




# Transdanube.Pearls - Network for Sustainable Mobility along the Danube

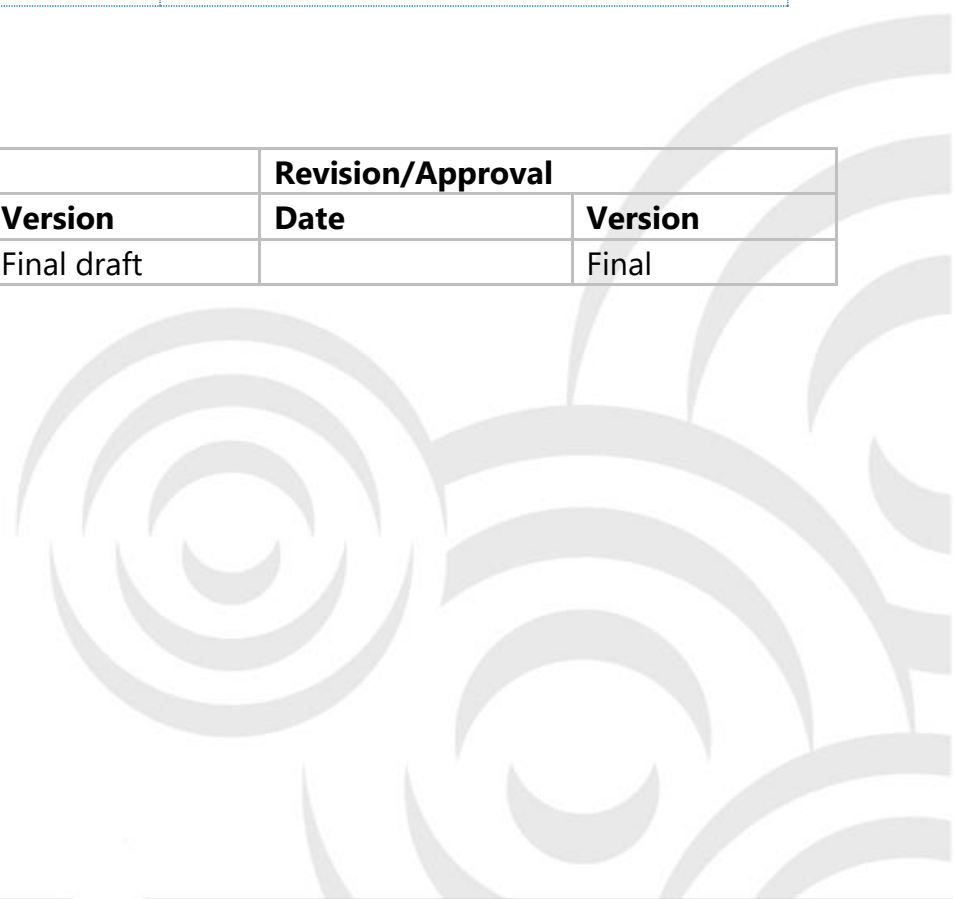
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## Sustainable Regional Tourism Mobility Plan

Final Draft

 inštitút priestorového plánovania	<b>WP/Action 4.2</b>		
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More information about TRANSDANUBE.PEARLS and the project activities & results are available on : <http://www.interreg-danube.eu/approved-projects/transdanube-pearls>



## List of abbreviations

Abbreviation	Description
<b>BSGR</b>	Bratislava Self-governing Region
<b>BID</b>	Bratislava Integrated Transport
<b>ESIF</b>	European structural and investment funds
<b>IROP</b>	Integrated Regional Operational Program
<b>KOCR</b>	Regional tourism organisation Bratislava Region Tourism
<b>IPTT</b>	Integrated Passenger Transport Terminals
<b>NDS, a.s.</b>	National motorway company
<b>NGO</b>	Non-governmental organization
<b>OP II</b>	Operational Program Integrated Infrastructure
<b>P+R</b>	Park and ride
<b>PLA</b>	Protected Landscape Area
<b>SMP</b>	Sustainable Mobility Plan
<b>ŽSR</b>	Railways of the Slovak Republic



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## 1. Introduction

The document was elaborated within the Transdanube.Pearls project, taking into account the Sustainable Regional Tourism and Mobility Plan Guideline (also referred to as the „Guideline“).

The area of interest is defined by the territory of the Bratislava Region, which represents the pearl on the Danube. In the sense of the Guideline, the analysis of the area of interest was processed in the document, where baseline data, such as the current state of the population, settlement structure, land use, natural sites or the economy, were evaluated. Furthermore, the state of tourism and the situation of sustainable regional mobility were assessed in detail. At the end of the analytical part, existing plans and projects within the territory were mapped. Part of the analytical part consists of SWOT analysis - a summary assessment of strengths and weaknesses, opportunities and threats.

In the second stage, the strategic part of the document - Sustainable Regional Tourism and Mobility Plan was conducted. Here the goals were defined to a vision, which was defined within the project team. For individual objectives a set of development measures was subsequently identified, the realization of which would meet the specific objective. Each measure has identified, in addition to a brief description, the estimated impact, costs, implementation horizon, funding sources, partners and responsible partner, as well as the level of priority and the set of measurable indicators. The basis for the elaboration of the strategic part was the document Regional Strategy and the regional action plan elaborated within the TRANSDANUBE project in 2013, which included a set of measures - an evaluation of their implementation is annexed to this document.

Several meetings were held with representatives of the county, individual departments at county office and other relevant organizations (e.g. Bratislava Region Tourism) during the work.

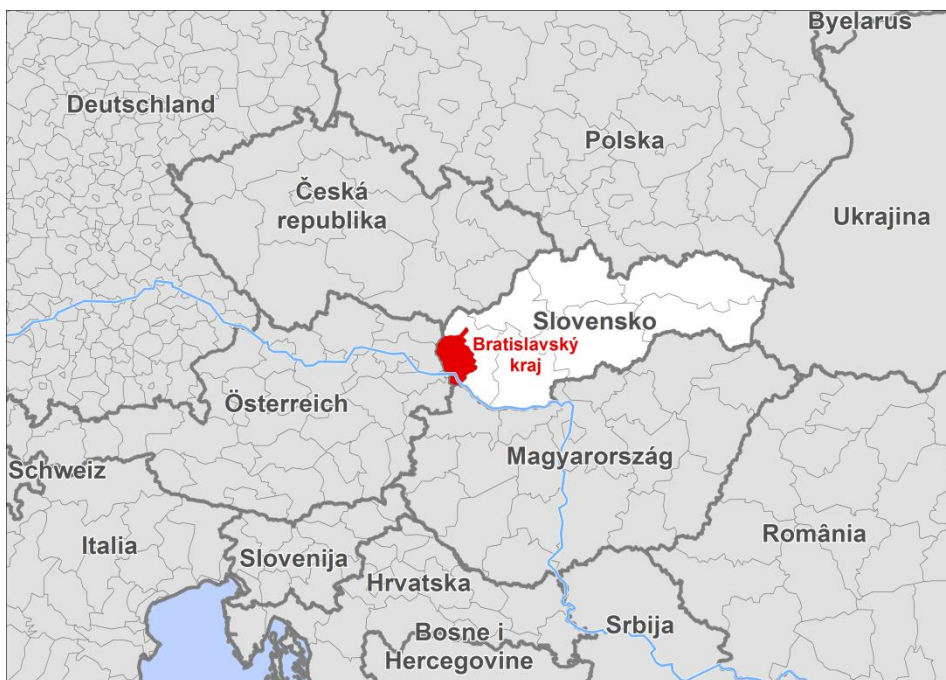


## 2. Structural data of the region

**Bratislava Self-governing Region** is located in the western and southwestern part of Slovakia, it **takes up space 2 052.6 km<sup>2</sup>** and is the smallest region of Slovakia. From a geographical point of view, the location of the region is very advantageous because it lies on the historical crossroads of business routes – Danube and North – South (so called **amber road**). The current central location of the region in the Central European area, good transport accessibility and the function of an international crossing in road and rail transport, the increasing importance of water and air transport as well as the achieved level of indicators in the economic and social field belong to the significant development factors of the Bratislava region.

In terms of landscape structure, the territory of the region is made up of the southern part of the Malé Karpaty and the territory of Záhorská and Podunajská lowland.

**Figure 1 Location of the Bratislava Region**



Source: own processing

From the northern and eastern sides it borders the Trnava region, in the south borders with Hungary and the west with Austria. The river Morava and the second largest river Danube create the border with Austria. The borders of the Czech Republic are close to the borders of



the region. The seat of the Bratislava Self-governing Region is the **capital of the Slovak Republic Bratislava** with important political, economic and social functions.

The spatial specificity of the region is the **eccentric location** of the capital within the territory of the Slovak Republic. As a result, a large volume of goods and population migration from the rest of Slovakia is being realized through the region to Bratislava as the concentrated territory of economic activities. The city of Bratislava is an important catalyst for all economic and social processes with international overlap. From an economic point of view, it plays a key role in market and policy issues on a European scale.

## Population

There are **641,892 inhabitants** in the territory of the **Bratislava Region** (as of December 31, 2016). At the end of 2016, the Region of Bratislava represented **11.8%** of the total population of the Slovak Republic (5,435,343 inhabitants) and ranked 6<sup>th</sup> place according to the number of inhabitants. The share of women accounted for 52.5% of the total population. In the long time horizon, we can see population growth.

Among the districts of the Bratislava Region the largest number of inhabitants were registered in the territory of the **Bratislava II district (114,092)** by the end of 2016. The lowest number of inhabitants in the long-term lives in the Bratislava I district (at the end of 2016 there were fewer than 40,000 inhabitants). **The highest population growth** was recorded in the **Senec district** in the long run, where we have seen an **increase** in the population by about **65%**.

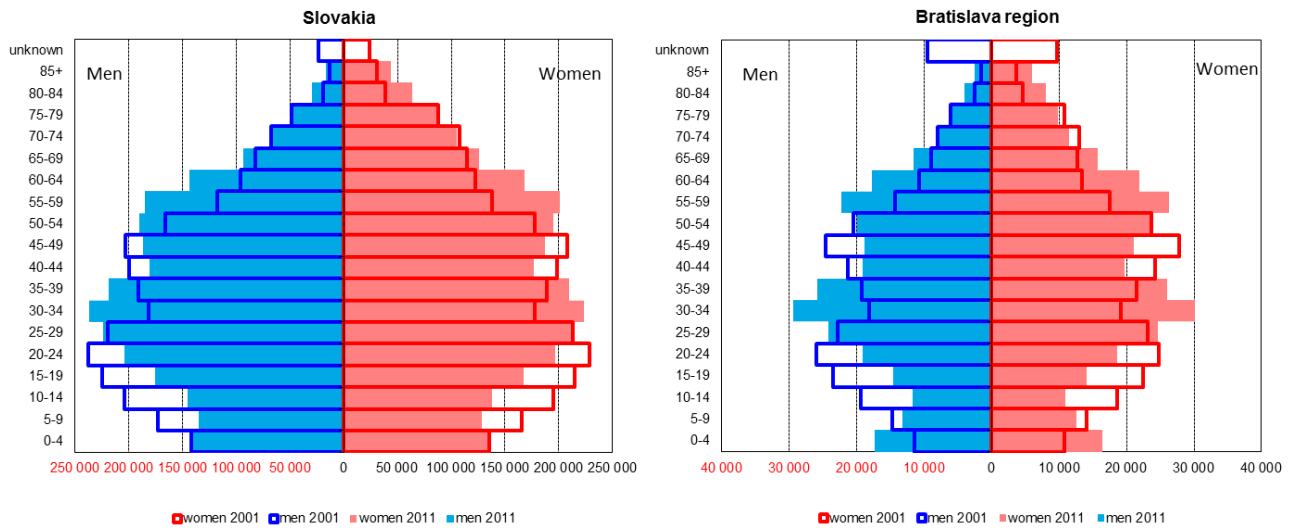
The composition of the **age structure** of the Bratislava region population at 21.5.2011 (Census) had, as in 2001, **a less favorable composition** compared to the Slovak average due to the lower representation of the population in the pre-productive age and the higher share of the oldest component of the population. **Process of demographic aging** is obvious.

An age pyramid graphically displays the representation of age categories of the population divided into men and women at a certain date. In the case of the Bratislava region, 2001 and 2011 (Census) is a **regressive type of age pyramid** (or population), i.e. a type of population in which the post-productive component prevails over the infant component.





**Figure 2 Age structure of population of Slovak Republic and Bratislava region by sex and age in year 2001 and 2011 (Census 2001, 2011)**



Source: own processing on the basis of Statistical Office of the Slovak Republic data

Compared to the Slovak average, the population of the Bratislava region had a very **favorable educational structure** at the date of Census 2011. There is a substantially higher proportion of the population with the highest achieved university education (average for Slovakia 13.9%, Bratislava region 26.2%), as well as for secondary education with school-leaving examination (average for Slovakia 29.6%, Bratislava region 31.9 %). The educational level of the population of the Bratislava region is significantly influenced by the city of Bratislava, where more than 63% of the population has secondary education with a school-leaving examination and university education.

From the point of view of the national structure of the population of the Bratislava region, the Slovakian nationality (90.2%) has a substantial representation. Nearly 4% of the inhabitants at the date of Census 2011 reported their Hungarian nationality and 1.1% of the Czech nationality.

Regarding the religious structure of the population, at 21.5.2011 (Census), 56.3% of the population reported Romano-Catholic confession and 5.1% of the Evangelical Church of the Augsburg Confession. 26.8% of the population was without confession, and 7.7% of the population did not give the information about religion.

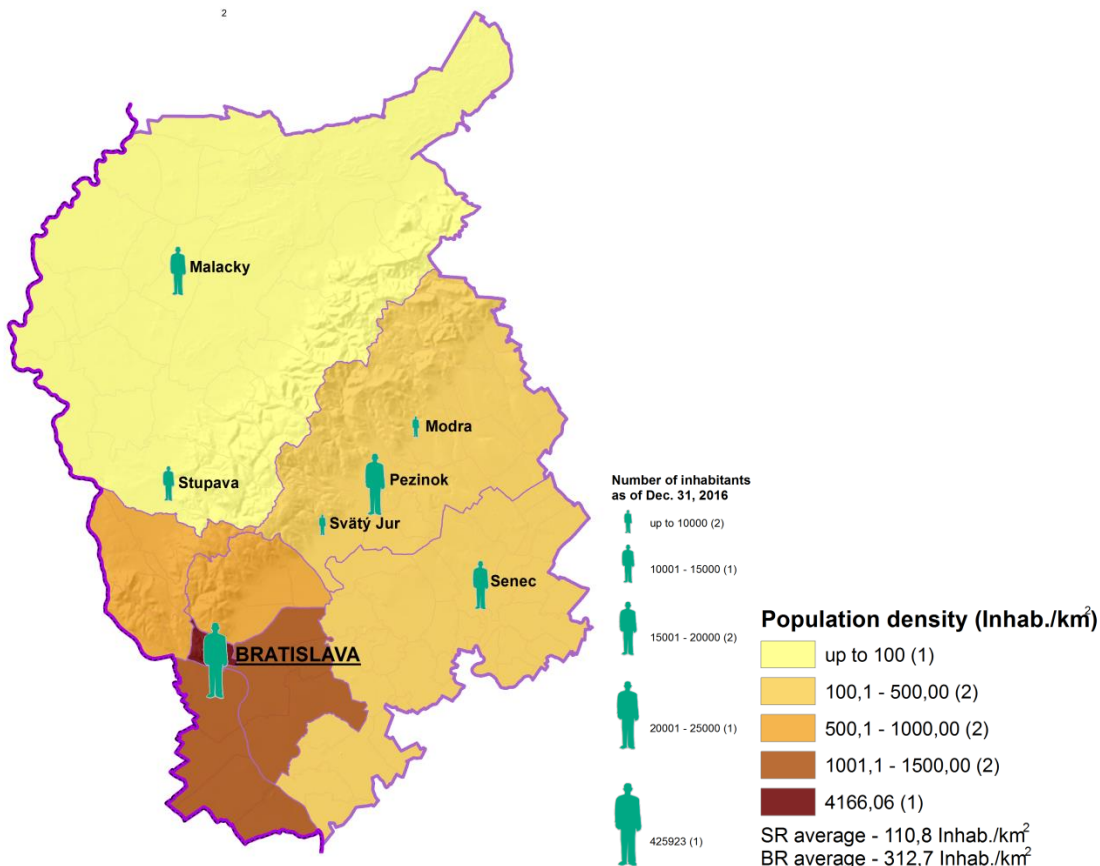


## Population of important cities and tourism centers

The most important tourist centers in the territory of the Bratislava region include, except capital Bratislava, also all municipalities with the status of the city. Therefore, the following text deals with the basic demographic analysis of the population in these cities.

There are 7 municipalities with the status of the city in the Bratislava region. These are as follows: Bratislava capital of Slovakia, Malacky, Stupava, Modra, Pezinok, Svätý Jur and Senec. The most inhabitants lived (in 2016) in the **Bratislava**, approximately **426 thousand**. Of the other towns, Pezinok had the most inhabitants, about 22.6 thousand, while at least the town of Svätý Jur, approximately 5.6 thousand residents. The total population of Bratislava was 68.3% of the population of the region (Census 2011) and this share fell to 66.4% to the end of year 2016. The share of the population of other cities in the region's population was 13.0% as of Census 2011 and 13.2% at the end of the year 2016.

**Figure 3 Population density in the districts of the Bratislava region, 2016**



Source: own processing on the basis of Statistical Office of the Slovak Republic data



The continuous population concentration in the cities increased the degree of urbanization of the area in Bratislava region in the years 1970-1991, resulting in an increase in the share of urban population from 78.0% to 85.0%. From 1991 the share of urban settlement population declined steadily to 79.5% in the year 2016. On the other hand between 1970-1991 the representation of rural settlements declined significantly from 22.0% to 15.0% and since 1991 **the share of the rural population growth** can be seen up to 20.5% in 2016.

