

# The 6<sup>TH</sup> BLUE WEEK FESTIVAL



For the sixth time, DCC celebrated 29th of June, the International Danube Day, by organizing The Blue Week Festival. It was held in Serbia, Romania and Bulgaria and promoted three different activities and newly opened Iron Gate Cycling Route. The festival gathered around 500 visitors who had the opportunity to enjoy cycling, rowing and wines from the Danube Region.

Danube Competence Center - DCC - Quartely Bulletin - [www.danubecc.org](http://www.danubecc.org)

# DANUBECC

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## BIKE FEST - KLADOVO AND DROBETA TURNU SEVERIN

As a part of Blue Week Festival and also to celebrate opening of Iron Gate Cycling Route, Bike Fest in Serbia and Romania took place between 2nd – 3rd July.

In the morning of 2nd July, around 50 Romanian cyclists arrived to Kladovo Beach, where they met Serbian cyclists. Group of 100 cyclists then symbolically opened the new cycling route by riding through Kladovo city center, moving onwards to Romania, across the border that spreads along the Hydroelectric Power Plant Iron Gate. After meeting with Roman cyclists and promotional ride through Drobeta Turnu Severin, the group continued to camp Baloteshti and spent an active evening: by relaxing at the swimming pool, participating in cycling games, or enjoying rock and electronic music.

During the day, around 50 visitors on the other side of the border had a chance to enjoy free kayak tours which were part of “Blue and Rowing experience the Danube”.

Promotional DCC materials, focusing on the Danube touristic offer in the Iron Gate Region were distributed.

Festival officially ended on Sunday.

The festival was organized in cooperation with Association Cyclomaniacs from Romania, Tourism organization of Kladovo, Iron Gate Cycling Association, and officially supported by GIZ and Ministry of Tourism, Trade and Telecommunication of Serbia.

## IRON GATE CYCLING ROUTE

Connecting cities of Kladovo in Serbia and Drobeta Turnu Severin in Romania, the new 228 km long Iron Gate Cycling Route has been officially opened during the 6th Blue Week Festival.

Consisted out of 6 different routes that vary in length, difficulty and surface, the route

## Blue and Wine

As a part of Blue Week Festival, the Blue & Wine Expo was organized on 26th June, for the third time in a row. Around 200 visitors gathered in remarkable premises of Dohodno Zdanie, in Bulgarian city Ruse, had the opportunity to taste the wines from 10 wine regions included in the Roman Emperors and Danube Wine cultural route. For the first time, a professional wine tasting was organized, in order to select “Best Wine of the Danube Region”. Also for the first time, a Moldavian winery was present at the festival, in a very successful way - Cricova winery received the prize for the best red wine. The prize for best white wine was given to the representatives of Iločki Podrumi, a wine cellar from Croatia, while the prize for the best rose went to Bulgarian Leventia winery.



A day before the exhibition, the workshop “Wines from the Danube Region” was organized for the participating representatives of the wineries. Goal of the workshop was to discuss the criteria necessary for the establishment of brand name “Wines from the Danube Region” and following marketing and PR activities.



connects 15 different cultural and historical attractions on both sides of the border. During the ride, cyclists have the opportunity to discover similarities and differences of the neighboring countries, visit important cultural highlights that date back all the way to the period of Roman Empire, or to enjoy food and hospitality of local population. Due to the fact that large number of international cyclists only passes through Euro Velo 6 route without stopping, this new touristic product gives them the opportunity to stay in the area, learn more about its important cultural heritage and enjoy undiscovered natural beauties.

Presentation of the route, together with GPS data of all 6 routes is available on [www.irongatecycling.com](http://www.irongatecycling.com) while the mobile application will be available until the end of September.

The route has been developed with the support from GIZ and Serbian Ministry of Tourism, Trade and Telecommunication and in cooperation with Ciklonaut Serbia, Association Cyclomaniacs Romania and TO Kladovo.



## DANUBE CYCLING AT FRIEDRICHSHAFEN FAIR

DCC presented the cycling offer along the Danube at the *Holiday on Bike* event – festival days of Eurobike Show, the world's leading trade fair for the cycling industry, organized during the weekend of 3<sup>rd</sup> and 4<sup>th</sup> September, in Friedrichshafen, Germany.

Partners for this year were Bratislava Region and National Tourism Organisation of Serbia.

Holiday on Bike gathered 54 exhibitors from 13 countries, while there were 1350 exhibitors from the global bike industry totally. According to the official report by the organizer, 42,720 trade visitors from 106 nations, and 1,736 media representatives were present; plus additional 32,400 visitors during festival days.

## INTERNATIONAL HISTORIC PRESERVATION CONFERENCE

In the framework of further development of Roman Emperors and Danube Wine Route, the conference “In Situ Presentation of Historic Monuments” was held on 23<sup>rd</sup> May in Kolarac Center in Belgrade.

