

Amazing Amazon of Europe

0.T2.3 Flagship tourism products

Project	Responsible Green Destination Amazon of Europe
Acronym	Amazing AoE
Duration	1.7.2020 – 31.12.2022
Website	http://www.interreg-danube.eu/approved-projects/amazing-aoe
Work Package	WP T2 Developing the AoE Destination: joint strategy and flagship tourism products
Activity	A.T2.4 Developing flagship tourism products
Output/Deliverable	O.T2.3 Flagship tourism products
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Date	31.7.2022

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1. INTRODUCTION

UNESCO Transboundary Biosphere Reserve Mura Drava Danube (TBR MDD) is connecting 12 protected areas and uniting 5 countries along 3 rivers into first world pentilateral biosphere reserve. The area known as Amazon of Europe (AoE) represents the largest and most preserved free-flowing river system in Central Europe. Pristine natural beauty, endangered habitats and diverse cultural traditions have enormous potential for sustainable tourism, while underdeveloped border regions face lack of capacities, unemployment and emigration.

DTP project AoE Bike Trail is the first development project in TBR MDD, connecting key stakeholders into one linear biking product. The results (network, booking system, valorization program) will be substantially upgraded with this project into truly responsible destination AoE, by developing much-needed joint strategies, IT solutions and learning interactions at significantly broader destination level.

Project aim is to enhance sustainable economic growth and tourism development based on distinctive natural and cultural heritage, which will result in collaboration network of key actors and enabling environment for high-quality tourism, responding to limited resources of ecosystems.

AoE destination will be a joint and integrated solution for sustainable tourism, including:

- Green Destination Tourism Impact Model, combining social and technological innovation;
- joint strategy and management model for the destination,
- joint flagship tourism products connecting top experiences along the rivers: River Trail, AoE Experiences,
- model validation in 2 transnational pilot areas and training stakeholders for responsible green destination.

Amazing AoE will bring sustainable development opportunities for managing diversity of natural and cultural heritage and resources in AoE from local to transnational level, while enabling unique experiences for international visitors.

2. PRODUCT ARCHITECTURE

As the basis for the product design was the in the previous Amazon of Europe Bike Trail (AoE BT) project developed AoE BT. In order to build on the results and the flagship product of the previous project within the AoE destination in sustainable tourism and to create value from it, it was decided in the product architecture to build on these results and to develop further flagship products in sustainable tourism. Based on the starting position of already having an excellent product along the entire destination, pristine river landscapes, countless cultures and many different types of experiences in the region, it was necessary to build on and utilize these. This resulted in the decision to establish, in addition to the AoE BT, as the flagship product, an AoE River Journey and AoE Amazing Moments in the two categories of Nature and Culture & Culinary. These three additional flagship tourism products leverage the existing potential and increase the attractiveness of the offer within the entire AoE destination.



Figure 1: Product architecture

As mentioned above, these three newly developed products are to be seen as equivalent. Therefore, they are to be seen as an independent additional offer within the destination, as well as that they can be connected with each other and thus strengthen each other's attractiveness. For example, the AoE BT can be equipped with the desired Amazing Moments and therefore be upgraded, or a stage on the River Journey can be taken out as a River Moment for a varied rest day on the bike route. The possibilities are versatile. The newly developed flagship tourism products increase the value-added possibilities of the entire destination and should enable an optimal exploitation of these and make the entire offer, including the already existing AoE BT, more attractive.

3. PRODUCT DESIGN

As mentioned in the previous chapter, three additional flagship tourism products for responsible tourism were developed in the follow-up project Amazing Amazon of Europe (AAoE). On the one hand, the AoE River Journey and the AoE Amazing Moments, which are divided into the two categories Nature and Culture & Culinary. The three products fit perfectly into the natural environment of the destination, as well as reflecting its versatility. In the means of product design two criteria were crucial to be fulfilled in this process. Namely that all the developed tourism products are in line with the values of the AoE destination as well as with the nature-oriented visitor guidance concept which was established in the prior project AoE BT.

3.1. Amazon of Europe River Journey (AoE RJ)

The within this project developed AoE RJ in one out of three newly developed flagship tourism products for this responsible and green destination Amazon of Europe. It focuses on the heart of the destination, the three rivers Mura, Drava and Danube. With its existing, guest cannot just bike along the three majestic rivers, the can also be directly involved with them within the river trekking.

The AoE RJ is designed as a multiday and guided group tour, which is offered on designated appointments. With this measurement the nature-oriented visitor guidance concept will be secured and the foundation stone for sustainable tourism development is laid. Furthermore, the possibility exists to include Amazing Moments along the way.

