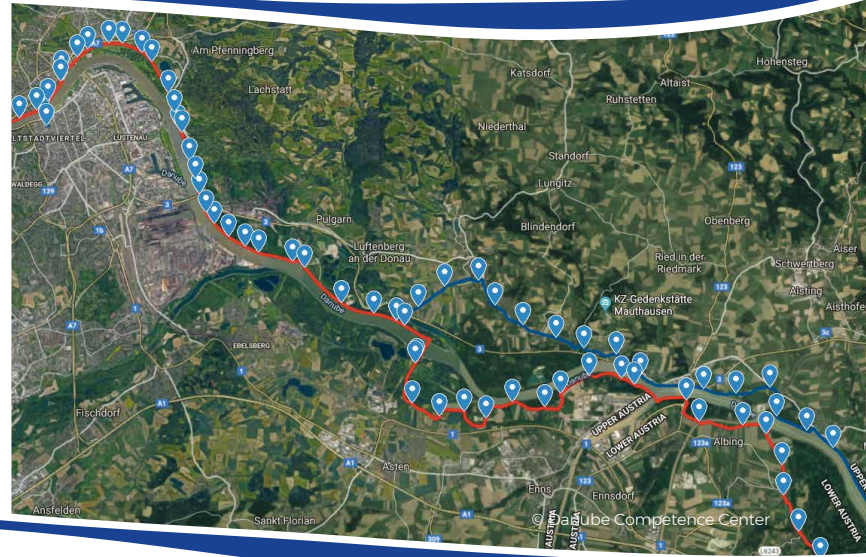
## + Updated App and Website



© Danube Competence Center



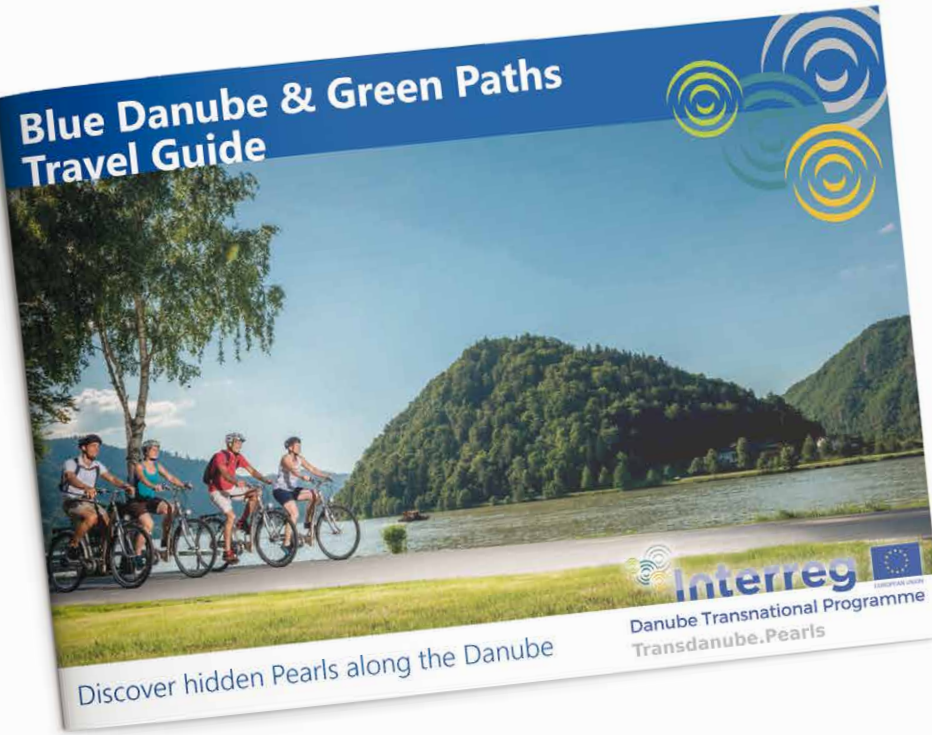
© Danube Competence Center



Compared to the previous version, the new application offers some major changes, thereby providing users with a more concrete experience. The latest information about the status of the route on both sides of the river will be included, while users will

be able to access information about the main bus- and train stations at all major stops along the route. At the Danube.Pearls destinations cyclists will also receive information regarding the location of the mobility info centres.

In order to support cyclists already in the planning and inspiration phase a specific subsite of the Euro Velo 6 website was developed to highlight the possibilities for sustainable means of transport to get to the starting point and back again.



# Sustainable Mobility Tourist Packages

**B**lue Danube & Green Paths – under this title the partners have summarized suggestions, tips, and information on 13 outstanding Pearls from nine Danube countries, offering tourists the opportunity to experience the Danube Region in a gentle and adventurous way.

The brochure is geared towards people interested in discovering the Danube from a variety of perspectives: by train, along the Danube Cycle Path or with a canoe or a kayak. Besides the information about the Pearls and their attractions, the brochure includes tips for travelling within and between the Pearls with sustainable means of transport. Selected bookable packages make it easy for interested visitors to discover the hidden Pearls along the Danube.



## Active Danube Holiday

The break-through valley of the Danube in the Swabian Alps is of rare beauty. On the way to Ulm, across the expansive Danube valley, the Blautopf- one of the most stunning karst springs in Central Europe- is waiting to be discovered.

