For the fourth time, DCC has presented the Danube Package at ITB in Berlin. This year, the participating countries have been Germany, Austria, Croatia (for the first time), Serbia, Bulgaria, City of Bratislava and Romania.

The package consisted of several activities like the Guided Tours to the partner stands with about 50 participants, the passport game with about 400 participants and 10,000 distributed passports, the Danube Forum with around 200 participants and the River Cruise Workshop (first time) with 30 participants. This year’s fair theme has been biking. A new bike brochure has been presented and distributed.

During four fair days, DCC welcomed about 1,500 visitors at the DCC booth.

We would like to thank the sponsors of the passport game: Arosa Cruise shipping, City of Bratislava and Flora Tours, Tourism Organisation of Belgrade, Tourism Organisation of Ilok and Tourism Organisation of Sremski Karlovci and Krumlov Region.

ITB 2015

In cooperation with wineries included in the Roman Emperors and Danube Wine Route, DCC exhibited wines from the Danube Region on its stand at the ITB 2015. Under the brand mark Wines from the Danube Region, prominent wines from Croatian, Serbian, Romanian and Bulgarian wineries were presented and offered as a prize to all visitors of the stand who managed to complete Danube quiz. One bottle of wine was waiting each visitor who provided all four answers correctly.

Next chance for further promotion came up between 26th and 29th March, since DCC was invited to present Wines from the Danube Region on Winterfest 2015, event that every year gathers prominent wineries from the Region. During the event, more than 30 wineries presented their offer, and therefore valuable connections for the upcoming Blue and Wine festival were made.

DCC WORKING CLOSELY WITH ITS MEMBERS

The 6th General Assembly of DCC was organized in the Municipality of Sremski Karlovci, Serbia, with participation of more than 50 members, on Feb 6th. An important element was the discussion about the new membership structure and, tied into that, the meaningful involvement of members in key DCC activities.

On the level of product development, it is important to mention that in 2014 first product club has been formed. It unites all important stakeholders - those with a long-term interest in a common cultural route, tourism product or segment - to organically manage all aspects related to it: such as product design, quality improvements, service consistency across different providers, and marketing. Consequently, as a pilot experience, the DCC Cultural Routes Product Club was established, creating a management umbrella for both the Roman Emperor’s Route and Danube Wine Route, which are intertwined with each other.

The discussion also focused on how to involve members in shaping a common marketing strategy, and therefore the establishment of the new DCC Marketing Committee was announced. This marketing committee was formally initiated during ITB 2015, and includes marketing representatives of relevant DCC member institutions - for now, national or leading regional tourism organizations. This new committee will co-decide about the marketing strategy of the DCC and make sure that DCC aligns its marketing with national interests of individual Danube countries in a complementary manner, collectively strengthening the positioning of the Danube in international markets.

Naturally, the DCC will strive to align the work of the product club with the focus of the marketing committee, in order to ensure optimum impact in source markets.

Present yourself to Emperor Galerius

From 20th May 2015 visitors on Felix Romuliana, an UNESCO World Heritage Site near Zaječar in Serbia, will be able to use Android mobile application in order to discover how citizens of Roman Empire socialized and presented themselves to the Emperor Galerius, through an interactive game. While exploring Felix Romuliana, users should be following clues given through the app where corresponding content is automatically shown as they reach specific place on site, telling a whole story. Project supported by GIZ / DCC.

Please search for Felix Romuliana on Play Store or scan QR code below to download the app.
The brochure for the Danube Cycle Path in Austria has been published again for the year 2015. For the first time, this brochure is also available in English. The brochure contains important information regarding cycling along the Danube in Austria. Clear maps show the route along the Danube from Passau – Linz – Vienna. The brochure offers further information on accommodation, sights and highlights along the route as well as numerous contact details for the journey on the Danube Cycle Path.

The brochure can be ordered for free in German on www.donau-oesterreich.at/prospekte. For the English version please send an e-mail to info@donau-oesterreich.at.

