



**Sustainable Transport and Tourism
along the Danube**
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PRESS RELEASE

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Jointly for our common future

TRANSDANUBE project aims to identify solutions for mobility management through sustainable accessibility and interconnectivity between cities and regions along the Danube and within participating regions by environmentally sound mobility like trains and buses, dial a ride buses and taxis, environmentally friendly alternative vehicles, ships and boats or bicycles. Special focus lies on the environmentally friendly accessibility of tourism regions and nature parks. A transnational report of the state of the art on sustainable mobility as well as a good practice collection will be the basis for a common soft mobility vision for the Danube region.

On the basis of the experiences gained from the TRANSDANUBE project, the project partners elaborated a common vision for sustainable mobility in tourism. The vision includes principles and recommendations for the implementation of sustainable mobility within the Danube region. Not only will the document guide the project partners through the project, it will also be a guideline for authorities, tourism and transport businesses and umbrella bodies, destination management and regional development organizations, NGOs and academia to implement sustainable mobility in tourism in the whole Danube region.

During the upcoming TRANSDANUBE Mid-Term-Conference (Bratislava, 17th September 2013) the legal representatives of the project partners will be the first stakeholders to sign the common vision. In the month to come we will actively look for other interested stakeholders willing to sign the document and therefore commit themselves to the principles and recommendations included in the vision.

Host of the Mid-Term-Conference is Bratislava Self-Governing Region, the smallest but the most developed and economically most productive region in Slovakia. Even with an area of only 2053 km² the region offers up to 40 bicycle routes in a length of 700 km. The newest successful international mobility project (2012) was the bridge over Morava river between DevínskaN.Ves and Schlosshof. The bicycle bridge "Slobody" (Freedom) is connecting not even the Slovak and Austrian bicycle paths, but also the wide touristic network. Bratislava benefits from its fortunate position at the heart of Europe; in addition, within this territory are the borders of two countries – Austria and Hungary.

Based on the findings of the regional and transnational State-of-the-Art analysis and the objectives defined in the common vision, the project partners started to prepare their regional action plans. These plans will provide a guideline for the implementation of concrete sustainable mobility offers and tourist packages in the partner regions. While some activities included in the action plans will be implemented in the lifetime of the Transdanube project, others will be realized in the following years.

Information about existing mobility offers and packages in the regions along the Danube is still weak. The Danube Office Ulm is seeking to overcome this barrier/obstacle by developing a tourism and mobility information system. Linking existing sources of information with necessary additional information provided by the project partners, this system will ease the access to information on how to get to the touristic attractions in the regions along the Danube using sustainable means of transport.

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