

50 YEARS of LEPENSKI VIR DISCOVERY

On 28th March, an important archaeological jubilee took place in the museum Lepenski Vir, on the banks of the Danube, near Donji Milanovac. It was on this date, 50 years ago, when prof. Dragoslav Srejovic found first traces of a culture flourishing on the banks of the Danube in the period of Mesolith and Neolith.

The event consisted of panel discussion “Tourism and Cultural Heritage in Lower Danube Region”, as well as of talks about the importance of the Lepenski Vir as a cultural and touristic destination. Three famous Serbian archaeologists who were also the students of prof. Srejovic - Bora Dimitrijevic, Mile Stojic and Miomir Korac - talked about the days when the excavation took place.



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TRANSDANUBE PEARLS – KICK OFF MEETING AND CONFERENCE

Organized by the Regional Development Agency Eastern Serbia and the Environment Agency Austria (Lead Partner) between 27th February and 1st March the TRANSDANUBE Pearls project kick off meeting and conference took place in Belgrade. During the first two days, team members discussed variety of topics - the most important being the criteria necessary for selection of key Danube destinations that will be committed to sustainable mobility in tourism.

During the conference, other two major questions were covered: how to approach the challenge of implementing the concept of sustainable mobility in tourism, and especially - how to promote cycling tourism as a mean of sustainable transport.



DCC at ITB BERLIN 2017

One more year in a row, the tourism offer of the Danube region is presented at the world leading travel trade show – ITB Berlin 2017, from March 8-12, 2017.

The stand of the Danube Competence Center was located in Hall 1.1, with “Cultural Heritage Along The Danube” as stand branding theme. As in previous years, the event was supported by Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ).

Besides its own materials, DCC promoted the offer of more than 20 members and partners including most of the key players in the Danube region – DZT / Deutsche Donau, ARGE Donau Österreich, Bratislava Region Tourism, Hungary Tourism Agency, National Tourism organisation of Serbia, Tourism organisation of Belgrade, Tourism organisation of Vojvodina, Mehedinti County, Ministry of Tourism of the Republic of Bulgaria, Tourism Agency of the Republic of Moldova and Department of Culture and Tourism of the Odessa City Council. Also, as a national coordinator for Eurovelo for Serbia, DCC presented the newly published EuroVelo maps.

The focus at the stand was on the recently published brochure “A Day on the Danube

– Culinary Culture” which provides information about authentic, local gastronomic products from the Danube region, as well as a list of recipes. The brochure was developed in cooperation with German National Tourist Board, Hungarian Tourism Agency, National Tourism Organisation of Serbia, Tourism Agency of the Republic of Moldova and Department of Culture and Tourism of the Odessa City Council. It was distributed to all the partners, while only on DCC’s stand, more than 300 pieces were spread out.

For the sixth time, visitors had the opportunity to enjoy a comprehensive package of promotional and networking activities related to the Danube. This set of activities called “Danube@ITB”, which promotes the touristic offer of the Danube and creates a joint platform for increased cooperation between partners from the Danube region, was organized in cooperation German National Tourist Board, Hungarian Tourism Agency, National Tourism Organisation of Serbia, Ministry of Tourism of the Republic of Bulgaria, Tourism Agency of the Republic of Moldova and Department of Culture and Tourism of the Odessa City Council.

In line with this, two important events also took place during the business days of the fair. The first one was panel discussion “Europe Invites – Danube Connects. Reaching for the New Markets”, which gathered prominent speakers in order to discuss the potentials on how to jointly present Danube countries and products on oversea markets, especially China.

The second event was tour operators forum “Biking Along the Danube”: representatives of tourism institutions in Germany, Serbia and Moldova on one hand and Danube tour operators on the other, creating a good opportunity to present cycling tourism capacities in mentioned countries and discuss about potential cooperation.