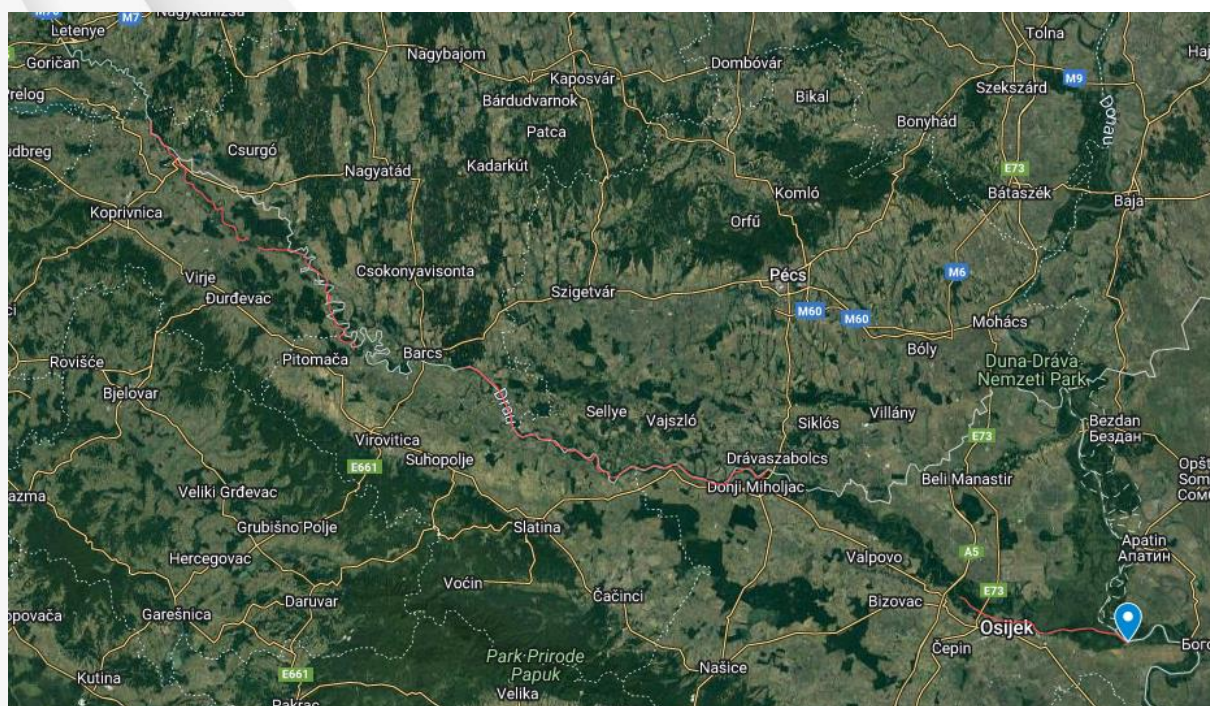


Figure 2: The 5 stages of the AoE River Journey

The AoE RJ was developed in close cooperation with our lead partner Iskriva, since they have an expert in river activities within their team. For the first step a deep and widely research was made to scan the market, to see what offers do already exist, what regulations must be considered, especially in means of nature related aspects and boarder permit regulations. In the next step our river expert scouted the whole stretch starting in Mureck, going down on the Mura and Drava, till Aljmas. After the scouting and intense talks with WWF about the nature conservation the rout was fixed. It was agreed to design the route only on the Drava river because this sections are least sensible due to nature conservation. Starting from the Mura and Drava confluence next to Legrad, down the Drava river till the majestic confluence of Drava and Danube. In total 5 stages for the first River Journey have been designed. In the next step a test tour has been implemented to see how the River Journey works in reality. A lot of important feedback got collected and had direct impact on the final design of the River Journey. More details about this can be found in D.T3.2.2 Explorer promotion tours for different target groups and D.T3.2.3 Evaluation report on testing the tourism products. In the final step the developed flagship tourism product was implemented in an online booking platform. For this please have a look in chapter 4.

The River Journey as it has now been developed represents only the first route of many more possibilities. The concept can easily be transferred to other sections. What must always be considered are the regulations on the part of the biosphere park and other conservation guidelines. In the future, the River Journey offer will be extended so that the entire AoE region can also be travelled by water. Sections that are particularly sensitive to outside interference should be strictly excluded from the offer.

3.2. Amazon of Europe Amazing Moments (AoE AM)

Amazing moments are two out of three signature products of the AoE destination which are developed within the AAoE project. They are extraordinary experiences, which include the most beautiful and interesting experiences with in the whole destination, covering old crafts, nature tours, traditions, and interactions with local experts. They are designed as daily or half daily experiences and accessible throughout the Bike Trail season.

Since there are so many different types of activities and experience the Amazing Moments were split in two categories. The first one is nature, where nature focused experiences are included such as for example birdwatching, ranger tours or river canoeing. Within these experiences it was always looked, that the offers are in line with the nature-oriented visitor guidance. The second flagship product of the Amazing Moments are catching the cultural as well as culinary specialties of the different regions. They vary from extraordinary wine tastings, to craft workshop to cooking classes.