**Table 1 Development of the number and the share of urban and rural population in the Bratislava region 1970-2016**

settlement structure	Census 1970	Census 1980	Census 1991	Census 2001	Census 2011	2012 (31.12.)	2013 (31.12.)	2014 (31.12.)	2015 (31.12.)	2016 (31.12.)
<b>Bratislava, capital SR</b>	305 932	380 259	442 197	428 672	411 228	415 589	417 389	419 678	422 932	425 923
<b>Malacky</b>	11 101	15 218	17 573	17 773	17 051	17 061	17 087	17 135	17 253	17 357
<b>Stupava</b>	6 863	8 062	7 834	8 063	9 282	9 665	9 944	10 235	10 597	11 099
<b>Modra</b>	7 249	7 679	8 090	8 536	8 751	8 797	8 785	8 817	8 901	8 934
<b>Pezinok</b>	13 872	17 116	20 515	21 082	21 179	21 508	21 851	22 129	22 467	22 633
<b>Svätý Jur</b>	5 286	5 123	4 600	4 614	5 141	5 317	5 442	5 500	5 523	5 593
<b>Senec</b>	8 531	10 772	14 357	14 673	17 050	17 566	17 806	18 208	18 658	19 086
<b>Bratislava region</b>	459 975	543 800	606 351	599 015	602 436	612 682	618 380	625 167	633 288	641 892
<b>Bratislava, capital SR (%<sup>1)</sup>)</b>	66,5	69,9	72,9	71,6	68,3	67,8	67,5	67,1	66,8	66,4
<b>Other cities in the region (%<sup>1)</sup>)</b>	11,5	11,8	12,0	12,5	13,0	13,0	13,1	13,1	13,2	13,2
<b>urban settlements in total (%<sup>1)</sup>)</b>	78,0	81,7	85,0	84,0	81,3	80,9	80,6	80,3	80,0	79,5
<b>rural settlements in</b>	22,0	18,3	15,0	16,0	18,7	19,1	19,4	19,7	20,0	20,5



total (% <sup>1</sup>)

Source: Štatistický lexikón obcí Slovenskej republiky 2011, Statistical Office of the Slovak Republic, year 2012-2016 (status as of 31.12.) - Statistical Office of the Slovak Republic,  
Note: <sup>1</sup> share of population on the total population of the region

### Settlement characteristics

The Bratislava region, with an area of 2 052.6 km<sup>2</sup> (as at 31 December 2016), occupies **4.2% of the area of the country**. Within the county, district of Malacky is the largest (949.6 km<sup>2</sup>), the smallest is Bratislava I (9.6 km<sup>2</sup>). The territorial and settlement structure of the Bratislava region consists of **89 municipalities**.

From the point of view of the representation of individual districts on the number of inhabitants of the Bratislava region, the Bratislava II district is the largest with 17.8% share of county population and district of Bratislava V (17.3%) in 2016. The lowest district by population is Bratislava I, whose population is 6.2% of the total population in the region.

County is **the most populous region of the Slovak Republic** (population density was **312.7 inhabitants/km<sup>2</sup>** in 2016) and significantly exceeds the average of the Slovak population (110.8 inhabitants/km<sup>2</sup>). At district level, the highest population density is achieved in Bratislava I (4 166.1 inhabitants/km<sup>2</sup>), while the lowest in the Malacky district (75.9 inhabitants/km<sup>2</sup>).

The number of cottages and weekend cottages is not separately registered. According to Census 2001 there were 181 home - accommodation units without a flat and 2 042 unoccupied houses for recreation in the Bratislava region. 24,172 households said they own a recreational cottage, a cottage, or a house. As of May 21, 2011 there were 84 accommodation units without a flat, 12 lodgings, tourist cottage, dormitory of sports organizations, 45 other recreational and accommodation facilities (incl. nature schools, etc.) and 2 352 unoccupied houses for recreation.

**Motorization rate** (the number of passenger cars/th.s. inhabitants) in the Bratislava region is 589 cars per 1 000 inhabitants and significantly **exceeds the national average and the average of the EU 28** countries (in 2015 the average of the EU-28 countries was around 500). Its development over the last 5 years is shown in the following table.



**Table 2 Motorization rate in Bratislava region and Slovakia in 2012 – 2016 (status of 31.12.)**

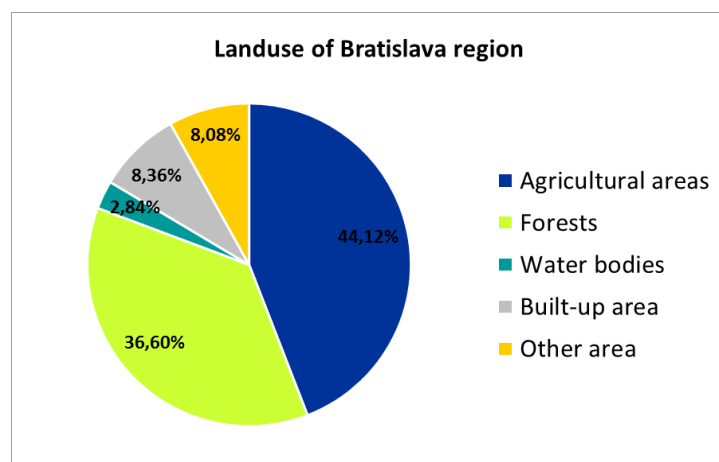
Number of registered cars	2012	2013	2014	2015	2016
<b>Bratislava region</b>	317 680	328 231	342 553	359 674	377 800
<b>Slovakia</b>	1 824 190	1 879 759	1 949 055	2 034 574	2 121 774
Motorization rate	2012	2013	2014	2015	2016
<b>Bratislava region</b>	519	531	548	568	589
<b>Slovakia</b>	337	347	360	375	390

Source: number of cars – Ministry of Interior of the Slovak Republic; motorization rate – calculation of IPP on the basis of data on the number of permanent residents – Statistical Office of the Slovak Republic and number of cars



## Land use

Land use in the Bratislava region was evaluated on the basis of data collected by the Statistical Office of the Slovak Republic. The source unit of the land use was m<sup>2</sup>, but the



conversion to ha was used to simplify the calculation of the shares of the total area of the region.

Within the assessment of the size of individual land use elements it can be stated that the largest share of the total area of the region has **agricultural land** or agricultural land fund consisting of arable land, hop gardens, vineyards, gardens, orchards and

permanent grasslands. Its share of the total area of the region is **44%**.

Almost **37%** of the total territory of the region is covered by **forest land**. It is one of the factors that can positively influence the further development of recreation and tourism in the region.

Arable land is another important element that participates in the landscape structure of the region. It occupies 35% of the total area of the region. As a negative phenomenon, we can consider that since 2000 the area of arable land in the region has fallen by about 2%, although this phenomenon has slowed in the last 5 years. On the contrary, since 2000 the growth of built-up areas and other areas has been recorded.

**About 2%** of the total area of the region is made up of **vineyards**. The vineyards are an important element of the landscape structure of the Bratislava region, and several conservation activities have taken place within the framework of vineyard preservation.



## Natural attractions

Bratislava Region is rich natural sites. There are several important hiking, biking and educational routes and walkways passing through the territories of the protected areas, important geological locations and water areas used for recreation. There are three large-scale protected areas: Protected Landscape Area (PLA) Malé Karpaty, PLA Záhorie and PLA Dunajské luhy. Together they cover up to 558 km<sup>2</sup> that means 27% of the regional territory. The mosaic of protected areas is complemented by the 68 small-scale protected areas (about 6% of the area of the region) and four wetlands of international importance (Ramsar Convention) - Šúr, Dunajské luhy, Alúvium Morava and Alúvium Rudava. They are also part of the joint European network of NATURA 2000 protected areas. A selection of most important attractions is listed below:

***Tourist locations in PLA Dunajské luhy*** – floodplain forests around the Danube rivers, channel Jarovské rameno, lakes in Čunovo, Hrušov Dam, Kopáč Island, alongside the EuroVelo 6 international cycle.

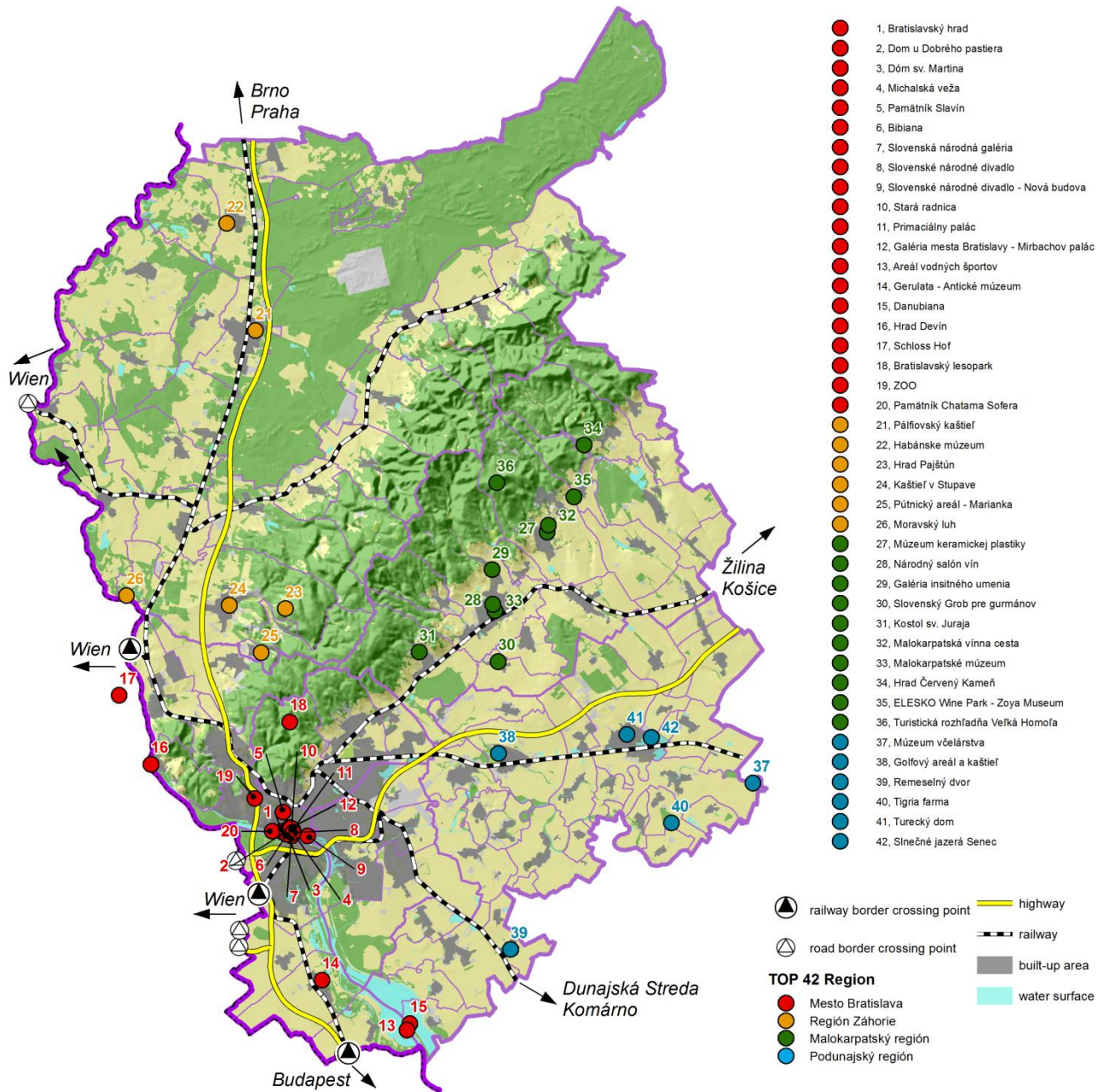
***Tourist locations in PLA Malé Karpaty*** - Modra – Piesok (hotel Zochova chata), Pezinská Baba, Kamzík, Horná Mlynská dolina with localities Snežienka, Partizánska lúka, Železná Studnička, Kačín, Sandberg and Devínska Kobyla, important geological locations (unused quarries such as Marianka, Rössler Quarry (Bratislava - Nové Mesto), old mining works, various heaps in the vicinity of Pezinok, rock formations and outcrops.

***Tourist locations in PLA Záhorie*** – floodplain forests along the Morava River, through which crosses the international cycle route EuroVelo 13.

***Other selected locations*** – Plavecký Štvrtok - **Bezodné** (Bezedné), Sunny lakes in Senec, **Šúr** pri Svätom Jure, **jazerá** Kuchajda (Bratislava – Nové Mesto), lakes Malý and Veľký Draždiak (Bratislava – Petržalka), Zlaté piesky lake (Bratislava – Ružinov), lake in Košariská (Dunajská Lužná), Malé Leváre.



**Figure 4 Top Attractions in Bratislava**



Source: Regional Tourism Organization Bratislava Region Tourism





## Main transportation nodes

Arrival by car and bus – Bratislava Region has an excellent connection to the motorway network – D2 from the Czech Republic and Hungary, D4 from Austria and D1 from the other parts of Slovakia.

International and long distance bus coaches stop at Bratislava - Mlynské nivy bus station. Selected coaches also stop in Senec.

Arrival by train: The territory of the region lies on the international railway route Prague - Brno - Břeclav - Bratislava - Budapest, as well as the main route connecting the largest Slovak cities, Bratislava and Košice. The main railway junction is Bratislava Hlavná stanica (Main Station). About half of the trains of Vienna - Bratislava line end at the Petržalka Railway Station, with a convenient connection to the public transport.

Arrival by plane: There is a possibility to arrive at M. R. Štefánik's Airport from 24 European destinations<sup>1</sup>. A much larger number of flights is provided by the nearby international airport Wien - Schwechat (about 63 km from Bratislava). There are 19 daily connections between both airports (operated by Flixbus, Slovak Lines Express and Eurobus bus transport companies).

Arrival by boat: Bratislava may be visited by boat while traveling from Austria to Hungary on the Danube River. For more information on water transport, see the Organization and financial structures subchapter.

## Economy

The current society in the Bratislava region is at the beginning of the 21<sup>st</sup> century in the transformation phase from the post-industrial society to a knowledge-based one, whose characteristics are becoming more and more pronounced. The focus of the economy goes from industrial production to the sphere of commercial and computerized services. The economy of the region thus undergoes transformation by using of the comparative advantages that the Bratislava region has. Thanks to the high concentration of the academic and scientific community, the diversity of the economy in the whole area or the attractive location within an "open" Europe, but in particular through the growth of the overall

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<sup>1</sup> [www.bts.aero](http://www.bts.aero)



demand for quality and service variability, **services of an innovative nature** are gradually starting to develop. With regard to the gradual computerization of the society, practically in all sectors of the economy of the region are experiencing a significant change in the structure of the economy in favor of the tertiary and partially sectors.

All sectors are represented in the economic structure within the Bratislava region – primary, secondary, tertiary and quaternary. As in the economies of developed metropolitan regions, **tertiary sector is dominant**, which contributes to the macroeconomic performance of the region as well as to the region's overall employment the highest.

**Table 3 Average registered number of employees by economic activities**

	2011	2012	2013	2014	2015
<b>Employees in total</b>	277 168	293 840	305 300	323 165	341 698
of which Agriculture, forestry, fishing	1 806	1 736	1 740	1 817	1 989
(%)	0,65	0,59	0,57	0,56	0,58
of which Industry and Construction	47 442	51 574	54 365	57 587	59 542
(%)	17,12	17,55	17,81	17,82	17,43
of which Services	227 923	240 528	249 194	263 762	280 165
(%)	82,23	81,86	81,62	81,62	81,99
of which Accommodation, food services	6 268	6 864	7 118	6 820	7 075
(%)	2,75	2,85	2,86	2,59	2,53

Source: Statistical Office of the Slovak Republic

The most important representation, in terms of the number of employees in total employment, is the service sector with a share of over 80%. Within the service sector, the sector of accommodation and food services is represented by around 2.5%, while the share of employees showing a slight decline since 2011.

### Further statistical information

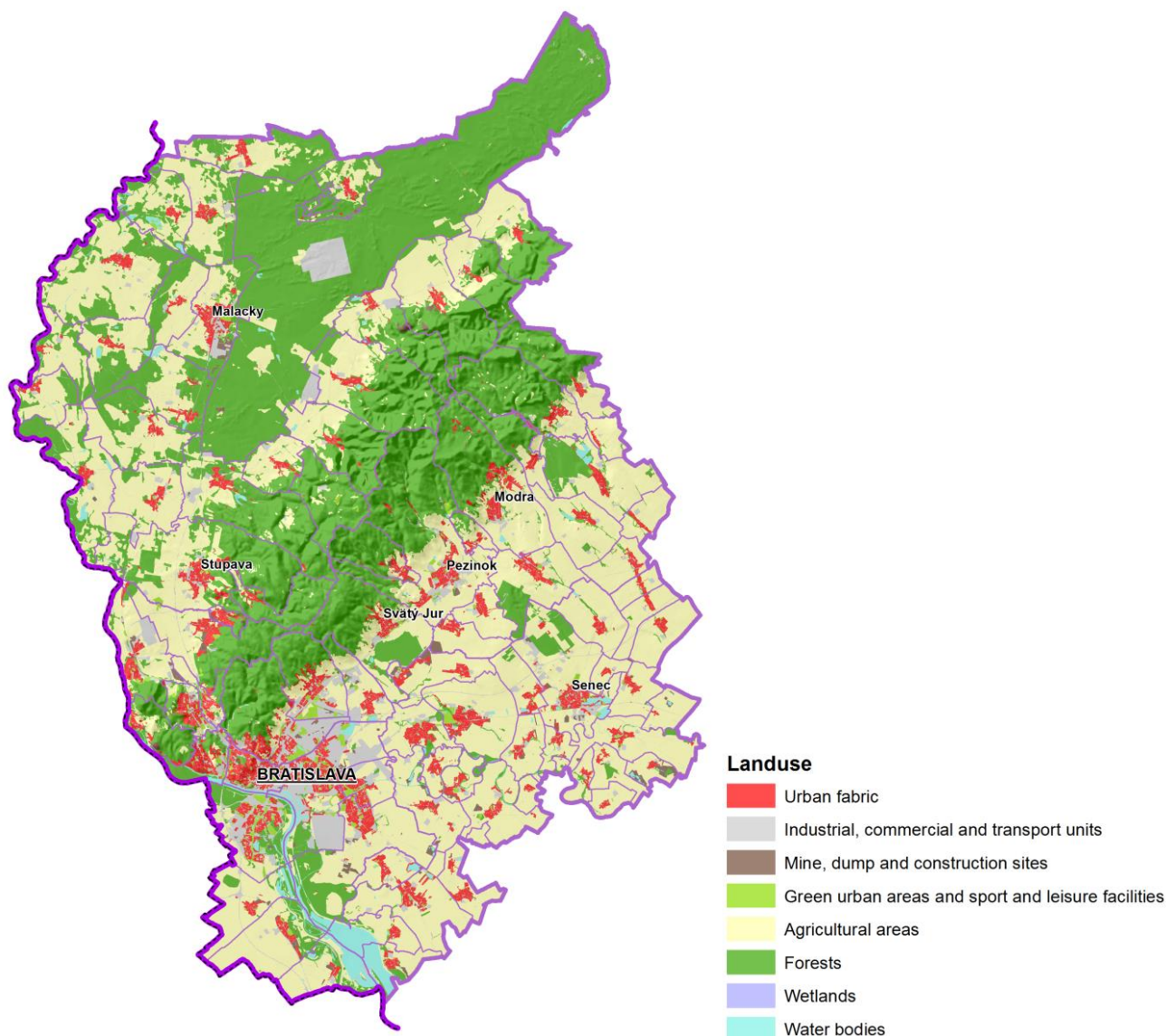
#### Movement of citizens of capital Bratislava

Nearly **¼ of the inhabitants of Bratislava** are coming to work from outside the city during working days. At the same time, **27% of inhabitants** (workers and students) **leave the city during weekends** regularly (source: Market Locator analysis, 2015).



