# **PROJECT INFORMATION**

Partnership	10 project partners from 7 countries
<b>Project Duration</b>	01.07.2020 - 31.12.2022
Priority Area	Environment and culture responsible Danube Region
Total Project Budget	1,82 Mio. €
Lead Partner	Environment Agency Austria
EU-Funding Programme	Danube Transnational Programme
Financing Scheme	European Regional Development Fund (ERDF) Instrument for Pre-Accession Assistance II (IPAII)
EU co-funding (85% of the total eligible costs)	ERDF: 1,5 Mio € IPA: 44.837,5 €

# **CONTACT**

Lead Partner	Environment Agency Austria Agnes KURZWEIL agnes.kurzweil@ umweltbundesamt.at
Project coordination	Christina NARVAL c.narval@verracon.at
Quality Management	Andreas FRIEDWAGNER a.friedwagner@verracon.at
Website	http://www.interreg- danube.eu/approved- projects/transdanube- travel-stories

# **PROJECT PARTNERS**

**Environment Agency Austria** 



Danube Office Ulm/Neu-Ulm, Germany – representing Danube.Pearls Network



WDG Danube Upper Austria Tourism Ltd. – representing Danube.Pearls Network



Tourism Board Linz, Austria - representing the Route of Emperors and Kings





West Pannon Regional and Economic Development Public Nonprofit Ltd., Hungary – representing Via Sancti Martini



Institute for Culture, Tourism and Sport Murska Sobota, Slovenia - representing European Route of Jewish Heritage



Croatian Association for Tourism and Rural Development "The Village Membership Club" - representing Iter Vitis Route



Cultural route of the Council of Europe Itinéraire culturel du Conseil de l'Europe

Association for Promoting Tourism in Oradea and its Region, Romania – representing Réseau Art Nouveau Network



Danube Competence Center (DCC), Serbia- representing the Roman Emperors and Danube Wine Route



DANUBEPARKS - Danube River Network of Protected Areas, Austria



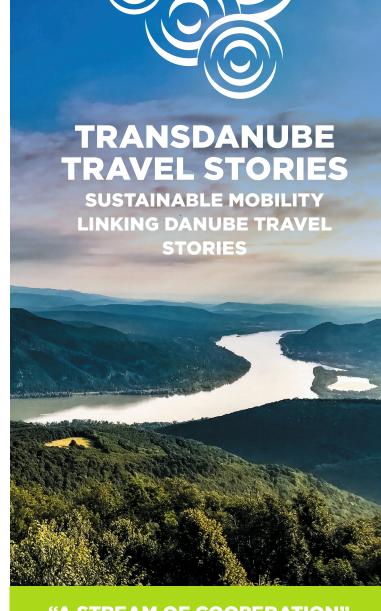
8 Associated Strategic Partners supporting the successful implementation of the project

The project is initiated and supported by

─ Federal Ministry
Republic of Austria
Climate Action, Environment,
Energy, Mobility,
Innovation and Technology

Project implemented in close cooperation with THE PEP Transport, Health, Environment Pan-European Programme

Transdanube Travel Stories is co-funded by the European Union (ERDF, IPA, ENI)



"A STREAM OF COOPERATION"



# LET'S EXPERIENCE NEW DANUBE TRAILS BY TRAVELLING WITH SUSTAINABLE MEANS OF MOBILITY!

# TRANSDANUBE TRAVEL STORIES

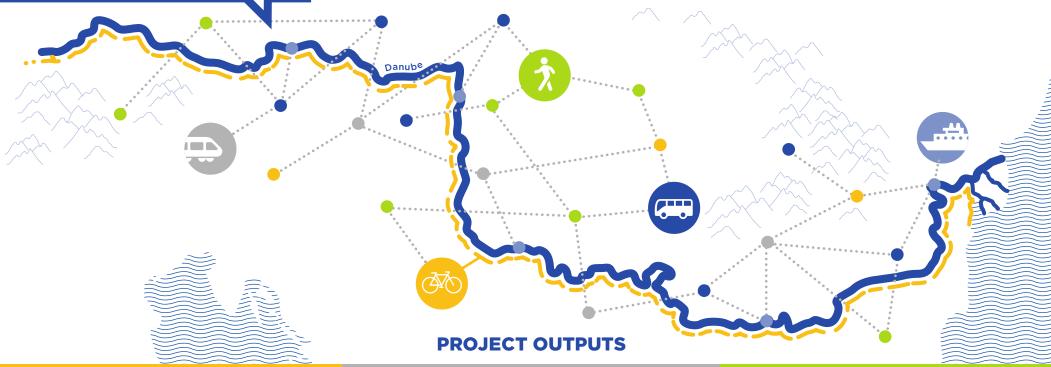
Recognizing the vast cultural and natural heritage, the project Transdanube Travel Stories aims at supporting sustainable tourism in the Danube region by implementing innovative promotion concepts, new narratives and sustainable mobility management tools. Together with advanced institutional capacities these will provide the framework to better position the Danube as a unique sustainable tourism destination on the market resulting in more European citizens experiencing European cultural and natural heritage in a sustainable way.

# **PROJECT OBJECTIVES**

Development of new, innovative narratives and trails to promote the Danube macro-region as touristic area

Include sustainable transport in the concept of sustainable tourism

Create ownership and the capability to promote sustainable tourism by building up local capacity and strengthen cooperation in the Danube region



# **TOURISM**

6 new stories along 6 trails, linking the different routes and networks leading to a new narrative for the Danube Region

6 innovative tools to experience the new trails

6 tested "Green" travel products

Danube Travel Challenge: competition to experience the new trails during project lifetime

## **MOBILITY MANAGEMENT**

**6 Sustainable Tourism Mobility Plans along the new trails** 

Trained Mobility managers at trail level who will transfer the concept of sustainable mobility management to other parts of the routes

Information material and services of sustainable mobility management along the trails

### IMPLEMENTATION AND COOPERATION

Product clubs at selected destinations along each trail

Winter School for guides from different destinations along each trail on story-telling techniques and experiences

E-Learning tools

**Network and cooperation events**