Led by director of Scientific Committee of Roman Emperors and Danube Wine Route, Mr. Michael Werner, the conference gathered representatives of important cultural localities in Croatia, Serbia, Bulgaria and Romania, in order to discuss and showcase good practice examples of in situ presentation (presentation of cultural heritage right on the location they were discovered).



Representatives of Naronia Museum in Croatia, Felix Romuliana in Serbia, Alba Iulia in Romania and Sexaginta Pista in Bulgaria talked about the way cultural heritage is presented on their localities, their upcoming projects, but also discussed about the further potential of this type of presentation and overall development of Roman Emperors and Danube Wine Route.

Full report of the conference is available on Roman Footprints website: <http://romanemperorsroute.org/conference-in-situ-presentation-of-historic-monuments/>

## DCC AT DONAUFEST 2016

DCC presented Danube touristic offer during the 10<sup>th</sup> DONAUFEST in Ulm, Germany, held from 1st to 10th of July.

Danube presentation was done in cooperation with five different members and partners under the joint touristic tent: Tourism Organisation of Vukovar, Deutsche Donau Ulm, Tourism Organisation of Kladovo, Bratislava Tourism Board and ARGE Donau Österreich.



## UPCOMING

During first two months of 2017, DCC is going to be present at three specialized cycling events.

On January 14<sup>th</sup> and 15<sup>th</sup>, there is “[Cycling & Adventure Holidays](#)” at Messe, Stuttgart in Germany.

In February, DCC attends both events of [Fiets en Wandelbeurs](#), on February 11-12 in Utrecht and the following weekend, February 18-19 in Ghent.

Each of these events is expected to gather from 15 to 20 thousands of visitors, seeking for new destinations and adventure trips for their cycling holidays.

Please, feel free to contact us in case you are interested in joining DCC on these gatherings, and more details regarding participation costs will follow.

## ODDYSEIA - INN (BULGARIA): WITH THE SCENT OF RIVER, MOUNTAIN AND SEA

More information on: [Via Vino](#)

[http://via-vino.com/en\\_US/via-vino-collection-scent-sea-river-mountain/](http://via-vino.com/en_US/via-vino-collection-scent-sea-river-mountain/)

Discover unique cultural, natural and oenological attractions of Bulgaria! This attractive product of Bulgarian prominent tour operator Oddyseia-Inn will let you discover Thracian gold treasures (oldest gold in the world), beautiful medieval frescoes in Rock-hewn churches of Ivanovo (UNESCO heritage) and charming medieval capital of Bulgaria – Veliko Tarnovo. During the tour, you will also have the opportunity to enjoy wines of 7 Bulgarian wineries – undiscovered wine jewels of Danube region.

## TOURIST ORGANIZATION OF BELGRADE (SERBIA): BELGRADE IN THE AUTUMN MONTHS

More information on: [www.tob.rs](http://www.tob.rs)

Along with the long season of Open Top, Royal Compound and Underground Tours, Belgrade offers River Cruising in September and October, with various routes and schedules. Those who wish to experience the Danube on the longer route, can book one or three days cruising tours to Djerdap Gorge.

Visitors of the Serbian capital may also enjoy sightseeing from the banks of Danube and Sava. Zemun Quay offers numerous floating bars, cafes and restaurants with traditional fish specialties, but also modern accommodation for full experience on the water.

## DEPARTMENT OF CULTURE AND TOURISM ODESSA CITY COUNCIL: ODESSACARD

More information on: [www.citycard.travel/odessa-en/](http://www.citycard.travel/odessa-en/)

Odessa is an attractive destination which hosts the tourists from all over the world. Odessacard is a new travel service which enable the tourists of Odessa to visit the sights without buying separate tickets. It is quite convenient and economical to use and also saves time to get different services such as Odessa Zoo, museums, excursions on the electric cars. You can also obtain the certain discounts at the Aquapark “Odessa”, quest-rooms, and visiting cafes and restaurants, sushi deliveries, etc.

You can buy 24-, 48- and 72-hours card.

## Bavaria, Germany: A toast to 500 years of the beer purity law

Germany Inspires - <http://www.germany.travel/en/towns-cities-culture/traditions-and-customs/food-and-drink/beer.html>



German region of Bavaria is traditionally known as beer brewing locality: the rock cellars carved in limestone have always provided the perfect fermenting temperature for the beer from local brewing kettles. This year, however, there is a

very special reason for drinking a toast in Aldersbach, Bavaria: in 1516, exactly 500 years ago, the Bavarian purity law for beer was passed by Duke William IV. From that time, only water, hops and barley could be used for brewing beer. The excellent quality of Bavarian beer is founded on this purity law, and at the same time, it is the oldest piece of food legislation that is still valid in the world.

Celebrating this anniversary, the House of Bavarian History, the district of Passau and the municipality of Aldersbach, together with the Aldersbach brewery, are organizing the Bavarian state exhibition "Beer in Bavaria". It will be held in the former Aldersbach Abbey, with 1,400 square meters dedicated to the cultural history of beer. The scope of the exhibition ranges from beer monopolies to beer riots, from beer pioneers to famous paintings with a connection to beer, from drinking vessels to gems of the brewery guilds. The exhibition is supported by a number of "beery" concerts and events.

