

# DanubeHIKE

## Project outcomes and benefits for destinations

International Hiking  
Conference

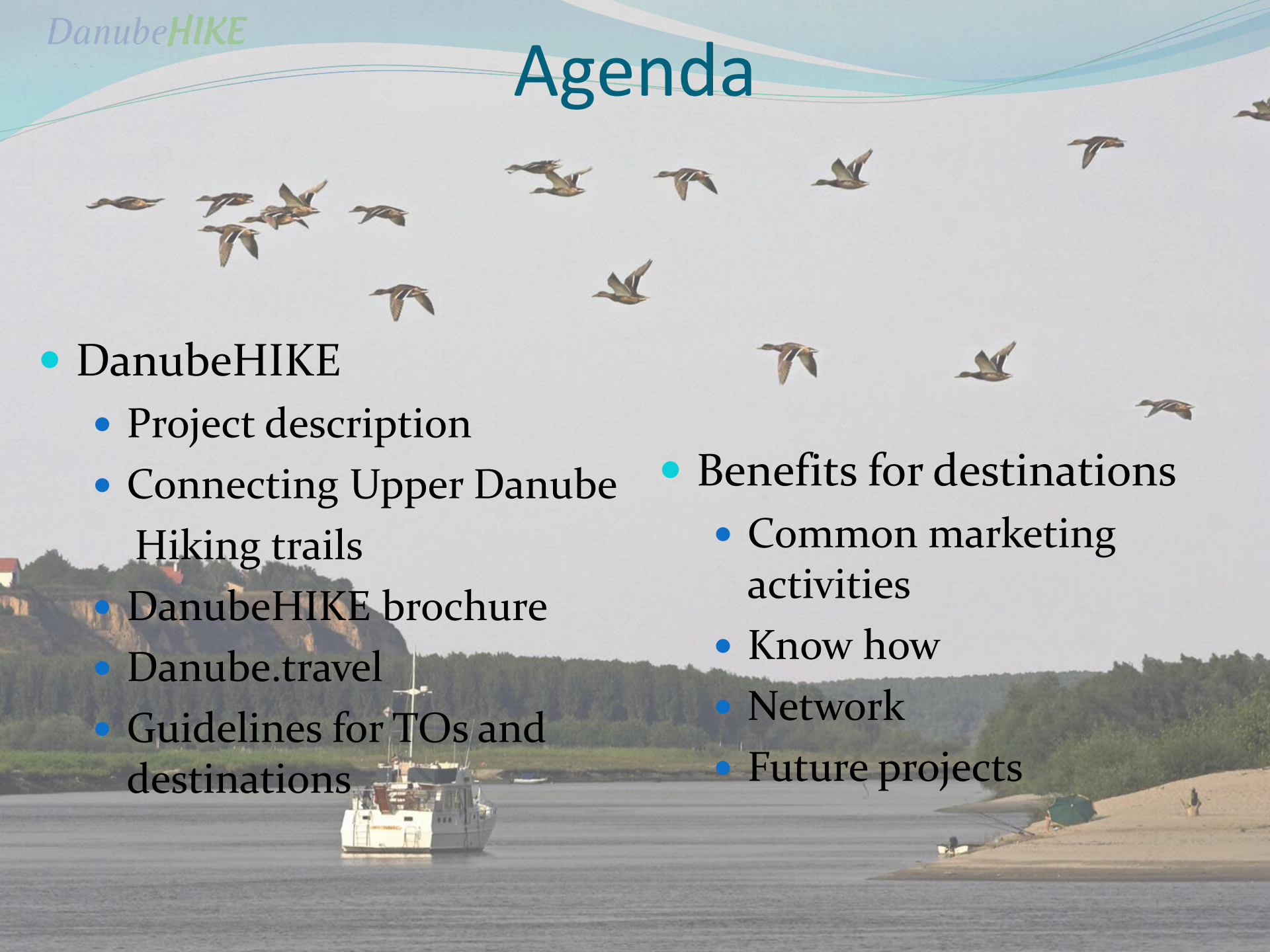
Linz, 19/11/2012





# Agenda

- DanubeHIKE
  - Project description
  - Connecting Upper Danube Hiking trails
  - DanubeHIKE brochure
  - Danube.travel
  - Guidelines for TOs and destinations
- Benefits for destinations
  - Common marketing activities
  - Know how
  - Network
  - Future projects