## Thematic maps

**Figure 5 Land use in Bratislava region**



Source: CORINE Land Cover, <http://land.copernicus.eu/pan-european> - modified version

### 3. Tourism data

#### Identification of tourism hotspots on rural areas

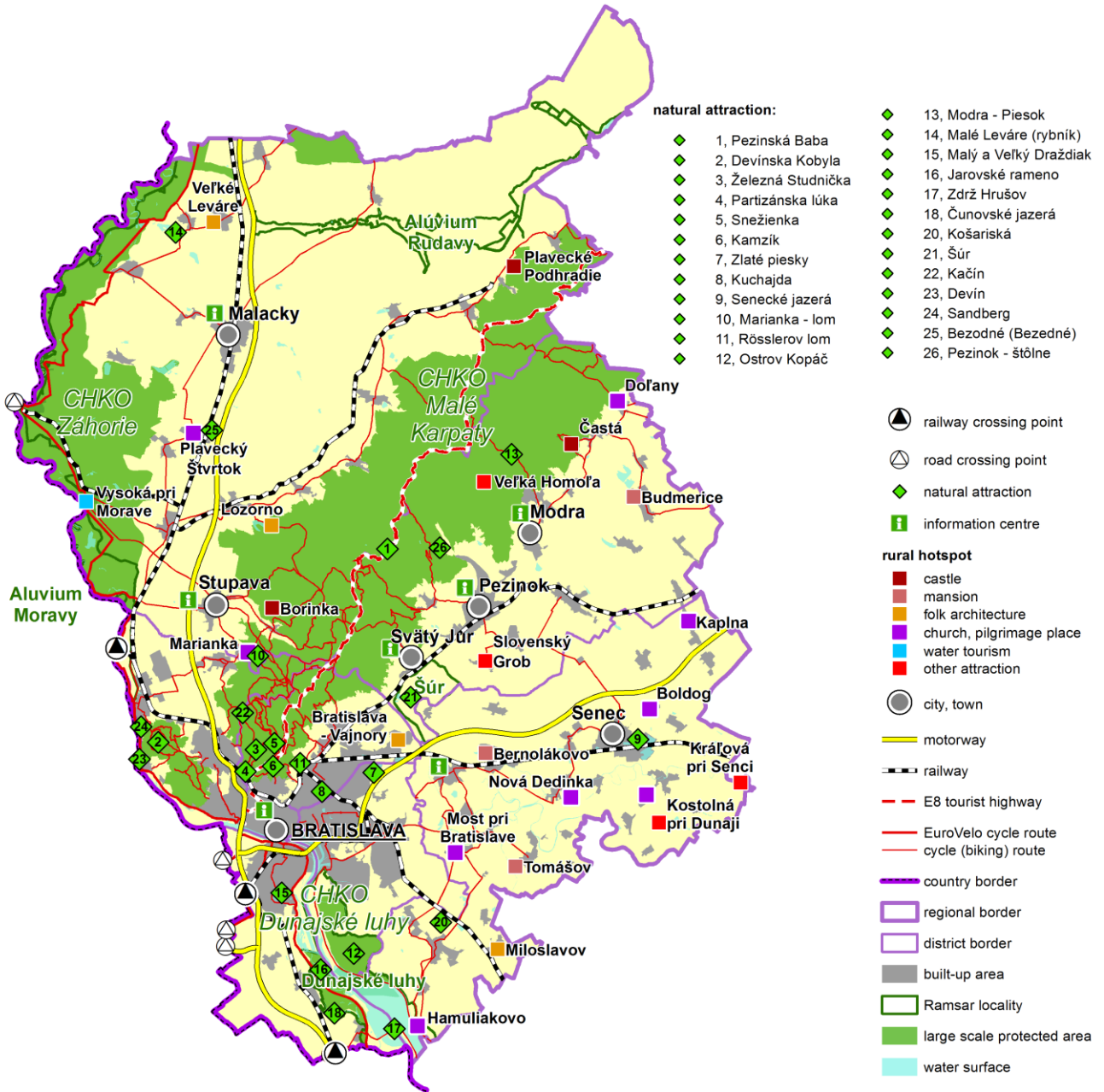
Tourist attractions are concentrated mainly in the area of the country's capital Bratislava and surrounding towns. In spite of suburbanization, the other municipalities maintain their typical rural character. The most interesting sites are:



- Elements of folk architecture represented by the Haban Court in Veľké Leváre, Craft House in Miloslavov, and the village of Crafts and Art - Abeland - located in Lozorno,
- Budmerice, Bernolákovo and Tomášov villages, known for their refurbished mansions,
- Červený Kameň Castle and the ruins of the castles of Pajštún and Plavecký hrad dominate the villages in Častá, Borinka and Plavecké Podhradie,
- Kráľová pri Senci with Bee Museum and the unique Art Nouveau Bridge,
- Kostolná pri Dunaji - Oasis of Siberian Tiger,
- Veľká Homoľa Lookout Tower above the town of Modra,
- the banks of the Morava River, popular area suitable for cycling and water tourism,
- buildings of sacral architecture - especially interesting are the temples located in the village of Boldog (from the 12th century), Hamuliakovo, Kaplna, Nová Dedinka, and Kostolná pri Dunaji (13th century), Marianka, Doľany, Plavecký Štvrtok and Most pri Bratislave (14. st.). Important pilgrimage place is located in Marianka,
- the Rural Historic Monument Zone located in Bratislava - Vajnory,
- Gastronomic specialities of Slovenský Grob – goose dishes. Very popular Vintage Festivals are celebrated annually in Modra, Pezinok and Bratislava - Rača, -Devín, and -Nové Mesto. Cabbage Days are celebrated in Stupava. Apple Feast is held in 15 localities of the region. The Day in the Vineyards is held in several vineyards of the Malé Karpaty Wine Region (from Bratislava to Budmerice). Several local feasts are celebrated throughout the region.



Figure 6 Tourism hotspots and POIs



Source: own processing

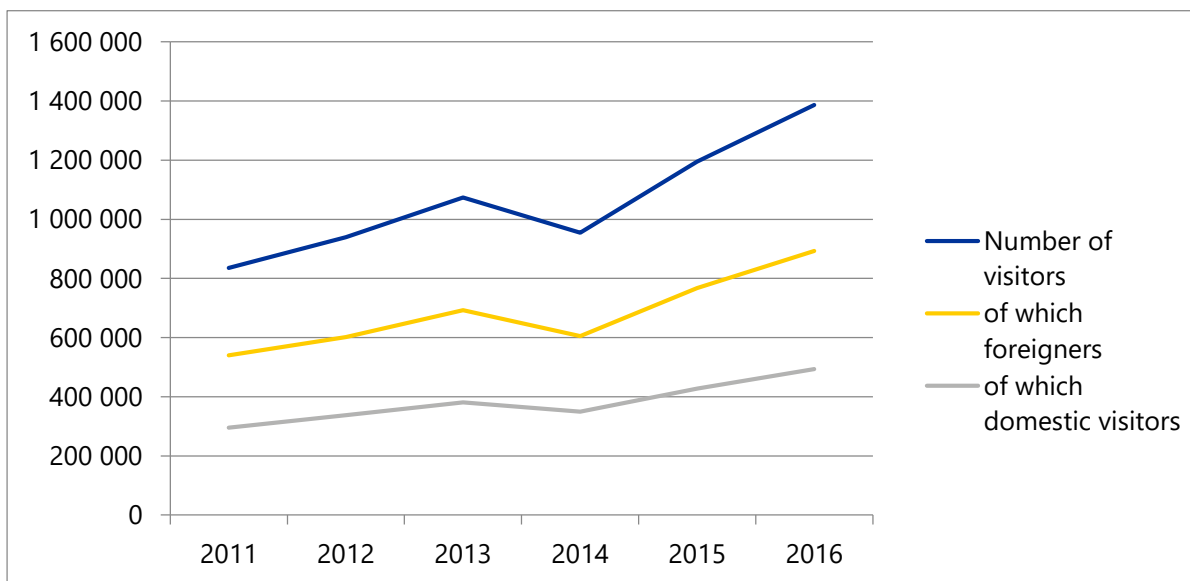


### Tourism statistical data

Tourism in the Bratislava region is a very important economic sector of the region due to its favorable geographic location. In relatively small area with attractive landscapes, a variety of natural features and built infrastructure suitable conditions have been created for the development of a diverse range of tourism. The most important tourist area and locations in the Bratislava region include Bratislava as a natural and highly dominant tourist center with national and international significance.

The offer of activities is focused on **history, culture and traditions** in connection with **gastronomy** and shopping as well as the opportunities for the development of **congress tourism**. Bratislava region can be divided into 4 parts, from the point of view of tourism: capital Bratislava and 3 separate regions - namely Podunajsko, Záhorie and Malokarpatský region. The area of **Podunajsko** (the Danube region) is mainly connected with water and water areas, which offers ideal opportunities for summer tourism, water tourism and fishing. The area of **Záhorie** offers especially natural beauties, historical monuments and opportunities for water and recreational sports. **Malokarpatský** (the Little Carpathian) region is an important wine-growing region of Slovakia and offers mainly cultural monuments and folk traditions.

**Figure 7 Number of visitors in the Bratislava region**



Source: own processing on the basis of Statistical Office of the Slovak Republic data



Since 2011 in the Bratislava region, with the exception of 2014, the number of visitors increases, with an increase of domestic as well as foreign tourists. Especially in recent years we have witnessed a relatively rapid increase, especially of foreign visitors. Foreigners account for up to 2/3 of the total number of visitors in the region.

The district Bratislava I (old town) dominates the region. It participates in 45% of the total number of visitors in the region and 35% for overnight stays (year 2016). In this district is also the highest share of foreign tourists with 80% of the total number of tourists.

### Number of beds

In the Bratislava Region, according to the data of the Statistical Office of the Slovak Republic, accommodation facilities had a total of 22 470 beds in 2016. The distribution between the individual types of accommodation is as follows:

- Collective accommodation establishments: 22 270
  - of which Hotels (motels, boatels) and guest houses: 15 659
  - of which Tourist residences: 2 153
  - of which Other collective accommodation establishments: 3 697
- Accommodation establishments in private: 200

Beds offered under Airbnb are not listed as such data is not available.

**The region**, thanks to the capital Bratislava, **is the most popular destination of foreign tourists in Slovakia**. Within the number of spent nights (data is shown in the table below) the region is in second place behind the Tatra region, because short stays are mainly realized in Bratislava. It is primarily about cognitive tourism, business tourism and summer holiday recreational water tourism.

Year	Number of nights spent by visitors			of which nights spent by foreigners		
	2014	2015	2016	2014	2015	2016
<b>Accommodation establishments in total</b>	2 024 473	2 554 879	3 000 449	1 059 758	1 392 198	1 637 713
Collective accommodation establishments	2 019 604	2 548 407	2 990 347	1 058 131	1 391 040	1 632 359
of which Hotels (motels, boatels) and guest houses	1 379 788	1 782 731	2 012 223	912 767	1 199 592	1 351 737
of which Tourist residences	216 110	277 489	369 662	23 270	25 444	63 301
of which Other collective	412 789	470 473	571 316	115 068	154 433	193 195



accommodation establishments						
Accommodation establishments in	4 869	6 472	10 102	1 627	1 158	5 354
private						

Source: Statistical Office of the Slovak Republic, 2017

### ACTIVITIES WITH HIGHEST LONG-TERM POTENTIAL:

- Recognizing cultural heritage
- Business tourism
- Congress / conference tourism
- Visiting cultural and sporting events
- Water recreation
- Water sports
- Canoeing and water tourism
- Cycling

### Existing mobility services for tourists

Bratislava CARD City&Region authorizes free use of public transport in all Integrated Transport System (see Chapter 3) tariff zones in Bratislava and Bratislava Region, a free hourly tour of the historic city centre, free access to 12 museums and galleries and other discounts. The 1-day stay costs 15 €, the 2-day stay 17 € and the 3-day stay 19 €.

Tourist groups can book a number of guided tours within the city and the region, at [www.visitbratislava.com](http://www.visitbratislava.com) (in English and German):

- Everything is Good in Bratislava! - a city tour with a traditional evening dinner,
- Bratislava and her Castles - a weekend tour of both Bratislava castles and a trip to Červený kameň Castle near Častá,
- Bratislava the Beauty on Danube - a three-day visit to Bratislava's Old Town, Devín Castle and Carpathian Pearls along the Wine Route,
- Two special packages at Sheraton and River Park hotels.

For a multi-day visit to Slovakia, starting in Bratislava, one may use the services of [www.travelslovakia.sk](http://www.travelslovakia.sk). Main attractions for cyclists are the Devín Castle Cycling Trip and

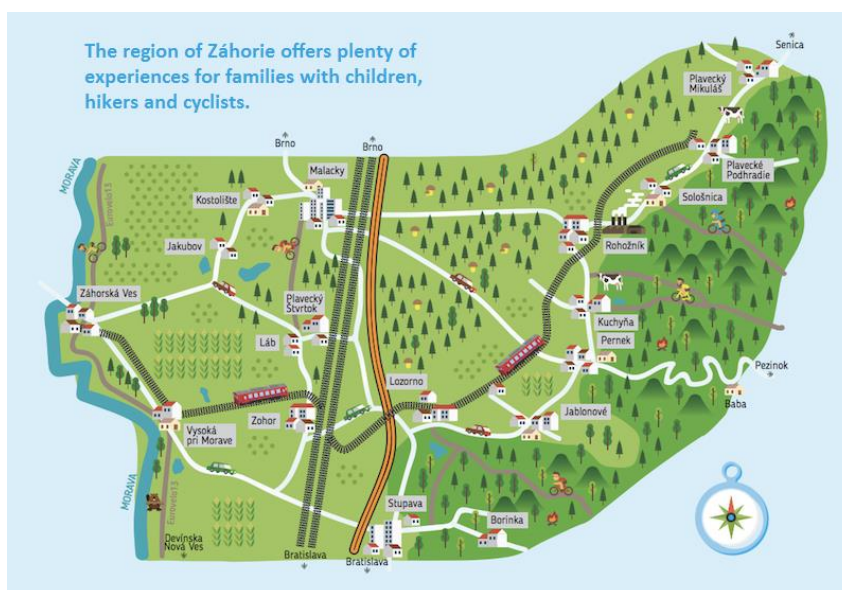




Cruise on the Danube with Cycling Trip to the Iron Curtain. **BratisLover** is a package, which includes a return rail ticket between Vienna and Bratislava for only 16 EUR. It offers the following advantages: use of Bratislava public transport, 20% discount on city tour (provided by Tour4u.sk), 30% discount on boat trip, as well as the option of taking a bicycle on board of the train for free (more at [www.obb.at](http://www.obb.at)). Another opportunity to visit Bratislava from the Austrian capital is through Vienna Sightseeing's ([www.viennasightseeing.at](http://www.viennasightseeing.at)) Bus-Schiff package (bus and boat back) or Bus-Bus package, both with guided services.

An alternative way of knowing Bratislava from the deck of the boat is offered by [www.speedboats.sk](http://www.speedboats.sk) and Hot Chilli boats ([www.vyletneplavbypodunaji.sk](http://www.vyletneplavbypodunaji.sk)) with the possibility of visiting the Devín Castle or Danubiana Gallery in Čunovo. There are also excursions to Jarovecké rameno, to Čunovo or Austrian town of Hainburg. Both companies also offer rides on a water scooter.

For cyclists the **(cycle) train "Záhoráčik"** is available on the line Zohor - Záhorská Ves - Plavecké Podhradie and back. Passengers can travel on weekends and non-working days. The route offers an interesting connection to the surroundings of the castle in Plavecké Podhradie with the Záhorská Ves, lying on the river Morava and also on the international cycling route Eurovelo 13 along the Iron Curtain. The route is connected with the Austrian municipality Angern by ferry, which makes Záhorie available for tourists from Austria too.