### Program

- Day 1, Donaueschingen: Arrival
- Day 2, Beuron (58 km)
- Day 3, Scheer / Mengen (41 km)
- Day 4, Ehingen (59 km)
- Day 5, Ulm (42 km)
- Day 6, journey home: Return by train

### Route

- Indiv. bike ride from location to location
- 199 km bike
- 95% cycle track, very well marked, car-free, even (85%) to partly hilly; 5% along rural and secondary roads



### For more information:

Donau Touristik GmbH, Lederergasse 4-12, AT-4020 Linz  
+43 732 2080, [office@donautouristik.com](mailto:office@donautouristik.com), [www.donaureisen.at](http://www.donaureisen.at)

# Danube.Pearls Network

## The Danube.Pearls Network...

- supports product development at the transnational and at the individual Pearl's level
- promotes ecologically responsible travel along the Danube (by land and by water).
- improves sustainable mobility services in the Danube.Pearls and between the Danube.Pearls
- supports the training of local staff to inform visitors about environmentally friendly means of travel to and within a destination
- helps to sustain and improve visitor management (visitor information centres, hotels)
- supports the Danube.Pearls in selling products to tour operators, travel agencies, etc.
- implements joint promotional activities
- assures quality: services offered are based on common quality standards
- supports and strengthens cooperation among its members







© Transdanube.Pearls

### Preconditions for becoming a Danube.Pearl:

**E**very Danube.Pearl has to find a suitable organisation, which wants to commit to be a Danube.Pearl and can fulfil Danube.Pearls Common Standards. Such a managing organisation can be a municipality, a destination management company or an individual Danube.Pearl organisation.

Over the course of the project, 13 destinations were assessed as potential Danube.Pearls before the foundation of the network in May 2019.



### Interested in joining the Danube.Pearls Network?

Contact the Joint Secretariat of the network: WGD Donau Oberösterreich Tourism GmbH, Petra Riffert, riffert@donau-region.at, +43 732 72 77 810



**L**inked and yet divided by the Danube: the old former free imperial city of Ulm in Baden-Württemberg looks across to the new city of Neu-Ulm in Bavaria. Ulm is the birthplace of Albert Einstein and is characterized by its historic and picturesque fishermen's quarter and the gothic Minster, which is the highest church building in the world. Neu-Ulm offers a unique panorama over the Danube, beautiful parks in the heart of the city, and a modern shopping center. The cities form a cultural center spanning medieval and modern times, with many museums, traditional festivals, and regional cuisine. Sport enthusiasts can enjoy a bicycle tour along the

popular Danube Cycle Route. Moreover, the twin-cities provide the perfect starting point for exploring the neighbouring areas by train or bike, such as the source of the Danube in Donaueschingen, the Swabian Alps with its magnificent countryside, romantic towns, and the historic cloisters in Upper Swabia. The region gained attention in 2017 with the "Caves and Ice-Age Art of the Swabian Alps", which received the UNESCO world heritage label. The world's oldest known musical instruments and figurative artwork have been discovered here. They are made of mammoth tusks and date back 40,000 years! A visit to the caves shows how ice-age inhabitants lived.

**Ulm Münster**

© Transdanube.Pearls-Radulescu

# ULM/NEU-ULM

## TWO CITIES, ONE DESTINATION



© Transdanuba Pearls Radulescu



© Donaubüro

### Main project activities implemented in the Pearl:

- Regular workshops with participants from the tourism and mobility sector in Ulm/Neu-Ulm and surrounding region
- Implementation of a Mobility Manager in Ulm/Neu-Ulm
- Elaboration of a sustainable regional tourism mobility plan (SRTMP) in close cooperation with partners
- Encouraging partners to strengthen links between mobility needs and tourism services

### Future partner organisation of the Danube.Pearls network

Ulm/Neu-Ulm Touristik  
Neue Straße 45, 89073 Ulm, [www.tourismus.ulm.de](http://www.tourismus.ulm.de)



donau.büro | ulm  
neu-ulm

Donaubüro Ulm/Neu-Ulm, Germany



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### Contact

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[info@donaubuero.de](mailto:info@donaubuero.de),  
Tel: +49 731 88 03 06 0





**D**o you remember how your heart beat wildly when the curtain rose at the puppet theatre to reveal a magnificent stage? This is the same childlike joy that everyone experiences when stepping out onto the platform that provides a view of the Danube Loop in Schlägen. It is the flagship of the Upper Austrian Danube Region, which extends from Passau, 180 km upstream, to the small village of Grein, spanning the steep banks at Donaueingtal and the wild, romantic shores in Strudengau. In the middle of it all lies Linz. The UNESCO City of media arts is a vibrant cluster of cultural hotspots lined up along the Danube. Coincidence? We

don't think so! Here incredibly moving landscapes, superb cultural experiences, and charming spots dot the route of the river in Upper Austria. When setting out to discover the region along the Danube Cycle Route or by foot on the Donausteig, you inevitably embark on a search for the extraordinary, as the people living on the shores offer outstanding treasures & delicacies. From a master chocolatier to one of the last traditional boat builders, these extraordinary locals invite you to change your perspective and discover the Danube from the water. It is people like these who shape the Danube region, so come and dive into your own Danube story!

