

EXPECTED RESULTS

1. Collected regularly updated database for tourism offer in the cross-border region visible in a well-promoted web-site

Collected database through:

- ▶ investigation of existing sources;
- ▶ 3 field trips in each country lasting one week each;
- ▶ conduction of 5+5 workshops for update of information;
- ▶ development of a web site and publication all information on it in an attractive way published information for minimum 1000 service providers in the region
- ▶ translation of the website in Bulgarian, Romanian, English and German

2. Supported and coordinated development of the tourist offer in the cross-border region through workshops, trainings and conference:

- 10 workshops organised /5 in BG and 5 in RO/;
- 200 cross-border participants in the workshops;
- held 3-day final conference
- 100 participants in the conference;
- 1000 tourism service providers promoted through the website and materials in the cross-border region

3. Produced promotional materials for the tourist cross border region: printed and disseminated 5000 brochures and 5000 flyers; 3000 items of 6 editions x 500 items of magazine; produced 150 T-shirts; produced tourist movie on DVD. Printed tourist map of the region with bicycle track. All materials produced in 4 languages /Bulgarian, Romanian, English and German/. Printed tourist map of the Danube bicycle track

4. Signposting of the Danube bicycle route: conducting a study for signposting of the Danube bicycle route in Bulgaria and in Romania; approval of the study from the two transport ministries; pilot signposting of 100 signs

5. Promoted Danube velo route, publicity and information: organised one 10-day promotional Danube tour for 30 international journalists to travel by bike and boat along the Danube; promotion of the Danube bicycle route at 5 major tourism events in Danube countries; broadcasted promotional video in 3 local televisions, 3 local radio-stations for 10 months and billboard publicity for 10 months in 3 towns