Figure 3: The AoE Amazing Moments

The criteria's AM must fulfill are the following:

- extraordinary experience AoE destination guest can receive
- relates to the AoE destination, it's values and vision
- nature, culture or culinary related
- active involvement of the guest within the activity
- guided by locals
- and bookable/accessible

Amazing Moments enrich the already existing products such as AoE BT and AoE RJ, by including AoE AM into flagship packages. Furthermore, the Amazing Moments are a signature of the destination, represent the specialties of the destination and make it visible and experienceable to the guests who are visiting. They outline the brand core values of the AoE destination and spread the benefits beside the designated line structure AoE BT and AoE RJ. Amazing Moments should set an impulse for customers to travel to this new destination but also benefit the other flagship tourism products such as AoE BT or the AoE RJ. They can be easily included in the AoE River Journey or in a booked AoE BT tour. The strengthen the attractiveness of the destination offers and enable the guest to experience extraordinary highlights, which are special for this region. Additionally, they embrace the interactions between guests and locals, so that they have the chance to dive into different cultures and get to know the region from a local point of view.

The development of the Amazing Moments has been done in close cooperation with each regional partner, since the regional partners have the expertise of their area and what can be experienced in it. The first step was to gather ideas of what is possible to experience. The second step was to evaluate all gathered ideas by doing additional research and first talks to service providers. In the third step the Amazing Moment testing was planned, since a visit on sight is a must within product development. This happened in close cooperation with the Amazon of Europe booking center as well as the regional partners. Within this Amazing Moment testing also internal trainings with the service providers and regional partners were held. The topic covered capacity building, improvement of service quality as well as experience design. More details can be found in the Output O.T3.3 Implementation of trainings for stakeholders, public organizations and service providers. The fourth step was to reevaluate the experienced. The last step was to finalize the Amazing Moments development for the season 2023 and the agreements with the service providers of the Amazing Moments.

The outcome of this is in total 19 Amazing Moments for the season 2023.



Figure 4: Amazion Moments 2023

This list includes Amazing Moments nature as well as Amazing Moments culture & culinary. Within the next part all the Amazing Moments will be presented quickly:

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 Danube Transnational Programme
 Amazing Amazon

Route 66
– The road of joy




- **Topic:** Culture & culinary
- **Experience:** Rice – learn all about the secrets of rice in one of the many experience manufactories of south styria that produce rather untypical products for Styria and immerse yourself in the world of rice in the middle of central Europe
- **Location:** Styria, Austria
- **Service Provider:** SO Fröhlich KG

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 Danube Transnational Programme
 Amazing Amazon

Untouched by light
– Flavor explosion in complete darkness



- **Topic:** Culture & culinary
- **Experience:** extraordinary wine tasting in complete darkness
- **Location:** Gornja Radgona, Pomurje Region, Slovenia
- **Service Provider:** Radgonske gorice d.o.o., PE RG DOM PENINE

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 Danube Transnational Programme
 Amazing Amazon of Europe

Husk Weaving Workshop

– Where the past inspires the future



- **Topic:** Culture & culinary
- **Experience:** Learn the almost forgotten craft of husk weaving from the experts in this region
- **Location:** Mala Polana, Pomurje region, Slovenia
- **Service Provider:** ZRP POMELAJ, Z.O.O.

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 Danube Transnational Programme
 Amazing Amazon of Europe

Husk Weaving Workshop

– Where the past inspires the future




Pottery Workshop at Center Duo
– Try your hand at shaping clay



- **Topic:** Culture & culinary
- **Experience:** Enjoy an insightful pottery class and feel the unique texture of modelling clay
- **Location:** Verzey, Pomurje region, Slovenia
- **Service Provider:** Zavod Marianum

Pottery Workshop at Center Duo
– Try your hand at shaping clay



On hunt for the black gold
– Pure pleasure for true truffle
gourmets



- **Topic:** Nature and culture & culinary
- **Experience:** extraordinary truffle experience; truffle hunting and exquisite 5 course truffle menu
- **Location:** Moždeneć, Varazdin County, Croatia
- **Service Provider:** Snježana Mikulčić Jakopović

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On hunt for the black gold
– Pure pleasure for true truffle
gourmets



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In pursuit of gold

– Revival of the gold panning tradition



- **Topic:** Culture and culinary
- **Experience:** get introduced in the century old tradition of gold panning and try your luck in finding pure gold (combination with a rafting tour)
- **Location:** Sveta Marija, Međimurje, Croatia
- **Service Provider:** Rudi express d.o.o. - Jelena Berečić

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In pursuit of gold

– Revival of the gold panning tradition



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 Danube Transnational Programme
 Amazing Amazon

Birdwatching safari

– The sounds in the sky



- **Topic:** Nature
- **Experience:** who is who? birdwatching next to Drava river
- **Location:** Sveti Martin na Muri, Međimurje, Croatia
- **Service Provider:** Međimurje Nature - Public Institution for Nature Protection - Visitor center "Between Two Waters"

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 Amazing Amazon

Birdwatching safari

– The sounds in the sky





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 Danube Transnational Programme
Amazing Amazon