**The famous Danube loop Schlägen**

© WGD Donau Oberösterreich Tourismus GmbH-Hochhauser

# DANUBE UPPER AUSTRIA

## JEWELS BEYOND A POSTCARD VIEW



### Main project activities implemented in the Pearl:

- Elaboration of a Business Plan for Mobility Information Centers
- Training for mobility managers
- Development of two transnational packages & placement in tour operator catalogues:
- Cultural coach trip to Roman heritage sites along the Danube
- Guided bicycle tour along the Eurovelo 6 from Budapest to Belgrade
- Development of the Travel Guide „Blue Danube and Green Paths“



### Future partner organisation of the Danube.Pearls network

WGD Donau Oberösterreich Tourismus GmbH  
Lindengasse 9, 4040 Linz / Austria  
[www.donauregion.at](http://www.donauregion.at)

**DANUBE**  
UPPER AUSTRIA

■ WGD Danube Upper Austria Tourism Ltd.



**Petra Riffert**

© WGD Donau Oberösterreich  
Tourismus GmbH-Tom Mesic



**Nina Druckenthaner**

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Tourismus GmbH-Tom Mesic

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[info@donauregion.at](mailto:info@donauregion.at),  
[www.donauregion.at](http://www.donauregion.at)



**R**ecreation, sport, nature, and culture in Burgenland! With more than 300 days of sunshine a year and the mild Pannonian climate, vacationers and those seeking relaxation are welcome all year round in Eastern Austria. A variety of sights from the Esterházy palace & the Haydn house at the provincial capital Eisenstadt to the village museum Mönchhof and the Familypark await discovery. Well-known cultural events such as the “Seefestspiele Mörbisch” are cultural highlights in the summer season.

The natural landscape with its wide plains, idyllic vineyards, and a unique habitat has been

declared a UNESCO World Heritage Site. The extraordinary flora and fauna of Neusiedler See-Seewinkel National Park enchants visitors. Surfing, sailing, stand-up paddling, and relaxing in the St. Martins Spa are also available, so water lovers get their money’s worth!

The region is characterized by its proximity to Vienna and Bratislava. Cycling enthusiasts feel at home here due to over 1,000 kms of bike paths, spread over 40 cycle routes around the lake. These go through the parks and the world heritage region of Lake Neusiedl and provide versatile opportunities for sporty visitors.

**Relax at Lake Neusiedl**  
© NTC/steve.haider.com

# LAKE NEUSIEDL

## HOLIDAY WITH OVER 300 SUNNY DAYS



© NTC/Dieter Steinbach



© NTC/Dieter Steinbach

### Main project activities implemented in the Pearl:

- Workshops with stakeholders from the mobility and tourism sector
- Training for employees in tourism organizations and hostels
- Creation of mobility information leaflets for the tourism sector in the region
- Elaboration of a Sustainable Regional Tourism Mobility Plan (SRTMP)
- Implementation of a bus shuttle to the "Seebad Neusiedl"



### Future partner organisation of the Danube.Pearls network

Neusiedler See Tourism Ltd.  
Obere Hauptstraße 24, A-7100 Neusiedl am See  
[www.neusiedlersee.com](http://www.neusiedlersee.com)



RMB - Regional Management Burgenland Ltd. with the Mobility Center Burgenland



**Christine Zopf-Renner**  
© Regionalmanagement Burgenland



**Lisa Liszt**  
© Regionalmanagement Burgenland

### Contact

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Tel.: +43 2682 21070,  
[office@b-mobil.info](mailto:office@b-mobil.info)



**T**he Bratislava Region is the smallest region in Slovakia in terms of size, but its variety of remarkable places makes it one of the most interesting! The region is rich in natural landscapes and important monuments. There are outstanding lookout points, beautiful forests, bike paths along the Danube, fascinating geological sites, and impressive historical and sacred sites. The Bratislava Region has its very own little hotspots, where the region can be experienced to its fullest.

Záhorie, which lies west of the capital, is a natural paradise dominated by pine forests.

The Little Carpathians (north of the capital) are covered by vineyards. Here you can experience folk tradition up close, as well as fine wine and excellent food. Senec, east of Bratislava, is known for its pristine lakes. Podunajsko (Danube Area) is mainly associated with the Danube and is characterized by water sports such as canoeing, sailing, and rafting. Here you can find hot springs and outdoor swimming pools, which are open all year round.

Finally, there is of course Bratislava, the metropolis, the gateway to the region, with its vibrant and lively cultural events.

**Panorama of Bratislava city**  
©Bedrich Schreiber



# BRATISLAVA REGION

## WATER & WINE, HISTORY & SUN



### Main project activities implemented in the Pearl:

- Elaboration of a Sustainable Regional Tourism Mobility Plan (SRTMP)
- Three feasibility studies fostering mobility services: study for bike parking places, study for a bike rental system, study for cycling paths along railway track
- Business plan and business model for the first Mobility Information Center in Slovakia

### Future partner organisation of the Danube.Pearls network

Bratislava Region Tourism  
Sabinovská 16  
820 05 Bratislava



**BRATISLAVA  
REGION**

Bratislava Self-Governing Region



**Martin Hakeľ**

© Bratislavský samosprávny kraj



**Peter Jesenský**

© Bratislavský samosprávny kraj



**Romana Peniaková**

© Bratislavský samosprávny kraj



**Veronika Gálová**

© Bratislavský samosprávny kraj

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**S**urrounded by the Danube and Mosoni-Danube, Szigetköz, is the largest Hungarian island. Due to its central location along the river, its lively and endless labyrinth of small Danube branches, and its extremely rich flora and fauna, it is called the “Heart of the Danube”.

