

# Concept on **GREEN TRAVEL PRODUCTS**

**Georg Steiner & Gisela Gruber**

Linz Tourism

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**LINZ**   
**TOURISMUS**

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# Green Travel Products - AF

**T1.3 Green travel products (Delivery Date 10.2022)** are instruments derived from the new narratives aiming at the promotion of sustainable tourism in the Danube region. When developing and testing green travel products, criteria defined in the common standards for the Danube Pearls regarding the quality of mobility services as well as the criteria for green hosts will be taken into account. Findings from the project INSiGHTS will widen the perspective including other aspects of green and health tourism. Six pilot tours will be organized to test the green travel products with journalists, experts from the field of tourism mainly targeting on group tours.

The possibility to **check the quality of services** in practice and to carry out final adaptations (if necessary) **combined with promotion activities** are the main reason for organizing pilot tours. The output is a revised, adapted and improved version of the deliverable D.T1.3.1.:

Green travel products are tourist-packages designed for group tourists. They are derived from the new narratives aiming at the promotion of sustainable tourism in the Danube region. Examples for green travel products are cultural trips combined with sustainable means of transport through several countries for more days or city day-trips with a specific thematic focus carried out with public transport and bike. These packages can be offered in catalogues of tour operators and provide an easy way for tourists to experience selected highlights of a cultural route and/or the Danube. Whilst the Danube Travel Challenge addresses individual travelers., the Green travel products directly target group tourism.

**Deliverable Delivery Date 01.2022**

21/01/2022

# Green Travel Products Development

The green travel products should fulfil a sustainability requirement as worked out also in the former INTERREG **Project INSiGHTS** ([www.interreg-danube.eu/approved-projects/insights](http://www.interreg-danube.eu/approved-projects/insights)) - aspects of green and health tourism:

The project **INSiGHTs** - INtegrated Slow, Green and Healthy Tourism Strategies...

... gave an idea how to create sustainable tourism products, on the one hand green in ways of transportation, on the other hand green in accommodation and activities that do not pollute the environment. On the other hand sustainable in the way they are set up, using regionally unique cultural and natural features, local products, local organizations and regional strengths, and using resources that are available in the region for a long period. They even go one step further and advise to create a vision for the region, to underpin the product and providers and be sustainably available to further develop the region and fulfil a green vision based on a self-assessment of the stakeholders region/destination.

As well as a the guideline for sustainable transnational mobility products in tourism that were elaborated in the INTERREG Danube Transnational Program **Trandanube.Pearls**. (see attachments to the Concept.)

# Green Travel Products

## Tour Operators – Status Quo Dec. 2021

WPT1 LT is already collecting and contacting tour operators, focusing on green travel – some partners already have started to find partner-tour operators to work with and are up to development of GTP - the following is stating a report by the End of 2021:

### **Danube Upperaustria**

- OÖ Touristik is working on a biking-product on Trail #3 between Passau and Bratislava
- Kastler Reisen is working on a reader's journey with for a local newspaper on Trail #3 – Romans and some more fitting Products
- as well as maybe a product on Trail #6 Religion.

### **Danube Parks**

- Tourist package for the Panona Tours Agency Platform (it was launched in INTERREG - IPA Cross-border Programme)
- E-Bike-Tour with the organization called the „Weekend Warriors Cycling Club“ (3 days tour on electrical bikes to 3 different Protected Areas in 3 countries)

### **Linz Tourismus**

- First product is finished with ZEIT-Reisen – a 30 days tour along the danube covering different narratives, taking place 23.8.-27.9.2022 from Ulm to Odessa (<https://www.strassederkaiserundkoenige.com/reiseprogramme/> and <https://bit.ly/3o4r83k>)
- Kastler Reisen - Work on different modules for travelling the Danube
- Weltanschauen.at – different trips are already created, fitting to our stories. A cooperation with Mr. Mülleder is already appointed

### **Slowenia**

- Within a public procurement process (Feb.) a company will be found, that will create a product for trail #6 and someone will be found for the testing.

### **Hungary**

- Hungary will try to include Trail #3 and #6 in a product. A tour operator will be found for a suggested tour: Pozsony-Győr-Pannonhalma-Sopron-Kőszeg-Szombathely.

