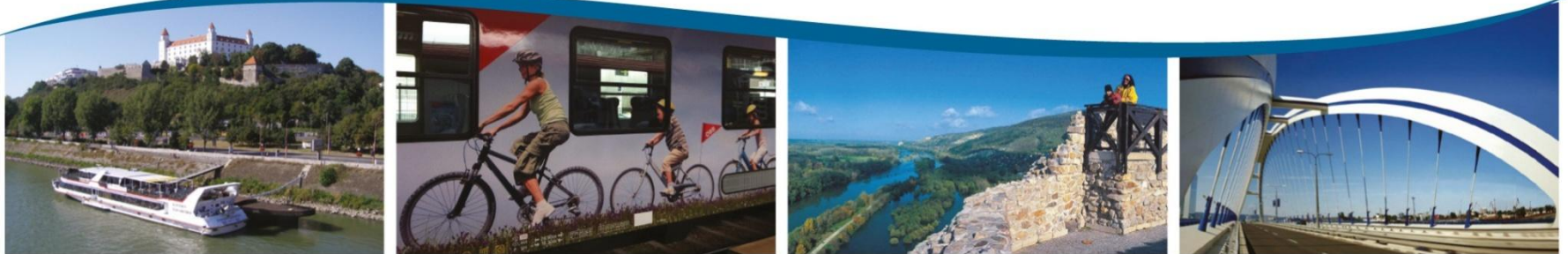


# Work Package 5

## Mobility & Tourism Marketing

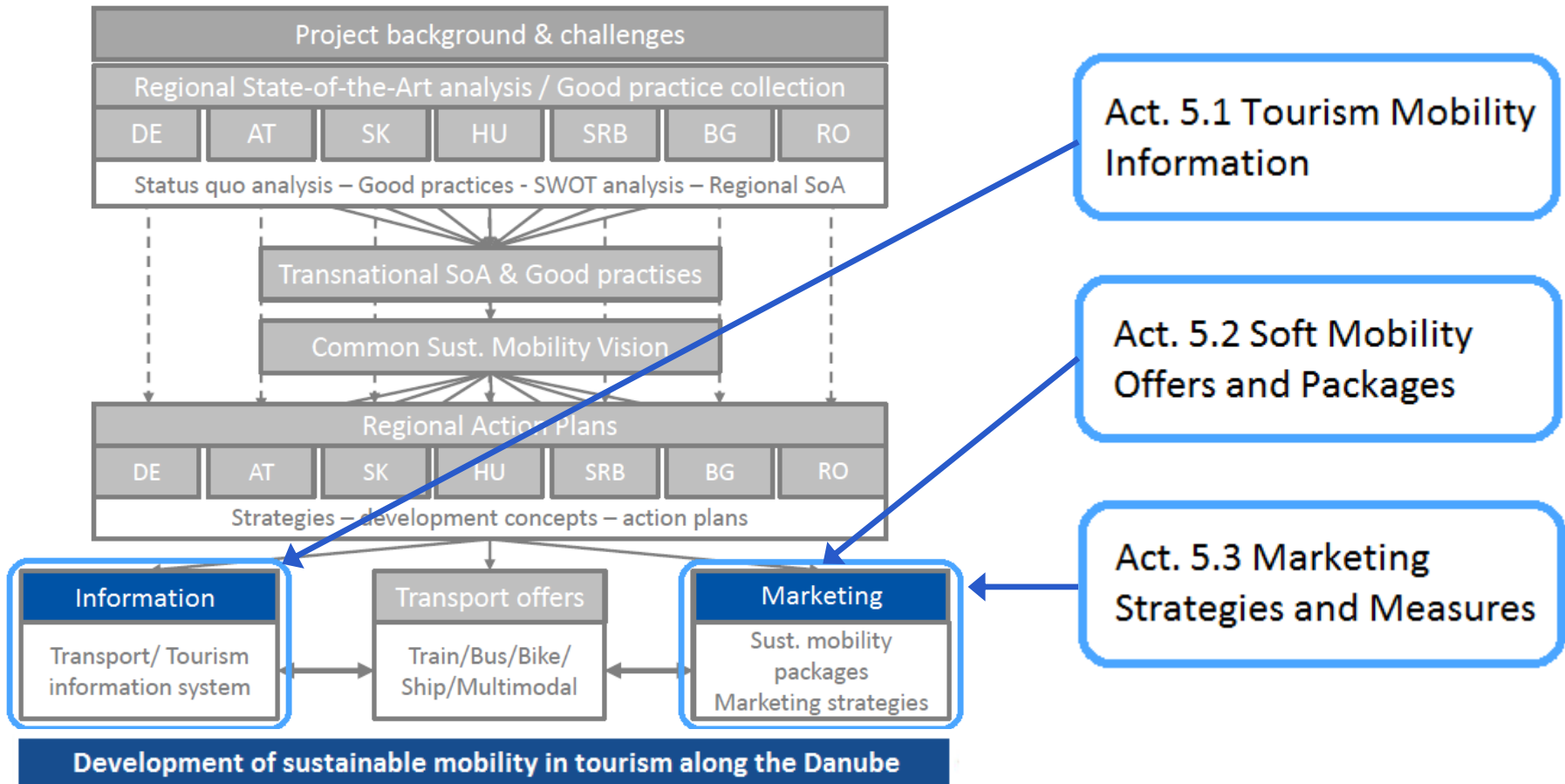
Peter Furik, Bratislava Self-Governing Region  
2<sup>nd</sup> Parters Meeting, Vidin 16<sup>th</sup> – 17<sup>th</sup> April 2013