Lovers of canoeing and cycling can wander along the Danube-branches and quarry lakes fringed with forests. The varied, picturesque scenery offers visitors an unforgettable experience. Boat trips, exciting small bay beaches, horse-riding and jaunting car tours, as well as fishing opportunities make Szigetköz a real paradise. Along the EuroVelo 6 - Danube Cycle Route (af-

ter entering the area at the border town of Rajka) tourists can obtain information about Szigetköz at all service providers or from the mobility center in the town of Mosonmagyaróvár. The accommodations in Szigetköz satisfy every demand, as they range from a four-star castle hotel, wellness hotels and B&Bs to nature-friendly quality campsites. Fine restaurants offering local and international cuisine are also very popular. The Heart of the Danube is easily and quickly accessible by train or the Danube Cycle Route, which connects Vienna and Budapest. Several experienced tour operators offer personalized tourist services for Szigetköz guests.

**The labyrinth of Danube branches**

© [www.szigetkozportal.hu](http://www.szigetkozportal.hu)

# SZIGETKÖZ

## THE HEART OF THE DANUBE



### Main project activities implemented in the Pearl:

- Elaboration of a Sustainable Regional Tourism Mobility Plan (SRTMP) of the Szigetköz Region, in cooperation with municipalities, NGOs and tourism service providers.
- Mobility Center in Mosonmagyaróvár together with a bike rental facility
- Survey and evaluation of the EuroVelo 6 International Cycle Route from the source of the Danube to the Black Sea

### Future partner organisation of the Danube.Pearls network

Association of Szigetköz Tourism  
H-9200 Mosonmagyaróvár, Magyar utca 9.



West Pannon Nonprofit Ltd.



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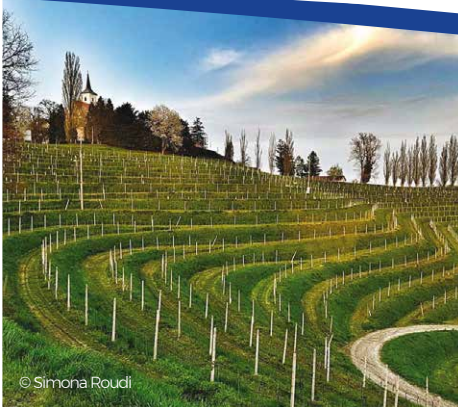
**T**here are certain landscapes, which grant people with inspiration or warmth and give them a new strength to refill their energy. If you are looking for one of those places, Pomurje is perfect for you. In the northeast of Slovenia, where the dreamy Pannonian plain is surrounded by hills covered with fields, forests and vineyards, you will find time for yourself and your loved ones. Experience peace, serenity and nature. Stop for a moment and listen to the songs of the birds, relax your eyes at the endless plains of colourful fields, cross the mystic Mura river on traditional wooden boats, reserve a bed in one of many tourist farms and let yourself go Pomurje-style.

Feel the tradition and taste unique local cuisine. Treat yourself with local ham, meat from tünka, dödoli, prekmurska gibanica, bograč and other culinary delights that you cannot get anywhere else. Enjoy your moment with a glass of wine accompanied by a breath-taking view on the picturesque wine-bearing terraces. Discover Pomurje and its hidden corners with a scenic bicycle trip on the more than 600 km of marked bicycle trails. Jump into the thermal water, or dance to the rhythm of the accordion at a local feast. They say that time in Pomurje runs slower. Why hurry when the local countryside beckons you with its peacefulness and picturesque nature to stop and stay awhile.

**Vinarium tower in Lendava hills**  
© Kristijan Jesenovic

# POMURJE

## A PLACE WHERE TIME RUNS MORE SLOWLY



### Main project activities implemented in the Pearl:

- Training for mobility managers in Pomurje
- Elaboration of a Sustainable Regional Tourism Mobility Plan (SRTMP)
- Mobility – Information Centre Murska Sobota offering information on timetables, bike rentals, and other tourist information
- Bike carriages on buses towards the Hungarian border

### Future partner organisation of the Danube.Pearls network

Institute for Culture, Tourism and Sport Murska Sobota  
Ulica Štefana Kovača 30, 9000 Murska Sobota  
[www.zkts-ms.si](http://www.zkts-ms.si)



Development Agency Sinergija



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[www.ra-sinergija.si](http://www.ra-sinergija.si)



**M**ohács, one of the oldest settlements in Hungary, is a perfect destination year round for guests with interests in history, gastronomy, culture, relaxation, and recreation. The multiethnic town is surrounded by nature reserves and entices visitors with a splendid Danube view, historical buildings, and its Mediterranean atmosphere. Mohács has unique natural values, architecture, technical history, and even renowned folk customs. Tourists can get a glimpse of the past and the present while visiting the National Memorial Park of Mohács, the votive church, the town hall, the Saint Nicolas water-mill

and tread-mill, the Busó Court and the Kanizsai Dorottya Museum. The cultural treasures of this multiethnic town are also worth exploring by visiting the outstanding workshops of potters and mask carvers. Besides the masked procession of the Busó Carnival, which is a part of the world heritage, there are several spectacular events and folk customs to participate in. When looking for a little recreational time, you shouldn't miss the town's swimming pool and spa. Apart from these attractions, Mohács offers a rich gastronomy and great local wines that contribute to the quality of the time spent here. So, see you in the "Land of Busós"!

