



# **“The Great Carpathians” Tour for Cyclists Europe’s longest Mountainbike-Trail**

**#Fostering Tourism Competitiveness in the Carpathians**



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Elisabeth Mattes & Walter Hauer



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- The Carpathian Region is characterized by a superb combination of a fascinating wilderness, history & culture.
- Some of the spots and national parks are widely undiscovered (in the western world).
- Travelling by bike allows to overcome long distances while the soul can follow: see, feel, smell the wonderful impressions.
- It’s an invitation to an adventure tour enjoying the hospitality of the carpathian people, their style of life, their celebrations, pubs, restaurants, accomodations.
- **One Tour:** A great adventure involving eight nations, their cultures & landscapes. – **In Maps, Descriptions, Stories, Fotos, gpx-Tracks.**



# “The Great Carpathians” Tour for Cyclists Europe’s longest Mountainbike-Trail



- Start in Danube Capitals Vienna, Bratislava, Budapest, **A, SK, HU**
- Male Karpaty, Bílé Karpaty, **SK, CZ**
- Nízke Karpaty, Slovensky Raj, **SK**
- Bieszczady, **PL**
- Ukrainski Karpaty, **UA**
- Bukovina, **UA, RO**
- Moldova, **RO**
- Muntenia, **RO**
- Finish: Danube / Iron Gate, **RO, SRB**





# Who We Are

## Elisabeth Mattes

German Linguist, Theater,  
Movie (MBA)

Marketing & Social Media-  
Expert (ARA AG, TA Group,  
University of Vienna)

StoryTeller/ Consultancy

[www.story-first.at](http://www.story-first.at)

White Water Canoeist



[www.tandem-fiction.com](http://www.tandem-fiction.com)

## Walter Hauer

Mechanical Engineer  
Economist (MBA)

Environmental Expert

[www.tbhauer.at](http://www.tbhauer.at)

Mountaineer, Head of  
“Alpenverein Wien”

MTB-Cyclist and Tour-  
Support South America:

[www.walterhauer.net](http://www.walterhauer.net)





# Background/Briefing

## Protocol Sustainable Tourism/ Carpathian Convention –

- Art 1 Definitions
- Art 6 Participation of regional and local Authorities
- Art 7 International Cooperations
- Art 9 Developing, Promoting, Marketing of Tourism Products ...
- Art 26 1st paragraph: „ ...
- Art 27 Implementation: „**The conference of the parties shall develop and adopt the strategy on sustainable tourism development in the Carpathians, which will accompany the implementation of this Protocol.**“

Sustainable tourism/ examples -

Hiking and cycling, local people, cultural heritage/historic sites, food/culinary art of the region, agriculture, forest management (...)

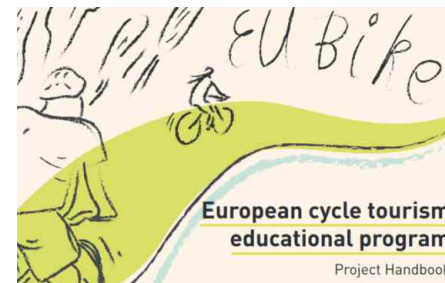


# Background/Briefing

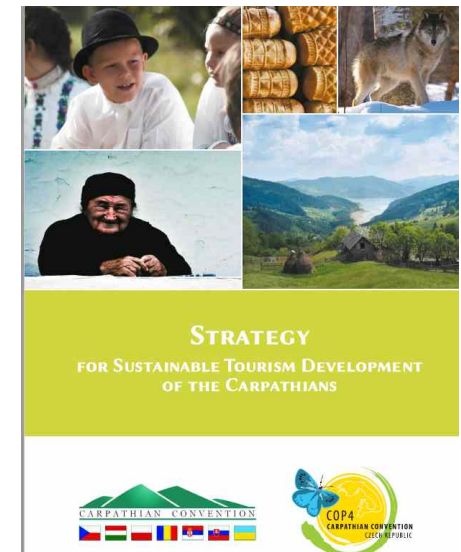


**Cycling is the most trendy sport in all over Europe. Cyclists are the biggest interest party in travelling through the Carpathians.**

- Protocol on Sustainable Tourism
- Strategy for Sustainable Tourism Development of the Carpathians
- Cycle Tourism Educational Program
- InRuTou – Transferability Manual – Innovation in Rural Tourism
- Greentourism.ro  
Standards for pro-cycling accommodations