## INTRODUCTION

WP5 is focusing on the promotion of the specific qualities / attractions of the regions along the Danube together with the existing/newly developed sustainable transport offers. WP5 activities are addressing the issue of promoting sustainable tourism in the Danube region on different levels:

- Development of regional marketing strategies to promote soft mobility in the Danube region
- General information about the existing touristic attractions and the possibilities to get there using sustainable means of transport presented in form of a digital map accessible by the broad public (both local people and tourists)
- Development of criteria for soft mobility packages in order to provide tourists with objective indicators for sustainable mobility offers
- Development of sustainable mobility tourism packages (covering the whole tourist service chain)
- Development of specific marketing measures like signing, information campaigns for tourist/mobility information centers, etc



## COORDINATION

### WP leader

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### Act.5.1 leader

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### Act. 5.2 leader

PP01 Danube Tourist Commission - DIE DONAU  
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### Act. 5.3 leader

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Boris Camernik [boris.camernik@danubecc.org](mailto:boris.camernik@danubecc.org)



# Act. 5.1

## Tourism Mobility Information

## CONTENT

### Development of an interactive map

- Development of a tool for the data-entry and visualization of mobility-and tourism-information. Development of an interactive map module that shows mobility offers and can be used by third parties. The map will be based on the analysis made under WP 3.2 and capitalize results from past or ongoing projects.

### Development of a map tool

- Through the integration of the digital map module into existing web portals, the information is available for the user (traveler, local population) in a standardised format for the whole Danube region. Therefore, the map can be a module for local and regional tourism portals.

