



Press Release

Transdanube.Pearls explores the Upper Austrian Danube region

15 organisations from 9 European countries along the Danube encourage the development of a Network of Destinations (“Pearls”) to offer their visitors and inhabitants the possibility to travel and explore the Danube region with sustainable means of transport.

Linz, 07 July 2017 – In the course of a study visit organized as part of the project “Transdanube.Pearls” around 40 participants visited the Upper Austrian Danube region and Werfenweng, a best-practice example of the Alpine Pearls. This trip was followed by a partner meeting, in which the participants continued their work on the implementation of new/improved mobility services, regional mobility centres and new tourist packages for inhabitants and tourists in the regions along the Danube.

40 participants explored the Upper Austrian Danube region in the course of a study trip and the partner meeting as part of the new EU-project “Transdanube.Pearls” from 3rd to 7th July 2017. As this project aims at developing a network of destinations (“Pearls”) committed to sustainable mobility in tourism, with the goal to improve sustainable mobility to, within and between these destinations, Werfenweng was also part of the itinerary. Werfenweng is one of 27 municipalities in the Alpine region that belongs to the network “Alpine Pearls” and which dedicates itself to soft mobility. The participants of the study trip were delighted by the offers in Werfenweng and could gather many new ideas.

The participants of the study trip cycled along the Danube Cycle Path in Upper Austria and experienced various mobility offers on the cycle path, such as ferry rides, rides with wooden barges, etc. Typical Austrian delicacies such as cider (“Most”) or pork joint (“Bratl in der Rein”) were served. Furthermore, a short hike to the prospect of the Donauschlinge Schlögen and a visit of the Engelszell Abbey was also part of the program.

This trip was followed by a partner meeting, in which the participants continued their work on the implementation of new/improved mobility services, regional mobility centres and new tourist packages for inhabitants and tourists in the regions along the Danube. These offers will create a unique selling proposition for the participating destinations, increase the



attractiveness of the whole Danube region and above all, reduce the negative impact on the environment. The EU-project will last until June 2019 and is co-funded by the Interreg – Danube Transnational Programme with an overall budget of 2.9 Million Euro.

During the project lifetime each destination will foster sustainable mobility in tourism through a comprehensive set of actions, such as the implementation of mobility information centers and mobility managers, the elaboration of dedicated capacity building measures for local and regional stakeholders and the improvement of information on mobility and tourism for inhabitants and tourists. In addition to that, pilot actions on bike rental, carriage, parking systems, new cycling paths or bus shuttle systems will be implemented in order to enhance sustainable mobility along the Danube. In summer 2017, experts from the mobility and tourism sector will travel along the Danube for 21 days using only sustainable means of transport! This tour will provide valuable inputs about the relevant touristic points of interest, the possibilities to get there with sustainable mobility services and the availability and accessibility of information on sustainable means of transport to, between and within future Pearls.

Pictures:

Picture (1): Traditional Austrian Dinner in the restaurant Hoamat ©WGD Donau Oberösterreich Tourismus GmbH

Picture (2): Schlägener Schlinge ©WGD Donau Oberösterreich Tourismus GmbH

Contact	Visit us online
Communication Manager Veronika Wierer Donaubüro Ulm/Neu-Ulm	http://www.interreg-danube.eu/approved-projects/transdanube-pearls
Tel.: 0731 880306 18	Facebook
E-Mail: v.wierer@donaubuero.de	https://de-de.facebook.com/Transdanube/