The Danube region of Austria at the ITB BERLIN

The Danube region of Austria presented itself with its own booth at the ITB in Berlin. The focus of its presentation was put on the Danube Cycle Path and hiking along the Danube as well as shipping, culture and nature.

At the same time, the yearly high glossy magazine “DANUBE. magazine 2015” was presented in German and English. This magazine can be read online or can be ordered for free on www.donau-oesterreich.at/prospekte. For the English version please contact the Austrian Danube region via info@donau-oesterreich.at.

Norbert Kettner (WienTourismus), Petra Riffert (ARGE Donau Österreich), Vice-Chancellor Dr. Reinhold Mitterlehner, Christiane Windsperger MSc (Niederösterreich Werbung GmbH), Mag. Bernhard Schröder (ARGE Donau Österreich), Friedrich Bernhofer (ARGE Donau Österreich) at the booth of the Austrian Danube Region © OÖ Tourismus/Herbst

The play “Neighborly jokes” in Vidin

The play “Neighborly jokes” is inspired and based on the culture and the popular customs of the cross border region Vidin – Nisava. The performance is a cultural product through which these two cultures meet, interact and integrate aiming to amuse the audience and to promote the identical features of the cultural legacy in this cross border region. The traditions connected with the local folklore and the popular customs of the people from the cross border area were explored using a survey, conducted in advance. The purpose of the survey was to find attractive legends, customs and rituals that are specific for the two regions and which form their unique cultural style.

CYCLING TOURS AROUND BRATISLAVA REGION

This season Bratislava Region invites you to take part in cycling tours across Slovakia and Austria. Several new routines will be available in following months, giving the visitors an opportunity to explore two countries in various ways:

- The route around hydroelectric plant on the river Danube
- A trip around region Zahorie
- The small Carpathians’ Route
- The Green Bike Tour

All four tours present specific combination of tracks that are varying in length, surrounding nature, cultural and architectural diversity. From easy tour that will take you through small villages and flat landscapes around Bratislava, through demanding less known terrain in Small Carpathians, tours are designed in such a way that each cycling enthusiast can find suitable package.

FLORA TOUR – NEW BRATISLAVA SIGHTSEEING TOURS

For upcoming season, travel agency Flora Tour operating in the area of incoming tourism in Slovakia, has prepared some new products, in order to give the visitors more options to explore Bratislava:

- Danube at full speed – Sightseeing drive by speedboat along the Bratislava’s embankment with completely unique view on the Danube and Bratislava highlights.
- Communist Bratislava - Retro tour on a legendary vintage bus Karosa where one will be able observe the development of communist and historic nature of Bratislava at the same time.

For more information about these and other tours please visit the link: www.floratour.sk/en/tours-2/
Danube Blue Week Festival will have its 5th edition this year! Festival will traditionally take place in Serbia, Romania and Bulgaria, as it was in previous years. A number of different events will be happening around the Danube Day, offering a good time to locals and tourists.

First event - “Blue and Wine” Expo, is scheduled for 27th of June in Ruse, Bulgaria, and it presents good match of wine tasting and presentation of tourism and wine offer in the Danube region. For the fans of nature and outdoor activities, following weekend brings a lot of fun. Cyclists should join our “Blue and Bike” event on the 4th and 5th of July that starts in Turnu Severin, Romania and ends as a party at surprise camp location somewhere in the Iron Gate region. The ones who prefer pedalling/rowing, should join the event in Belgrade, also on 4th of July, and take part in Great War Island tour or rowing competition.

In accordance with the DCC philosophy of sustainable tourism development, main goal of all three events is to show locals and their guests that Danube is an interesting tourism and entertainment resource. Therefore, we are focusing on showing how to use and protect it at the same time, as well as preserve it for the future generations.

After 4 successfully organised Danube Blue Week Festivals, DCC has created a strong and good team of committed partners, and we are happy to say that this year we are again working with Wild Serbia, Supernatural, Tourism organization of Belgrade, Tourism organisation of Kladovo Municipality (SER), Association Cyclomaniacs (ROM), Focal Point Destination Danube and Municipality of Ruse (BUL).