Traditional Danube Passport Game was once again organized and 297 participants successfully completed the game. In the end, there were 8 winners, who got the chance to explore Danube attractions. The list of the winners is available on the following link: [The winners \(Danube Passport Game\)](#)

You may find more information on our landing page we’ve developed for ITB 2017 – www.danubecc.org/itb2017

GREEN DANUBE PROJECT KICK OFF MEETING

Green Danube project officially started with the kick off meeting that took place in Constanza (Romania) between 24-25 February 2017. The project gathers 10 Danube partners – DCC being one of them, and 16 associated strategic partners with goal to support environmentally friendly and safe transport systems and balanced accessibility of urban and rural areas.

CYCLING FAIRS IN STUTTGART, UTRECHT AND GHENT

At the beginning of the year, DCC participated on three specialized “outdoor” (hiking+cycling) fairs. The first one was CMT in Stuttgart (Germany), between 14-15 January, where DCC had a joint presentation together with two partners: Arbeitsgemeinschaft Deutsche Donau and National Tourism Organisation of Serbia.

The other two took place on 11-12 February in Utrecht (Netherlands) and on 18-19 February in Ghent (Belgium), as a part of Fiets and Wandelbeurs. Except for two mentioned partners, presentation on these fairs was enriched with the touristic offer of DCC member from Bulgaria – Odyseea-In. The partners promoted attractive active tourism destinations in their countries (together with following itineraries), while DCC focused on the distribution of brochures and maps which enable visitors to learn more about two cycling products: EuroVelo 6 – The Danube Cycling Route and Iron Gate Cycling Route. As a National coordinator for EuroVelo for Serbia, DCC also presented the newly published Eurovelo maps.

WINE INFO TOUR IN EASTERN SERBIA

In cooperation with Tourism Organisation of Negotin Municipality, and as a part of further development of Danube Wine Route, DCC supported organisation of wine info tour to Negotin Region. The event organized between 23th and 24th of March, gathered 30 representatives from 20 tourism agencies, coming from all around Bulgaria, tourist guides and 5 wineries that are members of wine association Norticum from Vidin and Belogradchik.

During the visit, Bulgarian wine makers met with local association of wine makers and discussed about the potential to jointly work on development of cross-border projects.



682.000 CYCLISTS ON THE PATH FROM PASSAU TO VIENNA IN 2016



The results of the yearly bike census were presented during the annual general meeting of the ARGE Donau Österreich (which is working group for the Danube region in Austria) in February 2017. Since 2010, the ARGE Donau Österreich carries out a bike census on the Danube Cycle Path from Passau to Vienna. The latest results show that 682.000 cyclists used the Danube Cycle Path in 2016 (+ 6,4 % compared to 2015). Out of that, 177.000 guests are staying for several days. Another 226.000 cyclists make day trips along the Danube Cycle Path. 279.000 people are using the cycle path for daily life errands (work, shopping, etc.).

In addition, the ARGE Donau Österreich carried out a survey of cyclists in summer 2016. Around 2.000 cyclists have been interviewed on their cycle trip along the Danube about their routes, reasons for the tour (holiday, daily life), structure of the guests, satisfaction, etc.

Some results of the survey:

- Composition of the cyclists:
 - 26 % of the cyclists stay several days
 - 33 % of the cyclists do day trip
 - 41 % of cyclists use the cycle path for daily life errands
- 74% use their own bike, 26% use a rental bike
- Main motives for a cycle tour along the Danube in Austria:
 - Impressive & idyllic landscape and nature
 - Family-friendly cycle path
- 97 % would recommend the Danube Cycle Path in Austria to others.

KNJAZEVCAC: TOURISM INTERPRETATION CAPACITIES ALONG THE DANUBE



Homeland Museum of Knjaževac is one of the winners of this years call for project proposal that was organized by Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ) with a goal to improve interpretation on the tourism sites.

The project is focusing on creation and development of electronic guide, followed by interpretative informative boards, interactive “totems” and printed materials. The important objective of this project is to present Timacum Minus as a part of Roman heritage of the Danube region and The Roman Emperors and Danube Wine Route.