### Enter data under a standardised format

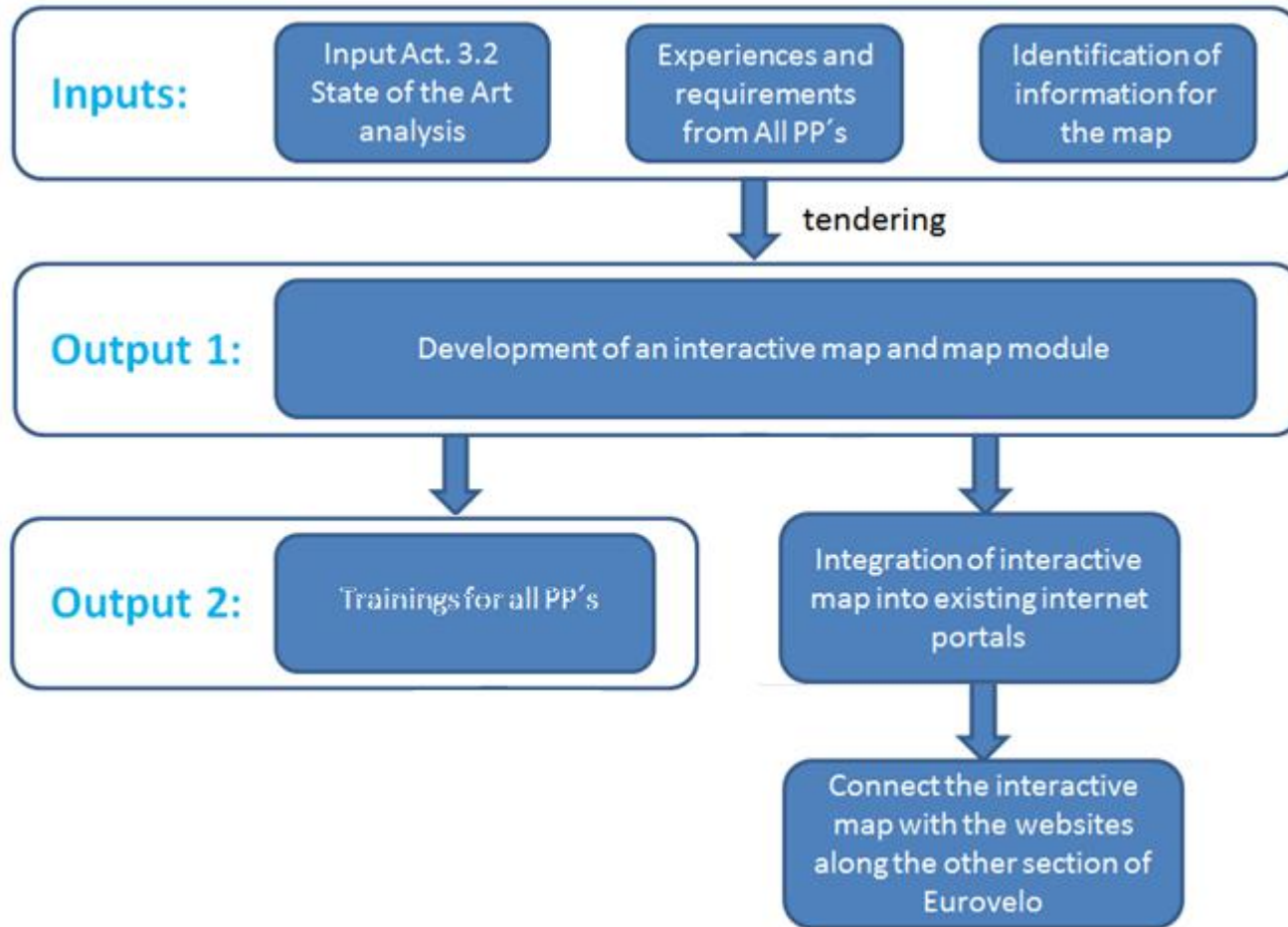
- It cannot be the aim of the project to provide complete information on transport and tourism for the whole Danube region. It will rather provide a tool for the regions that enables them also after the project end to enter data under a standardised format. In the framework of the project the data-entry will be demonstrated in selected regions.