# Project description

- Project duration: 12 months
- Partners: Naturefriends International, WGD Tourismus GmbH, ARGE Deutsche Donau, Regional Development Agency Komárno, Danube Competence Center, Bulgarian Ministry of Economy, Energy and Transport
- Supported by: European Commission - DG Enterprise and Industry, the Austrian Ministry of Economy, Family and Youth, the Slovak Ministry of Transport, Construction and Regional Development



# Aim of DanubeHIKE

- Creation of common marketing activities along the entire Danube
- Networking of tourism stakeholders along the Danube towards cross-border collaboration
- Supporting tourism stakeholders in developing successful hiking products in the Danube region
- Knowledge transfer and exchange of know-how towards a common goal
- Contributing to support Danube bordering countries according the aims of the EU strategy for the Danube region

A hiker with a backpack stands on a rocky ridge, looking out over a wide river valley. The river winds through the valley, surrounded by green hills and mountains in the distance. The scene is framed by trees in the foreground.

# Project Outcomes



# Connection of hiking trails

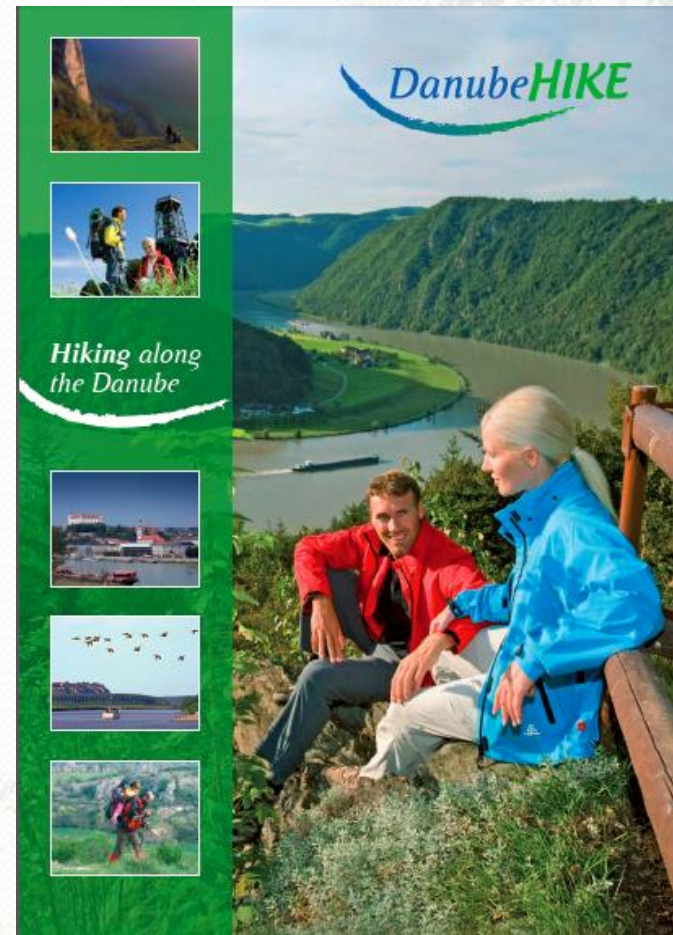
- Donausteig (Bavaria, Upper Austria)
  - Welterbesteig (Lower Austria)
  - Austrian Way of Saint James
  - Nibelungengau & Mostviertel (Lower Austria)
- > hiking trail Nibelungengau connected with Donausteig in Upper Austria and Welterbesteig Wachau
- > stages between Sarmingstein (Upper Austria) Emmersdorf and from Melk to Ybbs (Lower Austria) are developed





# DanubeHIKE brochure

- Presenting the potential of the Danube region
- Target group tour operators, service providers and destinations
- Overview of existing hiking offers along the Danube





# Web portal

- Danube.travel
- Developed by Danube Competence Center
- International platform for unifying touristic offers along the entire Danube
- Hiking section
- Presentation of hiking offers and destinations





# Interactive hiking map

- Connection to Google maps
- GPS data for download
- Upload of pictures, experience reports, comments
- Display icons for accommodation, restaurants etc.