**Historical Memorial Park**  
© Transdanube.Pearls

# MOHÁCS

## HIDDEN GEM ON THE DANUBE BANKS



### Main project activities implemented in the Pearl:

- Elaboration of a Sustainable Regional Tourism Mobility Plan (SRTMP) of Baranya County
- Feasibility study: Survey and evaluation of regional and local cross-border infrastructure to rural areas to develop mobility services along the Danube
- Creation of a sustainable mobility hub in Mohács as a meeting point of international routes (Danube, EuroVelo6, Eurovelo13) and connection to cultural heritage sites located in Pécs



Government of Baranya County



**Yvette Szabados**

© Government of Baranya County



**Zoltán Pámer**

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### Future partner organisation of the Danube.Pearls network

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**T**he thousand year presence of life in this area, located in what might be called the very heart of the Danube, has always been marked by profound harmony between man and nature. Kopački Rit Natural Park is a type of interior Danube Delta and the most important ornithological reserve in Croatia – a home to more than 270 species of birds. From Osijek, a city with a medieval heritage and picturesque art nouveau facades, the EuroVelo 6 - Danube Cycle Route takes you all the way to Vukovar and the European destination of excellence VUKOVAR-VUČEDOL-ILOK, recipient of the EDEN prize for cultural tourism.

The Danube valley is rich in castles, museums, stories, and legends. Visit them and discover the mysterious world of Vučedol, enigmatic stories from the past, as well as the Vukovar Nocturne. Taking a boat trip to the village of Nijemci leads you into a Robinson Crusoe-style adventure. Along the way, enjoy the view of charming vineyards overlooking the Danube, as well as a glass of heavenly wine ready for every wanderer. Mesmerised by the beauty of the surrounding landscapes, cultural heritage, and the taste of excellent wine, plan to stop and stay here for a while, because it is here that the Danube has a fragrance like nowhere else.

**The city of Vukovar**  
© Miroslav Slafhauzer



# VUKOVAR

## JEWEL AT THE HEART OF THE DANUBE



### Main project activities implemented in the Pearl:

- Elaboration of a Sustainable Regional Tourism Mobility Plan (SRTMP)
- renovated and established Regional Mobility Centre
- elaborated feasibility studies for bike rental and bike carriages
- developed joint tourist offer for the region (including Croatia, Hungary and Serbia)
- all criteria fulfilled for joining the future Danube.Pearls Network

### Future partner organisation of the Danube.Pearls network

City of Vukovar Tourist Board  
J.J.Strossmayera 15, 32000 Vukovar, Croatia  
E-mail: [info@turizamvukovar.hr](mailto:info@turizamvukovar.hr)



City of Vukovar



**Davorka Krajnović Naletilić**

© Miroslav Slafhauser



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**T**he Romanian Iron Gate Pearl is representative both in terms of diversity and value, and is also marked by the Danube River and its beautiful gorges. The Danube gorges are an integral part of the “Iron Gates I” Natural Park. The cultural and historical potential includes important physical and spiritual elements of the local cultural identity. The area is home to several Roman heritage sites.

The Herculane Spa resort, characterized by its thermal springs, is located in a valley sheltered by mountains. It is one of the oldest spas in the world, attested as far back as 1850 years ago.

Orsova municipality was the site of a Roman port in Dacia Malvensis. Few tourists know that old Orsova town is presently submerged under water due to the construction of the Iron Gates Dam. The Romanian Iron Gate Pearl offers many tourist attractions such as caves, old monasteries, Pescarus Island, the statues of Decebal Rex, a Roman Catholic cathedral and the museum “Iron Gates”, the remains of the old Roman camp Drobeta and of the legendary Traian’s Bridge. In the Iron Gate area mountains and water harmonize perfectly. Here, wilderness and civilisation reunite to form a place of impressive beauty.

**Mraconia Monastery on the river bank**  
© Transdanube.Pearls

# IRON GATE ROMANIA

## AN AUTHENTIC BLUE LAND



### Main project activities implemented in the Pearl:

- Feasibility study for bike rental centers and bike carriage systems on busses in the Romanian-Serbian Iron Gate region
- Business plan and establishment of a Regional Mobility Information Centre in Orsova municipality
- Joint development (with partners from Vidin and Serbia) of the transnational mobility tourism package "Three Countries, One Experience"
- Training sessions for experts from Mehedinti County Council, Drobeta Turnu Severin City Hall, Orsova City Hall, and Baile Herculane City Hall

### Future partner organisation of the Danube.Pearls network

Baile Herculane City Hall, [www.primaria-baileherculane.ro](http://www.primaria-baileherculane.ro)  
Mehedinti County Council, [www.cjmehedinti.ro](http://www.cjmehedinti.ro)



National Institute for Research  
and Development in Tourism



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**F**ollowing the Danube on its journey to the Black Sea, you will reach one of the most beautiful landscapes along the whole river – Djerdap Gorge (the Iron Gates). This natural Pearl lies between the slopes of the Carpathian and Balkan mountains and is the place, where the Danube is at its widest.