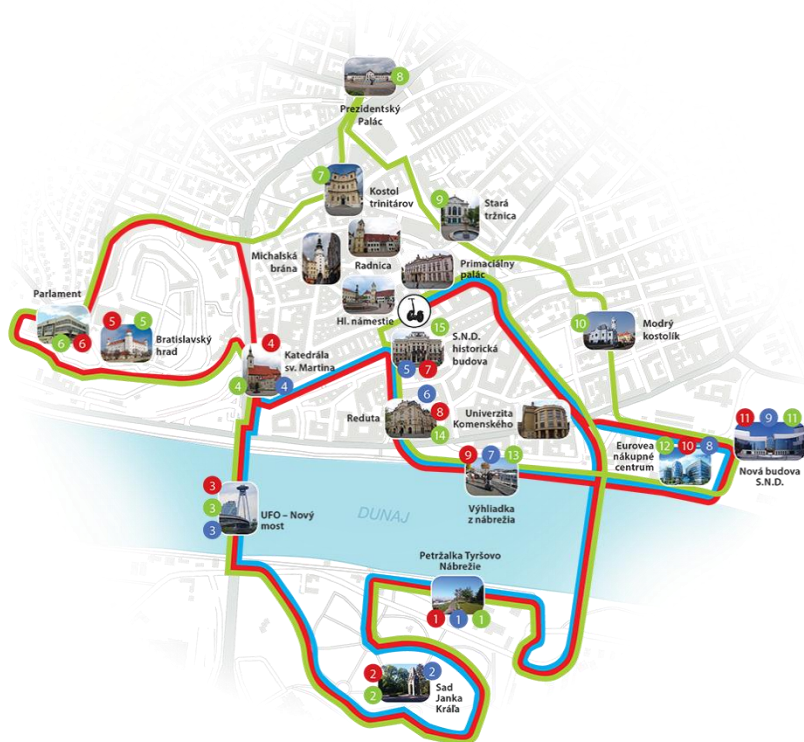


## Segway

In Bratislava there is the possibility to rent a Segway, which offers sightseeing and especially a fun sightseeing of the city. At present, visitors have a choice of 3 circuits: CITY - City center



tour, **CASTLE** - sightseeing of Bratislava Castle and both banks of the Danube river and **RIVERSIDE** - sightseeing tour around the city.



### up! city

Urban project **up! city** combines elements of mobility, modern technologies and relaxation zones. The project is provided by private organizations in cooperation with the city of Bratislava. Within the service, customers can rent an electric car both for personal and business meetings, or even for shopping. At the same time, you can pick one of six routes with a built-in navigation system and get to know the beauty of Bratislava, while driving the fun-to-drive urban car with a fully electric engine. The service also offers bicycle rentals. Apart from the typical city bike, you can rent modern e-bikes, cargo bikes, and even electric scooters.

### Key stakeholders

Within the chapter key stakeholders in the field of tourism with an emphasis on their activities are identified.



## **Bratislava Self-governing region**

At the Office of the Bratislava Self-Governing Region, the **Department of Tourism and Culture** is responsible for tourism issues. Department creates conditions for the tourism development and ensures the coordination of this development. It carries out a wide range of activities at the level of the relationship: to citizens, municipal self-government, state administration and the business sphere and associations.

### **Regional Tourism Organization - Bratislava Region Tourism**

Regional Tourism Organization Bratislava Region Tourism was officially registered by the Ministry of Transport, Construction and Regional Development of the SR on 15.02.2012. The founding members are Bratislava Self-governing Region, the Bratislava Tourist Organization and the Regional Tourism Organization of the Senec Region.

The Bratislava Region Tourism steadily supports and creates favourable conditions for sustainable development of tourism in the region of the capital Bratislava. Our agency deals with marketing strategies and promotion of tourism in Slovakia, performed on domestic and foreign events and trade shows. We also support the cultural, sport, and social aspects of the public life in Slovakia and are involved in the maintenance of our cultural heritage. In addition to these tasks, we also provide professional support and consultation service to the organizations cooperating with our agency.

### **Bratislava Tourism Organization - Bratislava Tourist Board**

It was officially registered by the Ministry of Transport, Construction and Regional Development of the SR on 28.12.2011. The founding members are the city of Bratislava and 69 legal entities and natural persons who operate in the territory. The activity of the organization can be divided into 4 areas of activities: *destination management and marketing, MICE - congress and incentive tourism, communication and distribution, administrative and economic activities ensuring the smooth running of the organization.*

### **Regional organization of tourism Region Senec**

Region Senec is a regional tourism organization established on 27.2.2012 in order to support, promote and develop tourism in the territory of founders and members. Seven municipalities and four business entities are the founding members. It is a regional



governing and executive structure for tourism development, which brings together municipalities, entrepreneurs and other entities active in the tourism.

The aim of the organization is in particular to promote visibility and build the image of the region and the municipality, to improve visitor awareness, to develop tourism products and to support the region's events.

### **Regional tourism organization of Záhorie**

The organization brings together actors from the region of Záhorie, located in the territory of the Trnava and Bratislava regions.

It was officially registered by the Ministry of Transport, Construction and Regional Development of the SR on 17.12.2012. The founding members are 13 municipalities and 18 entities operating on the territory.

Organization wants to build a recognizable tourist destination from the territory of Záhorie and therefore brings together various entities from all over Záhorie with interest in the development of tourism.

### **Regional tourism organization of Malé Karpaty (Little Carpathians)**

Regional tourism organization of Little Carpathians was registered after the founding General Assembly on 21.12.2015 and 29.12.2015 became a member of the Regional Tourism Organization Bratislava Region Tourism. The organization's goal is to improve the management and marketing of territory by closer cooperation between the public and private sectors, with the help of state support. Among the first objectives, the organization has established, is its expansion with other municipalities and entrepreneurs participating in tourism and developing a destination development strategy.



## Existing tourism information systems

Bratislava has several web portals that may be used by both Slovak and foreign residents or tourists: [www.visitbratislava.com](http://www.visitbratislava.com) - in Slovak (SK), English (EN) and German (DE) languages, with Bratislava City smartphone application. The cultural program in English is to be found at [www.bkis.sk](http://www.bkis.sk) or [www.welcometobratistlava.eu](http://www.welcometobratistlava.eu). The other cultural webs are only in Slovak ([www.citylife.sk](http://www.citylife.sk), [www.inba.sk](http://www.inba.sk) and [www.kamdomesta.sk](http://www.kamdomesta.sk)). Interesting information can also be found on Bratislava Municipality website [www.bratistlava.sk](http://www.bratistlava.sk) (SK, EN, DE). Information about region's tourist destinations are provided on [www.slovakia.travel](http://www.slovakia.travel) (SK, EN, DE, HU, PL, RU), with Bratislava Region Tourism smartphone application. What should be highlighted is the Bratislava Region Magazine (also available at [www.region-bsk.sk](http://www.region-bsk.sk)), [www.visitmodra.sk](http://www.visitmodra.sk) (SK, EN, DE, HU) and tourist sites [gob.sk](http://gob.sk) and [www.tourcentrope.eu](http://www.tourcentrope.eu).

**Cycling** is represented at the portals [www.letsbike.eu](http://www.letsbike.eu) (SK, EN, DE, HU), or [www.cyklomapy.sk](http://www.cyklomapy.sk) (SK), [www.podmevon.sk](http://www.podmevon.sk) (SK) – with smartphone application, <http://map.tourcentrope.eu> (SK, DE, CZ, HU, EN) – with application covering the CENTROPE region. A GIS application partially covering Bratislava Region is on <http://gis.donauregionen.sk/cykloportal> (EN). Selected information can also be found on <http://odoprave.info> (SK, EN, DE, HU).

The **Bratislava Tourist Information Centre** with English and German speaking staff is located in the city centre (daily from 8am to 6pm or 7pm) and at the airport. During the summer season, two additional information centres are located at the main railway station and in the second one in the city centre. Their partner centre Bike Point is dedicated to cycling and two other partner centres are focused on water transport: Slovenská plavba a prístavy (Slovak Shipping and Ports – [www.spap.sk](http://www.spap.sk)) and the Twin City Gate - HUMA 6. Tourist information centres in surrounding towns (Pezinok, Modra<sup>2</sup>, and Senec, Malacky, Stupava, and Svätý Jur) are more likely to inform the local population and their opening hours do not correspond to the needs of tourism (the working time is approximately between 8am to 4pm during working days, in some cases also on Saturday between 9am and noon). Small local tourist boards are located in Bratislava - Devínska Nová Ves and Ivanka pri Dunaji.

The Bratislava Self-Government Region publishes annually brochures TOP 42 events in the Bratislava region and TOP 42 of attractions.

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<sup>2</sup> Malokarpatská informačná kancelária (Tourist Board of the Little Carpathians)



## Modal Split

According to the BRAWISSIMO survey (2015)<sup>3</sup>, the total distribution of transport in the Bratislava and Trnava regions was following: cars 40% (30% in Bratislava), public transport 21% (31% in Bratislava), cycling 7% (1% in Bratislava) and pedestrian transport 32% (same in Bratislava). According to the Master Plan of Transportation of Bratislava<sup>4</sup> 40% of the population used a car, 33% used public transport, 26% walked and 2% used a bicycle.

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<sup>3</sup> <http://www.fvv.tuwien.ac.at/forschung/projekte/international-projects/brawisimo-sk/#c7489>

<sup>4</sup> Územný generel dopravy hl. m. SR Bratislavy, Centrum dopravného výzkumu, v.v.i., Brno, 2015



## 4. Regional sustainable mobility situation

### Overall transport network and sustainable transport systems

**Bratislava Region** has an excellent connection to the **European corridor system**:

- Multimodal corridor, branch no. IV (also part of the TEN-T corridor networks): Dresden - Prague - Bratislava - Vienna - Budapest (through the districts of Malacky, Bratislava IV and Bratislava V)
- Multimodal corridor, branch no. V. (also part of the TEN-T corridor networks): Venice - Koper - Trieste - Ljubljana - Budapest - Uzhhorod / additional route V.a: Bratislava - Žilina
- Multimodal corridor no. VII Waterway Danube

The **communication network** of the Bratislava Region consists of communications with national and suburban importance and local communications in the total length of 802 km (as of 1 January 2014)<sup>5</sup>: the motorways D1, D2, D4 (in the length of 112 km), the first class roads (130 km), the second class roads (207 km), and the third class roads (353 km). In addition to the main directions (listed in the Main transportation nodes subchapter), rail transport is also heading south-east towards the town of Dunajská Streda in the neighbouring region. The local railway line links Zohor interchangeable railway junction with the municipalities of Plavecké Podhradie on the East and Záhorská Ves on the West. **Border crossings** on the Slovak-Austrian border: two railway crossings at Bratislava - Devínska Nová Ves – Marchegg and Bratislava - Petržalka – Kittsee and two road crossings at Bratislava - Petržalka – Berg and Záhorská Ves – Angern an der March (ferry). Both the road and the motorway crossings are located in Bratislava - Jarovce – Kittsee (D4 / A6 motorways). On the Slovak-Hungarian border, there are the railway, road and motorway / expressway crossroads located at Bratislava – Rusovce – Rajka (motorway D2 / M15).

**Bike sharing**, a public bicycle rental system, is still underdeveloped within the Bratislava region. There is currently only one such service. These are **White Bicycles** in Bratislava, which represent a community bike sharing system operated by the Cyklokoalícia, civil association. From spring 2018, however, a new bike rental in Bratislava is planned for citizens and tourists of the city, which will be operated by the Slovnaft private company. The system will consist of 75 stands and 750 bicycles. Electric bicycles will also be offered within.

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<sup>5</sup> Územný generel dopravy hl. m. SR Bratislavy, Centrum dopravného výzkumu, v.v.i., Brno, 2015



Bikesharing is built on a network of stands that are connected over the internet. User, after registration and paying a fee, can borrow the bicycle at one place and return it to the other.

### Traffic network and sustainable transport system

In 2013, the 1st phase of the Integrated Transport System (IDS) was launched on the territory of the capital of the Slovak Republic in Bratislava and in the District of Malacky. Twenty-one fare zones were created for this purpose. In the next phase in 2015, the system was extended to the entire territory of the Bratislava region and selected municipalities of the Trnava region. The number of fare zones increased to 50. In 2016, the IDS transported nearly 300 million people<sup>6</sup>. Several companies of railway transport (Železničná spoločnosť, a.s. and RegioJet a.s.<sup>7</sup>) – new train units have been purchased from EU funds, suburban bus services (Slovak Lines, a. s.) and Bratislava public transport (Dopravný podnik Bratislava, a. s.) are involved in the system. In Bratislava, public transport consists of trams, trolleybuses and buses. In Malacky there are 4 bus lines and in Pezinok one city bus line is operated by selected connections of the suburban bus line Bratislava - Pezinok of the regional carrier Slovak Lines.



The **tramway network** consists of nine lines running on five radials with a total net length of 43 km. Tramways carry out transport services in the area of Dúbravka, Karlova Ves, Rača, Ružinov and the eastern industrial zone (Vajnorská Street and Zlaté piesky).

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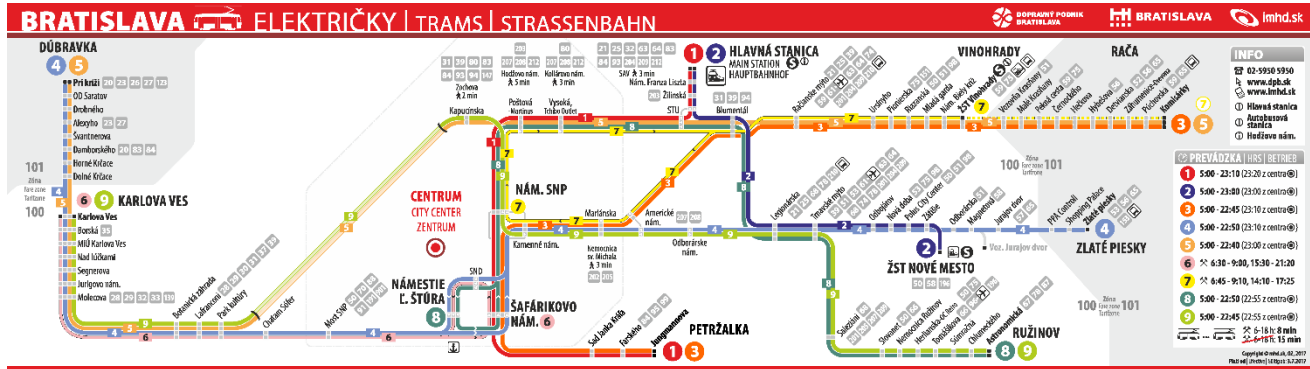
<sup>6</sup> Annual report 2016 of Bratislava Integrated Transport (in Slovak, to be found on [www.bid.sk](http://www.bid.sk))

<sup>7</sup> Since 1<sup>st</sup> January 2018 ([https://www.regiojet.sk/novinky/vlaky/2017\\_07\\_20\\_RegioJet\\_vstupi\\_do\\_IDS\\_BK.html](https://www.regiojet.sk/novinky/vlaky/2017_07_20_RegioJet_vstupi_do_IDS_BK.html))





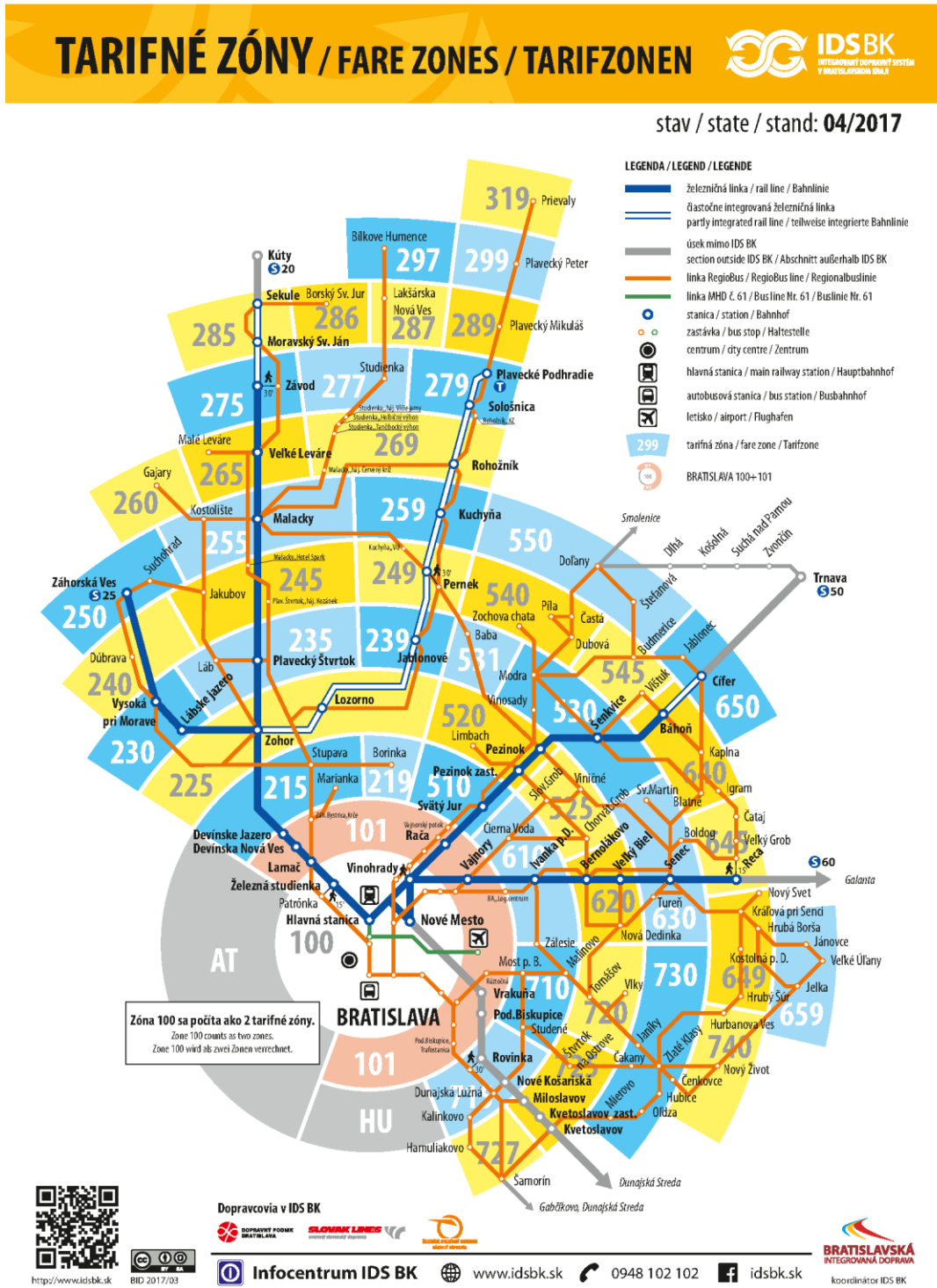
Figure 8 Tram lines scheme in Bratislava (July 2017)



Source: [www.imhd.sk](http://www.imhd.sk)



Figure 9 Fare zones of Integrated transport system in Bratislava region

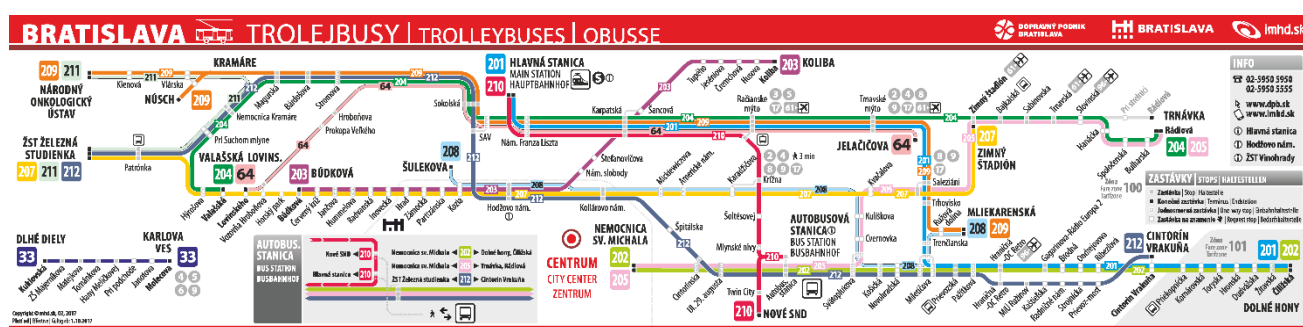


Source: [www.idsbk.sk](http://www.idsbk.sk)



**Trolleybus network** in Bratislava consists of 13 daily lines and 2 night lines with a total length of 49 km, covering the hilly areas of Bratislava - Kramáre, Koliba, Hrad, Horský park, Dlhé diely, and also the city districts of Podunajské Biskupice, Vrakuňa and Trnávka.

