

# TRANSDANUBE

## Kick-Off-Meeting

Vienna, Dec. 10 – 12, 2012



**BRATISLAVA  
REGION**

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# Work Package 5

## Mobility & tourism marketing

### General information

- Responsible partner: PP 3 Bratislava Self-Governing Region
- WP total budget: 416 274,00 EUR
- Timeframe: 03/2013 – 08/2014

### Content

- Information about different mobility options
- Promoting sustainable mobility in the Danube region
- Regional marketing strategies

### Aims

- Achieve a better status of sustainable transport in the public view
- Provide information about existing and newly developed sustainable transport offers
- Creating an informational tool – a digital map accesable by the broad public

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# Work Package 5

## Mobility & tourism marketing

## Activities

- 5.1 Tourism mobility information
- 5.2 Soft mobility packages and offers
- 5.3 Marketing strategies and measures

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### 5.1 Tourism mobility information

- **Budget:** 128 821,00 EUR
- **Timeframe:** 04/2013 – 08/2014
- **Aim:** General information about mobility and tourism offers presented in form of a digital map
- **Tasks:** Development of an interactive map module for wide range of users
  - Development of a map tool adapted to the needs of the partners
  - Trainings for project partners in full utilization of the map tool
  - Integration of the map module into existing web portals

- **Responsibilities:**

**20% PP1 DO** – develop an interactive map module, organize one-day trainings for project partners

**PP10 SKCYCLO** – connect the interactive map with websites along the EuroVelo

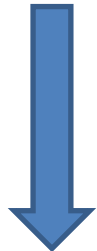
**PP1 DTC, PP5 BBTM, 20% PP1 DO, IPA PP1 DCC** – integrate the map into existing web portals

**All PP's** – inputs: identification of information to be used in the map, share experiences and requirements for the development of the map, participating in trainings

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## 5.2 Soft mobility offers and packages

- **Budget:** 147 340,00 EUR
- **Timeframe:** 04/2013 – 08/2014
- **Coordination of activity:** PP1 DTC Danube Tourism Commission
- **Aim:** Development of comprehensive tourist packages focusing on soft mobility solutions
- **Tasks:** Establish cooperation with regional tourism service providers



Local and regional stakeholder involvement

Organisation of trainings on how to create soft mobility offers and packages

Development of criteria for soft mobility offers and packages

Create prototype packages combining different fields of tourism and sust. transport

Development of tourist packages on regional as well as on transnational level

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## 5.2 Soft mobility offers and packages

- Responsibilities:

Creating 13 prototype packages

**PP1 DTC** – Coordination of activity + reporting

**PP2 BGLD, PP3 BSGR, PP4 WPRED** – Develop cross-border tourism packages

**PP7 CSDCS** – Develop cross-border eco and cultural tourism packages for Russe region

**PP8 INCDT, PP9 SERDA** – Ecotourism packages for the Danube Delta

**PP3 BSGR, PP10 SKCYCLO** – Develop packages for the Small Danube area

**PP3 BSGR** – Develop soft mobility packages for water reservoir Hrušov – Gabčíkovo

**IPA PP2 RARIS** – Connecting EuroVelo 6 with tourism attractions of the Eastern Serbia

**PP5 BBTDM** – Develop packages to be integrated in Bakony and Balaton tourist card

**PP6 VIDIN** – Promotion of cultural, historic and natural monuments in Vidin

**IPA PP1 DCC** – Feasibility study of transport offers in Belgrade area

**PP2- PP10, IPA PP1** – Develop soft mobility packages aiming at connecting EuroVelo 6

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### 5.3 Marketing strategies and measures

- **Budget:** 185 472,00 EUR
- **Timeframe:** 06/2013 – 08/2014
- **Aim:** Develop a strategy on how to promote sustainable mobility in the Danube region
- **Tasks:** Create a label/brand to jointly promote sustainable tourism in the Danube region
  - Create tools for providing tourists with information about the sustainability of the offered mobility packages
  - Develop regional marketing strategies and connect them with national and transnational strategies, Stakeholder involvement
  - Organising regional workshops to adjust services provided by the tourist organisations and mobility information centers (train staff)
  - Establish cooperation with partners in the transport sector in order to create a network of information on sustainable transport

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### 5.3 Marketing strategies and measures

- Responsibilities:

**IPA PP1 DCC** – Develop criteria for soft mobility packages in tourism together with project partners

**All PP's** – Input for the definition of criteria for soft mobility packages in tourism

**IPA PP1 DCC** – preparation of a comprehensive mobility and tourism marketing strategy, preparing an action plan for implementation

1. Consolidate all inputs and prepare a draft marketing strategy
2. Organize presentation workshop for stakeholders
3. Disseminate the tourism and mobility marketing strategy

**PP2 - PP10, IPA PP1, IPA PP2** - Develop or update regional marketing strategies and develop marketing tools and other measures to promote soft mobility tourist packages

**PP10 SKCYCLO** – Create a Marketing pilot – European long distance bicycle route certification

**IPA PP2, PP5** – Installation of tourism sign tables/posts

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# Work Package 5

## Mobility & tourism marketing

### Timeline

Activities	2012			2013												2014									
	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	
<b>5.1 Tourism mobility information</b>						X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
<b>5.2 Soft mobility offers and packages</b>						X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
<b>5.3 Marketing strategies and measures</b>								X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	

