

DCC AT ITB BERLIN - FOR THE SEVENTH TIME!



Seventh year in a row the Danube Competence Center presented touristic offer of the Danube region at the International Tourism Fair Berlin (ITB) that took place between 7-11 March 2018.

Just like in previous years, DCC organized comprehensive package of promotional and networking activities under the name Danube@ITB. Partners for this edition were: German National Tourist Board, Danube Austria & Linz Tourism, National Tourism Organisation of

Serbia, Ministry of Tourism of the Republic of Bulgaria and Department of Culture and Tourism of Odessa City Council.



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DCC AT ITB BERLIN

A WAY TO CHINESE and USA MARKET

During five days, DCC presented a wide range of topics. One of them was possibility of joint marketing campaign on Chinese market, presented at the workshop „Europe invites – Danube connects. Reaching for the new markets“. It was a follow up of the last year's event that highlighted the opportunity of reaching greater visibility on the overseas markets through co-operation and joint marketing efforts based on the fact that 2018 is EU-China Tourism Year as announced by European Travel Commission. The workshop gathered around 40 participants, who had a chance to contribute to the discussion during last part of the workshop. The workshop was moderated by DCC Chair of the Board Ms. Gordana Plamenac, while Executive director of the European Travel Commission Mr. Eduardo Santander, and Director of Hungarian Tourism's Strategic Marketing Directorate Mr. Vince Berényi, contributed as speakers.

DCC Project Coordinator Mr. Vladan Kreckovic presented the Roman Emperors and Danube Wine Route in the framework of the panel organised by Institute of Cultural Routes from Luxembourg while DCC director of programmes Mr. Danko Cosic, presented transnational partnerships opportunities through waterways. This was the second event related to the EU initiative aiming at supporting EU tourism businesses and operators that wish to expand their businesses into the Chinese and US markets, focused on Europe's Culture, Pan European Itineraries Water Routes and Group Tourism.

TRAVELING ALONG THE DANUBE

Meanwhile, at the Adventure Stage and Event Area, experts who are working on the Transdanube.Pearls project Mr. Andreas Friedwagner from Verracon and Dejan Veselinov from VTC Consulting focused on the development of sustainable means of traveling along the Danube through the presentation of the journey they had in summer 2017, when they passed through all 10 Danube countries only by using bus, train or bicycle.



Traditional Danube Passport Game was also organized for public visitors. This raffle game gave the opportunity to the visitors to win great prizes while at the same time they could learn more about the second largest European river. The winners were drawn among 507 participants, which is 65% more than last year despite the fact that this year the game was organized during public days only.

 **Interreg**
Danube Transnational Programme
Transdanube.Pearls

TRANSDANUBE.PEARLS MEETING

The fourth partner meeting of the project Transdanube.Pearls took place in Vukovar, Croatia from 21-22 March 2018. In this meeting, partners presented the first sustainable mobility and tourism services implemented in the project. The participants of the meeting had the chance to visit a real-life example: regional mobility centre in Vukovar that is expected to start its work this year, as the first out of eleven mobility information centers that will be established in the partner regions along the Danube.

During the session on capacity building, the partners outlined the success of the transnational training course organized in Silistra, Bulgaria in October 2017. Altogether 30 trained sustainable mobility managers will use the knowledge to promote the benefits of sustainable mobility in their regions. Some of the mobility managers already carried out regional trainings in order to spread the word about the concept of sustainable mobility in tourism in their respective region. So far, 58 participants from the transport and tourism sector attended the regional trainings organized by the project partners. Further trainings will follow in the next months.

The next landmark event is the Midterm Conference of the project Transdanube.Pearls organized by the Danube Office Ulm/Neu-Ulm and scheduled for Neu-Ulm, Germany on 11 July. The conference will bring together experts from the sustainable mobility and tourism sector, as well as stakeholders from the partners' regions and provide the opportunity for exchange and cooperation among the participants from the Danube region.



