



# Amazon of Europe Bike Trail



 **Interreg**  
Danube Transnational Programme  
Amazon of Europe Bike Trail

**AMAZON  
OF EUROPE**  
MURA-DRAVA-DANUBE

PROJECT CO-FUNDED BY THE EUROPEAN UNION FUNDS (ERDF, IPA)

Joensuu, February  
4th, 2020

Turning heritage potentials into touristic product –  
Example of Drava river protected area in  
Koprivnica Križevci County (Croatia)



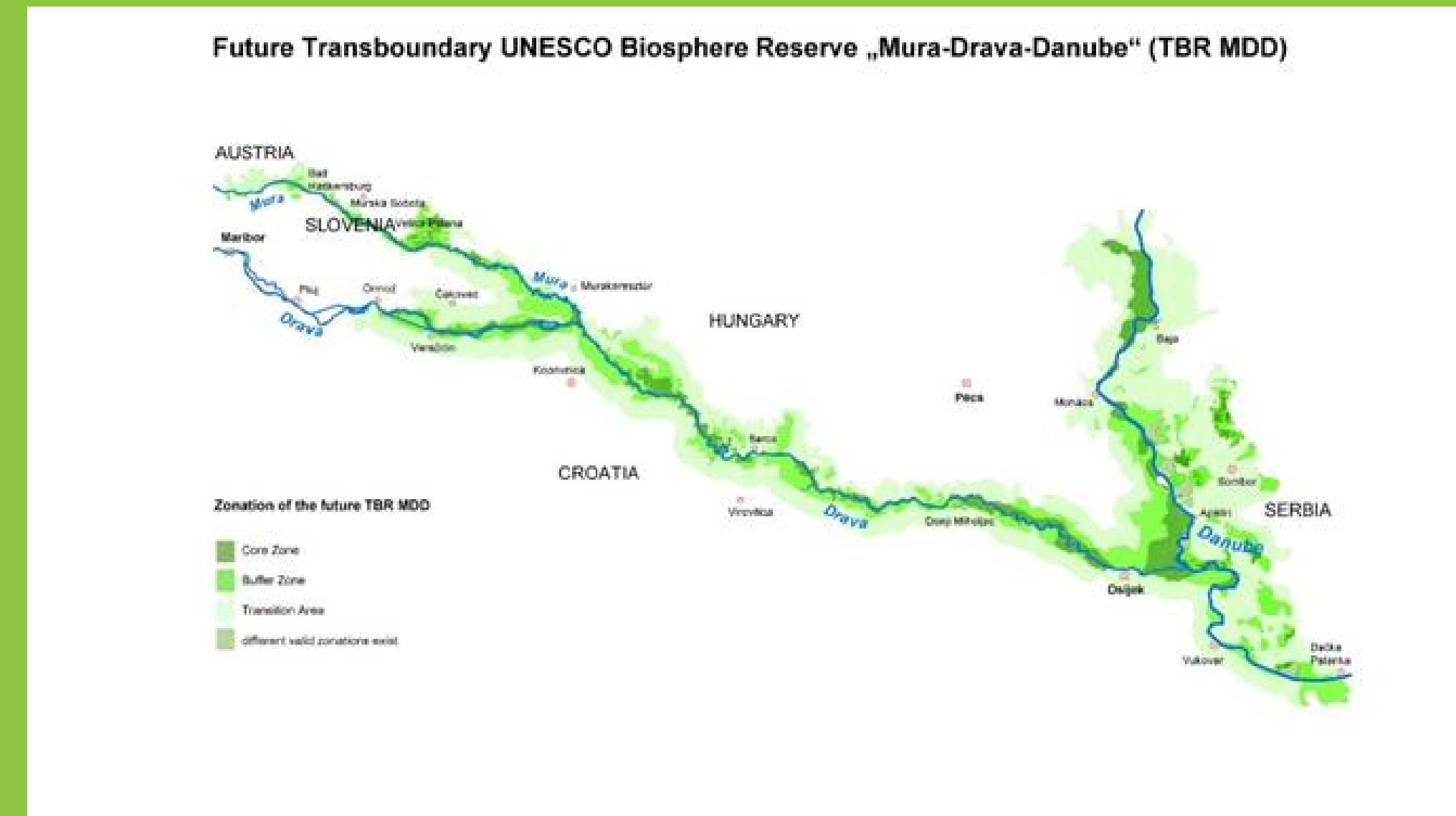


Goran Šafarek  
Photography and Cinematography



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

- 5 countries – 3 rivers – 1 biosphere reserve MURA-DRAVA-DANUBE;
- From the Austrian-Slovenian border, Mura to the Danube, along 5 countries, in the heart of Europe;
- Most preserved riverine system in Central Europe;
- Rare natural habitats: floodplain forests, river islands, gravel and sand banks, side branches and oxbows;