**Figure 10 Trolleybuses lines scheme in Bratislava (October 2017)**



Source: [www.imhd.sk](http://www.imhd.sk)



**Buses** run in the entire city of Bratislava and form backbone lines on several major roads. About 455 functional vehicles from different manufacturers serve 65 daily and 18 nightlines. New buses are gradually being added to the traffic on public transport links. The most frequent bus vehicle on Bratislava's roads is currently the articulated low-floor SOR NB 18 City, followed by short vehicles of Irisbus, Iveco, SOR, Tedom and Solaris companies. Mercedes-Benz CapaCity offers the largest capacity. The Iveco Daily minibuses provide the local transport in the predominantly hilly areas of the city. Solaris Urbino 15 CNG and Mercedes-Benz Citaro CNG represent the **ecologically friendly vehicles**. From June 2018 small electrobuses SOR EBN 8 and a 12-meter electric bus SOR NS 12 Electric will be also included in operation.

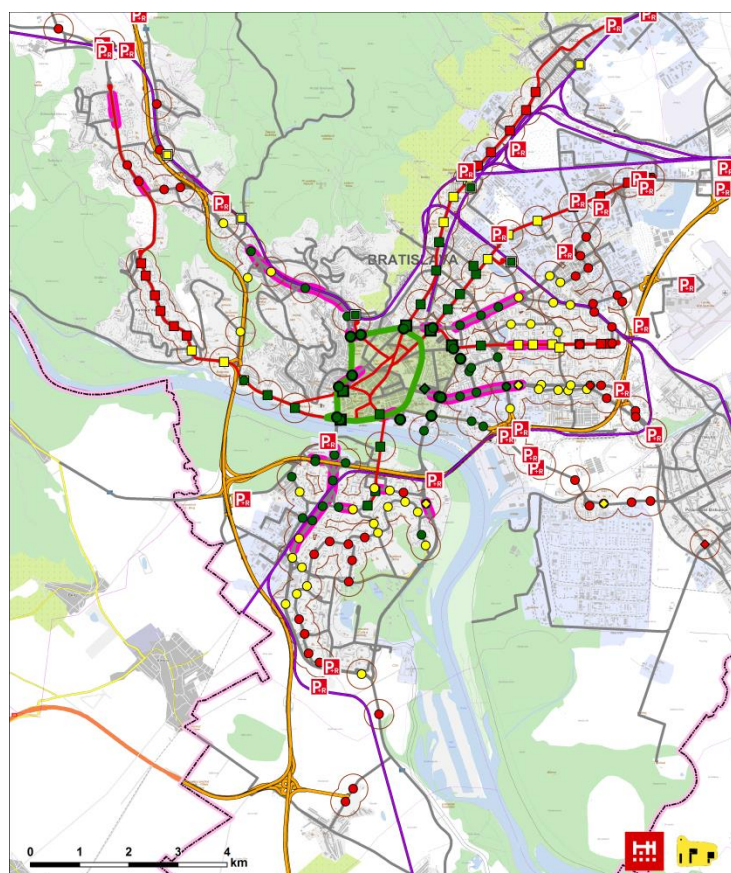
In addition to the above-mentioned modes of transport, **rail transport** (Devínska Nová Ves, Rača, Vajnory, Vrakuňa, Podunajské Biskupice) as well as **suburban bus services** can also be used in Bratislava. Figure 11 shows the temporal accessibility up to 15 minutes to the central area of the city (based on the timetables of all mentioned modes of transport)..

From the point of view of **long-distance and international bus transport**, 28 distant and 29 international bus lines pass through the Bratislava Region. Out of the other mentioned,



approximately 41.2% leave for the Czech Republic, 38.2% for Austria and 20.6% for Hungary. The number of all connections (arrivals and departures) of international routes a week, passing through Bratislava, AS, was 664. The most intense days were Saturday, Thursday and Friday (with 101, 99 and 98 connections respectively)<sup>8</sup>.

**Figure 11 Accessibility to the city center using public city transport**



**Temporal accessibility to the city centre using public transport**

○ bus	● 0 - 5 min	 P + R - proposal	 motorway
◇ regio-bus	● 5 - 10 min	 inner circle	 road
□ tram	● 10 -15 min	 isochrone 300m	 tram
■ train	○ reference stop	 bus lane	 railway

Source: Vyhľadávacia štúdia možností realizácie záchytných parkovísk a parkovacích domov v Bratislave (Feasibility study for the possibility of realization of P + R and garages in Bratislava), hl. m. SR Bratislava, 2017

<sup>8</sup> Plán dopravnej obsluhy Bratislavského kraja 2017 (Žilinská univerzita)



## Organization and financial structures

### Financial Issues

Public transport in the country and thus also in the Bratislava region is financed by own revenues, which is, depending on the type of transport, up to 50% of the total costs. Most of the cost is provided from public sources through ordered performances in public interest. Depending on the type of transport, public transport services are ordered in public interest and hence also financed from the state, regional, or municipal budget. State budget provides services of national and international importance, such as railways.

Public transport at regional level is mainly provided by suburban bus services. Bratislava Self-governing Region through a concession contract with the operator (Slovak Lines, a.s.), secures the transport serviceability of the territory by suburban bus lines and from the public finances it provides compensation for the loss declared by the operator as eligible in connection with securing the transport serviceability in the territory and provided discounts on travel according to the price list.

City transport is secured and subsidized from the municipal budget. In the territory of the region, the most important provider of urban transport is Dopravný podnik Bratislava, a.s. (Bratislava Transportation Company, Inc.), operating in the capital city of Bratislava. The sole founder and shareholder is the capital of the Slovak Republic Bratislava. The main subject of the activity is the implementation of regular public city transport of persons – by buses, trams and trolleybuses.

### Transport Association

In Bratislava region, where is the seat of the capital Bratislava the Integrated Transport System (IDS BK) was established, which combines the different modes of transport and allows passengers to use the various types of public transport more conveniently.

For this purpose **Bratislavská integrovaná doprava, a.s.** was established on 30.6.2005, in order to integrate transport services in the Bratislava region. 65% is owned by Bratislava Self-governing Region and 35% owned by the capital of the Slovak Republic Bratislava.

It offers a comprehensive integrated transport system with unified transport and tariff conditions and the public can travel with one ticket within the three most important public transport operators serving on the territory of Bratislava and the Bratislava Region.



The company's key role is to carry out activities that will make the public transport more attractive in the region in the context of the rapid development of individual car transport. This objective is to be achieved by the company, but also by the individual customers, especially by introducing uniform tariff conditions for all operators involved into integrated transport, by introducing a regular interval of the individual links and ensuring the connection of individual links.

The integrated transport project is built in such a way that other companies operating public passenger transport in the Bratislava region or other transport operators can join the system gradually, since this is not a closed system operating only in the determined area.

The company also carries out the activities as follows:

- Processing of draft timetables.
- Preparing documents for transport serviceability in Integrated Transport System (ITS).
- Management and development of the unified tariff system of ITS.
- Preparation, design and implementation of traffic surveys.
- Ensuring uniform passenger information.
- Ensure promotion of ITS.
- Ensuring the operation of information systems.
- Preparing, designing and providing sales revenue between operators involved.
- Evaluation of the operation of the ITS system.

### **Relevant Transport Operators for Sustainable Transport**

As mentioned before there are several public passenger transport operators in the Bratislava region. The most important railway operators include the state transport company **Železničná spoločnosť Slovensko, a.s.** operating personal rail transport in Slovakia. Significant carrier in the region is the private company **RegioJet a.s.**, which provides train and regional bus services. The suburban bus service is provided by **Slovak Lines a.s.** performed in the public interest on the basis of a service contract with the Bratislava Self-governing Region. Transport services of public city transport in the territory of the capital city of Bratislava are provided by **DPB, a.s.** by means of transport - buses, trams and trolleybuses

In addition to the mentioned there are several other private operators within the region, especially in bus transport at greater distances, whether within Slovakia or Europe.



The Danube River can also be used for transport within the territory of the region. It is primarily the company **Slovenská plavba a prístavy – lodná osobná doprava, a.s.** (Slovak Shipping and Ports – Passenger Shipping, JSC), which is a Bratislava Passenger Port operator and leading passenger shipping operator on the River Danube in this area. The company provides a wide range of sightseeing trips, ferry and charter services. In addition to regular services between Bratislava and Vienna, it also offers sightseeing trips in Bratislava and surrounding areas by hydrofoils. Another possibility of shipping is the **Twin City Liner** catamaran, operated by the Austrian company, which provides fast and convenient transport directly from the center of Bratislava to the center of Vienna. Twin City Liner operates one line by two catamarans in the season several times a day.

### Usability and accessibility

#### Existing transport information systems

Outstanding source about the transport connections and information about Bratislava public transport is the website [www.imhd.sk](http://www.imhd.sk) (also in the EN mutation). When viewing pages on the smartphone, it is possible to search for actual departures from a stop closest to the current location of user. Most convenient sources for regional connections are [www.busy.sk](http://www.busy.sk) (or [www.cp.sk](http://www.cp.sk) - SK, EN, DE) or [www.idsbk.sk](http://www.idsbk.sk) (Integrated Transport System - SK, EN). The Customer Center located at the Main Station in Bratislava is open daily between 6:45am to 7:30pm. Alternatively, one may also use the trilingual webpages of Bratislava public transport company [www.dpb.sk](http://www.dpb.sk) (SK, EN, DE). UBIAN is a smartphone application that shows the current location of the vehicle on the map.

#### Ticket accessibility

As was mentioned already, the IDS Integrated Transport System is divided into several fare zones. All ticket types are transferable and can be purchased at:

- Yellow ticket machines located in Bratislava (370 units) and multifunctional (red) vending machines located in Bratislava, Pezinok, Malacky, Senec and Zohor that offer a complete assortment of travel tickets, including the pre-paid tickets, as well as electronic wallets. Payment is also possible with banknotes and ATM cards
- combined ticketing stamping machines located directly in vehicles and, in the case of regional railway transport, on the platforms of railway stations. This is the so-called electronic ticket (eCL) that is non-transferable (only applicable to the cardholder)



- regional vehicles. The bus driver sells one-time tickets as well as the eCL tickets. On the train, purchasing of a ticket is possible from the train guide. Standard prices, however, only apply in stations that do not have ticket sales (Svätý Jur, Ivanka pri Dunaji, Pezinok - zastávka) or when the cash register is already closed. The condition for such a purchase is the active search for the train guide. Otherwise € 1.50 is charged
- branches of individual carriers with the possibility of buying a wide range of tickets, including the chip cards and pre-paid tickets:
  - Dopravný podnik Bratislava - 9 branches in Bratislava
  - Slovak Lines - bus station Mlynské nivy and one branch in Malacky
  - Železničná spoločnosť - at most of Bratislava's railway stations (Main Station, Bratislava-Lamač, Bratislava-Nové Mesto, Bratislava-Petržalka, Bratislava-Rača, Bratislava-Vinohrady and Devínska Nová Ves, as well as branch in the city centre), and on railway stations of Malacky, Plavecký Štvrtok, Veľké Leváre, Závod, Zohor, Báhoň, Cífer, Pezinok, Šenkvice, Bernolákovo and Senec
  - RegioJet<sup>9</sup> (in the direction of Dunajská Streda) - on the Main Station and Nové Mesto railway station
- selected newspaper stalls (one-time tickets for 2 to 3 zones)
- mobile phone or smartphone via SMS within Bratislava (zones 100 and 101). On offer is a 40-minute, 70-minute and 24-hour ticket
- e-shops of individual carriers

#### Accessibility for people with mobility difficulties

At present, most of Bratislava's public transport vehicles are low-floor. On most bus and trolleybus lines, such connections are marked in the timetables. However, in the case of a lack of serviceable low-floor vehicles, high-floor buses may be used instead, with no information provided. Low-floor tram vehicles are guaranteed on tramline numbers 1, 3, 4, 5, 6 and 9. The lines 1 and 3 use exclusively the low-floor tram vehicles. Wheelchair users, as well as people travelling with baby carriage, can only enter the vehicle with the driver's knowledge. Doors intended for the entry / exit of such a passenger and exact location in the vehicle are marked with a corresponding pictogram.

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<sup>9</sup> part of IDS since 1<sup>st</sup> January 2018 as mentioned in the subchapter Traffic network and sustainable transport system





Selected regional trains of the Železničná spoločnosť (Railway Company) in the direction of Kúty, Trnava and Galanta are also low-floor. However, there is no guarantee that the train will come low-floor. All trains of RegioJet (direction Dunajská Streda) are low-floor. A completely different situation is at particular railway stations. Bratislava's Main Station does not have escalators or useable lifts. However, this situation should change in the near future. The lifts will be placed at the important Bratislava transit node Trnavské mýto during its planned reconstruction.

In the case of suburban bus services, more than third (84 out of 250) vehicles are low-floor<sup>10</sup>.

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<sup>10</sup> [www.slovaklines.sk](http://www.slovaklines.sk)



## 5. Existing Plans and Projects

### Results of Previous Projects in the Field of Transport and Mobility

Several projects aimed at creating new or renewing existing cycling links in the territory of Bratislava and in its immediate surroundings (projects Cyklomost slobody, JURAVA, Servus Pontis and Perimost) have been implemented in the previous period.

From the point of view of tourism promoting in the region, new public passenger transport lines were launched either on the railway (Cyklovlak Záhoračik) or on the road (Malokarpatský expres).

Several projects focused supporting and promoting sustainable mobility in the Bratislava region (TransDanube and TransHUSK Plus projects) have also been implemented within cross-border territorial cooperation.

**The common feature of successfully implemented projects** is the cooperation of several key actors, the use of existing infrastructure, the extension of the existing service offer, involvement in the integrated transport system, increasing of traffic safety and linking to existing cycle paths and tourist attractions, eventually linking to history and traditions.

Several projects were funded through cross-border cooperation programs (Slovak Republic - Austria and Slovak Republic - Hungary) or directly from Bratislava Self-governing Region budget.

Interesting projects that **have not yet been implemented** can include regular water transport on the route sBratislava - Devín and Šamorín - Hamuliakovo - Bratislava (**Dunajbus** project). Several studies were carried out, including an architectural study on the equipment of the land part of the operating ports for persoal water transport on the Danube on the Hamuliakovo - Bratislava route for the 5 ports: Hamuliakovo, Čunovo, Devín, Devínska Nová Ves and Vlčie hrdlo. So far, no funds have been found for launching and operating such a type of public passenger transport.



An overview of the most important projects that have been implemented in the past few years in the field of transport and mobility (following tourist objectives, locations) is listed below.

## Cyclotrain Záhoračik

**Goals:** to support the development of tourism in the Záhorie region

**Activities:** Extension of the train line Zohor - Záhorská Ves to Plavecké Podhradie and back in the season from April 29 to October 1, 2017, on Saturdays, Sundays and on non-working days.

**Funding source:** BSGR

**Reasons of success:** 1. cooperation of several key actors (BSGR, ZSSK, ŽSR and BID), 2. use of existing infrastructure (existence of railway line), 3. extension of existing service offer (special coach for the transport of bicycles), 4. involvement in the integrated transport system (except railway tickets also Bratislava Integrated Transport Pass on the route is valid). 5. Increase of traffic safety (the train is equipped with a special bicycle coach to allow cyclists heading for the northwest slopes of the Malé Karpaty and forests of Dolné Záhorie to avoid the dangerous road from Lozorno to Plavecké Podhradie). 6. Link to the existing cycling routes and tourist attractions (connecting the surroundings of the Plavecké Podhradie with Záhorská Ves, ferry connection to the Austrian municipality of Angern, which makes Záhorie available for tourists from Austria).