Village of Naïve Art

– Experience and learn the art of naïve painting



- **Topic:** Culture and culinary
- **Experience:** Learning the unique technique of Naïve art and the history about it in Hlebine – the birthplace of this unique way of painting
- **Location:** Hlebine, Koprivnica-Križevci County, Croatia
- **Service Provider:** Tihomir Zelimorski

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 Danube Transnational Programme
Amazing Amazon

Village of Naïve Art

– Experience and learn the art of naïve painting



The Drava River Adventure Croatia
– Experiencing the riverine landscape



- **Topic:** Nature
- **Experience:** experiencing the untouched beauty and fascinating wildlife of the drava river up close
- **Location:** Varazdin County, Croatia
- **Service Provider:** Nikola Želimorski

Drava river experience
– Catching “the monsters” of the Drava river



- **Topic:** Nature
- **Experience:** starting at the confluence of Mura and Drava river you will experience untouched riverine landscape and wildlife up close, and maybe see even a monster here and then
- **Location:** Koprivnica-Križevci County, Croatia
- **Service Provider:** Tihomir Želimarski

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 Danube Transnational Programme
Amazing Amazon of Europe

Back in time
– Historic city tour through Osijek





- **Topic:** Culture & culinary
- **Experience:** Fun and informative city tour through the different city parts of Osijek
- **Location:** Osijek, Osijek-Baranja County, Croatia
- **Service Provider:** Domagoj Butković

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Back in time
– Historic city tour through Osijek



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 **Interreg**
Danube Transnational Programme
Amazing Amazon

Wildlife water tour Kopački Rit

– Experiencing nature face to face



- **Topic:** Nature
- **Experience:** Experiencing one of the biggest Heron colony in Croatia and more wildlife in the nature park Kopački Rit
- **Location:** Zlatna Greda and Kopačko jezero, Osijek-Baranja County, Croatia
- **Service Provider:** Zlatna Greda Ltd. Tourist Agency

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 **Interreg**
Danube Transnational Programme
Amazing Amazon

Wildlife water tour Kopački Rit


– Experiencing nature face to face



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 Danube Transnational Programme
Amazing Amazon of Europe

Once upon a time
– The life and food habits of the „Šokci“ people



- **Topic:** Culture and culinary
- **Experience:** Immersing with the culture of the Šokci and learning their way of traditional cooking
- **Location:** Bački Monoštor, West Bačka District, Serbia
- **Service Provider:** PG Mali Bodrog


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 Danube Transnational Programme
Amazing Amazon of Europe


Once upon a time
– The life and food habits of the „Šokci“ people



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 Danube Transnational Programme
 Amazing Amazon

On the track of the Donau Schwaben – Historical city tour through Sombor





- **Topic:** Culture and culinary
- **Experience:** Citytour through Sombor with focus on the history of the “Donauschwaben”
- **Location:** Sombor, Municipality of Sombor, West Bačka District, Serbia
- **Service Provider:** City of Sombor museum and City of Sombor touristic organisation

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 Danube Transnational Programme
 Amazing Amazon

Tastes of the nature – Experiencing nature and local food of the Upper Danube

- **Topic:** Culture and culinary
- **Experience:** Canoe tour with wildlife watching and cooking class on how to prepare the national dish “Paprikas”
- **Location:** Kupusina, Municipality of Apatin, Bačka District, Vojvodina, Serbia
- **Service Provider:** Ljubiša Mrkobrađa

Water tour on three rivers
– experience the river side with a raft



- **Topic:** Nature
- **Experience:** Paddling on three different rivers and wildlife observation
- **Location:** Kerkaszentkirály, Zala County, Hungary
- **Service Provider:** "TIMEX – 2000" Kft.

Canoe tour along the Drava River
– Becoming one with nature



- **Topic:** Nature
- **Experience:** Paddling down the mellow streams of the Drava river and enjoying the nature
- **Location:** Szaporca, Baranya County, Hungary
- **Service Provider:** Helian NaTour Kft.

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Hands on clay

– Unleash your creativity in this pottery course



- **Topic:** Culture and culinary
- **Experience:** Immerse yourself in the art of making beautiful ceramics from clay
- **Location:** Murakeresztúr, Zala County, Hungary
- **Service Provider:** Edit Herman

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Hands on clay

– Unleash your creativity in this pottery course



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 Danube Transnational Programme
 Amazing AzEE

Experience the Kaszó forest
 – Hungary’s best preserved wildlife territory



- **Topic:** Nature
- **Experience:** Go on a walk with a forest ranger and learn everything about the forest and its inhabitants
- **Location:** Kaszó, Somogy County, Hungary
- **Service Provider:** Kaszó Zrt.

