

will first establish the organisational system, apart from developing a tourism product, the project enhances cooperation between regions and protected areas within the Amazon of Europe Bike Trail project, resulting in a clear and unique selling proposition for a sustainable mobility and tourism product along the future five-country UNESCO Biosphere Reserve "Mura-Drava-Danube".

The Amazon of Europe Bike Trail project connects 15 project partners and 10 associated partners in developing a model for sustainable mobility and unique tourism product along the future five-country UNESCO Biosphere Reserve "Mura-Drava-Danube".

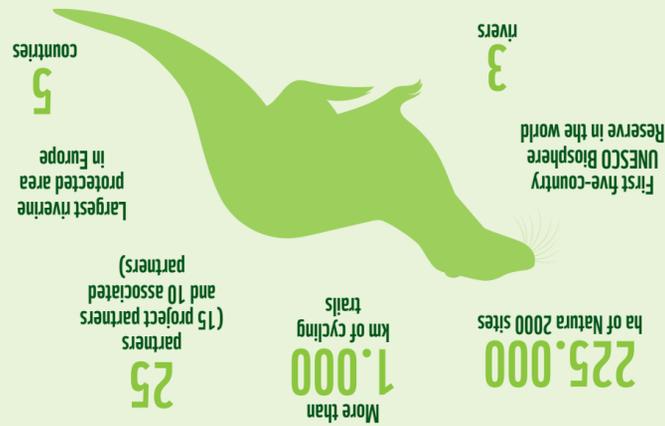
Based on the nature-oriented visitor guidance, existing cycling routes will be connected and equipped with corresponding infrastructure development of areas within the protected Danube region as a five-country sustainable ecotourism macro-destination. Once established, the trail will generate new jobs and create new transboundary connections, and establish a way to support projects that deal with nature protection in the area.

To develop the Amazon of Europe Bike Trail as an advanced flagship for a sustainable product and a unique brand, 25 organisations and 10 associated partners are working together on the Amazon of Europe Bike Trail project, to expand existing capacities for sustainable tourism.

One of the most beautiful and pristine riverine landscapes in Europe covers the lower course of the Mura and Drava rivers with adjacent sections of the Danube river, flowing through Austria, Slovenia, Hungary, Croatia, and Serbia. The rivers are a treasure-trove of biodiversity, surrounded by rich cultural heritage and welcoming people - a perfect setting for a cycling adventure.

The river landscape of the Mura, Drava, and Danube will soon be protected within the world's first five-country UNESCO biosphere reserve. In an effort to offer a sustainable way to experience almost 1,000,000 hectares of highly valuable natural and cultural landscapes, 25 partners are working together on the Amazon of Europe Bike Trail project, to expand existing capacities for sustainable tourism.

The Amazon of Europe Bike Trail is the first project connecting five countries in developing a model for sustainable economic development of the region while at the same time preserving its unique natural heritage. Visitors can cycle through stunning natural landscapes carved by the three rivers, discover rich cultural heritage, and appreciate local hospitality. Join us in experiencing the ancient power of these mighty rivers!



"This project is important because cycling is a major topic for us and our guests in Bad Radkersburg and the surrounding area. We see the Amazon of Europe Bike Trail as a chance to attract more international guests. We are looking forward to creating a unique tourism product and are happy to be a part of such an interesting network where we all learn from each other. The project will definitely raise our publicity, especially in Southeast Europe and lead to more international guests in Bad Radkersburg."

Christian Contina, Tourism Association Region Bad Radkersburg



#### PROJECT PARTNERS

- Iskriva, Institute for Development of Local Potentials, Slovenia
- Municipality Velika Polana, Slovenia
- Tourism Association Region Bad Radkersburg, Austria
- Tourism Board of Međimurje County, Croatia
- Public Institution for Management of Protected Parts of Nature and Ecological Network in Virovitica-Podravina County, Croatia
- Koprivnica-Križevci County, Croatia
- Balaton-felvidéki National Park Directorate, Hungary
- Trail Angels GmbH, Austria
- Public Institution County Development Agency of Osijek-Baranja County, Croatia
- WWF Adria - Association for the Protection of Nature and Conservation of Biological Diversity, Croatia
- West Pannon Regional and Economic Development Public Non-profit Ltd., Hungary
- Entrepreneurs' Centre of Somogy County Foundation, Hungary
- WWF Austria - World Wide Fund for Nature Austria, Austria
- Municipality of Apatin, Serbia
- City of Sombor, Serbia