On behalf of all of us we are inviting you to join us and spend quality fun time during the Blue Week festival!

EXHIBITIONS ON DANUBIANA MEULENSEEIN IN SLOVAKIA

Until 28th June, two exhibitions will be open for visit on Danubiana Meulensteen Art Museum in Bratislava. The unique location bordering on three countries, and a sensitive integration with the surrounding nature and the River Danube, give the visitors extraordinary views of exhibited artworks, as well as of flora and fauna unique to the peninsulas of art in every season of the year. Upcoming exhibition will be focused on work of two great Slovak artists, Jan Švankmajer and Laco Teren, who both - in their own way - influenced the modern and postmodern art of movie and painting. Švankmajer’s stopmotion technique breaks the boundaries between dreams and reality, while Teren “returns to painting” approach that reaches for still lifes, women, nudes, dreams, nature motifs, flowers and plants from herbaria.

Further information:
www.danubiana.sk
www.tourismbratislava.com

Moldova Holiday application

From 6th April, tourists can download application Moldova Holiday that contains information and directions about the best 50 places of interest in Moldova. Based on the model of Slovenia’s Top 50, application leads you through most famous wineries, museums and monasteries in Moldova, cultural and architectural monuments.

The app’s design follows the guidelines for using the national tourism brand and has an English-language interface. The campaign is realized with the support of USAID CEED II project, in partnership with ANTRIM, Tourism Agency, Chisinau International Airport, Orange Moldova and the Border Police Department.
MARKET TRENDS FOR THE DANUBE

On behalf of the DCC, the Berlin-based marketing and consulting company mascontour elaborated market studies of key source markets for the Danube region. Following, a summary of key market trends that will affect the tourism industry along the Danube in the coming years:

EMERGING OUTBOUND MARKETS

World tourism is increasingly multi-polar, with source markets such as Russia, China and India quickly emerging. This represents growth opportunities if Danube countries can adapt to the different expectations of each market, under a long-term strategy.

MOBILE BOOKING & PROSUMERISM

Getting information and booking on-the-go, especially via mobile devices, is increasingly converting the consumer in a real time co-designer of the trip, or so-called prosumer. A key challenge is to offer meaningful real-time content through websites optimized for mobiles, or apps, providing one-stop navigation solutions.

SUSTAINABILITY

Once a “feel-good” add on, it is increasingly expected as a fundamental element of any trip, especially from the perspective of Northern European countries. For many good reasons, environmental and social responsibility need to be integrated as core values in any tourism operation.

MULTI-OPTIONALITY

Travelers from mature source markets have ample travel experience and increasingly seek out innovative, differentiated offers fulfilling niche tourism requirements, leaving behind traditional vacational packages. Customization and multi-channel communication is the name of the game.

PREMIUM VS BUDGET

A widening gap leads to low budget vacations on the one side (the “Easy Jet generation”) and to premium customers expecting a specific level of service or a product carefully tailored to their needs. Tourism businesses need to cater to each group accordingly.

DEMOGRAPHIC CHANGES

As populations in Europe grow older, increasingly the offer needs to be geared to best agers. On the other hand, millennials with high internet affinity will expect immersive, interactive and hands-on experiences. Health and wellness: With the average age on the rise, travelers focus more on well-being and incorporate this need into their trips. Health and wellness facilities should provide a high level of comfort, and an attractive ambiance.

LIFESTYLE OF SELF-FULFILLMENT

The ultimate trip always leads to “Destination me”. Create immersive experiential holidays, in tune with modern lifestyles, for example spirituality, art, or just “being hip”.

TRANSNATIONAL TOURISM

Around the world, borders are transcended increasingly by transnational tourism products under common themes. Design routes with consistent services, facilitate border crossings, collaborate to offer integral solutions to the trade and for the consumer.