### Trainings

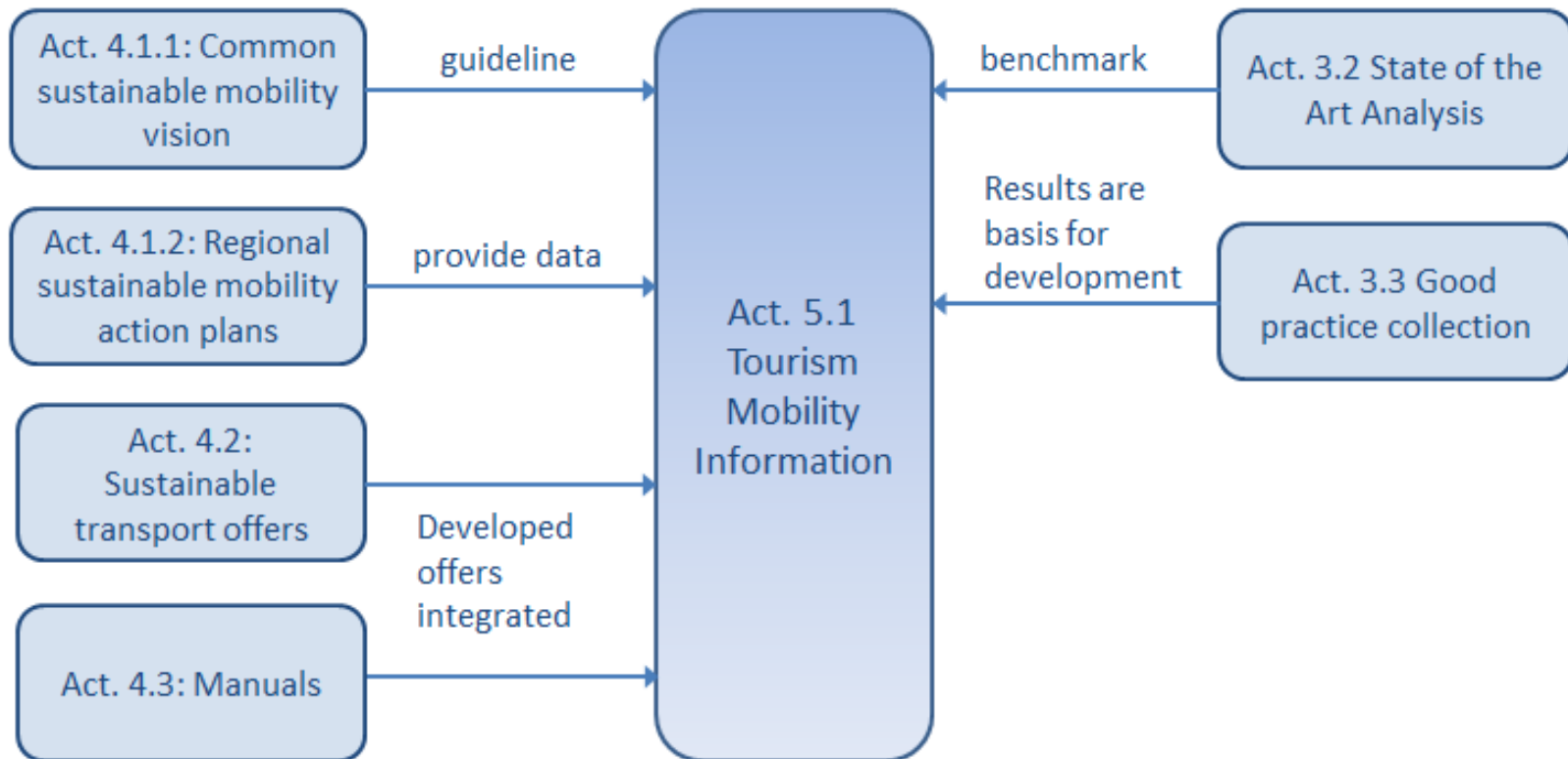
- One-day trainings will be held on the interactive map and the map tool developed in the project.



# Action plan:



## INTERLINKAGES WITH WP3 and WP4





## OUTPUTS

- Interactive map tool and map tool kit
- Trainings on the interactive map and the map tool

## ROLE OF EACH PARTNER

### 20% PP1 DO

coordination of activity

development of an interactive map module, organize one-day trainings for project partners

### PP10 SKCYCLO

connecting 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

identification of information to be integrated in the map, share experiences and requirements for the development of the map, participating in trainings

# Act. 5.2

## Soft Mobility Offers and Packages

## CONTENT

### **Provision of modular packages**

In order to facilitate and enhance the use of means of sustainable transport, the provision of modular packages along the tourist supply chain is of major importance. Therefore, a central aim of the project is the development and extension of such packages, including arrival, natural and cultural tourist attractions, mobility at the destination, accommodation and departure.

### **Development of criteria**

Develop criteria for soft mobility packages in tourism together with PPs, ASPs and OPs