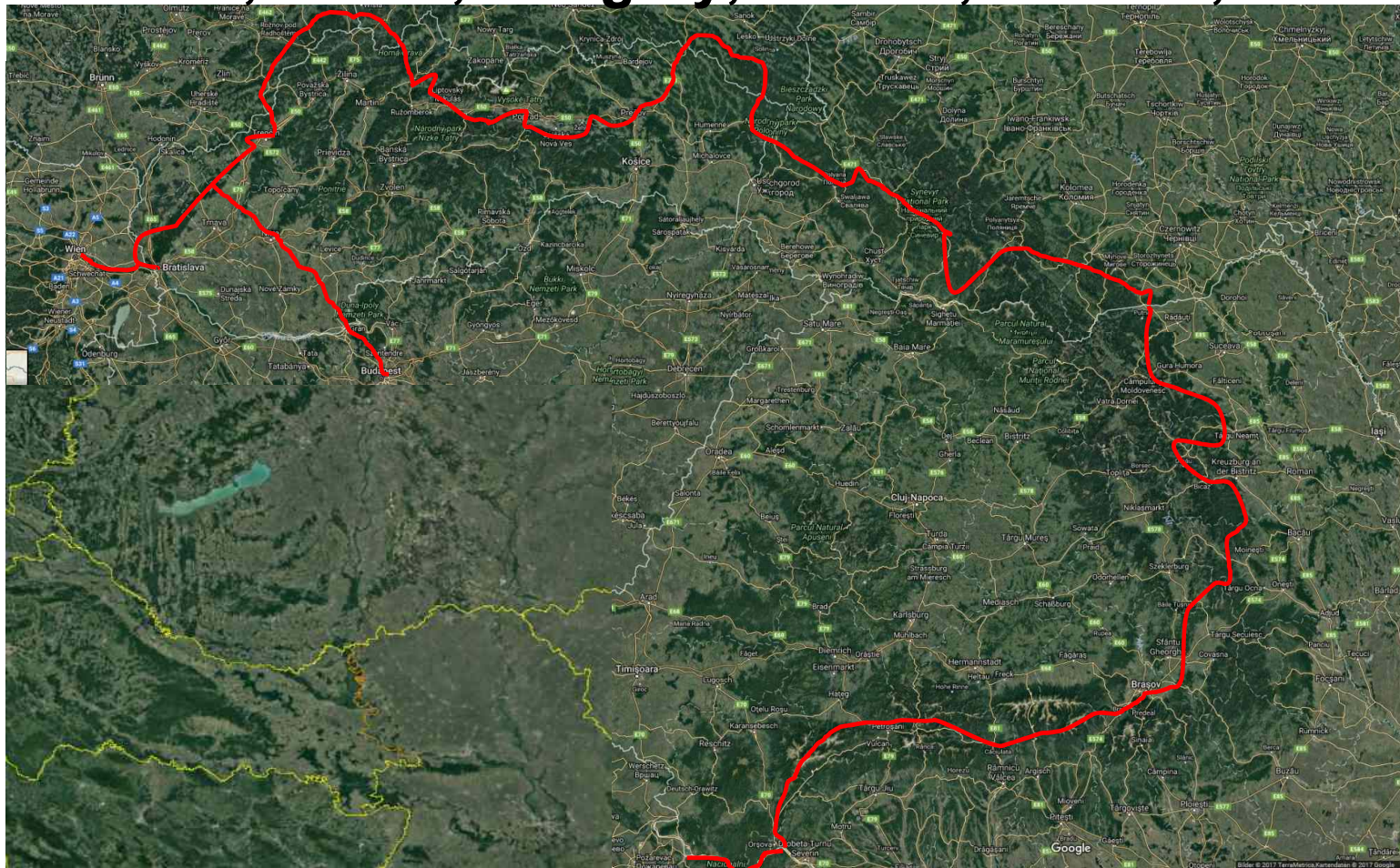
**Protocol on Sustainable Tourism  
to the Framework Convention on the Protection and  
Sustainable Development of the Carpathians**





# From Vienna/Bratislava/Budapest to Drobeta Severin

Austria, Slovakia, Czech, Hungary, Poland, Ukraine, Romania, Serbia





# Invitation To A Unique Type Of Tour



**A unique invitation to a tour which has nothing comparable in Europe.**

**A combination of superb landscapes, national parks as well as culture and history.**

- Primarily a Mountain-Bike-Tour
- Rough description of Trekking-Alternatives

Explicit different from long-distance Trekking-Tours on paved paths like „Iron-Curtain-Trail“ or „Danube-Trail“.