# Green Travel Products

## Tour operators

More tour operators are found by research on the topic green and sustainable in DACH:

- Wikinger Reisen GmbH, Kölner Straße 20, Hagen, DE
- Imbach Reisen AG, Zürichstrasse 5, Luzern, CH
- Thomas-Morus-Akademie Bensberg, Overather Straße 51, BERGISCH GLADBACH, DE
- Naturfreunde Oberösterreich, Landstraße 36, Linz, AT
- Rail Tours Touristik GmbH - ÖBB Rail Tours, Am Hauptbahnhof 2, Wien, aT
- Oliva Reisen, Warnhauserstraße 10, 8073 Feldkirchen bei Graz, AT
- Friends&more - Cooltours GmbH, Ziegelstrasse 6, 8045 Graz, AT
- JB travel GmbH, Julia Balatka, Wohlmuthstraße 15-17/1/11, 1020 Wien, AT
- ReNatour<sup>®</sup>, Brunner Hauptstr. 26, 90475 Nürnberg, DE
- REISEN MIT SINNEN, Erfurter Str. 23, 44143 Dortmund, DE
- ARR Reisen | Natur.Kultur.Foto - TRAVEL-forever Reisebüroges.m.b.H, Kainzstraße 12/2, Mautern an der Donau, AT
- Weltweitwandern GmbH, Gaswerkstraße 99, Graz, AT
- DCS-Touristik GmbH, Schulweg 2, 95697 Nagel, DE
- Zeit Reisen, Hamburg, DE
- Kastler Reisen, Kepplingerstr. 3, 4100 Ottensheim, AT
- Weltanschauen, Rosenweg 6, 4210 Gallneukirchen, AT
- Trail Angels, 9821 Obervellach 15, AT

Only a few of these companies have the Danube region in their portfolio. But the sense of sustainability and travelling green, a certain sensitivity on true experiences. A portfolio with the stories and general information will be prepared, ready to be sent to the potential tour operator-partners to get in contact and ask for cooperation.

**TODO:** The project partners are asked to **state and research tour operators** with a sustainable background resp. working in the field of Green Travel in their own regions to complete the list above – but also get in contact with them and find out about the interest in our project and the willingness to work on product development along the Danube.

**Please** – all activities in the area should be well documented! Please let me know who you contact and what are the outcomes of the meetings.

# Green Travel Products

## Partner-Budget

TVLinz -	€ 7.000,-
Danube Upperaustria -	€ 23.000,-
Slowenia -	€ 9.000,-
Hungary -	€ 3.500,-
Croatia -	€ 5.000,-
Romania -	€ 6.000,-
Danube Parks -	€ 6.500,-
Germany/Ulm -	€ 1.500,-

For product development, for the testing (accommodation, travelcosts and if necessary a fee), for advertising-costs for tour operators, if there is a contribution necessary to get a good product on the way.

# Green Travel Products-Testing

## Goals of testing:

- check the quality of services and to carry out final adaptations (if necessary)
- combined with promotion activities

→ This leads us to the point that the tester more or less should be **journalists**, who can provide a story after their trip or interested **tour operators**, who give us an official statement and create their own products after the trip – in the sense of a sustainable product-development.

## Who should be the testers:

**Every partner** should suggest 1-2 persons (journalists, bloggers or tour operators) to be able to test and report on a trip.

Depending on the number of products we find/will be able to create with tour operators, we will choose 6 tours: for each trail at least one person to test, promote and report on the trip.

# Green Travel Products-Testing

The Testing-Persons:

The schedules will be presented of the different organized trips to find someone being able to participate at the different trips and dates. The trail-stories will be presented to these persons in advance, and should be read before the trip.

A checklist/**questionnaire** will be prepared for a comparable output – the testers are asked to answer the questions and to produce content on their blog, newspaper/magazine, or for the tour operators website as a suggestion to travel, a blog-content-post, or a product to be sold.

The testers are asked to report their trip by taking **pictures** (see questionnaire) and give us the right to use these photos for a documentation on our website an/or for further promotion on the trips and project-activities, closing-conferences, etc. They have to sign a contract therefore.

Costs for the trip are paid by the project partners. We try to find someone to travel for free or will be paid due to the output he can offer. E.g. blog post about 350 Euros, also related to the number of followers/readers he/she can bring in, as well as the effort for answering our questionnaire, etc.

## **TODO:**

- Questionnaire will be sent to the partners to check it and maybe add special questions.
- Photo-contract is prepared for the participating testers.



# Green Travel Products-Timetable

Concept to be accorded	until 13.01.2022
Product creation with tour operators	at the latest 'til March 2022
Collection of the testers - first contacts	until March 2022
Fixation of trips and testers in Summer	until May 2022
Trips/Testing	July/Aug./Sept. 2022
Reporting	during the trip/until End of Sept./begin. Okt.2022

# Contact



**Gisela Gruber**

Linz Tourism I WP T1 Leader



[www.linztourismus.at](http://www.linztourismus.at)



[Gisela.gruber@linztourismus.at](mailto:Gisela.gruber@linztourismus.at)



00 43 732 7070 2928

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