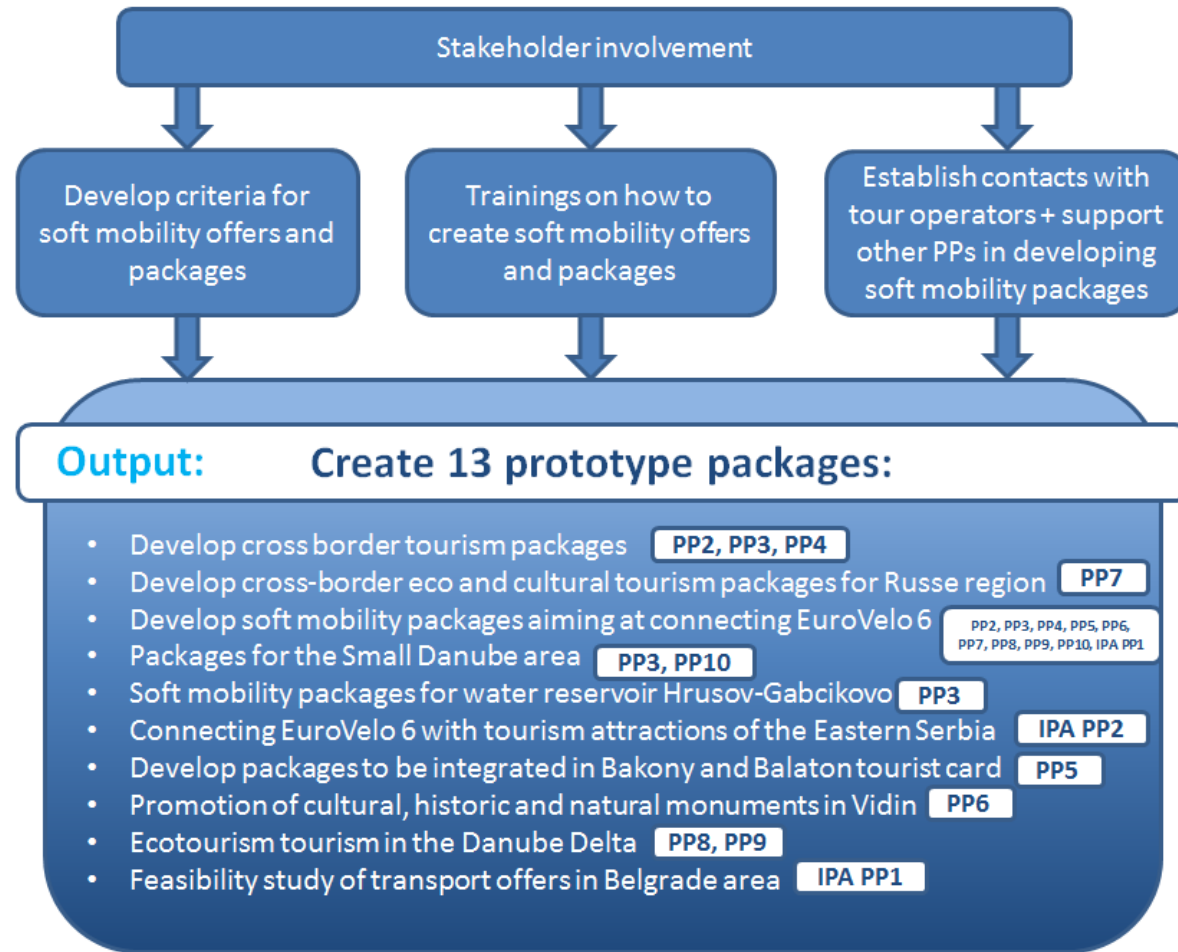
### **Organize trainings**

Organize trainings on how to create soft mobility packages for partners, DCC members and other interested stakeholders (in combination with Act. 5.3 activities)