# Some „Key“-Highlights

- Three Capitals: **Bratislava, Budapest, Vienna**
- Slovak **Castles**
- Wooden Churches in Ukraine
- **Monasteriums** in Romania
- City of Brasov
- Iron Gate
- **National Parks** in Austria, Hungary, Slovakia, Czech, Poland, Ukraine, Romania, Serbia
- **Old City Centers** alongside the Tour



# Hotels, Pubs, Food: Recommendations & Stories

Travellers worldwide love stories of humans in other cultures, their food, their visions (...) – our recommendation for campgrounds, B&B, hotels, restaurants & pubs - we will combine with human portraits, stories. (#social media).



Elisabeth Mattes & Walter Hauer





# Example: The Great Divide MTB-Tour



**Guide-Book**  
**Maps**  
**Tracks**  
**Race**  
[www.tourdivide.org](http://www.tourdivide.org)



**TOUR DIVIDE**  
 BANFF, AB - ANTELOPE WELLS, NM

HOME ABOUT RULES BLOGS START LIST RESULTS

**THE GRAND TOUR OF MTB**  
 BANFF, AB CA - ANTELOPE WELLS, NM USA

One Stage: 2745mi / 4418km  
 Self-Supported Racing  
 Great Divide Mountain Bike Route  
 13th of June 2014

Decidedly not for sprinters, this battle royale braves mountain passes and windswept valleys of the Continental Divide from hinterlands of the Canadian Rockies to badlands of the Mexican Plateau.



# GuideBook

**“We explore and determine A Cycling Tour through the fascinating wilderness and undiscovered cultural surprises of the Carpathians – and describe & disseminate it in a GuideBook.”**

**Strong Cooperation with National Tourism Organisations, delivering**

- regional/local stories
- Special locations, must-see-spots, local specific activities like horse-trekking
- Cultural festivals
- Background information



The Great Carpathians GuideBook for Cyclists through an undiscovered landscape and culture.