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 Danube Transnational Programme
 Amazing AzEE

Experience the Kaszó forest
 – Hungary’s best preserved wildlife territory





One of the most important facts to ensure the success of AoE Amazing Moments is to enable product accessibility. There are different ways to guarantee this:

- directly via the Amazon of Europe Booking Center
- through direct access via service provider
- or as experiences via designated flagship packages

Via the Amazon of Europe Booking Center the Amazing Moments will be bookable. The Amazing Moments will be visible on the destination platform as well as packed up in attractive AoE BT + AoE AM packages. Those packages will be promoted on the destination platform and on an additional booking platform. Also, a combination of the AoE RJ + AoE AM is developed. Detailed information about this can be found in chapter 4: integration of the new flagship tourism products. Direct access via service provider is given by including the website, phone number or mail address within the Amazing Moment description. Due to this all the guest of the destination can book and experience the offered Amazing Moments.

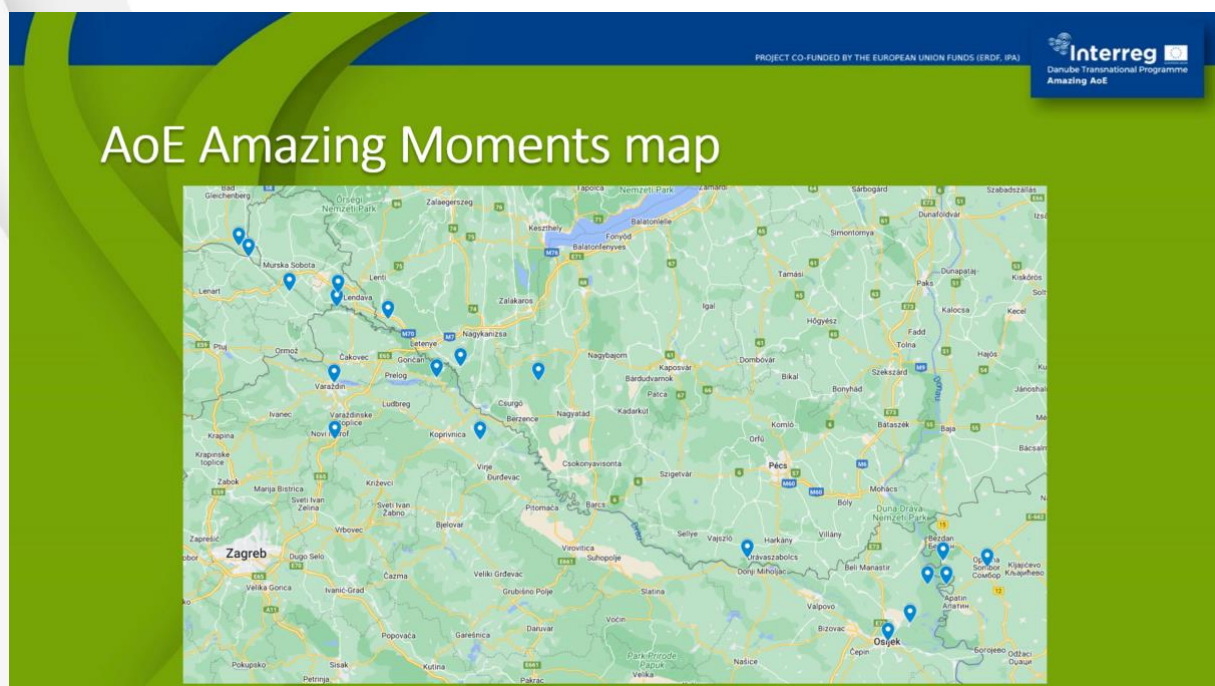


Figure 5: Amazing Moments Map

What should be noted here is the scalability of the Amazing Moments. The Amazing Moments must be seen as dynamic, which means that they are a constant process in which new Amazing Moments are added and Amazing Moments that do not work, are not in demand or for which the quality is not guaranteed are also removed from the offer. Within the capacity building trainings were trained what is necessary to develop Amazing Moments and how to develop them. This ensures the further development of Amazing Moments for the following years.

4. INTEGRATION OF THE NEW FLAGSHIP TOURISM PRODUCTS


4.1. AoE River Journey

For the integration of the new AoE RJ a logo has been designed. Based on the AoE BT logo, the construct was used and adopted to create an own AoE RJ logo. With the use of different colors, distinguishing accents were set leading to the final logo.



Figure 6: AoE River Journey logo

The AoE RJ as well as the other flagship tourism products of the AoE destination will be shown on the destination platform. There the product is described and the guest will get a first feeling of what the AoE RJ is about. Besides several pictures also concrete offers are presented and ready to be booked.