Besides its breath-taking natural beauty, which you can enjoy by visiting the Djerdap National Park, you will have the opportunity to discover various layers of history, each encapsulating the presence of different cultures that settled the river through-

out the ages: from traces of neolithic men that carved fishlike sculptures at the archaeological site Lepenski Vir, the face of Dacian king Decebalus, tables and bridge pillars built by Roman emperors, fortresses and castles from the Ottoman era, to the monumental industrial heritage of modern times. All of these wonders can be found between the cities Veliko Gradište and Kladovo, within a distance of 200 km. Besides the unique culture and history of Djerdap, this Pearl will also welcome you with wholesome food, novel types of wine, and the hospitality of the locals.

#### **The Iron Gate**

© Transdanube Pearls

# Kladovo/Djerdap/Iron Gate Serbia

## WHERE THE DANUBE TELLS STORIES



### Main project activities implemented in the Pearl:

- Feasibility Study for establishing a rent-a-bike system in Eastern Serbia (Kladovo, Negotin, Majdanpek and Zajecar municipalities).
- Implementation of Mobility Info Centers in Zaječar, Negotin, Kladovo, and Donji Milanovac.
- Training in sustainable mobility for Pearl participants
- Implementation of bike carriage system on busses connecting Belgrade with Kladovo
- Implementation of call-a-bus service connecting Kladovo with Drobeta Turnu Severin



### Future partner organisation of the Danube.Pearls network

Tourist Organisation of Kladovo  
19320 Kladovo, Dunavska 16a  
[www.tookladovo.rs](http://www.tookladovo.rs)



RARIS – Regional Development Agency Eastern Serbia & DCC Danube Competence Center



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**T**he essence of the Vidin Region is the unique combination of significant cultural, historical, and natural sites with thriving folk traditions, authentic culinary delights, local wines and attractions providing incredible experiences. The advantage of the Vidin Region is that tourists with differing interests can make unforgettable memories, as the strategic Roman road from Singidunum (Belgrade) and the Iron Gates can be found in the region. Numerous monuments from the Roman era can still be visited in the region: the fortress Kale – Belogradchik, which was built at the time of the Roman empire or the medieval fortress “Baba Vida”,

which is one of the most preserved medieval defence facilities in Bulgaria, among others. The latter was built on the remains of an ancient fortress named Bononia. Visitors to the region can also enjoy natural wonders like the Belogradchik Rocks. In 2009, during the world campaign for the selection of ‘The New 7 Natural Wonders of the World’, Belogradchik rocks finished second behind the Grand Canyon and the Magura Cave, which is the largest cave in Bulgaria. Due to its cave paintings and the variety in the shapes and sizes of the formations, the Magura Cave is one of the most unique caves in Southeastern Europe.

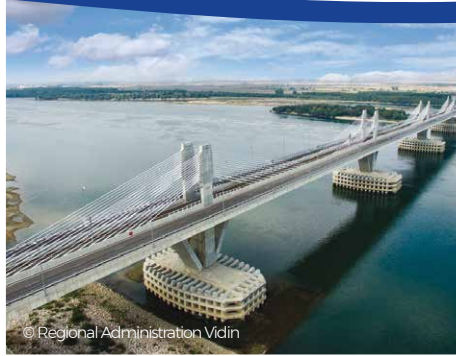
**The famous Belogradchik Rocks**  
© Regional administration Vidin

# VIDIN REGION

## A TIMELESS UNIQUE EXPERIENCE



© Regional Administration Vidin



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### Main project activities implemented in the Pearl:

- Regional training for partners from the transport and tourism sectors
- Feasibility study for flexible transport services in Vidin region
- SRTMP for the Vidin Region in cooperation with the Regional Advisory Council on Tourism and Traffic Safety Commission
- Business plan for Regional Mobility Information Center Vidin
- Transnational mobility package for tourism in Kladovo-Vidin-Iron Gate



### Future partner organisation of the Danube.Pearls network

Association of the Danube River Municipalities "Danube"  
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[www.adodunav.org](http://www.adodunav.org)



Regional administration Vidin

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**A**long the eastern stretch of the Bulgarian Danube, a whole region can be described as a true Pearl. The heart of the Pearl is the city of Ruse. In the nineteenth century it was a gateway for the European cultural influence to enter Bulgaria. Its well-preserved urban architecture and museums are among the most attractive and stylish in the country. The Pearl is famous for its rich cultural and historical heritage dating back to the early days of the Roman empire. Here, ancient cities began as Roman fortresses as early as 1800 years ago. Starting in Svishtov the area covered by the Pearl stretches

across Ruse and the small fishing town of Tutrakan all the way down to Silistra at a distance of 100 km. Today, these towns are river ports with picturesque Danube parks offering many opportunities to explore the wild and romantic landscape by cycling, hiking, or sailing. With the Srebarna Biosphere Reserve, which is a UNESCO World Heritage Site, the Rusenski Lom Park and the Persina Nature Park, the region presents many fascinating natural sites that are ideal for those seeking unspoiled nature. While visiting this Pearl, you will sense a spirit of freedom, freshness, and a bit of mystery everywhere.

