

**Sustainable Transport and Tourism
along the Danube**
www.transdanube.eu

Study Visit II
Ulm/Neu-Ulm – Danube Upper Austria - Vienna



WP 6 / Action 6.2

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IMPRESSUM – CONTACTS

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Revision: (in case)

Participating project partners:

PP3, PP7, 20% PP1 - Danube Office Ltd,
 Friends of Nature International

More information about TRANSDANUBE and the project activities & results are available at www.transdanube.eu

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1 INTRODUCTION

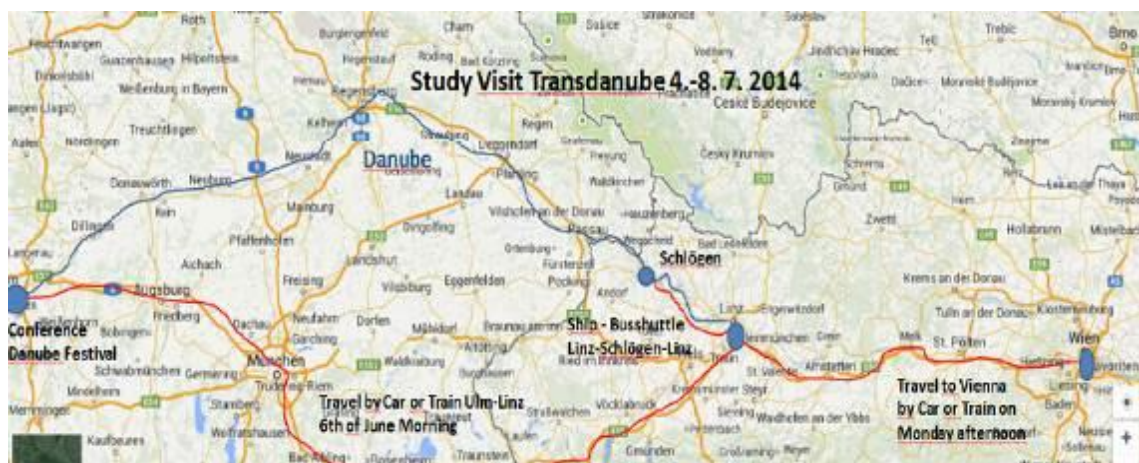
The Transdanube Action Plan also includes study visits which are part of the action 6.2 Regional and national stakeholder involvement. Regional and national stakeholders play an important role for the smooth running of the project and to obtain the results required for the MDA.

The development of Sustainable Mobility along the Danube including train, bus, bike and shipping traffic in order to improve accessibility and facilitate the concept of sustainable tourism in the whole Danube region, presents the main objective of the SEE project Transdanube. Furthermore, these improvements will also lead to an economic and tourism continues development and consequently promotes the Danube Region, including the Moldavian Danube Area (MDA), as a whole.

ATM - Association of Tourism Development in Moldova participating in TRANSDANUBE only since end of 2013, so they couldn't participate at the Study Visit I in June 2013.

The second Study took place in Germany and Austria, in July 2014 with the new partner Moldova. At this time the biannual International Danube Festival in Ulm/Neu-Ulm took place combined with the Transdanube-Conference "Sustainable Tourism & Green Economy in the Danube Region". So the start of the Study Visit was in Ulm, Germany.

In general, study visits serve as a tool to help identifying and involving relevant stakeholders. Furthermore, presentations of best practices of sustainable tourism mobility in Austria will increase the awareness of possible benefits concerning sustainable transport among the delegation of new member country Moldavia and the other participating project partners.



2 STUDY VISIT PROGRAMME

TRANSDANUBE Study Visit II

Conference & Good Practice

Ulm/GERMANY – Schlögen- Linz-Vienna/AUSTRIA

Programme

Arrival: 3rd/4th July 2014, Departure: 8th July 2014

Arrival 3./4. July 2014 Ulm	
20:30	Get together/ Dinner, Gasthaus Krone
4 July 2014 Ulm	
9.00	Guided city tour – Meeting point 9.00
12.30	Conference Sustainable Mobility-Green Economy
Evening	Opening Ceremony and dinner at the “Internationales Donaufest”
5 July 2014 Ulm	
9.00	Conference Sustainable Mobility (until 14:00) Presentation different initiatives in workshops
15.00	Danube Offers: Presentation Danube Competence Center & Ulm Tourism Organisation
Evening	Gala concert
6 July 2014 - Linz	
Morning	Departure By Car or Train Ulm Main station 8.56 to Linz 13.13
Noon	Departure Ship Linz – Schlögen appr. 14.00 Overnight Stay Hotel Donauschlinge (reserved)
7 July 2014 – Schlögen/Linz	
9.00	Meeting Danube Marketing Plattform Upper Austria Lecture Petra Riffert Danube Marketing Association
10.00	Visiting “Schlögener View”- Donausteig (Danube Hiking)
11.30	Bicycle ride to Obermühl (Lunch) including ferry and Untermühl
15.00	Shuttle to Linz appr. 16.00
16.30	Continuation of the trip to Vienna
8 July 2014 – Vienna	
Morning	Welcome by LP Agnes Kurzweil Visit ship station - TwinCityLiner
Afternoon	Visit Tourist Information Vienna; City Walk

3 SHORT DESCRIPTION PROGRAMME SITES

Officially the Study Visit starts with the opening ceremony on Friday Evening. Some participants arrived already Thursday evening. They were welcomed at Gasthaus Krone (oldest Inn in Ulm) near the Danube Office Ulm/Neu Ulm.