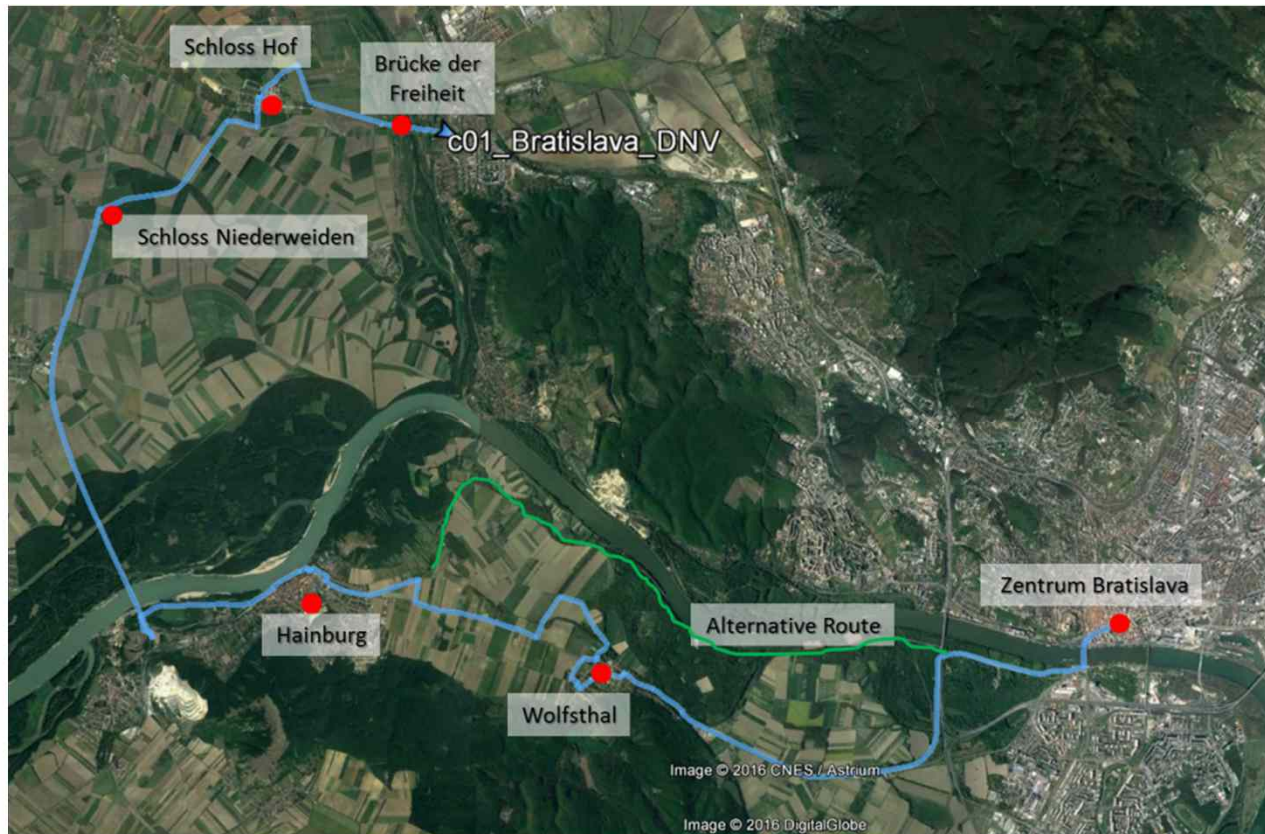
# GuideBook/ Abstract

1. **The Carpathian region: keyfacts**
2. **Description of the route: roads, path, national parks, cities/ historical sites, cultural heritage, (...)**
3. **Structur in detail: Description of the daily tour**
4. **Maps**
5. **GPS-Track**
6. **Topic: local people, food/ culinary art, accomodation, local stories**





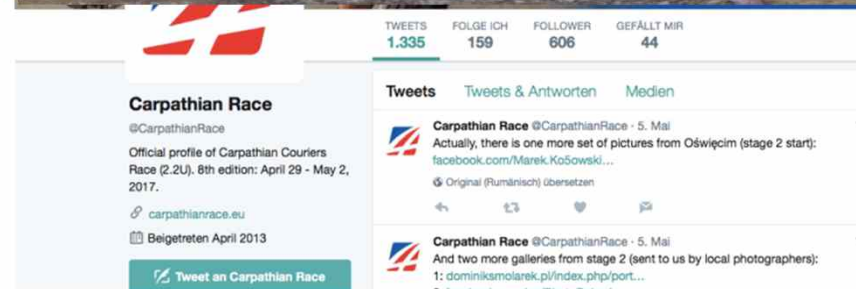
# GuideBook / Example



- Km 9,4 Wolfsthal, immer den Wegweisern „Carnuntum – Schloss Hof – Bratislava“ folgen
- Km 16,9 Hainburg, weiter den Wegweisern folgen, alternativ durch die Altstadt
- km 21,0 Möglichkeit zur Besichtigung der Römerstadt Carnuntum, ca. 5 km
- Km 21,0 Auffahrt auf Brücke über die Donau, geradeaus
- Km 25,4 Engelhartstetten, Einmündung der Route „Start in Wien“
- Km 27,3 Schloss Niederweiden, danach rechts Richtung Schlosshof
- Km 32 Schloss Hof



# Communication/ Webpage, Social Media, „Great Carpathian Bike Race“



**Carpathian Race**  
@CarpathianRace  
Official profile of Carpathian Couriers Race (2.2U). 8th edition: April 29 - May 2, 2017.  
[carpathianrace.eu](http://carpathianrace.eu)  
Beigetreten April 2013

TWEETS 1.335 FOLGE ICH 159 FOLLOWER 606 GEFÄLLT MIR 44

Tweets Tweets & Antworten Medien

**Carpathian Race** @CarpathianRace · 5. Mai  
Actually, there is one more set of pictures from Oświecim (stage 2 start):  
[facebook.com/Marek.KoSowski...](https://facebook.com/Marek.KoSowski...)  
Original (Rumänisch) übersetzen

**Carpathian Race** @CarpathianRace · 5. Mai  
And two more galleries from stage 2 (sent to us by local photographers):  
1: [dominikamolarek.pl/index.php/port...](http://dominikamolarek.pl/index.php/port...)  
2: [facebook.com/PhotoDolna/](https://facebook.com/PhotoDolna/)



# Our Offer/ Overview

1. **Exploring the tour by bike, defining the tour for cyclists/bike map, writing the guide-book; 2017 – 2019**
  - overall information
  - description of the route, verbal, map drawings and gpx-tracks
  - description of cultural spots, stories
  - references for accommodation / camping / food
2. **Communicating the tour via webpage (text, maps, fotos, graphics, illustrations), social media channels (instagram, facebook, twitter) + pr (print & online special interest media for travelling, cycling ....),**  
Timeline: 2018 – 2020
3. **Organizing Guided Tours** from 2019
4. **Option: Organizing „The Great Carpathians Bike Race“;**  
**Acquiring sponsors & partners; announcement and communication of the race,**  
from 2020/21.