- Flagship species: white-tailed eagles, little tern, black stork, beaver, otter...
- Known as **Amazon of Europe**





# Amazon of Europe Bike Trail – flagship project for a joint tourism product



Acronym:  
**AoE Bike Trail**



**5 countries**



Duration:  
**36 months**



**15 Project Partners (PP)**



Start – end:  
**1 June 2018 – 31 May 2021**



**10 Associated Strategic Partners (ASP)**



Total budget:  
**3,176 mio €**



**3 rivers – 700 km**



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# Amazon of Europe Bike Trail

*Discover Amazon of Europe by cycling along Mura, Drava and Danube*



Distance: over 1.250 km,  
North and South Route



Cycling through planned first world  
UNESCO 5-country Biosphere Reserve  
Mura-Drava-Danube, spanning over  
almost 1 million hectares



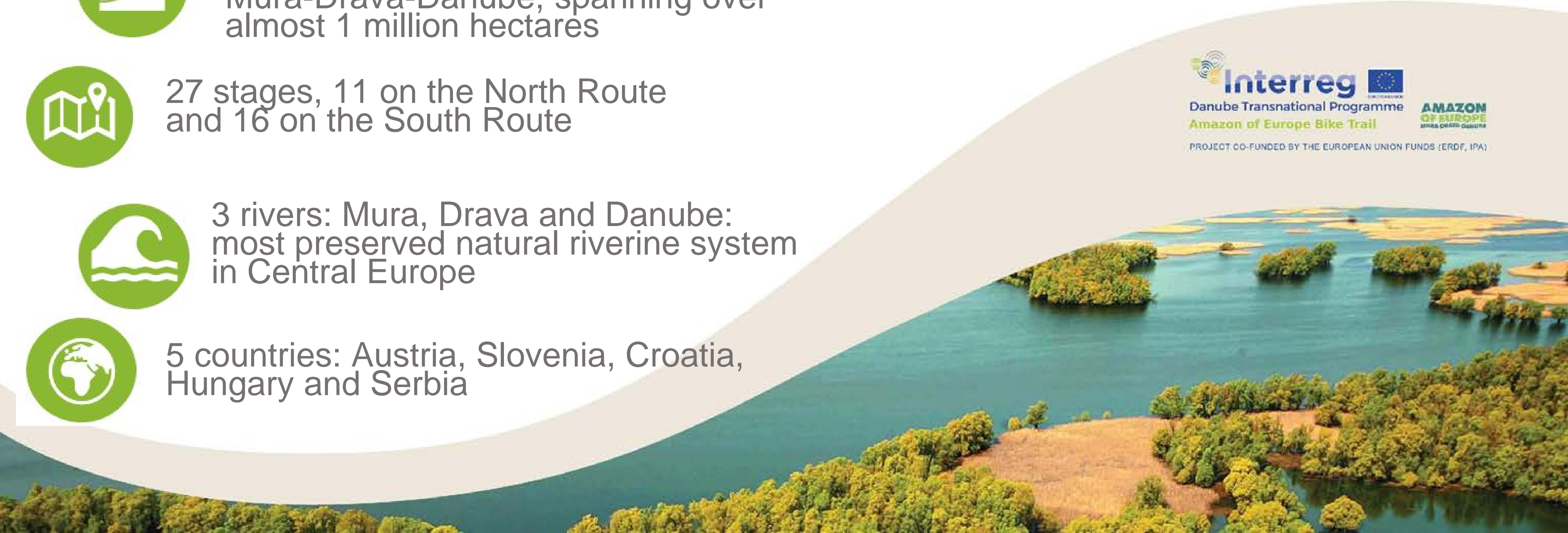
27 stages, 11 on the North Route  
and 16 on the South Route