Project implementation will create a tangible focal point for the Roman cultural heritage of the Knjazevac region. The site is the key to the interpretation of the history of the region and will be presented in Ravna village along with the existing Archaeo-Ethno Park.

www.muzejknjazevac.org.rs



HAVING A GREAT TIME along THE DANUBE

GERMANY HUNGARY ROMANIA

There are all kinds of places to eat in Destination Germany, from simple inns to Michelin-starred restaurants. As well as traditional German cuisine, you can look forward to international specialities. Wine and beer are considered national drinks in Germany, and German wines and beers are highly regarded around the world.

That's why 2018 will be all about Culinary Germany, a campaign by the German National Tourist Board (GNTB). As part of this, the 2017 DCC Danube brochure was published at this year's ITB travel fair in Berlin under the banner Culinary Culture. The brochure presents a day trip along the upper reaches of the Danube in Germany from Donaueschingen to Passau. It also contains three recipes for typical dishes from the German Danube region.

The best way to explore the culinary variety of the Danube region is by bicycle or on foot. The Bierwanderweg walking route in Ehingen showcases Germany's beer culture and takes walkers past inns, breweries and beer gardens (<http://www.bierkulturstadt.info/touristik/>). The Apfel-Radl-Weg cycle route from Passau to Neuhaus am Inn winds through the hilly landscape between the Inn and Danube rivers and provides the perfect opportunity to try the local cider with a tasty snack (<http://www.bayern.by/apfel-radl-weg>). The Danube Cycle Route (Donauradweg) from Donaueschingen to Passau was awarded four stars last year by the German Cyclists' Federation and is one of Germany's most popular routes. Find out more about food and drink in Germany here: <http://www.germany.travel/en/index.html>

One of the places you can enjoy the Danube in Hungary is Zebegény, which offers stylish and ecological accommodation and perfect relaxation close to Budapest in the Danube bend, and far away from bustling of the city.

There is also Portobello Wellness and Yacht Hotel <https://portobello.hu>, a brand new exclusive hotel in the Danube Bend. For those who long for SOMETHING out of the ordinary, the thematic rooms and suites are perfect with the atmosphere of Japan, Bali and Hawaii. Portobello Wellness and Yacht Hotel is connected with "Aquasziget" an outdoor and indoor wellness complex with pools, jacuzzi and sauna world. Hamam, the traditional Turkish bath targets the spiritual, mental and physical renewal of soul and body.

The area of hilly slopes around Neszmély deserves the name 'Hungarian Tuscany'. The hotel above the vineyards on the hilltop <https://www.hilltopborhotel.hu> offers breath taking panorama, spacious, friendly rooms, crystal clear mountain air, rejuvenation and beautiful white wines from the region. Hilltop Vinery is within a splitting distance. Wine tours and tastings, visiting wine cellars are essential parts of the programs.

The authentic heritage of Apponyi Manor lies on the edge of the small village of Medina, in the heart of the Hungarian Szekszard wine region <http://apponyikiskastely.hu> The tiny castle hotel is for only fifteen guests. A manor as a boutique hotel has seven rooms. Count Apponyi's charming manor combines tradition and peaceful old harmony of Central Europe.

The "Ivan Patzaichin – Mila 23" Association offers a lot to tourists discovering and enjoying the Danube Delta, a wonderful natural protected area, where peculiar species of flora and fauna animate the environment. The Association's main objective is to support Danube Delta's development, through ecotourism, a form of tourism that respects the environment, preserves the natural resources and protects the local customs and traditions. The Danube Delta ecotourism offer harmoniously interconnects a variety of activities: leisure and outdoor activities, local gastronomy tour in Mila 23, pescaturism in Mila 23, birdwatching at the Caraorman Bird Sanctuary. "Ivan Patzaichin – Mila 23" Association created touristic offers that comprise all of these activities and even more. For extra information visit www.ecotourism.ecodeltadunarii.ro/en/ & www.pescaturism.ecodeltadunarii.ro, or contact us at: office@rowmania.ro



DCC MEMBERS



VESELINOV TOURISM CONSULTING (VTC)
www.vtc.rs

Veselinov Tourism Consulting (VTC) was created from the desire to combine all our previous experiences and work into an entrepreneurial company, offering consulting regarding business and other management services in the field of tourism to all interested parties/clients. We provide professional services in the field of destination management, public relations and event management.