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AoE Amazing Moments RJ +AM package

Amazing Moments along the Amazon of Europe River Journey

- Experiencing natural and cultural heritage along Mura, Drava and Danube

Type:

- guided group tour on determined dates
- 8 days | 5 stages of the AoE RJ | 3 Amazing Moments

- i. individual arrival
- ii. stage RJ1 + AM Birdwatching Safari (guiding from a Ranger of the Visitor Center Between two waters on RJ1)
- iii. stage RJ2
- iv. stage RJ3
- v. stage RJ4
- vi. AM wildlife water tour Kopacki Rit
- vii. AM back in time + finale stage RJ5
- viii. individual departure

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Figure 7: AoE River Journey offer 1

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 Danube Transnational Programme
 Amazing AoE

AoE Amazing Moments RJ package

Amazon of Europe river trekking along Mura, Drava and Danube


- Experiencing the wildlife of the largest river landscape in Europe

Type:

- guided group tour on determined dates
- 7 days | 5 stages of the AoE BT


- i. individual arrival
- ii. stage RJ1 + AM Birdwatching Safari (guiding from a Ranger of the Visitor Center Between two waters on RJ1)
- iii. stage RJ2
- iv. stage RJ3
- v. stage RJ4
- vi. stage RJ5
- vii. individual departure

In addition to the promotion on the destination platform, the AoE RJ is also promoted and bookable via an online booking platform. Within those packages the guest always benefits also from the offered customer service, the same as for the other flagship tourism products.

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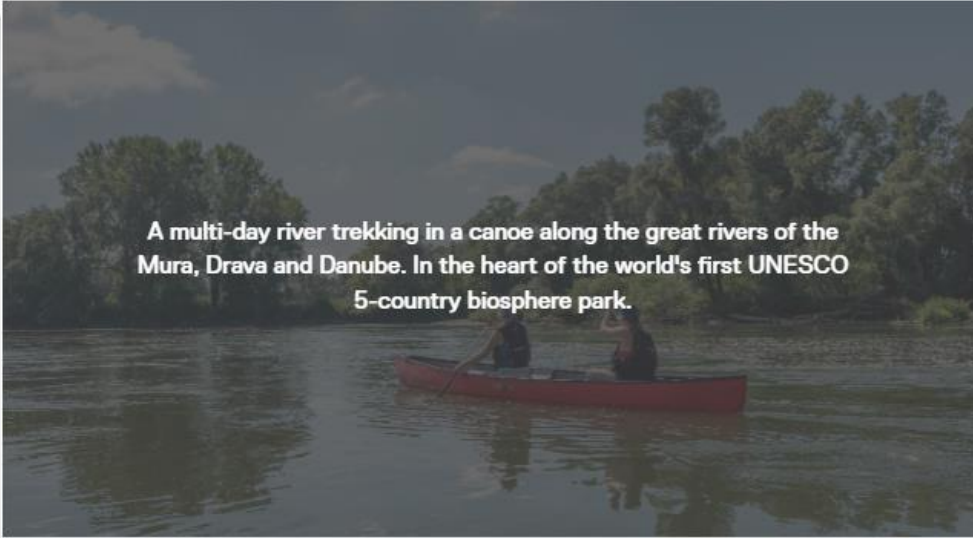


River Journey
 River journey along the Mur, Drava and Danube

A multi-day river trekking in a canoe along the major rivers of the Amazon of Europe destination - Mur, Drava and Danube. Right in the heart of the world's first UNESCO 5-country biosphere park. Experience the largest river wilderness in Central Europe up close, with its extraordinary bird and animal life and the warm hospitality of the people from five different countries.


SHOW TRAVEL INFORMATION


Figure 8: Landingpage of the River Journey on the online booking platform




A multi-day river trekking in a canoe along the great rivers of the Mura, Drava and Danube. In the heart of the world's first UNESCO 5-country biosphere park.

Amazon of Europe River Journey

 Croatia | Ungarn

 River Journey

[PLAN TOUR](#)

 Deals

[Choose from our top offers for this trail](#)

Inspiration

Overview

Get under the spell of the river majesties of the spectacular Amazon of Europe destination and experience the fascinating flora and fauna face to face. It goes from one river confluence to another. Your tour starts where the Mura and Drava rivers meet and ends at the Drava-Danube confluence, which is really impressive with its width.

On a total of 5 stages you will paddle through the world's first 5-country UNESCO biosphere park, where you can discover natural river landscapes of untouched beauty. From white-tailed eagles, the rare black stork, countless species of herons, to wild boars soling in the mud at the river's edge or even the kingfisher, which is famous for this region. On the River Journey along the Mura, Drava and Danube rivers, so many things can be discovered and observed. Of course, there is also a lot to explore away from the river landscape. Feel real hospitality and immerse yourself in the culinary delights of the region.

Book your next river trekking adventure with us and simultaneously give something back to nature. Because we donate a portion of the booking earnings directly to conservation programs within the region.

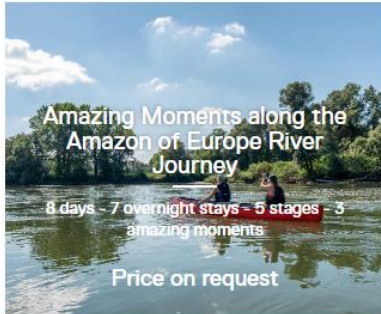


Highlights

- + Discover the unspoiled river landscape of the world's first UNESCO 5-country biosphere reserve
- + Paddle within the largest river landscape in Europe
- + Gain exclusive insights into the natural wilderness from nature experts
- + Observe wildlife up close
- + Experience true hospitality
- + Tasting culinary highlights

Figure 9: Presentation of the AoE River Journey

Your deals - Amazon of Europe River Journey



Could not find your deal?