**Roman heritage on the Danube bank in Silistra**

© Transdanube.Pearls-Radulescu



# RUSE REGION

## EXPERIENCE THE SPIRIT OF FREEDOM



### Main project activities implemented in the Pearl:

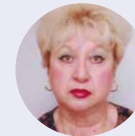
- Sustainable Regional Tourism Mobility Plan (SRTMP) for the Ruse Region including four Danube municipalities with prominent tourism assets: Svishtov, Ruse, Tutrakan and Silistra
- Development and test of flexible transport systems (e-bus, e-train) Tutrakan and Silistra
- Mobility Information Centers at key destinations

### Future partner organisation of the Danube.Pearls network

Association of the Danube River Municipalities "Danube"  
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Club Sustainable  
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**D**o you remember the feeling of curiosity and joy you had when visiting a place for the first time? Or the feeling you get when visiting a place that recalls a mysterious story read in your childhood?

Exploring the Danube Delta is a journey full of adventure, whose highlight is the point where the Danube and the Black Sea merge. Reaching the beautiful Danube Delta is a reward for all who travel the mighty river. As you watch the birds and

contemplate the natural sights of the Danube Delta, the thought will come to you that nature know best. The Danube Delta is an UNESCO Natural World Heritage Site. It combines elements of modernity, views of the wild river channels, the current life of the locals and ancient traditions. The birds that live here, the flora, the network of channels, shallow bays and hundreds of small lakes with extensive marshes and reedbeds remind you of the song “Heaven is a place on earth”.

**The small village Mila 23 at the delta**  
© Petru Solca

# DANUBE DELTA

## NATURE'S PARADISE



### Main project activities implemented in the Pearl:

- Feasibility Study "The development of the cyclotourism trail of Saint George Commune".
- Implementation of the Business Plan for a Mobility Information Center in the Danube Delta. The plan included a new Bike Rental Center opened during Mobility Week 2018. The center has two subcenters: in Crisan and in Saint George Commune.
- Organization of the Second Mutual Learning Visit to the Danube Delta and of training sessions training sessions and certified ten Sustainable Mobility Managers within the Pearl.
- Appointing of ten certified Sustainable Mobility Managers within the Pearl



### Future partner organisation of the Danube.Pearls network

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South-East Regional Development Agency



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# The Partnership

|                                                                                    |                                                                    |          |
|------------------------------------------------------------------------------------|--------------------------------------------------------------------|----------|
|   | Environment Agency Austria                                         | AUSTRIA  |
|   | Danube Office Ulm/Neu-Ulm                                          | GERMANY  |
|   | WGD Danube Upper Austria Tourism Ltd.                              | AUSTRIA  |
|   | Regionalmanagement Burgenland Ltd.                                 | AUSTRIA  |
|   | Bratislava Self-Governing Region                                   | SLOVAKIA |
|   | West Pannon Regional and Economic Development Public Nonprofit Ltd | HUNGARY  |
|   | City of Vukovar                                                    | CROATIA  |
|   | Development Agency Sinergija                                       | SLOVENIA |
|   | Regional Administration of the Vidin Region                        | BULGARIA |
|   | Club „Sustainable Development of Civil Society“                    | BULGARIA |
|   | National Institute For Research And Development In Tourism         | ROMANIA  |
|   | The South-East Regional Development Agency                         | ROMANIA  |
|   | Government of Baranya County                                       | HUNGARY  |
|   | Danube Competence Center                                           | SERBIA   |
|  | Regional Development Agency Eastern Serbia                         | SERBIA   |

# Our Supporters

Our Associated Strategic Partners were our most generous supporters during the project implementation phase. Thank you very much and please keep supporting the network of Danube.Pearls.

## AUSTRIA

Austrian Federal Ministry for Sustainability and Tourism  
Federal Ministry for Transport, Innovation and Technology  
Neusiedler See Tourism Ltd.  
Rail Tours Touristik Ltd.  
Regional Government of Burgenland  
Tourist Board of Burgenland Ltd.

## BULGARIA

Association of Danube River Municipalities “Danube”  
Ministry of Tourism  
Municipality of Ruse

## CROATIA

Green Smart Start Ltd.  
Pannonian Sea Ltd.

## GERMANY

Destination Marketing Association German Danube  
Supreme Building Authority – Part of the Bavarian State  
Ministry of the Interior, for Building and Transport  
Ulm / Neu-Ulm Touristik GmbH

## HUNGARY

Association of Szigetköz Tourism  
Győr-Sopron-Ebenfurt Railway Corp.  
Vagabond Nature-friendly Association

## MOLDOVA

Association of Tourism Development in Moldova

## ROMANIA

National Authority for Tourism  
Administrative Territorial Unit Tulcea County

## SERBIA

Ministry of Agriculture and Environmental Protection  
Development Agency of Serbia  
Municipality of Kladovo

## SLOVAKIA

Railways of the Slovak Republic  
Ministry of Transport and Construction of the Slovak Republic  
Bratislava City - Capital of the Slovak Republic

## SLOVENIA

Pomurje Tourist Association

# General Project Information

|                                   |                                                                                            |
|-----------------------------------|--------------------------------------------------------------------------------------------|
| <b>Lead Partner:</b>              | Environment Agency Austria                                                                 |
| <b>Partnership:</b>               | 15 Project Partners from 9 countries<br>+ 27 Associated Strategic Partners                 |
| <b>EU-funding Programme:</b>      | Danube Transnational Programme                                                             |
| <b>Priority Area:</b>             | Better connected and energy responsible Danube Region                                      |
| <b>Project Duration:</b>          | 01.01.2017 – 30.06.2019                                                                    |
| <b>Total Project Budget:</b>      | 2.94 Mio. €                                                                                |
| <b>Financing Scheme:</b>          | European Regional Development Fund (ERDF)<br>Instrument for Pre-Accession Assistance (IPA) |
| <b>EU co-funding:</b>             | ERDF: 2,19 Mio € / IPA: 308.205 €                                                          |
| (85% of the total eligible costs) |                                                                                            |

**Initiated and supported by:**  
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Republic of Austria  
Sustainability and Tourism

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# THE PEP - Transport, Health and Environment Pan-European Programme

THE PEP is a unique intersectoral and intergovernmental policy framework for promoting clean, safe and healthy mobility and transport in the UN-ECE-WHO region.