Contact: veselinov@vtc.rs



IBIKEBELGRADE
www.ikebelgrade.com

iBikeBelgrade is a bike-tour company on a mission to provide people with memorable experiences during fun and educational tours through Serbia and in the cities along the Danube river like Belgrade, Novi Sad and Budapest. Our city-tours provide guests with the best way to explore all the three towns and for travelers going on a long-distance bike journey along the Danube, in Serbia and in the region we offer all sorts of services from renting trekking bikes and equipment to organizing full guided tours.



THE HOMELAND MUSEUM OF KNJAŽEVAC
ARCHAEOLOGICAL SITE
TIMACUM MINUS
www.muzejknjazevac.org.rs

The Homeland Museum of Knjaževac is a complex institution composed of several departments: archaeology, ethnology, cultural history and art history, conservation, photo documentation, department for education and museum guide service. The Museum is also in charge of late antique archaeological site Timacum Minus – unique survival of a multi-phased fortification (1st to 5th century c AD), built to administer and protect the region's most significant economic activity – the mining of precious metals (silver and gold) but also iron and copper on the slopes of the Stara planina (the Balkan Mountain Range).

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CYCLING WITHOUT BORDERS: DEVELOPING SUCCESSFUL TRANSNATIONAL CYCLING PRODUCTS

Everywhere you look, there is evidence that cycle tourism is booming. According to a study published by the German Cyclists' Federation (ADFC) at the beginning of March, the number of Germans taking cycle holidays has increased by 30% over the last two years (2014 – 2016).



The same study found that the Danube Cycle Route – which forms part of the European cycle route EuroVelo 6 – Atlantic-Black Sea – is by far the most popular destination for German cycle tourists outside of Germany (it was 17% more popular than Via Claudia Augusta in second place). It is an impressive performance and reflects the development of dedicated services and infrastructure for cyclist along the route.

The Danube River is a perfect example of a destination that cyclists like to explore without being limited by national borders. For example, cycling between Hungary, Croatia and Serbia you can easily enjoy the different cultures of the three countries on the same trip. Consequently, creating transnational cycle tourism products can be just as important as developing them on a national level. Indeed the possibility of visiting several countries by bike during one trip is a strength of the Danube region that really should be used to attract cycle tourists.

Last year, the European Cyclists' Federation (ECF) launched a high quality search engine for bookable offers on our website www.EuroVelo.com – one of the most visited cycle tourism websites in Europe. One of the aims of this development was to highlight transnational cycling packages that exist around the continent. There are currently 44 products available, all linked to EuroVelo routes, which are promoted in English, French and German. These can act as good examples to follow when developing transnational cycling products in the Danube region.



For example, Bike Tour Cologne-Rotterdam connects the German and Dutch sections of EuroVelo 15 – Rhine Cycle Route. The nine day tour covers approximately 400 km and is self-guided. The package includes accommodation, all breakfasts and some meals, a detailed guide of the route with GPS Track, luggage transfer and a hot line to ring in case of emergencies. In addition, there many optional extras that customers can select, such as bike rental and transfer back to the starting point.

As the route follows the River Rhine in both countries, it is very flat and there are lots of touristic services along the way, so the package is marketed at a wide target audience including families and 'silver cyclists' (people aged 50 and over).



Of course packages such as these already cover the western end of the Danube Cycle Route but there is a lot of potential for these to be extended further along the route. With cooperation between the service providers in the different countries, this should be easily achievable with benefits for all: not least cycle tourists wanting to explore this corner of Europe, but with the comfort and security of a tour operator to arrange the trip.

For more information about the ECF's bookable offers search engine please email: eurovelo@ecf.com or call the Brussels office on: +32 2 8809 274.