10/2012-03/2013

### Activities in the first period:

- Prepare tendering (20% PP1 Danube Office)
- Identification of existing information to be integrated in the map (ALL PP's)
- Collect experiences and specific requirements for the development of the map (ALL PP's)
- Collect inputs from project partners and evaluation of outputs from activity 3.2 State of the Art Analysis to be transferred (20% PP1 Danube Office)
  
- Develop criteria for soft mobility offers and packages (IPA PP1)
- Prepare training sessions on how to create soft mobility offers and packages (IPA PP1)
- Establish contacts with tour operators (IPA PP1 + PP1 DTC) Jointly for our common future

# Work Package 5

## Mobility & tourism marketing

### Timing of the outputs

WP 5 mobility & tourism marketing			Period 1	Period 2	Period 3	Period 4	Period 5	TOTAL
Concrete outputs	Responsible partner	Participating partners	10/2012-03/2013	04/2013-06/2013	07/2013-12/2013	01/2014-06/2014	07/2014-09/2014	until the end of the project
<b>O5.1.1. Interactive map and map tool kit</b>	ERDF 20% PP1 - DO	All PPs, ASPs, OPs	0	0	0	0	1	1
<b>O5.1.2. Trainings on the interactive map and the map tool</b>	ERDF 20% PP1 - DO	PP2, PP3, PP4, PP5, PP6, PP7, PP8, PP9, IPAPP1, IPAPP2	0	0	0	1	0	1
<b>O5.2.1. Integrated soft mobility packages for tourists</b>	ERDF PP1 - DTC		0	0	0	0	13	13
<b>O5.3.1. Transnational marketing strategy</b>	IPA-I PP1 - DCC	All PPs, ASPs, OPs	0	0	0	1	0	1
<b>O5.3.2. Regional marketing strategies</b>	ERDF PP3 - BSGR	PP2, PP3, PP4, PP5, PP6, PP7, PP8, PP9, IPAPP1, IPA PP2	0	0	0	0	10	10
<b>O5.3.3. Tourism sign tables/posts</b>	IPA-I PP2 - RARIS	PP5	0	0	0	0	5	5

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# Work Package 5

## Mobility & tourism marketing

### Budget

WP 5 Mobility & tourism marketing								
Name of Partner	Internal			Total internal	External	Equipment	Financial charges, guar.	TOTAL
	Staff	Overhead	Travel					
LP - EAA	5 940,00 €	475,20 €	0,00 €	6 415,20 €	0,00 €	0,00 €	0,00 €	6 415,20 €
ERDF PP1 - DTC	5 000,00 €	400,00 €	0,00 €	5 400,00 €	3 000,00 €	0,00 €	0,00 €	8 400,00 €
ERDF PP2 - BGLD	30 000,00 €	2 400,00 €	0,00 €	32 400,00 €	26 000,00 €	0,00 €	0,00 €	58 400,00 €
ERDF PP3 - BSGR	10 250,00 €	900,00 €	1 000,00 €	12 150,00 €	23 000,00 €	0,00 €	0,00 €	35 150,00 €
ERDF PP4 - WPRED	8 900,00 €	1 780,00 €	720,00 €	11 400,00 €	10 000,00 €	0,00 €	0,00 €	21 400,00 €
ERDF PP5 - BBTDM	11 300,00 €	904,00 €	0,00 €	12 204,00 €	15 000,00 €	0,00 €	0,00 €	27 204,00 €
ERDF PP6 - Vidin Region	9 500,00 €	760,00 €	0,00 €	10 260,00 €	27 970,00 €	0,00 €	0,00 €	38 230,00 €
ERDF PP7 - CSDCS	20 000,00 €	1 600,00 €	1 500,00 €	23 100,00 €	4 500,00 €	0,00 €	0,00 €	27 600,00 €
ERDF PP8 - INCDT	32 000,00 €	2 560,00 €	1 000,00 €	35 560,00 €	2 000,00 €	0,00 €	0,00 €	37 560,00 €
ERDF PP9 - SERDA	5 500,00 €	440,00 €	0,00 €	5 940,00 €	16 500,00 €	0,00 €	0,00 €	22 440,00 €
ERDF PP10 - SKCYCLO	6 300,00 €	504,00 €	1 000,00 €	7 804,00 €	55 000,00 €	0,00 €	0,00 €	62 804,00 €
ERDF 20% PP1 - DO	8 500,00 €	680,00 €	1 000,00 €	10 180,00 €	30 000,00 €	30 000,00 €	0,00 €	70 180,00 €
IPA-I PP1 - DCC	5 550,00 €	444,00 €	1 500,00 €	7 494,00 €	12 000,00 €	0,00 €	0,00 €	19 494,00 €
IPA-I PP2 - RARIS	1 750,00 €	140,00 €	450,00 €	2 340,00 €	3 000,00 €	15 000,00 €	0,00 €	20 340,00 €
<b>TOTAL</b>	<b>160 490,00 €</b>	<b>13 987,20 €</b>	<b>8 170,00 €</b>	<b>182 647,20 €</b>	<b>227 970,00 €</b>	<b>45 000,00 €</b>	<b>0,00 €</b>	<b>455 617,20 €</b>

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# Bratislava Self-Governing Region

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