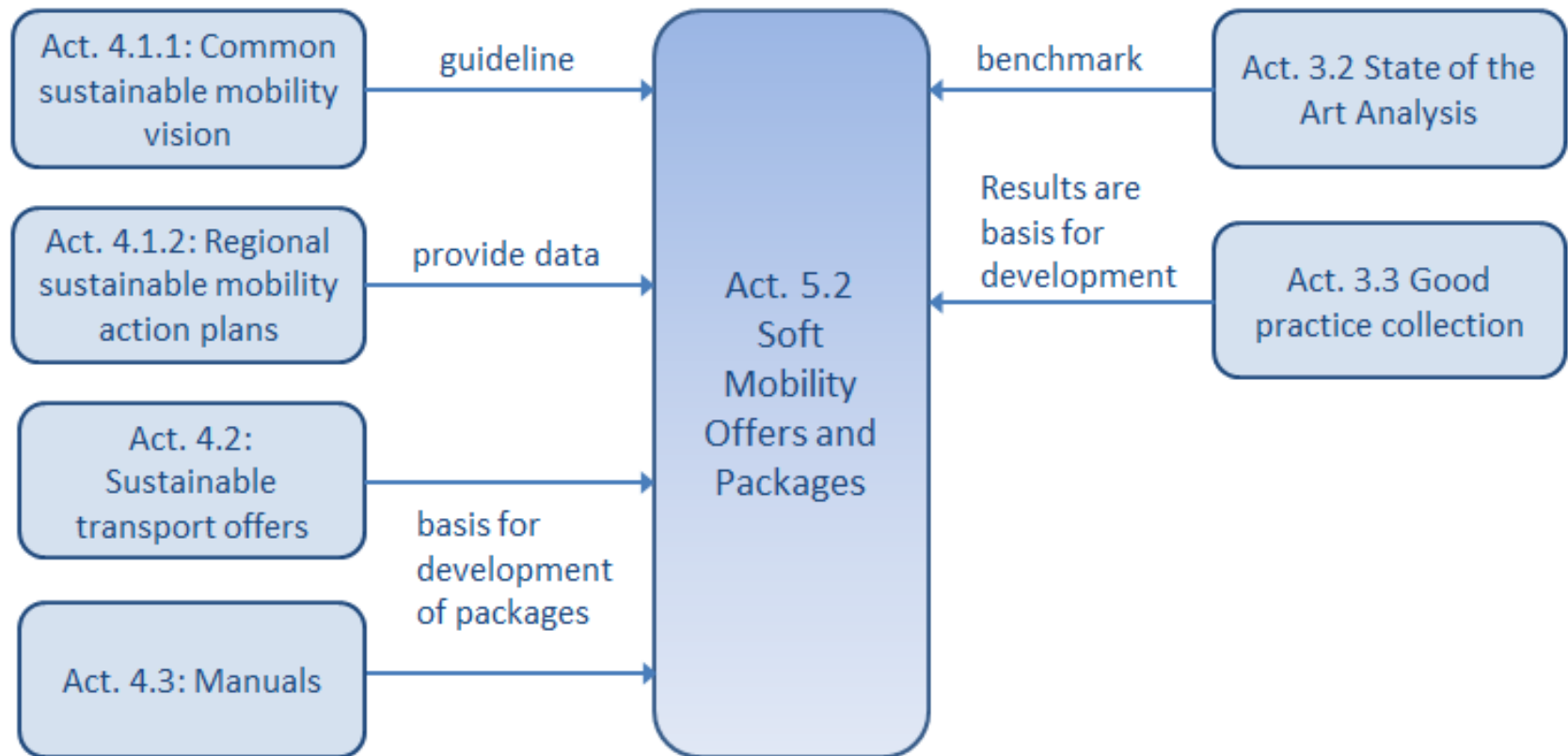
### **Create prototype packages**

Developing soft mobility packages as mentioned in the AF

# Action plan:



## INTERLINKAGES WITH WP3 and WP4



## OUTPUTS

- 13 Integrated soft mobility packages for tourists

## ROLE OF EACH PARTNER

### PP1 DTC

Coordination of activity following the commonly developed methodology, Establishing contacts with tour operators + support other PPs in developing soft mobility packages

### IPA PP1 DCC

Develop criteria for soft mobility offers and packages, Organize trainings on how to create soft mobility offers and packages, Establishing contacts with tour operators + support other PPs in developing soft mobility packages

### All PPs

Stakeholder involvement, Create prototype packages

# Act. 5.3

## Marketing Strategies and Measures

## CONTENT

### Branding the Danube Region

- Criteria of soft mobility packages could be part of a label/brand with the aim to raise awareness for sustainable tourism in the Danube region.

### Developing of regional marketing strategies

- The partners will develop regional marketing strategies to promote soft mobility in the Danube region, as well as connecting their regional strategies with national and transnational strategies.