DCC AT CYCLING AND ADVENTURE HOLIDAYS AT CMT STUTTGART 2018

On 13th and 14th of January 2018, the Danube Competence Center once more presented the cycling offer of the Danube region at Fahrrad- & ErlebnisReisen mit Wandern (Cycling & Adventure Holidays with Hiking), well known subsidiary show of CMT. CMT is the world's largest public exhibition for tourism and leisure, that takes place during first weekend of the fair at Messe Stuttgart and celebrates its 50th anniversary.



This year, we have gathered four partners from three Danube countries: Arbeitsgemeinschaft Deutsche Donau and Donaubuero from Germany, Bratislava Region Tourism from Slovakia and National Tourism Organisation of Serbia.

Visitors showed great interest for the promo materials related to the Danube and the stand was crowded most of the time, resulting in almost 3,000 copies of different publications being distributed during this two-days event.

CYCLING FAIRS IN GHENT AND UTRECHT

Following successful appearance at CMT in Stuttgart, DCC participated at Flanders edition of Fiets en Wandelbeurs fair that took place in Ghent, Belgium on February 10 – 11th. Cycling related offer of the Danube region was presented on our stand in Hall 2, and partner organisations were Bratislava Region Tourism and National Tourism Organisation of Serbia.

From March 2nd – 4th, 2018, DCC also participated at Dutch edition of Fiets en Wandelbeurs fair that took place in Utrecht, Netherlands where partners were: Bratislava Region Tourism, National Tourism Organisation of Serbia and iBike Belgrade.



FURTHER DEVELOPMENT OF DECRA PROJECT

In the framework of ERASMUS + project DECRA (Developing European Cultural Routes for All) led by French Federation of European cultural routes, DCC took part at the two international thematic meetings held in Forli (Italy) and Pula (Croatia). Both meetings, held in March and April, were focused on implementation of Faro convention, emphasising its different aspects. Meeting in Forli was dedicated to social inclusion and citizen participation, while in Pula project partners discussed valorisation of local heritage and connection between culture and tourism. More detailed report is available at:



DECRA meeting in Forli, Italy

DECRA meeting in Pula, Croatia



OFFICIAL OPENING OF ROUTES4YOU PROJECT

The Routes4U Project has been launched in the framework of the joint programme between the Council of Europe (Directorate General of Democracy) and the European Union (European Commission – DG REGIO). The 30-Month project (2017-20) enhances regional development through the Cultural Routes of the Council of Europe in the Baltic Sea, the Danube, the Adriatic-Ionian and the Alpine Region. These EU Macro-Regions encompass 27 countries with more than 340 million people.

On 26-27th March, during the official opening of the project in Brussels, Chairperson of DCC's Board of Directors, Ms. Gordana Plamenac, was the rapporteur for DCC about the activities on Roman Emperors Route and the Danube Wine Route. She also used the opportunity to present DCC as unique international organization of the kind on the Danube.

The participants represented four macro strategies, total of 25 cultural routes, as well as the potential of 15 additional networks which could be certified by the Council of Europe.

DCC AT EUROVELO 13 IRON CURTAIN TRAIL CONFERENCE

From 3rd – 5th of May 2018, Danube Competence Center representatives took part at EuroVelo 13: Iron Curtain Trail Conference in Berlin that was dedicated to further development of this route. Through series of presentations, workshops and at the end joint



ride along Iron Curtain Trail section in Berlin, participants had a chance to showcase current status of the trails in their countries, potential for cooperation in the future and establishment of overall cross-border management body that will take care of the route.

SEMINAR ON SUSTAINABLE MOBILITY IN KLADOVO

On 5th May DCC organized a seminar related with the Improvement and development of sustainable mobility services for the local tourism stakeholders in Iron Gate Region in the framework of further development of Transdanube.Pearls project. The event gathered more than 30 tourism stakeholders from major Iron Gate municipalities in or-



der to present them Feasibility study which contains guidelines for the implementation of measures on improvement and development of sustainable mobility services and infrastructure in mentioned region. During the seminar, participants could learn more about the mobility services and good practice examples coming from other Danube countries, upcoming steps in the project – such as Taxi on demand service and establishment of mobility info center. In last part of the seminar three tour operators that are also members of DCC presented their Iron Gate touristic offer: Serbia4Youth, iBike Belgrade and Robinson Adventure Travel. The event was highlighted with a cruising tour through the Iron Gate Gorge organized in cooperation with Hotel Aquastar Kladovo.