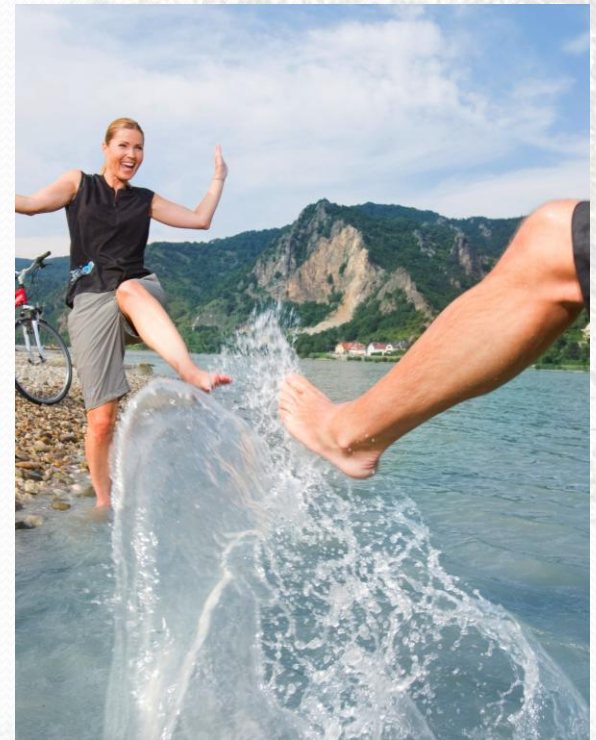


Access: [Danube.travel](http://Danube.travel)



# Guidelines for destinations and tour operators

- Support for the establishment and implementation of sustainable hiking offers
- Quality criteria for destinations, tour operators, accommodation providers, transportation companies
- Good practice examples
- Support for successful Marketing activities



# Creating networks

- International Hiking conference as get together for tourism professionals along the Danube
- Strengthening networks within project partners and beyond -> project meetings, connection to international meeting about the status quo of hiking tourism in June
- Fostering cross-border collaboration beyond the project's scope



# Product development workshop

- 5<sup>th</sup> December 2012 in Sofia
- Tips and hints for establishing successful hiking offers
- Experience exchange
- Networking
- Know how transfer from a professional perspective

# Benefits for destinations & tourism stakeholders





# Common marketing platforms

- Presentation of good practice examples within DanubeHIKE brochure (targeting professionals)
- Country displays at today's conference
- Company/Destination presentation on web portal [danube.travel](http://danube.travel) (targeting tourists)
- Common hiking maps, social media connection via web portal ([danube.travel](http://danube.travel))

# Enlarged network

- Integration in DanubeHIKE network and mailing lists of project partners
- Connection to tourism stakeholders on all levels (national, regional, local) along the entire Danube
- Know-how transfer via project activities and through conference



# Know-how

- Use of analysis for hiking tourism along the Danube
- Support for connecting and marketing infrastructure
- Quality criteria for accommodation, hiking trails, transportation and service providers
- Support for building –up successful hiking regions
- Existing examples – experience from professionals to professionals

# Basis for future projects

- Access to experienced project partners
- EU-funded projects along the Danube – EU strategy for the Danube region
- Continuation of activities of DanubeHIKE beyond the scope of the project e.g. branding and marketing the Danube region, product development and innovation
- Potential participants for hiking workshop please contact DanubeHIKE partner from Bulgaria (MEET)



# Contact:

Christian Baumgartner

[christian.baumgartner@nf-int.org](mailto:christian.baumgartner@nf-int.org)

Cathrine Schwenoha

[cathrine.schwenoha@nf-int.org](mailto:cathrine.schwenoha@nf-int.org)

And all DanubeHIKE partners

Pictures:

Iron Gates, Christian Baumgartner

Hiking map, WGD/NFI

Danube in Serbia, DCC

Danube Gorge, Peter Stöckl

Hiking shoes, Martin Büdenbender,

pixelio.de

Summary report, NFI

Danube.travel, DCC

Cycling tourists, Weissenbrunner

o km, Christian Baumgartner

Danube in Austria, Beatrix Weichselbaum

