

Project no. 1-2.1-7  
„Danube Velo Route”

## PROJECT OBJECTIVES

### GENERAL OBJECTIVE

***“Promotion and development of cross-border tourism along the Danube in Romania and Bulgaria”***

The Danube river used to be a border for many years. Now it unites people and countries from Europe. This project is a step towards the development and promotion of tourism along the Danube in both Bulgaria and Romania, building an image of the tourist area as part of a bigger route with many possibilities for tourism

### SPECIFIC OBJECTIVES

***Specific objective No1: “Continuation of the well-known Danube bicycle route from Budapest to the Black Sea”***

The Danube velo route is a well-known destination for bikers and tourists. It is officially recognized as part of Eurovelo route No6 starting from the Adriatic to the Black Sea. The last stage between Bulgaria and Romania, however, is still a “blank spot” on the map. There’s no structured information for bike tourists in this cross-border area. The signposting of the Danube velo track has reached as far as the Iron Gate and subsequently the only velo tourists in this area are rare adventurers or velo-nomads. Continuation of the route means gathering information about various tourism offers like accommodation facilities, catering, incoming agencies, marinas, rent out possibilities for boats and bicycles, etc; making promotional materials, organizing promotional events and participation at tourism fairs; developing a study for signposting and pilot signposting of a stage of the route.

***Specific objective No2: “Development and promotion of various forms of tourism along the Danube”***

The bicycle route is the main focus of the project, but also other types of tourism will be supported in the cross border Danube region such as: Nautical tourism as water trekking, yachting (marinas), boat renting, sport fishing etc; Rural tourism, holidays at a traditional village, horseback riding, rural specialties, training in traditional handcrafts etc; Cultural tourism; relicts of an old history /roman, medieval, ottoman/; wine tourism, development of wine routes, tourism offers at wine yards, degustation; camping tourism, diversification of cruise offers, etc. Database with all these tourism offers will be built and promoted through development of brochures, film and the organization of a promotional Danube tour. All materials will be exhibited at five Danube international tourism fairs.

Workshops with local stakeholders will be organized in all parts of the cross-border area in order to provide an impulse to the local organizations and companies interested in tourism development. Consulting and cooperation with tourism businesses, associations, communities and NGO’s at the Danube will intensify the development of the tourist offer and will encourage new initiatives and the development of new projects

***Specific objective No3: “Development and promotion of the regional image of the Danube river between Bulgaria and Romania as tourist destination”***

An image of the Danube velo route as a whole has been already established and is attracting more and more tourist every year. The tourist flow, however follows the direction west – east and has reached up to the Iron Gates so far, because of lack of information for the part of the Danube between Romania and Bulgaria and no promotional campaign for the whole area. The current project plans to place the last part of the Danube velo route right in the middle of the attention of potential tourists through the organization of one 10-days promotional Danube tour for journalists; the presentation of the cross-border tourism area at five international tourism events in Danube countries through the production distribution of promotional materials such as brochures, flyers, DVD film and web site.