#### ASSOCIATED PARTNERS

- Ministry of Economic Development and Technology, Slovenia
- Provincial Secretariat for Regional Development, Interregional Cooperation and Local Self-Government, Serbia
- Ministry of National Development - Department for Cycling Coordination, Hungary
- Ministry of National Development - Office of the Government Commissioner for Cycling and Active Recreation, Hungary
- Zala County Government, Hungary
- Ministry of Tourism, Croatia
- Tourist Board of Osijek-Baranja County, Croatia
- Federal Ministry for Sustainability and Tourism, Directorate I/10 Flood Control Management, Austria
- UNESCO Regional Bureau for Science and Culture in Europe, Italy
- Danube Competence Centre, Serbia

#### PROJECT INFORMATION

Amazon of Europe Bike Trail project is co-funded through the Danube Transnational Programme of the European Union (ERDF and IPA funds). The project started on 1<sup>st</sup> June 2018 and lasts until the 31<sup>st</sup> May 2021. The total budget of the project is 3,176,000.00 €, divided between 15 full partners. Contact: **Urška Dolinar**, project manager, Iskriva, Institute for Development of Local Potentials, [urska.dolinar@iskriva.net](mailto:urska.dolinar@iskriva.net) Project website: <http://www.interreg-danube.eu/approved-projects/amazon-of-europe-bike-trail> Facebook: Amazon of Europe Bike Trail #AoEbikeTrail



IMPRINT:  
Photos: Z. Sinkovec, S. Buhvald, Thermen- & Vulkanland Steiermark/Eisenberger, WWF Austria, G. Safarek, M. Romulić, U. Dolinar, S. Furgler, Shutterstock • Production: WWF Adria • Design: CTTE • Edition: 3,500 copies • Printed by: Offset • Zagreb - Croatia 2018



Dear reader,

I warmly invite you to get on your bike and explore the green heart of Europe. Relax and reconnect with pristine meanders of Mura, Drava and Danube. Immerse yourself in the natural wonders of the Amazon of Europe. Cycle along rivers and explore a mosaic of landscapes of mysterious forests and cool blue colours of ancient rivers. Discover rich in animal and plant species. Feast your eyes on deep shades of sparkling blues of the Kingfishers. Take the opportunity and embrace the adventure! You will be able to move your limits while achieving your personal goals. Enjoy the time spent with your friends and family, experience local hospitality and taste delicious food and wine.

We are creating a sustainable eco-destination in cooperation with tourism organisations, service providers, municipalities, regions and protected areas to boost a balanced local development. Once in operation, part of the income will finance projects for the protection of endangered animals and their habitats.

We have joined forces to create a natural destination for cyclists and nature lovers, who also want to discover local cultural heritage and events presented to modern travellers. You are always welcome to get lost and find yourself again in the pristine nature of the Amazon of Europe.

Urška Dolinar  
Amazon of Europe Bike Trail Project Manager  
Iskriva, Institute for Development of Local Potentials



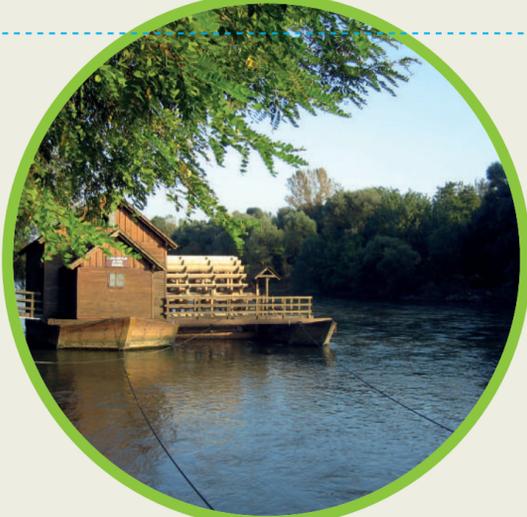
**Interreg**

Danube Transnational Programme  
Amazon of Europe Bike Trail

## AMAZON OF EUROPE BIKE TRAIL

From the Alps to the Pannonian Plain, along the largest natural river system in Central Europe

# Future Transboundary UNESCO Biosphere Reserve “Mura-Drava-Danube” (TBR MDD)



## Zonation of the future TBR MDD

- Core Zone
- Buffer Zone
- Transition Area
- different valid zonations exist

The zonation shown on this map reflects the current status of nomination documents of the five countries, except for some small areas on the Croatian-Serbian border. There, two valid official zonations exist that differ from each other and can therefore not be correctly displayed. Those areas are marked in a separate color on the map.

Hungary, Croatia, Serbia, Slovenia: Existing (Transboundary) Biosphere Reserve  
 Austria: Nomination for Biosphere Reserve submitted in 2018, decision by UNESCO expected in June 2019



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 Danube Transnational Programme  
 Amazon of Europe Bike Trail