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Figure 10: AoE Riverjourney deals for the season 2023



Overview

Explore the Amazon of Europe - an area at the confluence of three mighty rivers and three historical cultures - Germanic, Slavic and Hunnic, which not only shaped the area of the Amazon of Europe, the first UNESCO 5-country biosphere reserve Mura-Drava-Danube, but also profoundly influenced Europe as we know it today. The name of our package already tells you what will await you on this, in pristine river landscape River Journey also beyond the pure paddling pleasure. Namely selected Amazing Moments along the river. Perfectly suited for those who also like to get an insight into the local cultures and characteristics.

The specially designed River Journey will take you through 2 of the 5 countries that make up the UNESCO 5-country Mura-Drava-Danube Biosphere Reserve. The journey starts at the stunning confluence of the Mura and Danube rivers in Lograd and takes you across the border region between Croatia and Hungary down to the mighty confluence of the Drava and Danube rivers and the world famous Kopački Rit Nature Park. Along the way you will meet amazingly hospitable locals who will introduce you to their unique culture and nature.

As part of our amazing package, you will experience the confluence of three mighty rivers and three historical cultures that formed the Amazon of Europe and immerse yourself in the most spectacular sections of a magical yet so little known destination: the Amazon of Europe.

Itinerary

- Day 1 Individual arrival
- Day 2 Canoeing stage RJ1 and Amazing Moment Birdwatching safari
- Day 3 Canoeing stage RJ2
- Day 4 Canoeing stage RJ3
- Day 5 Canoeing stage RJ4
- Day 6 Amazing Moment Back in Time and Canoeing stage RJ5
- Day 7 Amazing Moment Wildlife water tour Kopački rit
- Day 8 Individual departure

Figure 11: Example of the offer presentation AoE River Journey

4.2. AoE Amazing Moments nature and culture & culinary

As mentioned in the previous chapters the accessibility to the flagship tourism products is one of the key factors for the success of the Amazing Moments. Therefore, the Amazing Moments are shown on the new destination website with pictures and a short description of the experience, that the guest gets a feeling of what he can expect.

Also the logo of the AoE Amazing Moments logo can be used for promotional purposes and as a visual landmark.



Figure 12: AoE Amazing Moments logo

The Amazing Moments will be also packed into flagship tourism packages in combination with the other flagship tourism products AoE BT and AoE RJ and be presented and bookable via the destination platform as well as the online booking platform.

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AoE Amazing Moments

AM package 1

At the gates of Amazon of Europe
Bike Trail

- Amazing Moments along the western circle of the AoE BT


Type:

- guided group tour on determined dates and for individuals
- circular rout design
- 8 days | 5 stages of the AoE BT | 3 Amazing Moments | 1 culinary Highlight

- i. Individual arrival Mureck + Highlight dinner at the "Schiffsmühle" in Mureck
- ii. N1: Mureck – Murska Sobota
- iii. N2: Murska Sobota – Lendava + AM Husk Weaving Workshop – Where the past inspires the future
- iv. N3: Lendava – Letenye
- v. Shortend and adopted S3: Letenye – Mursko Središće
- vi. S2: Mursko Središće – Banovci + AM Birdwatching safari – The sounds in the sky
- vii. S1: Banovci – Mureck + AM Untouched by light – Flavor explosion in complete darkness
- viii. Individual departure

Figure 13: AoE Amazing Moment package 1

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 Danube Transnational Programme
 Amazing AoE

AoE Amazing Moments AM package 2

In the region of the confluence of Drava and Danube

- Amazing Moments along the eastern circle of the AoE BT


Type:

- guided group tour on determined dates and for individuals
- circular rout design
- 8 days | 5 stages of the AoE BT | 3 Amazing Moments | 1 cultural Highlight

- i. Individual arrival Osijek
- ii. S13: Osijek – Erdut + AM Back in time – Historic city tour through Osijek
- iii. S14: Erdut – Apatin
- iv. S15: Apatin – Sombor + AM Tastes of the nature – Experiencing nature and local food of the Upper Danube (Apatin, 3 h)
- v. S16: Sombor – Mohács
- vi. N11: Mohács – Suza + entrance ticket to Busó court/museum as an UNESCO intangible cultural heritage (morning program)
- vii. N10: Suza – Osijek + AM Wildlife water tour Kopački Rit – Experiencing nature face to face
- viii. Individual departure Osijek

Figure 14: AoE Amazing Moment package 2

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


 Danube Transnational Programme
 Amazing AoE

AoE Amazing Moments AM package 3

Amazing Moments along the Amazon of Europe River Journey

- Experiencing natural and cultural heritage along Mura, Drava and Danube


Type:

- guided group tour on determined dates
- 8 days | 5 stages of the AoE RJ | 3 Amazing Moments

- i. individual arrival
- ii. stage RJ1 + AM Birdwatching Safari (guiding from a Ranger of the Visitor Center Between two waters on RJ1)
- iii. stage RJ2
- iv. stage RJ3
- v. stage RJ4
- vi. AM wildlife water tour Kopacki Rit
- vii. AM back in time + finale stage RJ5
- viii. individual departure

Figure 15: AoE Amazing Moment package 3

Furthermore, the Amazing Moments should also be presented on the websites of regional partners, local tourism offices and destination websites of the different regions. Therefore, the awareness of the Amazing Moments can be increased, the smaller tourism destinations can offer attractive offers and the whole AoE destination will be further promoted.



Amazing Amazon of Europe – Academy
 Tool kit for Amazing Moments

- Tastings of Untouched by Light sparkling wine in complete darkness

Languages: German, English and Slovenian

What to bring: warm sweater or long sleeve

Special notes: this Amazing Moment is for a maximum of 10 people

Registration | Booking: 24 h before | Amazon of Europe Booking info@aoebiketrail.com, +386 30 467 457, www.aoebiketrail.com

Script/schedule:

- Arrival
- Guided tour, tasting in regular wine cellar
- Guided tour, tasting of the “Untouched by light” sparkling wine in complete darkness
- Visit to the store and possibilities to purchase local products

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Interreg 
 Danube Transnational Programme
 Amazing Amazon of Europe

AMAZON OF EUROPE – AMAZING MOMENTS

Name: Untouched by Light – flavour explosion in complete darkness

The unique sparkling wine Untouched by Light, which is the first sparkling wine in the world, produced in total darkness, must also be tasted in a unique way. That is why Radgonske gorice have prepared a unique type of tasting, with which they want to ensure two important things at the same time. They try to limit the access of light to the sparkling wine so that the first sip you take is truly authentic and untouched by light, and in the same time sharpen your senses, that you can better perceive the nuances of flavors while the sparkling wine in the glass in front of you changes with the presence of light.

Therefore, the surroundings of the Radgonske gorice cellars is perfectly right for an experience that will surely remain in your memory, since it is damp and cool, but most importantly, particularly dark. Leave all inhibitions aside and let the experts create unforgettable moments. The best things happen in the dark.

Pictures: in folder





Days: Monday to Saturday

Meeting point: Dom penine, Radgonske gorice d.o.o., Jurkovičeva ulica 25, 9250 Gornja Radgona, Slovenia

Starting time | Duration: several times a day (on request) | 1.5 - 2 h

Price: 200 € in total for a group up to 10 people

Included services:

- Tour of the cellar Under the Roman wheel and Under the waterfall
- Tasting Zlata Radgonska penina sparkling wine very dry as a starting point for comparison with the world's first sparkling wine produced in complete darkness
- Visit the Pod skalo cellar and learn about sparkling wine Untouched by Light

Project co-funded by European Union funds (ERDF, IPA) 2

Figure 16: Example of tool kit for AoE Amazing Moments

5. CONCLUSION AND OUTLOOK

It can be said that the development and implementation of the three flagship tourism products AoE River Journey, AoE Amazing Moments nature and AoE Amazing Moments culture & culinary was successful. In close cooperation and coordination with the lead partner Iskriva, regional partners and local experts, the three flagship tourism products have been established and show a huge potential on the market. Each of the destination products capture the specialties of this diverse region and have a high positive impact on the attractiveness of the destination.

During development, the focus was placed on compatibility with nature. In no way should the tourism products affect the sensitive habitats, disregard the rules of the biosphere reserve, or violate the nature-oriented visitor guidance concept elaborated in the preliminary project.

The cooperation with the individual contact persons worked well and was decisive for the implementation of all three products on different communication channels and platforms.

As already presented in the upper chapters, the newly developed tourism products for the responsible destination are the first step towards a promising future. All three tourism products are scalable. The products can easily be expanded further. In the case of the AoE River Journey, different tours can be developed on different routes using the basic framework which is already developed. Especially the Amazing Moments live from their dynamic nature. In the course of time, new Amazing Moments will be added, existing ones will be adapted and Amazing Moments that are not requested by the guests will be eliminated. Close cooperation between local experts, regional partners and the official AoE booking center is a top priority in order to offer an attractive range of Amazing Moments to guests, to ensure a high level of product and service quality and to work on the continuous expansion of the product range.

It should also be noted the perfectly suitable interaction with the already existing product, the AoE Bike Trail. Amazing Moments offer the perfect complement to the bike program and can be easily included in the bike route, or used for the rest day. But the newly developed product, the River Journey, also benefits from Amazing Moments. These can also be included on water, along the route or at the stage points. So, it should be said that all products can be booked alone, but also in combination.