3 rivers: Mura, Drava and Danube:  
most preserved natural riverine system  
in Central Europe



5 countries: Austria, Slovenia, Croatia,  
Hungary and Serbia





# Expected results



- Developing and implementing the AoE Bike Trail as a flagship tourism product for biking
- Turning heritage potentials into touristic product
- International cyclists → booking AoE Bike Trail route by on-line system
- Establishing of Amazon of Europe Bike Trail Service & Booking Center



- To improve skills and knowledge of the locals
- Sustainable tourism
- New work opportunities in tourism - Enhanced cooperation and skills of service providers
- Boosted regional economy , new jobs



- Benefits for nature protection
- Valorization of protected areas through sustainable economic development and tourism
- Turning Amazon of Europe to a known destination for relaxation in preserved nature

<https://muzej-djurdjevac.hr/>



# Joint branding and equipment

- Connection with the river - river view locations: stopovers, visitor areas



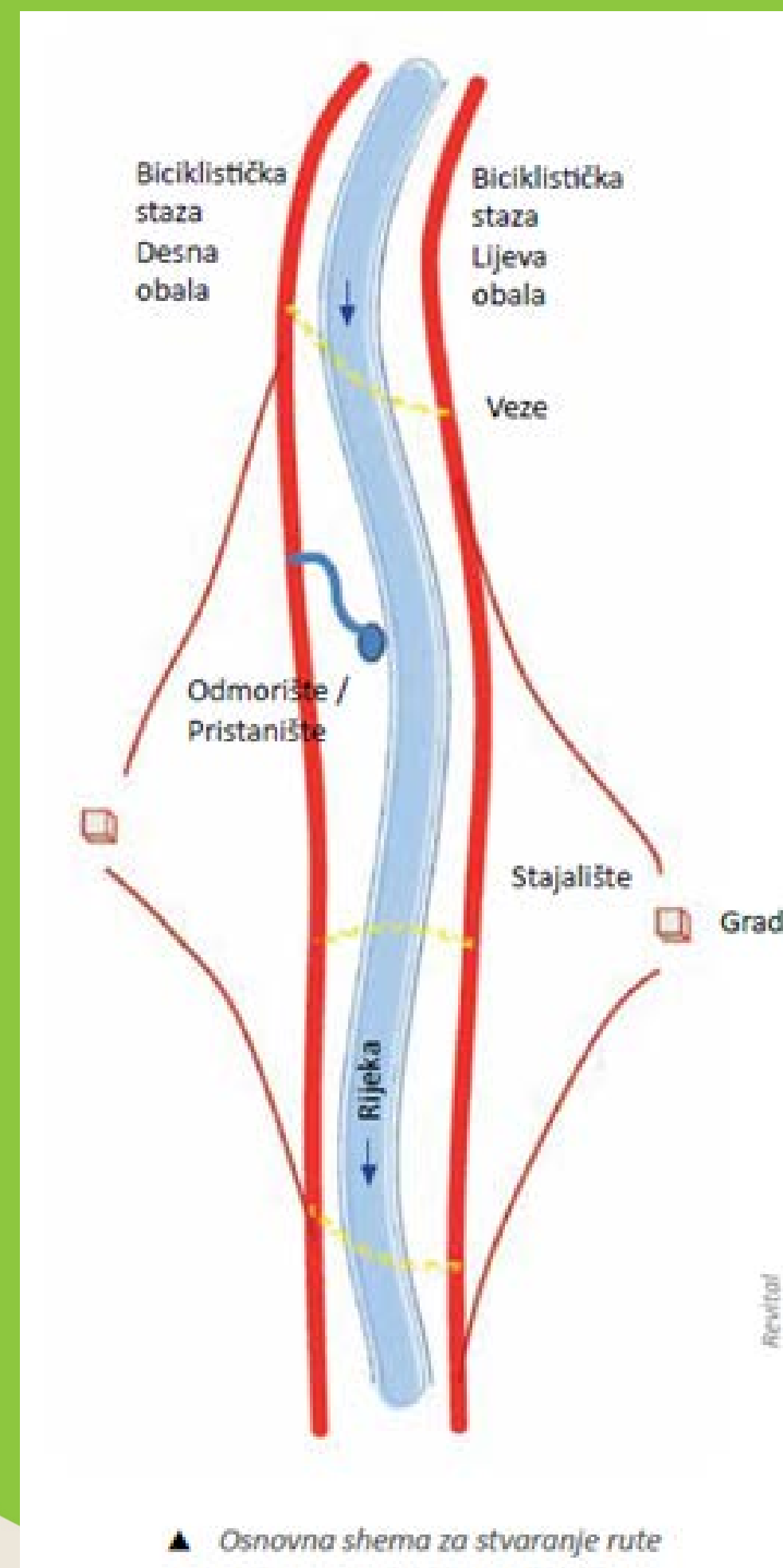
▲ „Amazon of Europe” Platform – basic element of info-facility (photomontage)



