EU-Project
Sustainable mobility in tourism along the Danube – by ship, train, bus and bicycle!
• Project Leader: Austrian Federal Environment Agency
• Budget: 2,37 Mio. EUR
• Project Period: October 2012 - September 2014
• EU Danube Strategy: Priority Area 3 - help people to meet other people through cultural exchange and tourism
• 14 Project partners from 8 countries
Main Outputs

WP 3  Analysis of Mobility and Tourism
      → regional action plans

WP 4  Common Vision and Soft Mobility Offers

WP 5  Marketing-Strategy, Interactive Map and Soft Mobility Tourism Packages

WP 6  National and Transnational Stakeholder involvement

Jointly for our common future
WP 3 Analysis of mobility and tourism

Results of German Analysis

Good infrastructure

A lot of attractive offers

Results out of the project

Transnational Report

Collection of best practise examples

Jointly for our common future
Sustainable Mobility in tourism – A Vision for Danube region

5 Principles and recommendations for:
- Transport- and Tourism agencies
- Mobility sector
- Technology sector
- Destinations
- Tourism industry
WP 5 Soft mobility offers and tourism packages

Leave your car at home

Arrival and departure with train

Continue with regional trains...

...or with public transport, e.g. bus or train.

...or cycling and hiking along the Danube or in a near-by nature reserve

...or visit of one of the nice Danube cities and places of interest.

Adventure on the Danube...

Jointly for our common future
WP 5 interactive map
www.danubetour.eu
Data management

Tourism POIs: 18.092 (true)

Mobility Points: 49.216

Total: 67.306 (true)

• Due to different level of content management less information in lower Danube region
• Further data management is needed!
WP 6 National and Transnational Stakeholder
Plans for the future

Transdanube 2

- Mobility and Tourism Information
  - Developing the interactive map further

- Vision: Sustainable Mobility in Tourism
  - Awareness raising on sustainable mobility
  - Sustainable mobility cooperation network
TRANSDANUBE – Team

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Thank you for your attention!