The anniversary is extensively celebrated from April 2016 onwards, with brewery tours, beer trips, city tours on the subject, culinary events, a historic beer festival on St George's Day (24th April) and the longest beer table in Bavaria.

Explore more about the anniversary on:

<http://www.germany.travel/en/news/500-years-of-pure-beer-208641.html> or spread your imagination towards:

<http://www.germany.travel/en/leisure-and-recreation/scenic-routes/beer-and-castle-route.html>

## Croatia: The 4th Days of town of Sisak industrial heritage

This year's Days of town of Sisak industrial heritage" this year are taking place between 16. september – 01. october. The aim of this programme is to present the industrial heritage through exhibitions, lectures, workshops and visits to industrial sites.

The programme also includes the local community that will participate in workshops and visits to industrial sites. It will also include presentation of international experiences in preserving and presentation of the industrial heritage. The theme of this years programme is „Factory



chimnies – Town of Sisak industrial verticale“. This part of programme will present the chimnies which in the past (and also today) marked the views of town of Sisak. They are seen as a great potential for promotion and town visibility.



As part of the programme, the Town Museum is putting up an exhibition „Unknown heritage – Town Museum Collection of packaging“ which includes an extremely valuable pieces of packaging of the former local producers, examples of industrial design from 19th and 20th centuries.

The programme further includes an photo exhibition „Photograph and 4 musicians“. Four musicians will be photographed around the industrial heritage sites which will result in a photo exhibition. The lecturers will include work on protection of industrial heritage of town of Rijeka from the european perspective and protection of industriyl history.

For the visitors, there are Sisak brewery route and Industrial heritage route.

## Odessa, Ukraine: Festivals, Concerts and Forums



Odessa is one of the most beautiful cities in the Danube region. Our city has a great touristic and potential of recreational resources: nature, historical and cultural heritage, national diversities, great architecture, art festivals and events.

You can attend special celebration of XX All-Ukrainian festival of Korean culture and art on 23-24 of September. Get full impressions of emotions on the International Jazz Festival "Jazz Fest 2016" (23-25 of September), the "International Literary Festival in Odessa" on 29 September– 2 October.

If you like violins, enjoy them on the French art festival "La Boheme" (10-20 October) and also II International Festival "Golden Violins of Odessa" (29 October – 1 November)/

As part of the autumn tourism offer, there is International Black Sea Transport Forum 2016 (19-21 October), celebrating of the 100th anniversary of the birth of Emil Gilels, Choral festival in memory of Constantine Pigrova (October). Enjoy the whole spectrum of culture on St.Nicolas Day (19 December) and European Christmas in Odessa (25-31 December). At the end of the year you can also take part in Festive program «New Year 2017» (31 December 2016 - 1 January 2017).

# REPORTAGE: BLOGGERS TRIP ALONG TRANSROMANICA and ROMAN EMPERORS and DANUBE WINE ROUTE

The 3rd edition of the bloggers' trip project was organized under the Joint Programme between the Council of Europe and the European Commission for the promotion of the Cultural Routes of the Council of Europe.

From 25-30th of August, 5 international bloggers from Italy, Canada, Brazil, China and India had an opportunity to discover cultural attractions along the two European cultural routes: TRANSROMANICA and Roman Emperors and Danube Wine Route.

After three days in Austria and visiting several TRANSROMANICA localities, bloggers arrived to Serbia where they started the trip across Roman Emperors and Danube Wine Route. Four hours of cruising on Aqua Star Maxim along the Danube was enough to enjoy in majestic views of the Iron Gate Region and learn more about the surrounding Roman heritage. Except from discovering cultural and historical heritage during the day, bloggers had a chance to enjoy in local gastronomical delights. Next day, group visited National Museum in Zaječar and Felix Romuliana UNESCO site in Gamzigrad, where they could experience augmented reality presentation of the site and the locality itself.



After Felix Romuliana, group headed to one more Roman locality – Mediana, where they could see recently opened mosaics. Noon of the second day was reserved for traditional Serbian lunch, after which group continued their trip to Kraljevo. During the third day, bloggers had a round tour through the sites that are part of TRANSROMANICA cultural route - precisely monastery Studenica, that is also on UNESCO heritage list and monastery Žiča, place of coronation of seven Serbian kings.

This was at the same time last stop during the five-days study tour. In line with the overall proposal of the Council of Europe's European Institute for Cultural Routes - that the routes should establish stronger cooperation between each other - the complete project was a good practice example how this type of promotional activity can be organized between two routes.

Full text is available on Roman Footprints Online Magazine

<http://romanemperorsroute.org/bloggers-trip-along-transromanica-and-roman-emperors-and-danube-wine-route/>

[mydanubetravel](http://mydanubetravel.com)

[danube.travel](http://danube.travel)



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