### Installation of points of information for tourists

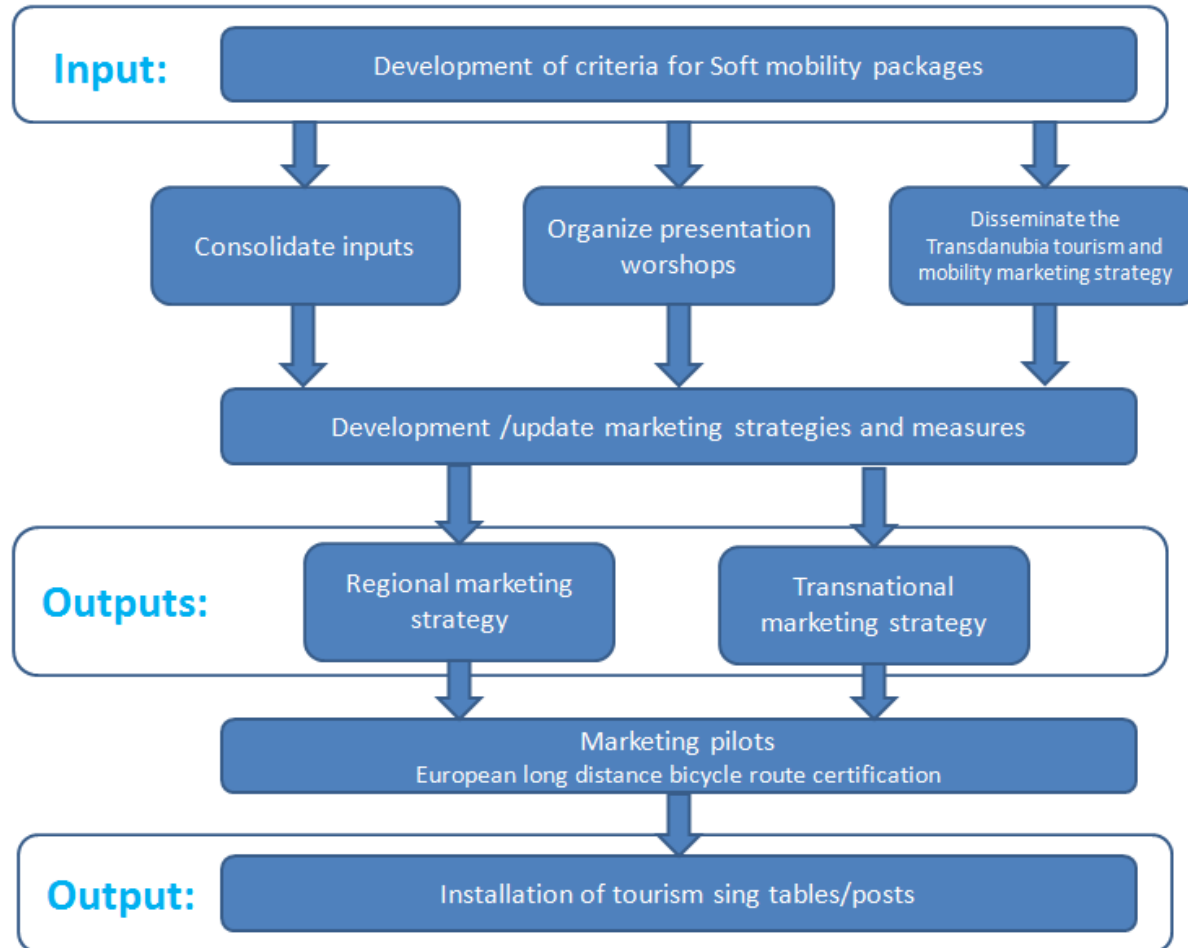
- installation of points of information for tourists, providing not only information about tourist attractions, but also about means of transport

### Establishment of Network

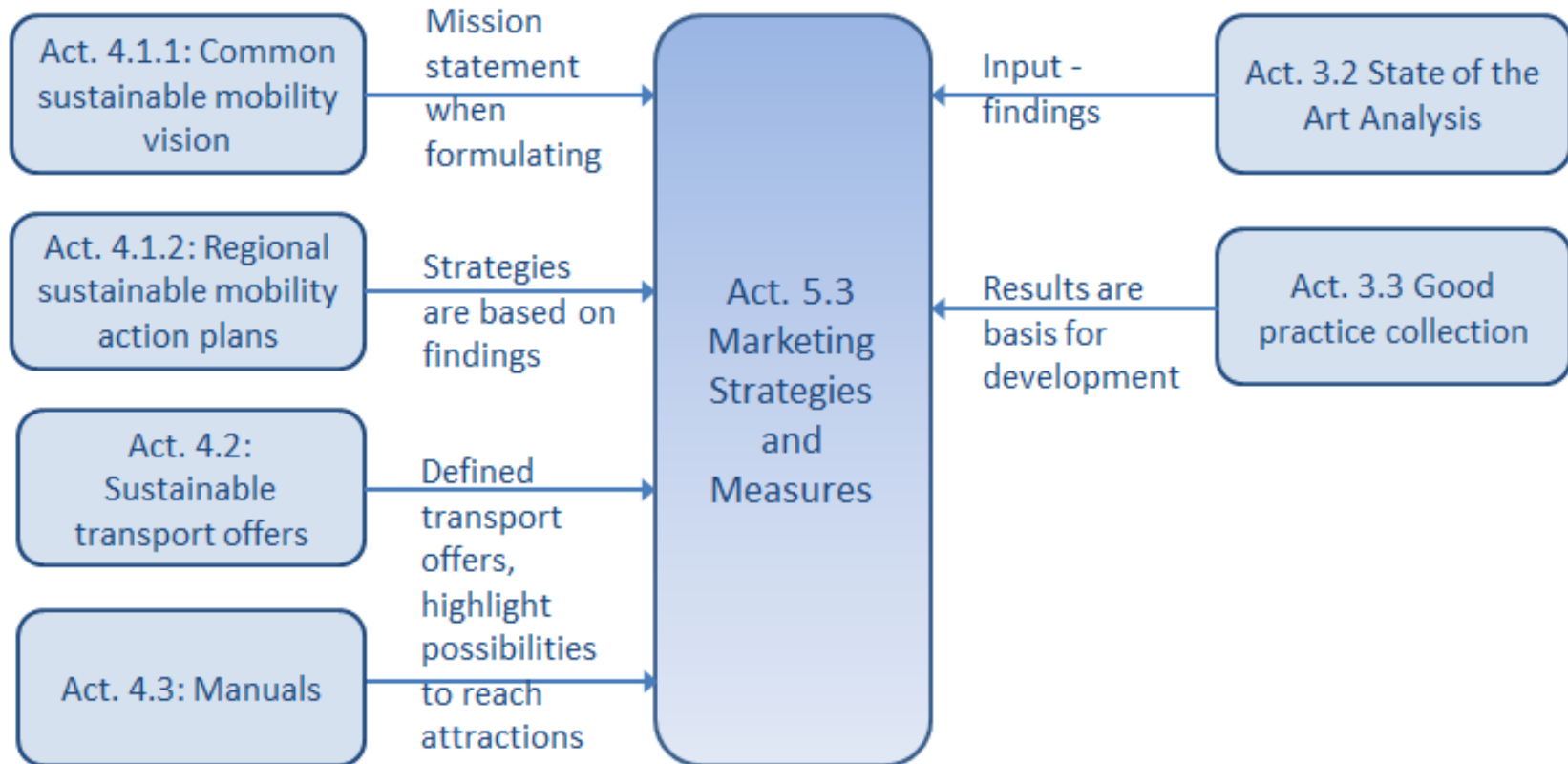
- Establishment of cooperations with additional partners in the transport sector (e.g. tour operators, river cruise, etc.), in order to build a larger network of information on sustainable transport and further contribute to its promotion.