3.1 Ulm Tourism - Visit of Ulm Tourist Information Center und Guided City Tour

Wolfgang Dieterich, managing director of tourism Ulm/Neu Ulm presented the tourism organisation of the two Danube cities > see presentation, annual report, criteria tourist information center.

After answering a lot of questions, the participants followed a guided city tour: Ulmer Münster (highest Dom of Christian Church), Fisher quarter, Danube (historic development)



3.2 Transdanube Conference - Sustainable Mobility & Green Economy

At 1:30 pm on Friday 4th July the conference in Ulm/Neu-Ulm started with some inputs from Mayor of Ulm Ivo Gönner, European Minister Peter Friedrich and Minister of Infrastructure and Transport Winfried Hermann. Afterwards the issue “Funding possibilities for the Danube Region” was discussed by Dr. Frank Speier (Ministry of Finance and Economy, Baden-Württemberg), Matthias Holzner (State Ministry of Baden-Württemberg) and Prof. Dr. Norbert Höptner (Steinbeis Europa Zentrum).

On Saturday morning Karla Peijs (European Coordinator for the Rhine-Danube Corridor), Prof. Gerd Finkbeiner (IKH Schwaben), Daniela Schily (GIZ) and Hendrik Wintjen (mascontour) debated about the topic “Economy, Ecology and Mobility: Tourism development as a model for regional cooperation”. After the panel discussion three different workshops took place in which the participants talked about the topics Transport/Tourism along the Danube, Magistrale for Europe and Green Economy.

The programme and output of the Conference is documented by the Danube Office Ulm/Neu-Ulm: www.donaubuero.de/fachkonferenz



3.3 Danube Tourism Upper Austria

Sunday at noon - after a train travel Ulm – Linz - the participants meet at Danube ship station Wurm & Köck near the famous Lentos Museum in Linz.

The common trip with the ship of Wurm & Köck (travelling daily between Passau – Linz) should demonstrate the already well-developed river infrastructure and the usage by tourists at this part of the Danube. See: <http://www.donauschiffahrt.de/de/home.html>



The overnight stay was at the Hotel Donauschlinge at one of the most exiting parts of the Danube in Austria. The Hotel is a hub for Biking & hiking tourists along the Danube and member of Bed&Bike and has other quality labels. www.donauschlinge.at



Monday Morning Ms. Petra Riffert Managing Director from the Marketing Cooperation Danube Upper Austria gave a presentation about the tasks of this professional organisation and told about the two main touristic products: Danube biking (EuroVelo 6) and Danube Hiking (Donausteig). There were a lot of question about the organisation and funding experience > see ppt presentation.

Further documents: Statutes Danube Upper Austria, Concept Hiking - Signage

Quality Criteria bett+bike accommodations see:

- Deutsch: <http://www.bettundbike.de/was-ist-bett-bike/adfc-qualitaetskriterien-fuer-fahrradfreundliche-beherbergungsbetriebe>
- Englisch: <http://www.bettundbike.de/en/what-is-bett-bike/adfc-quality-criteria-for-bicycle-friendly-overnight-accommodations>

www.donauregion.at, www.donauradweg.at, www.donausteig.at



After the discussion in the conference room Hotel Donauschlinge the participants had some practical experience of this touristic offer:

- Donausteig/

Danube Hiking is a very important tourism offer in Austria. After years of development now a longdistance hiking from Krems to Passau (Welterbesteig Wachau – Nibelungen Trail – Donausteig) is possible. In Schlögen at the Donausteig the participants had a great view to the “Donauschlinge”.



- **Bike ride to Obermühl-Untermühl using Danube ferries**

Danube biking (EuroVelo 6) is a main touristic product. The study tour provides a common experience from Schlöglen to Untermühl using a lot of touristic services:

- Bike rental: Donautouristik www.donautouristik.at
- Ferry at Obermühl
- Lunch Restaurant Aumüller
- Shuttle with Luggage Transport Taxi www.eiltaxi.at



3.4 Vienna

After other project partner terminated the study tour on Monday the representatives of ADTM Mr. and Ms. Miron visited interesting points in Vienna.

Ms. Kurzweil from the leading organisation Austrian Environmental Agency welcomed them at the TwinCityLiner ship station.

After a meeting in the ÖAR office with Karl Reiner a visit of the tourist information centre and walk through the city centre concluded the study tour Tuesday afternoon.



It was agreed to send a short report with additional documents to the participants.

4 ATTACHMENTS

- Summary Conference
- Presentations Tourism Ulm/Neu-Ulm Mr. Dieterich
- Criteria Tourist Information Germany
- Presentation Danube Upper Austria Ms. Riffert
- Statutues Danube Upper Austria
- Criteria Members Donausteig
- Concept Signage
- Example Package Danube Biking

TRANSDANUBE is supported by 25 Associated Strategic Partners and Observers from the SEE programme area and beyond – for further details please visit: www.transdanube.eu