Zsolnay Heritage Management Ltd. (ZSÖK)

www.zsolnaynegyed.hu
www.pecsorokseg.hu

After winning the European Capital of Culture title in 2010, the city government decided to appoint ZSÖK as the manager of the new institutions together with further significant venues of Pécs (Zsolnay Cultural Quarter, Kodály Centre, UNESCO World Heritage sites, House of Arts and Literature, Pécs Gallery). The aim is to protect, renovate and promote tangible and intangible cultural heritage creating a long-term sustainability on these areas.



ROUSSE REGIONAL MUSEUM OF HISTORY

Regional Museum of History, Rousse

www.museumruse.com

Rousse Museum studies and presents the connections between man and the environment, traces the millennial life on the Lower Danube using artifacts that "keep the stories". The Museum manages nine museum sites, among which is the Roman Fort of Sexaginta Prista and the Rock-hewn Churches of Ivanovo (World Heritage Site).



Serbia4Youth

www.serbia4youth.org

Serbia4Youth is an organization focused on development of youth travel in Serbia. The main idea is to present destinations of Serbia in a new and creative way, to recreate touristic products and offer them to young people in order to encourage more frequent travel in Serbia. Our vision is recognition of Serbian destinations as attractive for youth travel in the region and the world, providing authentic and unique experience.

Roman heritage in Upper Austria

The Upper Austrian Provincial Exhibition has declared 2018 to be entirely in the sign of the Romans. The exhibition takes place from 27th of April until 4th of November and shows the history of the Romans, impressive original findings, interactive apps and virtual worlds.

Let yourself be taken on a journey along the Danube and discover the life of the Romans 1.800 years ago. More information can be found at <https://landesausstellung.at/>. (German reading comprehension skills required)

Theatre Festival "Nusic's days", Serbia

"Nusic's Days" Festival was established in 1984 in Smederevo, with the aim of making a great opus of comedy plays written by Branislav Nušić. Famous Serbian writer spent a significant part of his life (childhood and youth) in Smederevo. The festival brings him in focus through screen plays, scientific gatherings, debates, exhibitions, publishing, specialized programmes for children and through introduction of a Lifetime Achievement Award for actors-comedians.

Transdanube. Pearls Mid-Term Conference

Under the theme Sustainable Mobility along the Danube – New Ways of Cooperation on 11th July 2018, the Mid-Term Conference of the EU-project Transdanube.Pearls will take place in Neu-Ulm, Germany. Representatives of existing transnational network will emphasize the importance and the benefits of cooperation – across sectors and borders. The result will be outlined in a panel discussion with policy-makers and practitioners from the Danube region at the end of the conference. The conference is organised in cooperation with the Ministry of Transport Baden-Wuerttemberg (Germany) and addresses representatives from the tourism and mobility sector and interested citizens. [Please register for the conference here.](#)



iBike at tourism fairs



In March 2018, the Dutch founder of iBikeBelgrade and iBikeBudapest, Ralph van der Zijden, visited the Bicycle tourism Fair in Holland and the ITB in Berlin, as a partner of DCC. The shared goal was to promote the cycling-holiday opportunities along the Danube. iBike has been offering tours along the Danube in Serbia for several years. The company is the only one in Serbia offering all services to cyclists, from renting of high-quality trekking bikes, transport of luggage, transfer of people as well as having back-up vans and drivers or guides joining cyclists on their adventure in Serbia. Since 2018

iBike is focusing on its new product, the route between Budapest and Belgrade.

Tourism on the Run in Danube Delta

Ivan Patzaichin – Mila 23 Association decided to come with an alternative offer to the tourism on the run. Can you do slow tourism if you only have half a day to spend in Tulcea? We believe you can.

