

Amazon of Europe Bike Trail and destination for tourism development of the TBR MDD

Mura-Drava-Danube 5-country Biosphere Reserve conference, 7. 9. 2022

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Iskriva, Institute for Development of Local Potentials



PROJECT CO-FUNDED BY THE EUROPEAN UNION FUNDS (ERDF, IPA)

Topics:

1. Presentation of Iskriva
2. Sustainable tourism development in the TBR MDD
 1. Amazon of Europe Bike Trail
 2. Responsible Green Destination Amazon of Europe
 3. Smarter Amazon of Europe
3. Regional and transnational impact and future implications

Iskriva, Institute for Development of Local Potentials

- NGO based in Slovenia
- Focus: balanced regional development
- In numbers:
 - Team of 12 experts
 - 30+ developed and implemented projects of transnational cooperation
 - 80+ mio € funds of EU funding
 - 10+ mio € of investment triggered by our projects
 - Network of over 700 institutions around Europe



Iskriva's thematic pillars:



I. Platform for regional development

II. Amazon of Europe – platform for sustainable tourism in TBR MDD

III. New European Bauhaus / on the Danube – sustainable, inclusive and beautiful public spaces in rural areas

First world's UNESCO 5-country Biosphere Reserve Mura-Drava-Danube



Iskriva's role in TBR MDD

- Coordinating the platform Amazon of Europe
- Lead partner of 3 transnational projects



Co-funded by the COSME programme of the European Union

- Amazon of Europe Booking Center (tour operator)



Amazon of Europe Bike Trail – a sustainable tourism model

- Development model designed to effectively engage all levels of stakeholders from 5 countries, connect cycling, natural and cultural activities
- First world's 5-country UNESCO Biosphere Reserve Mura-Drava-Danube: most preserved riverine system in central Europe → Amazon of Europe
- Joint 5-country tourism products:
 - One destination
 - Two cycling routes (1.250 km)
 - Three rivers
 - Five countries
- Joint management model: newly established DMO and DMC= AoE Booking Center

Amazon of Europe Bike Trail Fact File

www.auebiketrial.com

Total length: over 1,250 km

Two routes with 27 daily stages
 - 11 stages on the North Route
 - 16 stages on the South Route

UNESCO 5-country Biosphere Reserve: Austria, Slovenia, Hungary, Croatia and Serbia

Co-funded by the EU, INTERREG Danube Transnational Programme

15 project partners

1.6.2018 – 31.10.2021 (40 months)



Amazon of Europe – bookable products

- Amazon of Europe Bike Trail – bookable
- AoE River Journey & Amazing Moments – testing phase, bookable in 2023
- Website for self-organised trips: www.aobiketrail.com
- Full service for the clients who book individual tours with comfort and support:
 - Accommodation
 - B&B/half board
 - Luggage transfer
 - Back transfer
 - Kingfisher hotline 12/7



Your deals - Amazon of Europe Bike Trail North Route



A week on Amazon of Europe Bike Trail
7 days – 6 overnights – 5 stages
from € 808,-
YOUR OFFER

Indian Summer
5 days – 4 overnights – 3 stages
from € 600,-

A short bike escape
3 days – 2 overnights – 2 stages
from € 238,-

Deals
Choose from our top offers for this trail

Explorer Tour West
4 days – 3 overnights – 4 stages
from € 808,-

Explorer Tour East
8 days – 7 overnights – 6 stages
from € 1.068,-

Thru-Biking North Route
11 days – 12 overnights – 11 stages
from € 1.838,-

AoE = one destination development steps



Joint strategy for Amazon of Europe destination development until 2030

Sustainability plan = complementary development at local, regional level and other thematic aspects

Supporting business development and marketing at international markets



Our joint vision

“Amazing Amazon of Europe is...

...a leading sustainable cross-border tourism destination, preserving the natural and cultural heritage and inviting its explorers to slow down along the mighty rivers, reconnect with nature and recharge their batteries through amazing green local stories.”



Sustainable development pillars



1. International product & quality management

2. Signposted route: 1250 km in 5 countries

3. Regional partnership → AoE Bike Trail Destination Development Organisation

4. AoE Booking Center & Booking System

5. Cycle for nature programme



Amazon of Europe = responsible green destination

TBR MDD - regional impact

- Cooperation of 5 countries, 11 regions, over 200 municipalities
- Over 25 national, regional and local tourism organisations involved
- Route continuously signposted for 1.250 km
- 150 attractions included
- Over 50 accommodations included, mostly small regional B&Bs
- Tourist tax collected
- Spill-over effects



Transnational impact

- One joint brand promoted at international markets
- Amazon of Europe Bike Trail
- AoE Amazing Moments and River Journey
- Vast on-line and social media campaign
- 10 international journalists
- Over 20 publications
- Participation at 15 fairs
- Approx. 100 bookings in 2022
- Numerous self-organised cyclists



Amazon of Europe – sustainable and recognized destination in 2030:

- Sustainable tourism is **an effective tool for regional development**, ensuring involvement of a wide range of regional stakeholders.
- **Long-term inclusive vision** is essential.
- We try to be different by engaging local small accommodations, attractions, guides, transport – **to give everyone an opportunity**.
- **Quality standards** on sustainability must be met at all levels: at planning, implementation, evaluation, in public and private sector.
- **Man and the biosphere can co-exist and prosper together by living sustainably at every step.**



MATTHEW

Thank you for your attention. See you along the Mura-Drava-Danube!

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More about Iskriva: www.iskriva.net

INVITATION – save the date:

**Amazon of Europe networking
conference and festival in Kopački Rit**

Osijek, 19 October 2022

