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 Urška Dolinar,

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





Iskriva's role in TBR MDD

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













 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

within UNESCO 5-country Biosphere

Reserve Mura-Drava-Danube



Amazon of Europe Bike Trail Fact File

Austria

www.aoebiketrail.com

Total length: over 1,250 km

Two routes with 27 daily stages

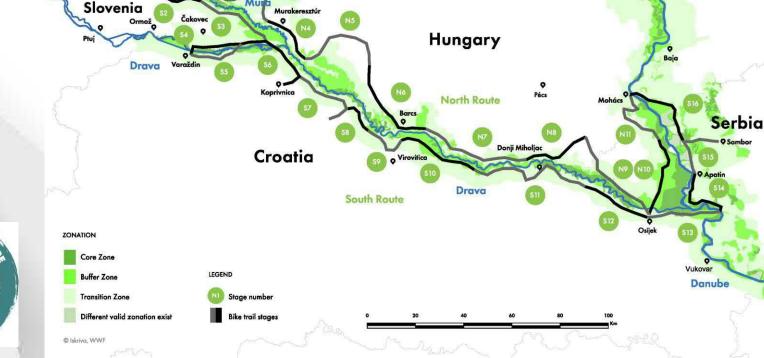
- 11 stages on the North Route
- 16 stages on the South Route

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 Bike Trail bookable
- AoE River Journey & Amazing Moments
 testing phase, bookable in 2023
- Website for self-organised trips: www.aoebiketrail.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



Deals











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









Sustainable development pillars





2. Signposted route: 1250 km in 5 countries



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.





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

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