

Factsheet Sustainable Mobility Packages

A central aim of the project Transdanube was the development of new and the extension of existing sustainable mobility tourism packages in the project partner regions, including arrival, natural and cultural tourist attractions, activities and mobility offers at the destination, accommodation and departure.

Importance of sustainable mobility packages

Packages are an easy way for tourists to get a first impression of the transport and tourist services available at a destination. It is therefore a very important and efficient marketing measure. Furthermore, besides the attractiveness of a region (tourist attractions, leisure activities, accommodation facilities, etc.), the possibility to get there and around plays an important role in the tourist's decision-making process. Sustainable mobility packages can also help to facilitate and enhance the use of sustainable means of transport. Creating easy-to-book packages for tourists is a good way to convince tourists who are just passing through (e.g. cyclists, hikers) to stay in the area for a longer time and thus generate more value for the region.

Basis and guidelines for package development

The Transdanube sustainable mobility packages are based on the results of the State of the Art analysis (Act. 3.2) and the good practice collection (Act. 3.3) every partner has completed within WP 3.

Common guidelines and templates for the development of sustainable mobility packages were provided to ensure a comparable quality and to support the realisation process.

Sustainable mobility packages in Transdanube

Eleven out of all fourteen project partners worked on sustainable mobility tourism packages. The deals are nationally designed in Austria, Slovakia, Hungary, Romania, Bulgaria, Moldova

and Serbia, but also across national borders as for example in the border triangle of Austria, Slovakia and Hungary.

The offers include cultural, natural, pleasure and sports trips. The trips are for individual travelers but also appeal to groups, families and locals. Each offer has its own specials but all packages have the focus on sustainable mobility in common.

During the project about 25 offers were under development. Some partners do have ideas for even more packages. But so far they can only develop some of these to bookable packages. The offers are already finished for the most part - the tour operations of attractions, activities, accommodations, restaurants and transport facilities are summarized.

Examples for Transdanube sustainable mobility packages

Some project partners could develop their packages to bookable offers during the project duration. For example **RARIS**, Transdanube partner from Serbia, compiled the sustainable mobile tourism package "*Soul of Serbia*". In three days the Danube travelers can see the World Heritage Site of Serbia and explore the Serbian mountains and river landscapes. In this package the distances are mainly covered by coach.



Viewpoint above Danube river, RARIS

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Pelicans in Danube Delta, INCDT

Another example for a finished package is a four day trip through the Danube Delta developed by **INCDT**. During four theme days – “Wild Nature“, “Active Tourism“, “Sustainable Mobility” and “Cultural Diversity” – the tourists can experience the UNESCO World Natural Heritage by bike and boat.

The main theme of the sustainable tourism packages in Bratislava is based on cycling. **Bratislava Self-Governing Region** created six different tourism offers which all include the use of bicycles. Moreover canoes and boats are offered as further means of transportation in these packages. Besides being active you can also explore cultural-historical sights.

In Ruse region one can experience the underground magic of the second largest cave in Bulgaria and discover the beautiful riparian terraces, meanders and a lot of areas of high biodiversity in Rusenski Lom Nature Park. In this package by Transdanube partner **CSDCS** public transportation is included.

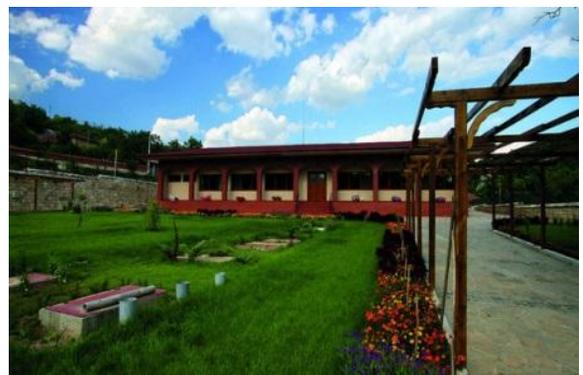
One package from the partner **West Pannon Regional and Economic Development** offers a bike tour across Budapest and then to Szentendre using the hungarian urban railway (HÉV) and a local bike renting system.

But even after Transdanube the partners have to work for the success of the packages: Tour operators have to be found and the packages have to be promoted so that they will be available soon for Danube travelers.

Promoting the packages

Because of their form of organisation some project partners can not sell the packages themselves. Therefore the sustainable mobility tourism offers were introduced to external tour operators who can sell the packages so that they will be available for Danube travelers. Tour operators from Austria and Germany already showed their interest in the Transdanube packages.

Apart from that the package descriptions will also be given to local touristic points where the packages could serve as suggestions for the tourists on what to do in the region and especially how to reach the points of interest with sustainable means of transport.



“Raynoff and sons” wine cellar, CSDCS