

# Toolkit for service providers

Amazon of Europe Destination

## 1. NETWORK OF AMAZON OF EUROPE SERVICE PROVIDERS

The story of Amazon of Europe (AoE) started some time ago, but today, we are happy to write its first chapter with you. In order to make our collaboration as successful as possible, we have prepared a **toolkit presenting the basic concepts of the Amazon of Europe (AoE)**.

### 1.1. Amazon of Europe Destination

Amazon of Europe is a joint 5-country destination that overlaps with the **world's first 5-country biosphere reserve: UNESCO 5-country Biosphere Reserve Mura-Drava-Danube (TBR MDD)**.

This area forms the largest natural river system in Central Europe. Amazing riverine landscapes and riparian forests along Mura, Drava and Danube rivers represent the longest still free-flowing sections of the 3 rivers in Central Europe with inspiring forest and water landscapes, **called Amazon of Europe**. Preserved nature is combined with beautiful towns, villages and attractions rich in cultural heritage and traditions.

Our aim is that **we jointly create a unique destination for nature lovers** that would like to enjoy outdoor activities as well as relax in peace and hospitable atmosphere. Destination Amazon of Europe is responsible, green (sustainable) and healthy destination that inspires, informs, and educates its visitors about healthy models of interaction with local natural and cultural heritage.

### 1.2. Slogan

Our slogan is: **Amazon of Europe. Reconnect with nature.**

### 1.3. Vision

In the Amazon of Europe, we are inspiring and inviting explorers to slow down along the mighty rivers, reconnect with nature and recharge their batteries through amazing local stories.

### 1.4. Mission

We will achieve the vision through acting as one destination, which will enable us to implement green economic and socially sustainable projects, give back to nature (ensure nature conservation) and raise awareness internally and externally about the unique undiscovered riverine destination in the first UNESCO 5-country biosphere reserve in the world, where health and nature are always the priority.

### 1.5. Brand – the logos we use:



**AoE destination      Service providers      Info points (TIC)**

For stronger cooperation and promotion, we would appreciate if you **placed the Partner or Info Point sticker at a visible place in your premises.**

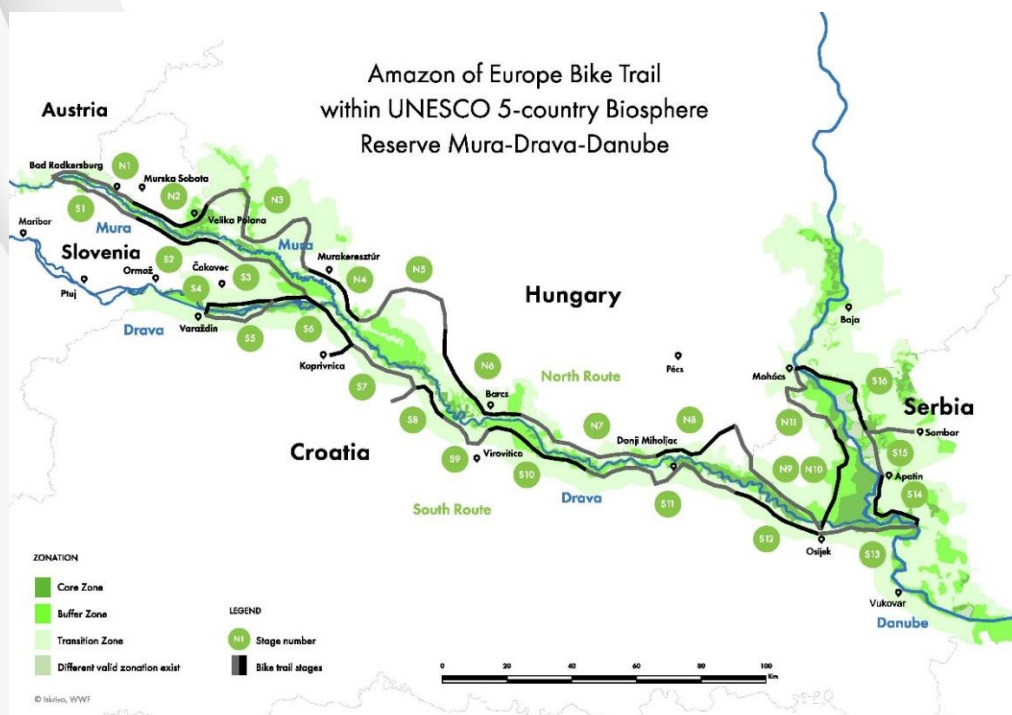




**AoE Bike Trail    AoE Amazing Moments    AoE River Journey**

### 1.6. Flagship products

On the image below, we can see the bookable long-distance cycling trail crossing AoE: **Amazon of Europe Bike Trail** with 2 routes: North and South Route, with starting point in Mureck (AT) and ending point in Mohács (HU). AoE Bike Trail is signposted in all countries, and bookable on: <https://aoebiketrail.com/plan-your-trip/>.



**Amazon of Europe Amazing Moments** are unique experiences that connect the cultural heritage, authenticity, and wild nature of the Amazon of Europe. The local hosts welcome guests with their hospitality and guests are actively engaged in a special experience that focuses either on discovering the forests and wildlife along the rivers, sensing the cultural highlights and the Pannonian soul, or immersing in culinary delights where all the senses get pampered.

**Amazon of Europe River Journey** is a multi-day canoe and kayak trip on the rivers Mura, Drava, and Danube, which are run and guided by local experts for water sports activities. The experts present and lead guests through the wildlife of these magnificent rivers. Guests can discover adventure on the Amazon of Europe from the water's perspective. By boat, you can discover places

that are hard to reach by foot, so they are still wild and untouched by the influence of modern times.

### 1.7. Criteria for service providers

Quality criteria
Information to the topic bicycle holidays on the website (if you have own website)
Information inhouse about the tour offers and tour descriptions (cycling maps), transfer offer to/with public transport, nearby repair shops, weather forecast, etc.
Acceptance of 1-night stays
Location: within 10 km to AoE-Bike Trail stage destination
Bed and Breakfast has to be served inhouse (local, nutritious food) + dinner offered
Language: English to be able to communicate with the guest

### 1.8. Promotion of your services at several channels:

- Websites where the **AoE Bike Trail is bookable:**
  - AoE Bike Trail: <https://aoebiketrial.com/> and
  - Book your trail: <https://www.bookyourtrail.com/trail/amazon-of-europe-bike-trail-southern-route>
- Outdooractive AoE Bike Trail app  
<https://play.google.com/store/apps/details?id=com.outdooractive.aoe>
- AoE Bike Trail Cycling Guide and AoE Guidebook (in preparation)