THE PEP is building upon the cooperation and partnership of member states. Already during the lifetime of the previous project THE PEP Partnership TRANSDANUBE was initiated by the Austrian Federal Ministry of Sustainability and Tourism. This partnership is bring-

ing together not only member states, but also cities, regions and the private sector in the Danube region supported by the EU within its instruments for European Territorial Cooperation.

By promoting the development and practical implementation of concepts and measures for environmentally healthy mobility in leisure and tourism, the project Transdanube.Pearls contributed to the regional priority goals 1 and 4 of THE PEP.

The support of the ministries of transport, health and environment represented in THE PEP was crucial for the successful implementation of the ambitious working programme of the project and will be very helpful for the work of the Danube.Pearls network.

For more information check THE PEP website: <https://thepep.unece.org/>

## THE PEP

Transport, Health  
and Environment  
Pan-European Programme

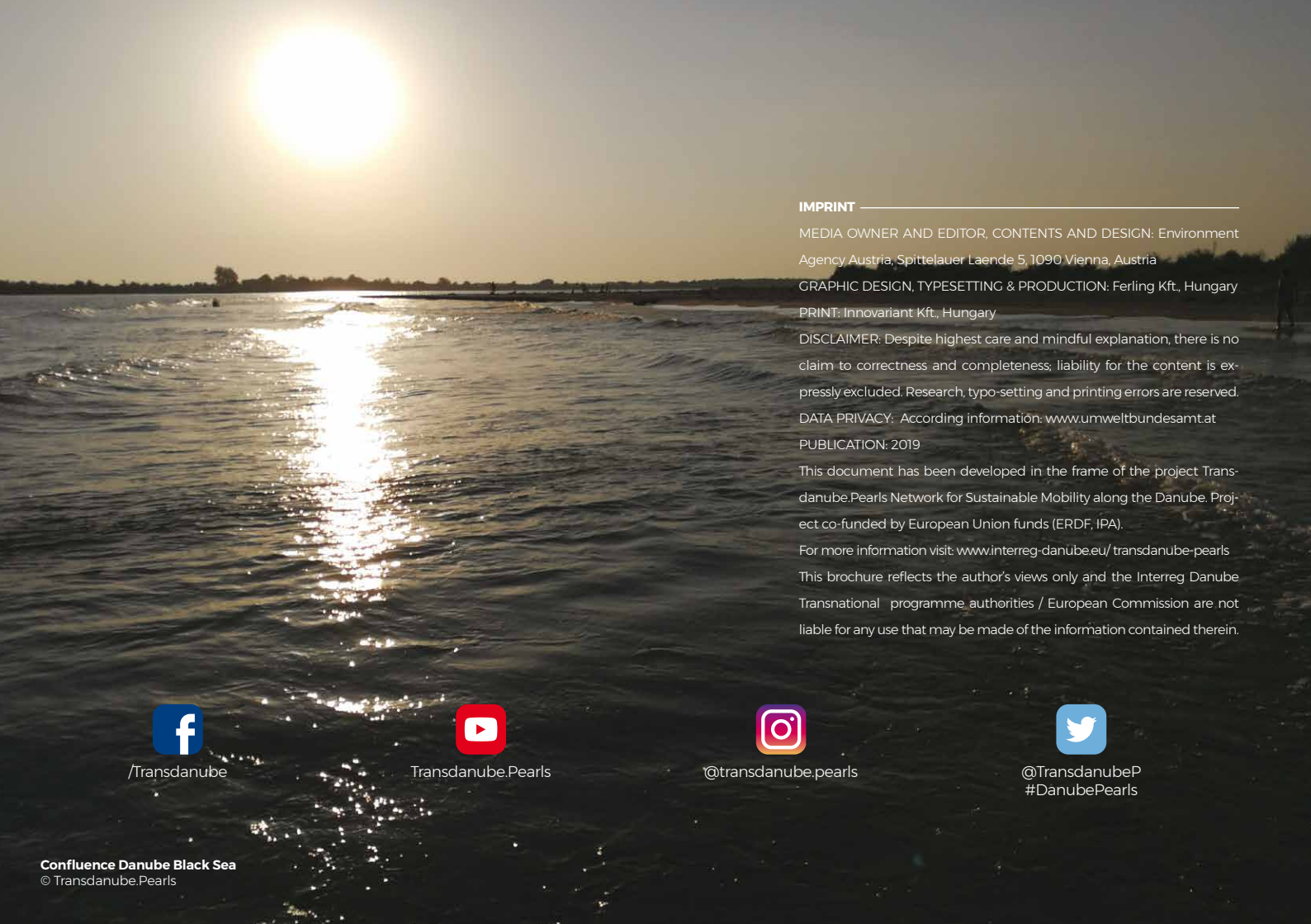


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