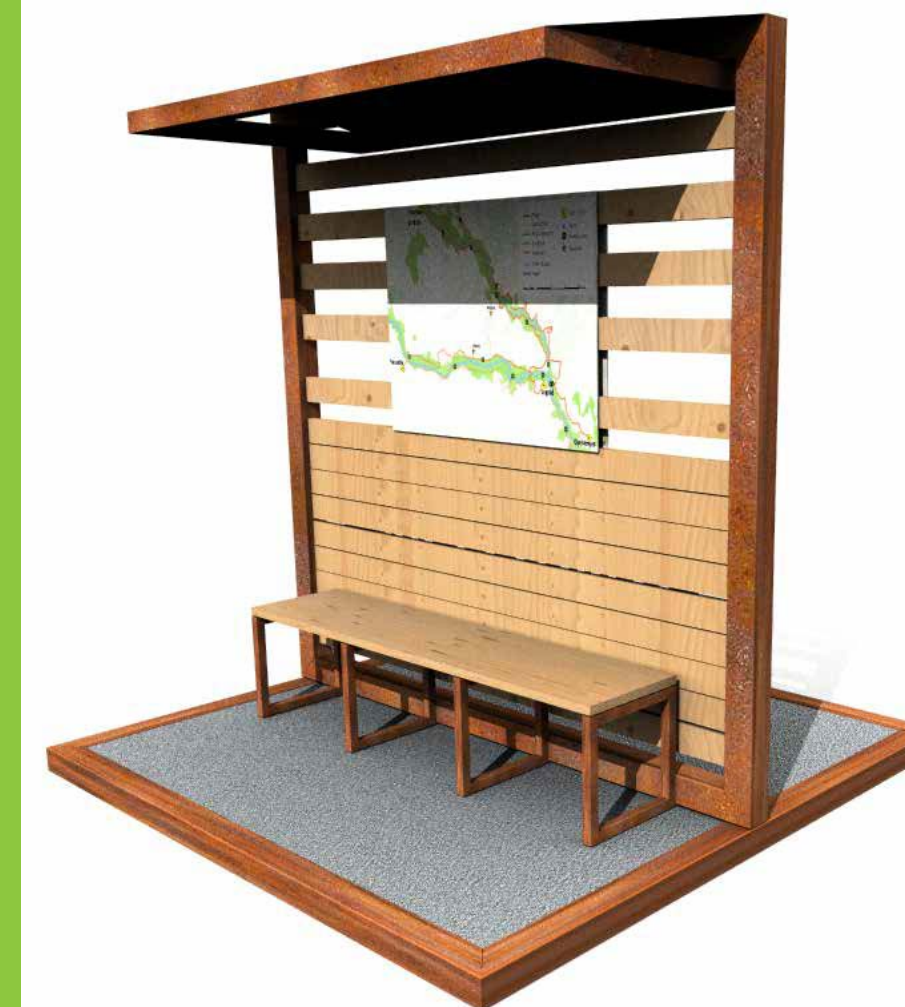
▲ Example for possible signage by using labels on an existing signpost (photomontage)



▲ Example for possible signage by using newly produced signposts (photomontage)



▲ Osnovna shema za stvaranje rute



▲ Info kutija „Europske Amazone” (nacrt koncepta)