The Association proposes something like that for this season. First, a boat trip from Tulcea, sailing to the entrance gate in the Delta. Then, a ride on canotca - wooden boat combining the traditional fishing boat – lotca with a canoe, to Cotet lake as a supreme birdwatching destination. On the way back, fish soup made of fresh fish, as a great way to leave the beautiful Delta behind.

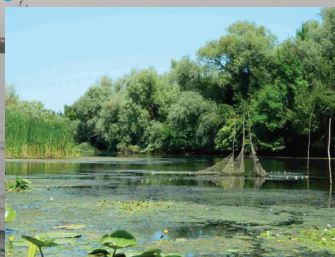
For extra information visit:

<http://turismmlent.ro/crisan/?id2=0000&lng=1>,

www.ecoturism.ecodeltadunarii.ro/en/,

<http://www.pescaturism.ecodeltadunarii.ro/home-EN-2.html>,

or contact us at: office@rowmania.ro



DOWN the DANUBE

By bus train ship bike or on foot

Last summer, in the framework of Transdanube.Pearls project, an international expert team consisted of mobility, tourism and video experts travelled 2.888 km long route along the Danube. They used only sustainable means of transport, such as busses, trains, ships and bikes. For this edition of Danube CC bulletin, we asked mobility and tourism expert to share their Danube experience with us.

Mr. Andreas Friedwagner,
mobility expert

Describe the Danube in three words:

Fascinating, diverse, connecting/linking

Share with us one interesting fact about the Danube that you didn't know before the trip:

You don't need the car to travel the Danube – you can use trains, busses, bikes and ships! It might take longer, but you will be definitely closer to the people and it will be more of an adventure!

Highlight most memorable gastronomic experience - food and wine in one sentence:

Sokác, a traditional bean dish prepared in a clay pot over an open fire served in Mohacs – ideally during the Sokác Beansoup Festival in August, where more than 100 families prepare it on the main street.

Share with us some adventurous story:

During one day, travelling in Austria, we managed to use five different trains (with one ticket!) and one ship in order to visit the monastery of Melk, taste cider, visit the old town of Dürnstein in the Wachau, have a Schnapps with the train conductor in Krems and proceed further on to Vienna.

Problems / obstacles along the way:

Due to the political situation some cross-border public transport connections have been



cancelled in the last years. This is hampering connectivity between regions of the Danube, which are traditionally closely linked to each other.

Would you recommend this type of journey to your friends?

Definitely! The good thing is that you don't need to travel far away. You can experience a totally new world by just getting on the train e.g. in Vienna and travelling less than an hour to the green jungle of Szigetköz.

Mr. Dejan Veselinov,
tourism expert

Describe the Danube in three words:

Gorgeous, mystic, diverse.

Share with us one interesting fact about the Danube that you didn't know before the trip:

I didn't know that there would be so many interesting destinations rich with tourist attractions and content. Every destination has its own authentic story and people who consider themselves a part of the Danube.

Most memorable gastronomic experience - food and wine in one sentence:

Passau, dinner at a height (a restaurant at the top of a hill), roasted ham prepared with potatoes and vegetables in a special bowl, still roasting when they brought it to us together with cold beer Löwenbrauerei Passau.

Share with us some adventurous story:

When we went with a canoe through branches and a shallow river bed in the Szigetköz area, they told us that some tourists call it the Amazon of Europe. Also, more than 30km long bicycle ride from Sulina to St George, over a rocky road, on a very hot day. The last part of the road was across hot sand, and we would share the last of our water, so the feeling was like we were in a survival reality show.

Problems / obstacles along the way?

We had minor problems with our bicycles several times, but there was always someone there to help us continue our journey. Now they are stories that we tell as some favorite moments from the trip.

Would you recommend this type of journey to your friends?

Of course, I do that every day. I think that no one can resist an honest story and experience that we had travelling sustainably by train, ship, bicycle, on foot, following the flow of the Danube, that tells the most interesting stories throughout Europe's history.

Check out the videos from the Transdanube.Pearls expedition:

[Follow the river](#)

[Down the river – Getting there someday, somehow](#)

[Go with the flow – the route is the destination!](#)

[Blue Danube and green paths – are we there yet?](#)

[Travelling along the Danube – sustainably](#)