# Action plan:



## INTERLINKAGES WITH WP3 and WP4



## OUTPUTS

- Transnational marketing strategy, 10 Regional Marketing strategies
- 5 Tourism sign tables/posts

## ROLE OF EACH PARTNER

### IPA PP1 DCC

Coordination of activity, Develop criteria for soft mobility packages, Consolidate inputs from PPs, Organize presentation workshops, Disseminate the Transdanubia tourism and mobility marketing strategy, Transnational marketing strategy

### PP3 BSGR

Regional marketing strategy

### PP2, PP3, PP4, PP5, PP6, PP7, PP8, PP9, PP10, IPA PP1, IPA PP2

Develop or update regional marketing strategies and develop marketing tools and other measures

### PP10 SKCYCLO

Create a Marketing pilot – European long distance bicycle route certification

### IPA PP2, PP5

Installation of tourism sign tables/posts

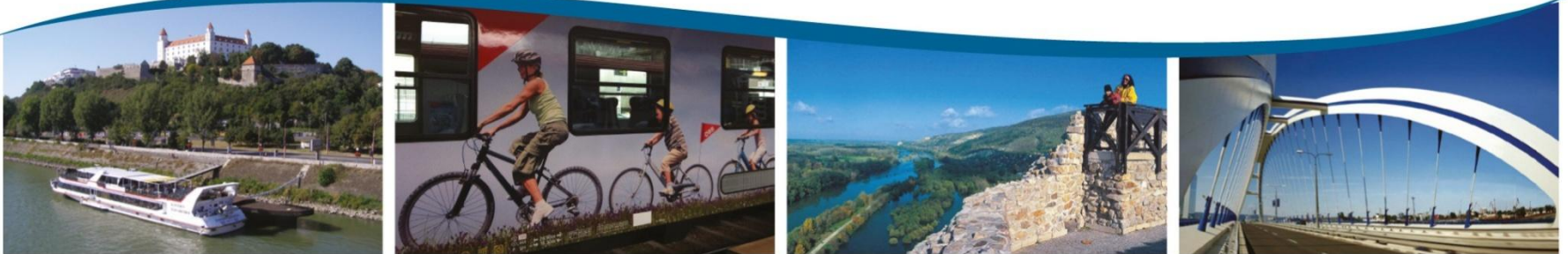
### All PP's

Input for the definition of criteria for soft mobility packages in tourism

# THANK YOU

## for your kind attention

Peter Furik, Bratislava Self-Governing Region  
2<sup>nd</sup> Parters Meeting, Vidin 16<sup>th</sup> – 17<sup>th</sup> April 2013



Jointly for our common future