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www.ishook.com

Drava Mura confluence



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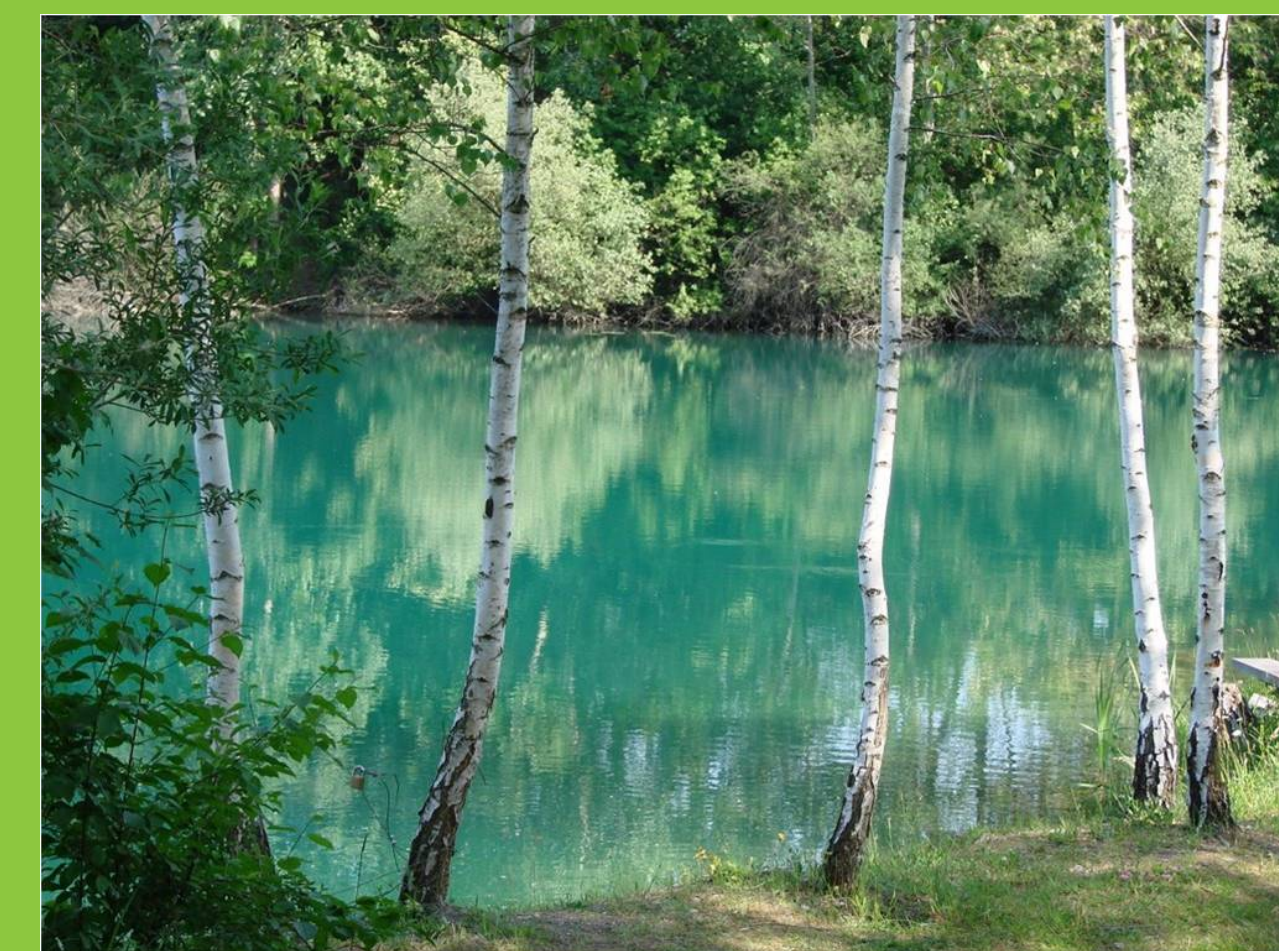