**Recommendations:** 1. cooperation of several key actors, 2. utilization of existing infrastructure, 3. extension of existing service offer, 4. involvement in the integrated transport system, 5. increase of traffic safety and 6. connection to existing cycle routes and tourist attractions.



**Od 29. apríla 2017**  
**TURISTICKÝM VLAKOM ZÁHORÁČIK**  
 do Plaveckého Podhradia

Región Záhoria ponúka dostatok zdieľkov pre rodiny s deťmi, peších turistov aj cykloturistov.

Záhorská Ves - Zohor - Plavecké Podhradie				Plavecké Podhradie - Zohor - Záhorská Ves			
St. číslo	St. názov	Príchod	Odchod	St. číslo	St. názov	Príchod	Odchod
1	Záhorská Ves	08:00	08:15	1	Plavecké Podhradie	08:15	08:30
2	Záhorská Ves	08:30	08:45	2	Zohor	08:45	09:00
3	Záhorská Ves	09:00	09:15	3	Plavecké Podhradie	09:15	09:30
4	Záhorská Ves	09:30	09:45	4	Zohor	09:45	10:00
5	Záhorská Ves	10:00	10:15	5	Plavecké Podhradie	10:15	10:30
6	Záhorská Ves	10:30	10:45	6	Zohor	10:45	11:00
7	Záhorská Ves	11:00	11:15	7	Plavecké Podhradie	11:15	11:30
8	Záhorská Ves	11:30	11:45	8	Zohor	11:45	12:00
9	Záhorská Ves	12:00	12:15	9	Plavecké Podhradie	12:15	12:30
10	Záhorská Ves	12:30	12:45	10	Zohor	12:45	13:00
11	Záhorská Ves	13:00	13:15	11	Plavecké Podhradie	13:15	13:30
12	Záhorská Ves	13:30	13:45	12	Zohor	13:45	14:00
13	Záhorská Ves	14:00	14:15	13	Plavecké Podhradie	14:15	14:30
14	Záhorská Ves	14:30	14:45	14	Zohor	14:45	15:00
15	Záhorská Ves	15:00	15:15	15	Plavecké Podhradie	15:15	15:30
16	Záhorská Ves	15:30	15:45	16	Zohor	15:45	16:00
17	Záhorská Ves	16:00	16:15	17	Plavecké Podhradie	16:15	16:30
18	Záhorská Ves	16:30	16:45	18	Zohor	16:45	17:00
19	Záhorská Ves	17:00	17:15	19	Plavecké Podhradie	17:15	17:30
20	Záhorská Ves	17:30	17:45	20	Zohor	17:45	18:00



## Malokarpatský expres

**Goals:** promoting the further development of tourism in the region

**Activities:** creating and launching a new tourist bus route crossing the Malé Karpaty (from September 2017)

**Funding source:** BSGR

**Reasons of success:** 1. cooperation of a number of key actors (BSGR, Slovak Lines), 2. the use of existing infrastructure, 3. extension of the existing service offer (suburban bus enable bicycle transport), 4. privileged traveling (Bratislava City Card allows free travel) and 5. connection to existing cycling routes and tourist attractions (Bratislava-Budmerice via Svätý Jur, Pezinok, Vinosady, Modra, Dubová and Častá, with connection to Slovenský Grob, Zochova chata and Červený Kameň).



**Recommendations:** 1. cooperation of several key actors, 2. use of existing infrastructure, 3. extension of existing service offer, 4. privileged travel and 5. connection to existing cycle routes and tourist attractions.

## Cyklomost slobody

**Goals:** preparation of the necessary technical documentation for the reconstruction of the cyclo paths and the construction of the cyclo bridge over the Morava river

**Activities:** Preparation of project documentation and obtaining all permits in accordance with Austrian and Slovak legislation and construction of the bridge (2009-2012).

**Funding source:** Cross-border Cooperation Program Slovakia - Austria 2007 - 2013



**Reasons of success:** 1. cooperation of several key actors (Das Land Niederösterreich, BSGR, Capital Bratislava, City part Bratislava-Devínska Nová Ves), 2. construction of new infrastructure (creation of a new service), 3. connection to existing cycle routes and tourist attractions (bridge is built between Bratislava - Devínska Nová Ves and Schlosshof, on the Slovak side international cycle route Eurovelo 13, which includes the educational trail "river Morava floodplain" is led directly under the cycle bridge by the) and 4. follow-up to history and traditions (Cycle bridge was built on the place of historical the Maria Theresa Bridge).

**Recommendations:** 1. cooperation of several key actors, 2. construction of new infrastructure, 3 connection to existing cycle routes and tourist attractions, and 4. follow-up to history and traditions.

### **JURAVA (Malé Karpaty – Šúr cycling route)**

**Goals:** Improvement of the quality of life of the inhabitants of Svätý Jur, Vajnory and Rača and development of tourism through the construction of a cycle route

**Activities:** Construction of a cycle route, which is part of the planned circle route around Bratislava, and it is also an entrance gate to the Malé Karpaty cycle route, which extends all over the eastern foot of the Malé Karpaty. There are 40 barrier free connections of cycle path with the road.

**Funding source:** Operational Program Bratislava Region 2007 - 2013

**Reasons of success:** 1. cooperation of several key actors (Bratislava - Vajnory, Bratislava - Rača, Svätý Jur - Association of Towns and Municipalities JURAVA), 2. construction of new infrastructure (the result of the project is a cycle route with an overall length of 27.13 km), 3. connection to existing cycling routes and tourist attractions (The project deals with the construction of a cycle route, which is part of the planned circuit of the cycle route around Bratislava and it is also the gateway to the Malé Karpaty cycle route. The route is also connected to the planned cycling routes according to the Concept of development of cycling routes in Bratislava region. 4. Follow-up to history and traditions (Malé Karpaty Wine Route).



**Recommendations:** 1. cooperation of several key actors, 2. construction of new infrastructure, 3 connection to existing cycle routes and tourist attractions, and 4. follow-up to history and traditions.

### **Servus Pontis**

**Goals:** The main objective was to stimulate intercultural exchange and revitalize tourism through a joint Slovak-Austrian tourism offer in the field of sport, leisure and culture and to improve the cross-border accessibility of both countries.

**Activities:** Market research between residents and tourists (finding demand for new types of tourism offer). Processing the marketing for selected destinations. Implementing training to improve tourism services. Creating a common calendar of cultural events. Restoring the cycling route from Rusoviec to Petržalka with extension to Kittsee and the from the municipality of Pama to Deutsch Jahrndorf.

**Funding source** Cross-border Cooperation Program Slovakia - Austria 2007 - 2013

**Reasons of success:** 1. cooperation of several key actors (Rusovce, Bratislava-Petržalka, seven Austrian Municipalities associated in the Leithaauen Regional Association), 2. construction of new infrastructure (restoration of the cycling route from Rusovce to Petržalka with extension to Kittsee and from the municipality of Pama to the municipality Deutsch Jahrndorf), 3. connection to existing cycling trails and tourist attractions (Eurovelo 6), and 4. follow-up to the history and cultural diversity (during the centuries, not only the Slovaks and Austrians, but also Hungarians and Croats have left their traces here).

**Recommendations:** 1. cooperation of several key actors, 2. construction of new infrastructure, 3 connection to existing cycle routes and tourist attractions, and 4. follow-up to history and cultural diversity.

### **TransDanube**

**Goals:** The main objectives were to improve the accessibility of regions along the Danube River, increase the added value of tourism for the regions along the Danube through



tourism mobility and marketing products, increase awareness and knowledge of tourist routes, access roads and comprehensive transport offer in the Danube region.

**Activity** (on the territory of Bratislava region): Development of analytical and strategic documents (Regional Strategy and Regional Action Plan). Processing of thematic studies (e.g. Use of the potential for recreational use and tourism in the Malý Dunaj River). Proposal of soft tourism packages for the development of tourism in the Danube region aimed at sustainable transport.

**Funding source:** South East Europe Programme (2007-2013)

**Reasons of success:** 1. cooperation of several key actors (Environment Agency - Austria, 14 co-financing partners (including BSGR), 35 associate partners or observers from 9 countries), 2. link to existing natural and tourist attractions (tourism and recreation in the Malý Dunaj area) and 3. a link to sustainable transport and mobility (supporting activities for the introduction of passenger shipping between Bratislava and Hamuliakovo with connection to Hainburg).

**Recommendations:** 1. cooperation of several key actors, 2. links to existing natural and tourist attractions, and 3. links to sustainable transport and mobility.

## **Perimost**

**Goals:** Enhancing the availability and accessibility of the Moravské pole, Römerland-Carnuntum and Bratislava for cyclo transport. Involve the Malé Karpaty region in the cross-border cycle route network and increase traffic safety.

**Activities:** Labelling of cycle paths in Malé Karpaty and Eurovelo 13 by direction marks, cycling maps and pictographs, construction of cycle centers (Svätý Jur, Malé Leváre, Vysoká pri Morave, Devínska Nová Ves)

**Funding source:** Cross-border Cooperation Program Slovakia - Austria 2007 - 2013

**Reasons of success:** 1. cooperation of several key actors (Dolné Rakúsko, BSGR), 2. building new infrastructure and improving safety (a special cycle bridge through the Stempfelbach stream so that cyclists would no longer have to use the main road, construction of the



underpass on the B49 road south of the Rußbach stream), and 3. link to the existing cycling routes and tourist attractions (Eurovelo 13).

**Recommendations:** 1. cooperation of several key actors, 2. construction of new infrastructure and improvement of safety, and 3 connection to existing cycle routes and tourist attractions.

### **Transhusk Plus**

**Goals:** mapping the situation of intermodal connections between sustainable modes of transport and finding further development opportunities, access to information on ecological transport.

**Activities:** Creation of a common information portal (in Hungarian and Slovak) containing information on cross-border public transport available in the border area and cycling services (timetable, fees, transfer possibilities, bicycle rental and carriage, maps, available destinations and related tourist information etc.), creating a route planner with the option to schedule routes with a map of the route and points of interest.

**Funding source:** Cross-border Cooperation Program Slovakia - Hungary 2007 - 2013

**Reasons of success:** 1. cooperation of several key actors (KTI Nonprofit Kft., Institute of Spatial Planning, Nyugat-Pannon Terület- és Gazdaságfejlesztési Kft.-Wespanon and GYSEV Zrt.), 2. follow-up to previous cooperation (TransHUSK project) and 3. interconnection of sustainable mobility (public transport and cycling) with tourist attractions (a route planner with the possibility of planning roads with a map of the route and points of interest).

**Recommendations:** 1. cooperation of several key actors, 2. follow-up to previous cooperation and 3 linking sustainable mobility (public transport and cycling) with tourist attractions.





## Existing Systems of Planning Aims/ Actions Plans/ Mobility Concepts

Objectives, strategies and activities defined in development/master plans

Among the most significant documents linking mobility and tourism can be included the **Regional Strategy for the Development of Sustainable Mobility and Tourism** developed by the BSGR in 2013 and the update of the **The Concept of Territorial Development of Bicycle Routes of the Bratislava Self-governing Region in Relation to the Integrated Transport System and to Important Tourism Points** from 2017. In addition to these 2 specialized documents also The Economic Development and Social Development Programme of Bratislava Self-governing Region (updated in 2015) address to this issue.

The following text aims to describe the most important goals, plans and concepts defined in existing development and planning documents focusing on mobility and tourism.

### **Regional Strategy for the Development of Sustainable Mobility and Tourism**

The strategy defines **four key objectives**, among which are:

1. Enhancing the Sustainable Mobility Offer,
2. Improving the quality and variety of tourism products,
3. Innovative offer of information and targeted promotion of tourism products and
4. Better financial, organizational and legislative conditions in the area of sustainable mobility and tourism.

An action plan, which proposes concrete actions to be implemented to achieve these objectives, has also been defined within the strategy. Within the Objective 1 "Enhancement of sustainable mobility offer" it is, for example, the Malý Dunaj waterway, a network of cycle routes on Malý Dunaj River, or the establishment of a water transport system on the Bratislava - Šamorín (Dunajbus) route. Within the Objective 2 "Improving the quality and variety of products" it is, for example: the renovation of water mills as a tourist attraction, the construction of the Eco center for the Protected Landscape Area of Dunajské Luh, the water educational walkway "Discover Malý Dunaj". Within the Objective 3 "Innovation information offer and targeted promotion of tourism products" it is, for example: maintaining and updating the Online catalog of tourist attractions in Podunajsko, a comprehensive marketing product "Recreation on Malý Dunaj" and its promotion in



Podunajsko or creating thematic tourism products in Podunajsko. Objective 4 “Better financial, organizational and legislative conditions in the field of sustainable mobility and tourism” it is, for example: a common concept of tourism development in the territory of Podunajsko, the creation and application of a subsidy scheme for the development of tourism (currently implemented and using) or development of a cross-border platform to improve tourism conditions.

### **The Concept of Territorial Development of Bicycle Routes of the Bratislava Self-governing Region in Relation to the Integrated Transport System and to Important Tourism Points – update 2017**

The main objective of the concept of cycle paths development is to mitigate the overloaded transport infrastructure in the region and, in particular, to reduce the share of the use of individual car traffic in favor of cycling. Cycle transport has less parking requirements and does not have a negative impact on the environment and at the same time promotes a healthier lifestyle.

The concept of cycle paths development aims to increase the share of cycling from the current 1.5% to 10% by 2020, in line with the basic vision of the National Strategy of Cycling Development in the Slovak Republic.

The goal is to integrate cycling with other transport (rail, road, waterborne, etc.) while ensuring maximum safety for all road traffic participants, especially cyclists, where the cycling network overlaps with the road network.

### **The Economic Development and Social Development Programme of Bratislava Self-governing Region 2014-2020**

The following measures have been defined as part of the strategic objective of Integrated and Green Transport: **7. Promoting sustainable transport and removing bottlenecks in key network infrastructures**, including the activities that should be implemented in the region: 7.2 Strengthening regional mobility, 7.3 Development and restoring an interoperable high-quality rail system, 7.5 Development of integrated, sustainable, environmentally friendly and accessible mobility by investing in the pumping and charging station and 7.7



Developing integrated transport and activities to be implemented in the capital city of Bratislava, Tertiary Centers and Development Poles of the city of Bratislava include activity 7.6 Implementation and development of intelligent transport systems.

### **Plan of transport serviceability of Bratislava region**

Plan of transport serviceability is a strategic document that analyzes the current state of public transport in the Bratislava region and proposes measures to increase its attractiveness for passengers. This document will serve to transport providers as a basis for the granting of traffic licenses, the establishment of timetables, optimal route identification and vehicles capacity on individual links.

Implementation of Plan of transport serviceability proposals is divided into three stages, with the assumption of the final phase until 2030. The initial proposals for changes in the first stage include the setting of interval timetables, increasing the number of connections and improving the interconnection of suburban bus and regional rail transport. The second phase foresees the implementation date from 2022. It includes an increase in supply of connections, strengthening and shortening intervals on some lines in developing municipalities such as Čierna Voda and Triblavina. In the area of Malacky it is planned to strengthen train connections on the line to Záhorská Ves. The rail transport will be crucial, while the suburban bus service will complement it. The third stage aims to maximize the capacity of the main railway transport with the adjustment of suburban bus service lines. In the case of completion and reconstruction of railway stops and tracks, the third stage also includes the start of train connections to station Bratislava-Petržalka. Part of the third stage is the completion of the transit terminals, Park & Ride and Bike & Ride at railway and bus stops.

### **Catch parking**

The city of Bratislava has elaborated Search Study of the Realization Possibilities of Catch Parking and Parking Houses in Bratislava (from 2017). This study forms the basis for the formulation of the Concept of Park and Ride System and for the subsequent construction of parking facilities in Bratislava.



Description and implementation horizon of important upcoming projects/actions

Development of a strategic document entitled **Sustainable Mobility Plan** (SMP) belongs to important planned activities in the field of sustainable mobility in Bratislava region. The goal is to meet the needs of the mobility of people in the cities and the region and to improve the quality of life of the population. SMP will serve as an essential tool for ensuring a balanced development of the transport system. It will identify the relevant public passenger transport connections in order to ensure the minimum necessary level of mobility and determine the type of interventions to be carried out (safety, reconstruction, modernization, etc.).

Another activity that is planned is a **route planner**, which is being prepared by Bratislava Integrated Transport.

In the next period, most of the projects are focused on **building new bicycle connections** within Bratislava (Dúbravka-Lamač bicycle route) as well as its surroundings (Sacra Velo project, DANUBE BIKE & BOAT project - Malý Dunaj, JURAVA II, Most pri Bratislave). Most projects will be implemented under cross-border co-operation programs. In December this year, launching of a **new cross-border public transport service** between Slovakia and Hungary is planned (Petržalka - Rajka).

The most important planned projects and activities focusing on mobility and tourism are described in more detail below.

### **TransDanube.Pearls**

**Description:** Co-operation in the preparation of the „Sustainable Travel on the Danube Book“, elaboration of 3 studies: 1. Proposal of a bicycle rental system for the BSK, 2. Proposal for the establishment of a regional mobility center and 3. Proposal for the use of railway protection zone for the construction of cycle paths.

**Time schedule:** 2017-2019

### **Sacra Velo**



**Description:** Labeling and connection of 60 km of cycle paths in the Bratislava region to the new SACRA VELO cross-border pilgrimage cycle path and implementation of a selected section of the cycle route (JURAVA II.).

**Time schedule:** 2017-2019

### **DANUBE BIKE & BOAT – Malý Dunaj**

**Description:** Creation of a new destination The Inland Danube Delta within the cross-border area between the Malý (SK) and the Mosoni (HU) Danube, the construction of a cycle and waterway infrastructure alongside the Malý Dunaj.

