“The Great Carpathians”
Tour for Cyclists
Europe’s longest Mountainbike-Trail
#Fostering Tourism Competitiveness in the Carpathians

Walter Hauer & Elisabeth Mattes
walter.hauer@tbhauer.at
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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.**
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- Start in Danube Capitals Vienna, Bratislava, Budapest, A, SK, HU
- Male Karpaty, Bilé 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
White Water Canoeist

Walter Hauer
Mechanical Engineer
Economist (MBA)
Environmental Expert
www.tbhauer.at
Mountaineer, Head of “Alpenverein Wien”
MTB-Cyclist and Tour-Support South America:
www.walterhauer.net

www.tandem-fiction.com
Background/Briefing

Protocol SustainableTourismus/ 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 (…)

Elisabeth Mattes & Walter Hauer
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
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 recomendation for campgrounds, B&B, hotels, restaurants & pubs - we will combine with human portraits, stories. (#social media).
Example: The Great Divide MTB-Tour

- Guide-Book
- Maps
- Tracks
- Race
- www.tourdivide.org
“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
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
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

Elisabeth Mattes & Walter Hauer
Communication/ Webpage, Social Media, „Great Carpathian Bike Race“
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