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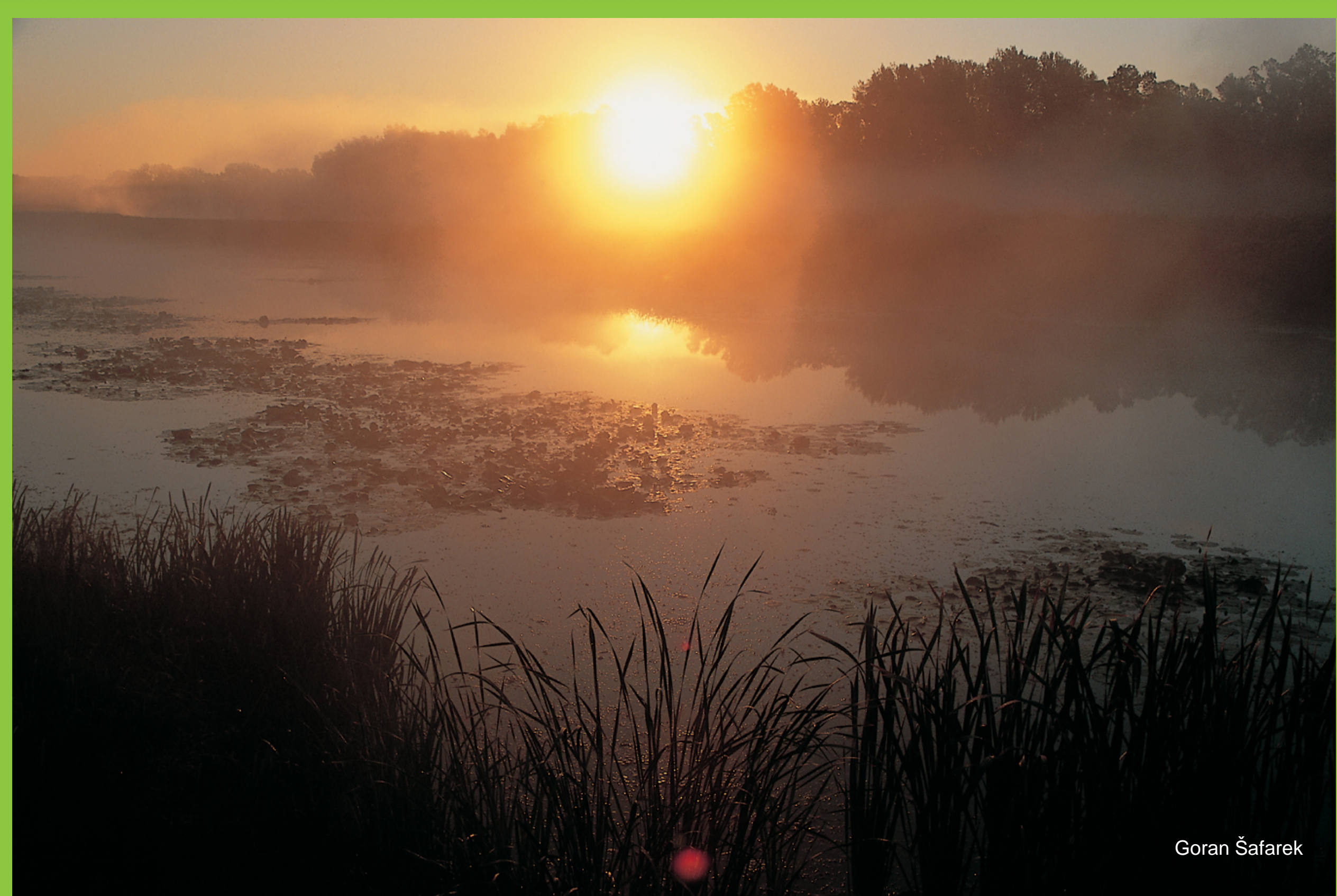