**Time schedule:** 2017-2019

### **Railway connection Petržalka – Rajka**

**Description:** Since December of this year, 5 pairs of trains will be crossing the border between the Hungarian municipalities Hegyeshalom, Rajka and Petržalka in Bratislava. In Hegyeshalom station there will be possibility to connect the link to Győr, Csorna and Budapest Keleti.

**Time schedule:** december 2017

### **Cycle trails in Bratislava region**

**Description:** Cities and municipalities plan to develop several bicycle routes in the Bratislava region funded under the Integrated Regional Operational Programme 2014-2020. On the territory of Bratislava there are trails in the Bratislava Petržalka (section: Rusovská cesta - Dolnozemska with connection to the international cycle route Eurovelo 6 and interconnection of the main cycling route in the section Prístavný most - Námestie hraničiarov - Rusovská cesta), Bratislava - Dúbravka (to Terminal of integrated passenger transport Lamačská brána and Bratislava - Devínska Nová Ves), Bratislava - Rusovce and Bratislava - Vajnory. Among the municipalities there are cycling routes Ivanka pri Dunaji -



Bernolákovo, Tomášov - Vlky - Nová Dedinka - Veľký Biel and Chorvátsky Grob - Viničné. And between the city and the municipality / municipalities there are cycling routes Malacky - Kostolište - Pernek, Pezinok - Limbach and Modra - Šenkvice.

**Time schedule:** 2018+

### **Cycle bridge Vysoká pri Morave – Marchegg**

**Description:** The bridge should mainly serve to cycle transport, which would encourage first and foremost travel for work or services, but also tourism. The project counts that the bridge will be directly connected to local communications in the municipalities so that the passers-by could continue with public transport.

**Time schedule:** 2018+

### **Terminals of integrated passenger transport (TIPT)**

Realization of several transfer terminals, so called TIPT, is planned in municipalities in Bratislava region (Plavecký Štvrtok, Šenkvice, Svätý Jur, Bernolákovo a Veľký Biel/Nová Dedinka) funded under Integrated Regional Operational Programme 2014-2020.

Slovak railway company plans, within the Operational Programme Integrated Infrastructure 2014-2020, to deploy terminals and stops of public transport in the city of Bratislava. These are terminals in Devínska Nová Ves - settlement, Bory, Patrónka, Mladá Garda, Martinský cintorín, Ružinov - Súhvezdná, Dolné Hony.



## 6. SWOT Analysis

The SWOT analysis presents an overview of the most important strengths and weaknesses, opportunities and threats for the development and proposals within the framework of sustainable and flexible transport solutions in the territory of the Bratislava Region.

Strengths	Weaknesses
<p><b>Infrastructure</b></p> <ul style="list-style-type: none"> <li>- Developed road and rail networks</li> <li>- Developed public transport and its rise in attractiveness in recent years - Integrated Transport System of the Bratislava Region (IDS BK), modern rolling stock, high share of low-floor vehicles, timely arrivals, Wi-Fi on board, electronic boards with departures, accessibility of tickets for public transport, possibility of transporting bicycles on the trains and public transport vehicles (e.g. to Devín castle), etc.</li> </ul> <p><b>Information</b></p> <ul style="list-style-type: none"> <li>- Developed network of information centres - especially the Bratislava Tourist Information Centre (visitbratislava.eu)</li> <li>- Various web portals and transport and tourism applications</li> </ul> <p><b>Demand</b></p> <ul style="list-style-type: none"> <li>- Increase in the number of visitors in recent years</li> </ul>	<p><b>Infrastructure</b></p> <ul style="list-style-type: none"> <li>- Traffic congestions on roads leading to Bratislava, especially during peak hours</li> <li>- Unresolved parking system in Bratislava and surrounding towns</li> <li>- Poor attractiveness of the Main Railway Station and other railway stations in the region, inaccessibility for people with reduced mobility</li> <li>- Poorly developed conditions and infrastructure for the development of cycling tourism in Bratislava and surrounding towns</li> <li>- Limited number of small recreational ports</li> </ul> <p><b>Information</b></p> <ul style="list-style-type: none"> <li>- Opening hours of tourist information centres outside of Bratislava</li> <li>- Inadequate language skills of tourist workers outside of Bratislava</li> </ul>



<p><b>Tourism</b></p> <ul style="list-style-type: none"> <li>- A dense network of cycling routes in the mountainous part of the region and along the rivers</li> <li>- Numerous natural attractions and protected areas, attractive cultural and historical monuments and festivals</li> <li>- Package offers (visitbratislava.eu)</li> <li>- Active promotion of the region (travel fairs, information centres)</li> </ul> <p><b>Environment</b></p> <ul style="list-style-type: none"> <li>- Diversity of landscape structure (settlement area, Malé Karpaty, river network)</li> <li>- More than one-third of the territory of the region is occupied by forests</li> </ul>	<p><b>Demand</b></p> <ul style="list-style-type: none"> <li>- Prevalence of short-term stays (low average overnight stays)</li> </ul> <p><b>Tourism</b></p> <ul style="list-style-type: none"> <li>- Cross-border co-ordination and cooperation with Austrian / Hungarian organizations</li> <li>- Big difference between the offers of urban and rural tourism</li> <li>- Some biking trails (tracks) run along dangerous roads</li> </ul> <p><b>Environment</b></p> <ul style="list-style-type: none"> <li>- The poor state of some natural values</li> <li>- Pollution of water bodies, watercourses and their surroundings, e. g. illegal landfills or small waste</li> <li>- Climate conditions less suitable for winter sports</li> </ul>
<p><b>Opportunities</b></p>	<p><b>Threats</b></p>
<p><b>Infrastructure</b></p> <ul style="list-style-type: none"> <li>- Increase in the attractiveness of travel <ul style="list-style-type: none"> <li>- new bus station and the reconstruction of the Main Railway Station in Bratislava</li> </ul> </li> <li>- The National Cycling Strategy for Slovakia and the Cycling Coordinator – strengthening the development and coordination of financing</li> <li>- Enhancement of IDS BK associated</li> </ul>	<p><b>Infrastructure</b></p> <ul style="list-style-type: none"> <li>- Increasing motorization may reduce the interest in using of public transport</li> <li>- Disinterest of certain subjects in co-operation - the ongoing case for the revitalization of the Bratislava’s Main Railway Station</li> <li>- EU funding and other external sources as the main source of funding for</li> </ul>





<p>with better coordination of connections, completion of train / bus transfer terminals, construction of parking facilities (P + R)</p> <ul style="list-style-type: none"> <li>- Reduction of congestion on the access roads to the city of Bratislava by building R7 and D4 express roads in the south-eastern part of the region</li> </ul> <p><b>Information</b></p> <ul style="list-style-type: none"> <li>- Unification of mobility and tourism websites</li> <li>- Customizing the opening hours of the information centres to the real requirements of visitors (weekends, holiday)</li> </ul> <p><b>Tourism</b></p> <ul style="list-style-type: none"> <li>- Favourable conditions for the development of rural tourism and agro-tourism</li> <li>- Developing of common cross-border products and destination marketing with Austria and Hungary</li> <li>- Use of agglomerations in the wider region (Vienna, Brno, Budapest) to attract visitors</li> </ul> <p><b>Environment</b></p> <ul style="list-style-type: none"> <li>- A built network of marked hiking trails and cycling routes alongside natural attractions - the possibility of developing tourist infrastructure near</li> </ul>	<p>infrastructure and projects</p> <p><b>Information</b></p> <ul style="list-style-type: none"> <li>- A large number of information web portals can lead to information chaos</li> </ul> <p><b>Tourism</b></p> <ul style="list-style-type: none"> <li>- Underestimation and lack of interest in maintaining of cultural, historical and technical monuments usable for tourism, as well as underestimating of the interest of visitors</li> <li>- "brain drain"</li> <li>- Continued inadequate coordination and cooperation between actors in the field of tourism</li> </ul> <p><b>Environment</b></p> <ul style="list-style-type: none"> <li>- Strong impact of urbanization on the Malé Karpaty Massif</li> <li>- Possible devaluation of natural values as a result of excessive visitor visitation</li> <li>- Greater traffic intensity in the attractive areas of tourism</li> </ul>
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<p>them</p> <ul style="list-style-type: none"><li>- The possibility to build new educational trails, on the territory of existing protected areas or at the important geological localities</li><li>- Landscape structure of vineyards and related development of so-called Malé Karpaty Wine Route</li><li>- A lot of water areas and a river network suitable for the development of tourist activities</li><li>- Forest areas occurring in the urban environment</li></ul>	
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## 7. Common vision

When designing the strategic part, it is necessary first to set the target state - the vision we want to achieve in the long term. The vision provides a qualitative description of the desired future of the pearl and serves to guide the development of appropriate planning measures.

The starting point in this case is common vision, which the partners have agreed on in the TRANSDANUBE project and which place transport and mobility in the wider context of tourism development:

*„The common vision and aim is to develop a Danube region, which provides socially fair, economically viable, environmentally friendly and health promoting mobility and tourism for citizens and guests of the region by developing of climate friendly, low-carbon and low-emission, multimodal and efficient transport systems and sustainable tourism services based on renewable energy sources, saving energy and resources, preserving natural and cultural heritage and taking care of the sensitive Danube ecosystems and landscapes while at the same time ensuring sustainable regional development and offering new chances for green economy and green jobs in the region.*

*To this end we will strengthen our endeavors, dedicate resources and develop further our collaborations to promote the practical implementation of our common vision.”*



## 8. Main goal and objectives

The structure of objectives determined within the strategy consists of following objectives:

- the global objective, which is defined on the level of common strategy,
- specific objectives, which are defined on level of individual interest areas (sustainable mobility supplies, sustainable tourism products, information and marketing and financial possibilities, organizational and legal framework),
- operational objectives, which are defined on level of concrete actions.

Target group for which this strategy is defined is created by residents of the area of interest, i.e. residents of towns and municipalities located in the area of Pearl (Bratislava Region). The center target group is created by residents of the Slovak capital city Bratislava and its near surroundings.

**Global objective: To improve the conditions for the development of tourism in the Pearl (Bratislava region) through the sustainable mobility.**

Scheme 1 Interconnection of individual objectives levels





## 9. Selection of set of measures

Defining a Sustainable Regional Tourism and Mobility Plan represents the second (tactical) level in the planning hierarchy. The Plan is based on the objectives defined under a common vision (project TRANSDANUBE).

### List of development measures

List of development measures represents a synthesis of the conclusions of the analysis of disparities and objectives defined at the strategic planning level (1st planning level). The result of this process is a list of development measures for the following four areas:

1. Sustainable mobility offers,
2. Sustainable tourism products,
3. Information and marketing and
4. Financial options, organizational and legislative framework.

List of measures is stated below. A more detailed description of project proposals is contained in further subchapter.

#### P 1: Sustainable mobility offers

No.	Measure
1.	Water Tourism Infrastructure
2.	Cycle Route Network in the Danube Region
3.	Cycle Routes in the Malé Karpaty (Little Carpathians) Region
4.	Cycling Routes in the Záhorie Region
5.	Cycling Trails in Bratislava
6.	Bikesharing in Bratislava
7.	Integrated Passenger Transport Terminals (IPTT) in Bratislava
8.	Integrated Passenger Transport Terminals (IPTT) in the Vicinity of Bratislava
9.	Support of the Cruise Shipping
10.	Updating the Schedules of Public Transport to the Seasonal Needs of Regional Attractions



11.	Harmonization of Urban and Suburban Transport Schedules
12.	The Last Mile
13.	Petržalka - Rajka Train
14.	Construction of P+Rs in Bratislava
15.	Restoration of Filiálka Railway Station
16.	Enhancement of „e-Cars“
17.	Establishment of Parking Options for Cyclists in the Vicinity of Bratislava
18.	Establishment of Bikesharing in the Vicinity of Bratislava
19.	Construction of Cycling Trails along Railway Lines
20.	New Bus Station in Bratislava
21.	Reconstruction of Bratislava - Main Station

## P 2: Sustainable tourism products

No.	Measure
1.	Restoration of water mills as an attractive tourism product
2.	Establishment of eco-centres
3.	Water educational path „Discover the Little Danube“
4.	To make Biskupické Distributary accessible
5.	Revitalization of the educational path PLA Dunajské luhy „Biskupické luhy“
6.	Thematic routes on the territory of the region
7.	Revitalization of the natural swimming pool in Modra – city district Piesok
8.	Educational walkways on the territory of the region
9.	Additional design infrastructure near tourist attractions
10.	Create fuelling capability for small power craft
11.	Bunker renewal
12.	Sightseeing towers



### P 3: Information and marketing

No.	Measure
1.	Tourist web portal
2.	Creation of thematic tourism products
3.	Bratislava card
4.	Building up the system of spatial orientation through information boards
5.	Comprehensive marketing product and its promotion

### P 4: Financial options, organizational and legal framework

No.	Measure
1.	Implementation of subsidy scheme for the purposes of tourism development
2.	Topics of sustainable mobility and innovative tourism products incorporate into the development documents of regional and local self-governments and to promote them in tourism events and conferences
3.	Sustainable Mobility Plan of Bratislava Self-governing Region
4.	Development of the Weekend Suburban Recreation of the Inhabitants of the Capital of Bratislava Concept
5.	Communication platform between mobility and tourism actors



## Description of development measures

Developing development measures, with regard to their feasibility and relevance of the impact, represents a result of the consultation process with key stakeholders. The degree of priority reflects the prioritization of development measures on the basis of the financial, legislative and organizational conditions created. If all three conditions were met, a high priority was set to the measure, in the case of 2 conditions a medium priority, and if less than 2 conditions were met, a low priority was assigned. The following text summarizes the information collected and worked out during the processing of the document.

### P 1: SUSTAINABLE MOBILITY OFFERS

1.	Measure	<b>Water Tourism Infrastructure</b>
2.	Short description	The subject of the measure is a restored and completed waterway infrastructure (especially on the Danube, Malý Dunaj and Morava rivers) – water entrances, harbours and quays.
3.	Estimated impact	The objective is to build a waterway infrastructure. In the short term (until 2020), the construction of the Malý Dunaj harbour in Zálesie is envisaged. In the medium term, it is planned to build harbours in the following locations: Devínska Nová Ves, Devín, Vlčie Hrdlo, Čunovo, and Hamuliakovo.  Source: Štúdia vybraných prístavísk k dopravnému lodnému spojeniu DUNAJBUS na trase Hamuliakovo – Bratislava s možnosťou prepojenia na Hainburg a Viedeň (Study of Selected Harbours related to DUNAJBUS Waterway Connection on the Hamuliakovo - Bratislava Route with Interconnection Possibility to Hainburg and Vienna), BSGR, 2014
4.	Estimated costs	Project budget: EUR 30,000 per harbour
5.	Realization horizon	Medium term – 2025
6.	Financing options	Interreg V-A SKHU 2014-2020 Interreg V-A SKAT 2014-2020
7.	Partners	BSGR, relevant municipalities and Bratislava city quarter's local authorities
8.	Responsible partner	BSGR
9.	Evaluation	Completing the water infrastructure should attract new visitors,





		thus increasing the attractiveness of the sites.
10.	Priority	High

1.	Measure	<b>Cycle Route Network in the Danube Region</b>
2.	Short description	The intention is to create a connecting cycle routes between the municipalities along the Malý Dunaj River with the main points of interest of the same area. The cycle routes will connect the individual villages of the Danube Region, creating a complex network of cycling trails, which will be used by the local inhabitants and tourists for transportation and tourism.
3.	Estimated impact	In the short term (by 2020), the following activities are planned: <b>Ivanka pri Dunaji – Bernolákovo</b> and <b>Tomášov - Vlky - Nová Dedinka - Veľký Biel</b> cycling trails. It is expected that the project will increase the interest of domestic residents in the use of cycling routes and, at the same time, extend the offer of sustainable mobility of everyday use in the territory of the Danube Region.
4.	Estimated costs	Approximate price: EUR 2.6 million Note: For the calculation, the unit price was EUR 172 per 1 meter of cycle route.
5.	Realization horizon	Long term – 2030
6.	Financing options	IROP, Interreg V-A SKHU 2014-2020
7.	Partners	BSGR, municipalities along the Malý Dunaj River within their cadastre and others.
8.	Responsible partner	Responsible organization of the project will come from an agreement between partners.
9.	Evaluation	Construction of at least 15 km of new cycle path segments.
10.	Priority	High

1.	Measure	<b>Cycle Routes in the Malé Karpaty (Little Carpathians) Region</b>
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2.	Short description	The subject of this measure is the construction, reconstruction and marking of cycling trails connecting municipalities of the region and their tourist attractions to each other as well as to the adjacent regions and settlements and their tourist attractions.
3.	Estimated impact	In the short term (up to 2020), the following cycle routes are planned for realization: <b>Chorvátsky Grob - Viničné, Pezinok - Limbach</b> and <b>Modra - Šenkvice</b> . At the same time, within the Sacra Velo project, there is a plan to mark 60 km of cycling trails in the BSGR region and include them to the new cross-border pilgrimage cycle route SACRA VELO. Furthermore the selected segment of the cycle route JURAVA II. is to be realized. In the medium term (by 2025), the so-called Vineyard Cycling Trail (Vinohradnícka magistrála) is planned for realization.
4.	Estimated costs	The SACRA VELO project - EUR 2 million (EUR 1.8 million by BSGR and EUR 200 thousand by municipality of Marianka) <sup>11</sup> . Other Cycle Routes: Depends on the specific cycling trail and its location. To determine the resulting amount, a more comprehensive cost analysis is needed.
5.	Realization horizon	Long term – 2030
6.	Financing options	IROP, Interreg V-A SKHU 2014-2020
7.	Partners	municipalities of the region, BSGR, municipality of Marianka (in the case of SACRA VELO project) <sup>12</sup>
8.	Responsible partner	Responsible organization of the project will come from an agreement between partners.
9.	Evaluation	The construction, reconstruction and marking of cycling trails connecting municipalities of the region will contribute to improving the leisure conditions of local population. Building of the off-road cycling routes will also improve the safety of cyclists traveling between the municipalities.  Building cycling routes separated from roads improves the safety

<sup>11</sup> <http://zastupitelstvo.egov.sk/samosprava/getItemFile/id:9031>

<sup>12</sup> <http://bratislava.dnes24.sk/sacra-velo-cyklistov-potesi-nova-tematicka-cyklotrasa-242831>



		of cyclists traveling between municipalities.
10.	Priority	High

1.	Measure	<b>Cycling Routes in the Záhorie Region</b>
2.	Short description	The subject of this measure is the construction, reconstruction and marking of cycling trails connecting municipalities of the region and their tourist attractions to each other as well as to the adjacent regions and settlements and their tourist attractions.
3.	Estimated impact	In the short term (by 2020), the following cycling routes are planned: <b>Kostolište - Malacky - Pernek</b> (17,8 km), <b>Vysoká pri Morave - Marchegg</b> (6,2 km) and <b>Rohožník - Malacky</b> (12,7 km - under the project Modernization of 3 <sup>rd</sup> class road 1113 Rohožník - Malacky).
4.	Estimated costs	To determine the resulting amount, a more comprehensive cost analysis is needed. Preliminary rough calculation is approximately EUR 6.3 million for 36.7 km of cycle trails.
5.	Realization horizon	Long term – 2030
6.	Financing options	IROP, Interreg V-A SKAT 2014-2020
7.	Partners	municipalities of the region, BSGR
8.	Responsible partner	Responsible organization will come from an agreement between individual partners implementing partial activities.
9.	Evaluation	The construction, reconstruction and marking of about 35 km of cycling trails connecting municipalities of the region will contribute to improving the leisure conditions of local population. Building of the off-road cycling routes will also improve the safety of cyclists traveling between the municipalities.  Building cycling routes separated from roads improves the safety of cyclists traveling between municipalities.