## River Drava and surrounding lakes







## Old river branches and streams







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AoE Bike Trail leaflet

# River islands, gravel and sand banks

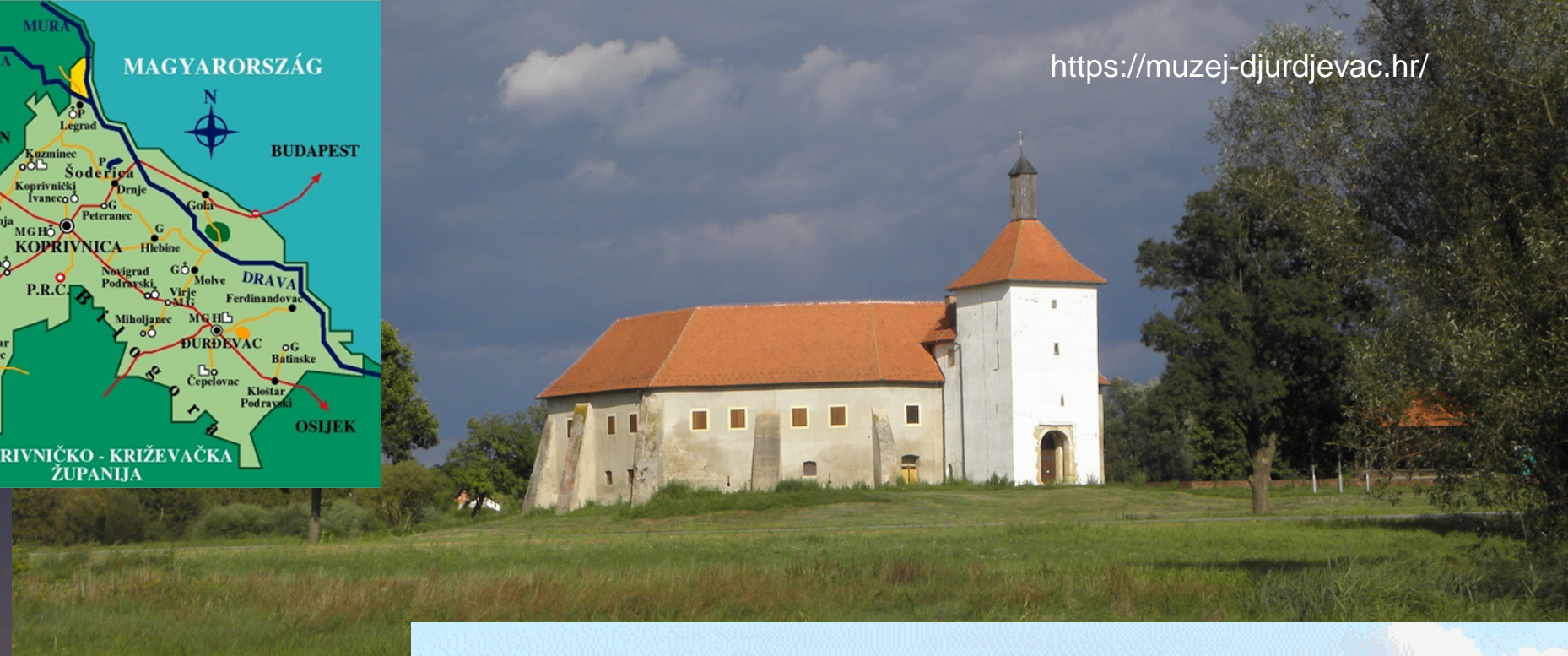


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## Why to go there? Top attractive programs in Koprivnica Križevci County

- Hlebine School of naive art - Gallery of naive art Hlebine, Gallery roads of Podravina
- Hunting Drava monsters – rafting on Drava River
- Wine routes of Podravina - Bilogora hills
- City of Koprivnica on bike (or on foot)
- Đurđevac Old City and experience of Croatian Sahara
- Pilgrimage to Molve and sacral heritage of Podravina
- Fishing at lakes and Drava River
- Recreative riding or carriage ride in Podravina
- Podravina events: The Legend of roosters, Motives of Podravina, Renaissance festival
- Hunt in forests of Podravina or Educative workshop on forests



# Vision for the future




  
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- Responsible green destination Amazon of Europe → developing high quality tourism products
- Upgrading of cultural and natural heritage to tourist attractions in Drava area
- Development of new tourism products – hiking trails, horse riding paths, river paths, cultural paths, wine paths, gastro trails...
- Developing and equipping of visitor centre for natural and cultural heritage in Hlebine (part of Hlebine Gallery of naive art)
- Promotion and branding of destination
- Common strategy for sustainable development of protected TBR MDD area



 DRAVA INFO



<http://www.interreg-danube.eu/amazon-of-europe-bike-trail>

<https://www.facebook.com/AoEBikeTrail/>

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**Thank You for your attention!**