10.	Priority	High
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1.	Measure	<b>Cycling Trails in Bratislava</b>
2.	Short description	In Bratislava city following cycling trails are proposed: 1. Lafranconi – Červený most, 2. Karlova Ves – Devín, 3. Lamačská brána (Lamač - Dúbravka - Devínska Nová Ves), 4. Vrakuňa – Malý Dunaj.
3.	Estimated impact	The aim of the measure is to connect the Bratislava's main tourist destinations with the centre of the city with cycling trails. Currently, there is no segregated cycling trail linking the two most important tourist areas: the Small Carpathians (the Upper Mlynská Valley, Kamzík, Kačín and others) and Devínska Kobyla (Devín, the coast of Moravia, Sandberg / Schlossohof) with the city centre and the international cycle route EV-6. By building of the cycling trails in the above mentioned locations the safety and comfort of cyclists will rise, while the risk on the road will be reduced. Furthermore the number of collisions with pedestrians - when using the pavements for transportation - will be reduced.
4.	Estimated costs	To determine the resulting amount, a more comprehensive cost analysis is needed. Preliminary rough calculation for the segments:  <ol style="list-style-type: none"> <li>1. Lafranconi – Červený most (3.5 km)</li> <li>2. Karlova Ves – Devín (4.8 km)</li> <li>3. Lamačská brána (Devínska Nová Ves - Bory - Dúbravka - Lamač 5.6 km)</li> <li>4. Vrakuňa – Malý Dunaj (2.7 km)</li> </ol> is approximately EUR 3 million
5.	Realization horizon	Short term – 2020
6.	Financing options	IROP
7.	Partners	Municipality of Bratislava and Bratislava quarters' local authorities
8.	Responsible partner	Responsible organization of the project will come from an agreement between partners.



9.	Evaluation	The construction of about 24.7 km of cycling trails
10.	Priority	High

1.	Measure	<b>Bikesharing in Bratislava</b>
2.	Short description	Establishing bikesharing system in Bratislava, the capital city of Slovakia. The pilot phase will cover the largest city quarters of Staré Mesto, Petržalka, Nové Mesto and Ružinov. Later it will gradually expand to other quarters of the capital. Totally 750 "smart" bicycles will be set at 80 classic and 10 "smart" stations.
3.	Estimated impact	The pilot phase will cover the largest city districts of Staré Mesto, Petržalka, Nové Mesto and Ružinov, but will gradually expand to other parts of the capital. Totally 750 "smart" bicycles will be set at 80 classic and 10 "smart" stations.
4.	Estimated costs	Bratislava has a budget of EUR 460,000 SLOVNAFT, a.s. will contribute up to EUR 1.5 million
5.	Realization horizon	Short term – 2020
6.	Financing options	Municipality of Bratislava, Slovnaft
7.	Partners	Municipality of Bratislava, Slovnaft
8.	Responsible partner	Municipality of Bratislava
9.	Evaluation	By setting up a bikesharing system based on Western European model, Bratislava will join cities with progressive elements of sustainable urban mobility.
10.	Priority	High

1.	Measure	<b>Integrated Passenger Transport Terminals (IPTT) in Bratislava</b>
2.	Short description	Construction of Integrated Passenger Transport Terminals (IPTT) in Bratislava, the capital city of Slovakia.
3.	Estimated impact	In the short term (by 2020), the ŽSR (Railways of the Slovak Republic) plans to build terminals for public passenger transport in the city of Bratislava. The terminals are located in: <b>Devínska</b>



		<b>Nová Ves – sídlisko, Lamačská brána (Bory), Patrónka, Mladá Garda, Trnávka (Martinský cintorín), Ružinov - Súhvezdná and Vrakuňa (Dolné Hony).</b> The construction of the IPTTs will contribute to higher use of rail transport in the territory of Bratislava and will bring passengers commuting from the region into selected districts without the need of transfer to the public transport on the existing railway stations.
4.	Estimated costs	The cost varies depending on the particular terminal. For IPTT <b>Lamačská brána (Bory)</b> it is approximately EUR 5.58 million. Currently the construction of the terminals depends on the processing of the results of the study 'ŽSR, Transport Hub Bratislava - feasibility study', which is being processed by the company Uzol Bratislava (Reming Consult, Sudop Praha, PRODEX, Dopravoprojekt).
5.	Realization horizon	Long term – 2030
6.	Financing options	OP II 2014-2020
7.	Partners	ŽSR (Railways of the Slovak Republic), Municipality of Bratislava
8.	Responsible partner	ŽSR (Railways of the Slovak Republic)
9.	Evaluation	The construction of the IPTTs will contribute to a higher use of rail transport in the territory of Bratislava and will bring passengers commuting from the region into selected districts without the need of transfer to the public transport on the existing railway stations.
10.	Priority	High

1.	Measure	<b>Integrated Passenger Transport Terminals (IPTT) in the Vicinity of Bratislava</b>
2.	Short description	Construction of Integrated Passenger Transport Terminals (IPTT) in the vicinity of Bratislava, the capital city of Slovakia.
3.	Estimated impact	In the short term (by 2020), cities and municipalities in the BSGR ( <b>Plavecký štvrtok, Svätý Jur, Šenkvice and Bernolákovo</b> ) are planning to implement several transfer terminals, the so-called



		IPTTs. In the long run, several other IPTTs will follow: <b>Veľké Leváre, Grinava</b> (Pezinok-zastávka), <b>Ivanka pri Dunaji, Veľký Biel</b> (/Nová Dedinka), <b>Dunajská Lužná</b> (Nové Košariská) and <b>Miloslavov</b> <sup>13</sup> . These will supplement the existing terminals already built in Malacky, Pezinok and Senec. The essential prerequisite for the implementation of integrated transport in the region is fast and efficient transport based on the rail transport system, which should ensure a comfortable transfer from regional buses with adjusted timetables. And this should be possible at the IPTTs.
4.	Estimated costs	The cost varies depending on the particular terminal (e.g. IPTT Senec - approximately EUR 540,000 <sup>14</sup> ).
5.	Realization horizon	Long term – 2030
6.	Financing options	IROP
7.	Partners	selected municipalities of BSGR
8.	Responsible partner	selected municipalities of BSGR
9.	Evaluation	The construction of Integrated Passenger Transport Terminals will contribute to increasing the attractiveness of public transport in the region.
10.	Stupeň priority	High

1.	Measure	Support of the Cruise Shipping
2.	Short description	Support of the cruise shipping as a seasonal activity - attraction for tourists. It includes a connection between the Danubiana Gallery (Čunovo) and Devín, with a possible continuation to Hainburg (in Austria).
3.	Estimated impact	Support of the cruise shipping as a seasonal activity - attraction for tourists. It includes a connection between the Danubiana

<sup>13</sup> According to Územný plán regiónu Bratislavského samosprávneho kraja v znení zmien a doplnkov (Spatial Plan of BSGR with the Amendments Included) (2017), Bratislava: Aurex.

<sup>14</sup> <https://mypezinok.sme.sk/c/20673612/zaujemocia-mozu-predlozit-ponuku-na-vystavbu-dopravneho-terminalu.html>, <https://www.uvo.gov.sk/vyhľadavanie-zakaziek/detail/dokumenty/412169>



		Gallery (Čunovo) and Devín, with a possible continuation to Hainburg (in Austria). The possibility of taking bicycles on board will be included.
4.	Estimated costs	To determine the resulting amount, a more comprehensive cost analysis is needed.
5.	Realization horizon	Medium term – 2025
6.	Financing options	funds from local government budgets and private sources
7.	Partners	BSGR, KOČR, Municipality of Bratislava, LOD, Čunovo (city quarter of Bratislava)
8.	Responsible partner	Responsible organization of the project will come from an agreement between partners.
9.	Evaluation	Promoting of sustainable form of mobility and making the Danube River and sites lying along its banks (Hainburg, Devín and Čunovo) more attractive.
10.	Priority	Medium

1.	Measure	<b>Updating the Schedules of Public Transport to the Seasonal Needs of Regional Attractions</b>
2.	Short description	In the case of seasonal attractions, it is appropriate to adjust traffic options to these sites, according to real demand from the public. This includes the adjustment of schedules by modification of time intervals during the day.
3.	Estimated impact	In the short term (until 2020) the measure will support the development of tourism in the whole BSGR region by means of: <ul style="list-style-type: none"> <li>• <b>Cycle Train Záhoráček:</b> Extension of the Zohor - Záhorská Ves train line to Plavecké Podhradie. The target for 2018 is to extend the season (compared to 2017) and to complement the attraction in the form of a draisine (to Plavecké Podhradie).</li> <li>• <b>Small Carpathians Express (Malokarpatský expres):</b> The target for 2018 is the extension of the line towards Záhorie.</li> <li>• <b>Cycle Bus:</b> Interconnection of Cyklomost Slobody</li> </ul>





		<p>(Freedom Cycle Bridge) in Devínska Nová Ves with Small Carpathian Belt (connection to the JURAVA cycling trail and Vineyard Cycling Trail) and sites located at Malý Dunaj River.</p> <p>Strengthening the performance of public transport at the time of higher demand by the public contributes to preferring the public transport instead of individual transport.</p>
4.	Estimated costs	To determine the resulting amount, a more comprehensive cost analysis is needed. <b>Cycle Bus</b> – approximately EUR 60,000 annually.
5.	Realization horizon	Short term – 2020
6.	Financing options	BSGR
7.	Partners	BSGR, Seasonal attractions providers, BID (Bratislava Integrated Transport), ŽSR (Railways of the Slovak Republic), Slovak lines, RegioJet
8.	Responsible partner	BSGR
9.	Evaluation	Modifying of traffic schedules according to seasonal needs will contribute to increasing the number of persons and tourists using public transport instead of individual car transport, as well as increase public interest in tourism.
10.	Priority	High

1.	Measure	<b>Harmonization of Urban and Suburban Transport Schedules</b>
2.	Short description	Harmonization of urban and suburban transport (Slovak Lines) schedules
3.	Estimated impact	In summer 2018 the urban and suburban traffic schedules will be harmonized. This will increase the possibility of using suburban bus services in the capital city - mainly from the outskirts (Záhorská Bystrica, Rača, Vajnory, Zlaté Piesky or Podunajské Biskupice) to the city centre, in a regular tact with lines and connections of public transport.
4.	Estimated costs	It is a systemic measure, thus it does not have any financial



		requirements.
5.	Realization horizon	Short term – 2020
6.	Financing options	BSGR
7.	Partners	BID (Bratislava Integrated Transport) and Slovak Lines
8.	Responsible partner	BID (Bratislava Integrated Transport)
9.	Evaluation	The realization of the project - with the adjusting of the schedules - will increase the possibility of using suburban (regional) bus transport in the capital - mainly from the outskirts to the city centre.
10.	Priority	High

1.	Measure	<b>The Last Mile</b>
2.	Short description	Under the 'last mile' is understood covering the distance from the final point of the public transport to the site, to which we want to get. Often this distance is the reason why people prefer using the individual car transport instead of public transport. The solution to this problem could be to map the potential tourist sites for which it would be sought alternative ways of overcoming the last mile. The aim is to prepare a study where the suitable attractive sites will be identified and adequate solutions to overcome barriers to the last mile will be proposed.
3.	Estimated impact	The "last mile" will contribute to higher use of public transport for traveling to the attractive tourist sites.
4.	Estimated costs	EUR 10,000 (estimated costs)
5.	Realization horizon	Medium term – 2025
6.	Financing options	BSGR
7.	Partners	BSGR, local municipalities, private sector, local and regional tourism organizations and transport companies
8.	Responsible partner	Responsible organization of the project will come from an agreement between partners.



9.	Evaluation	Mapping the potential attractions and suggestions for solving the „last mile“ problem in selected locations will increase the attractiveness of sustainable public transport in tourism. Thereby the development of tourism, as well as reducing the environmental burden resulting from transport will be promoted.
10.	Priority	Medium

1.	Measure	<b>Petržalka - Rajka Train</b>
2.	Short description	Since December 2017, five pairs of trains pass through the Hungarian villages of Hegyeshalom and Rajka as well as Bratislava's urban areas of Rusovce and Petržalka. At Hegyeshalom, it is possible to continue to Győr, Csorna and Budapest Keleti Station. The aim of this measure is to further maintain and strengthen the cross-border train links between Slovakia and Hungary.
3.	Estimated impact	The train will improve the possibilities of transporting the population commuting to Bratislava from adjacent Hungarian municipalities by means of sustainable form of mobility. The accessibility rate is 34 minutes in case of the segment Petržalka – Hegeshalom and 20 minutes for Petržalka - Rajka. In addition, the inclusion of the Petržalka - Rusovce section provides an alternative form of transport to the residents of this urban area (Petržalka - Rusovce only 10 minutes).
4.	Estimated costs	Approx. EUR 1 million annually (cost depends on the number of connections)
5.	Realization horizon	Short term – 2020
6.	Financing options	Ministry of Transport and Construction of the Slovak Republic, Gysev
7.	Partners	Ministry of Transport and Construction of the Slovak Republic, Gysev
8.	Responsible partner	Ministry of Transport and Construction of the Slovak Republic



9.	Evaluation	Improvement in the accessibility of citizens daily commuting to Bratislava from adjacent Hungarian municipalities by means of a sustainable form of mobility.
10.	Priority	Medium

1.	Measure	Construction of P+Rs in Bratislava
2.	Short description	At present, there exists only a Search Study of the Possibility of Building of P+R in Bratislava with the aim to propose suitable locations for the implementation of P+R system and to reduce density of individual car traffic. The Concept of Development and the Progressive Construction of Individual P+R Parking Lots should follow.
3.	Estimated impact	<p>The project is expected to increase the interest of the public in the use of public transport by parking the vehicle on Bratislava's outskirts and transferring to a public transport vehicle. These are the proposed locations:</p> <ul style="list-style-type: none"> <li>• access from the south: Janíkov dvor - sever (J2)</li> <li>• access from the northeast: Rača - východ (S2), Bojnická - Šešlochty (S3)</li> <li>• from the East: Senecká (SV3) and possibly Rožňavská (SV5) and Bojnická (SV6)</li> <li>• access from the southeast: Cintorín Vrakuňa (V4) and Podunajské Biskupice (V5)</li> <li>• access from the south: Pálenisko (JV3)</li> <li>• access from the northwest: IPTT Lamačská brána (Z3)</li> </ul> <p>From the tourism point of view, the Bojnická - Šešlochty (S3) P+R can also serve for recreational purposes - it will be possible to establish a public transport link to Horáreň Krasňany on Pekná cesta.</p>
4.	Estimated costs	To determine the resulting amount, a more comprehensive cost analysis is needed.
5.	Realization horizon	Long term – 2030



6.	Financing options	Municipality of Bratislava
7.	Partners	Dopravný podnik Bratislava (Bratislava Public Transport Company), Ministry of Transport and Construction of the Slovak Republic, ŽSR (Railways of the Slovak Republic), Bratislava city quarters' local authorities
8.	Responsible partner	Municipality of Bratislava
9.	Evaluation	Construction of 8 to 10 P+Rs. The main aim is to reduce the amount of individual car transport, particularly in the central parts of the city.
10.	Priority	Medium

1.	Measure	<b>Restoration of Filiálka Railway Station</b>
2.	Short description	Currently a study 'ŽSR, Transport Hub Bratislava - feasibility study' that will significantly influence the development of rail transport in the capital, is being processed. It should be delivered in the first half of 2018 <sup>15</sup> . Afterwards follow-up steps should be taken to revitalize and involve the railway station into the Integrated Transport System of BSGR.
3.	Estimated impact	The revitalization and involvement of the railway station into Integrated Transport System of BSGR will also mean to redirect selected trains from Pezinok (Trnava) (S50) and Senec (S60) and possibly from Dunajská Streda directions (S70). Trnavské mýto area is a central public transport node.
4.	Estimated costs	To determine the resulting amount, a more comprehensive cost analysis is needed. More details will be provided by the study 'ŽSR, Transport Hub Bratislava - feasibility study'.
5.	Realization horizon	Long term – 2030
6.	Financing options	The EU Structural Funds (ESIF), funds from the budgets of the Bratislava city quarters' local authorities, funds from the

<sup>15</sup> 'ŽSR, Transport Hub Bratislava - feasibility study', which is currently being processed by the company Uzol Bratislava (Reming Consult, Sudop Praha, PRODEX, Dopravoprojekt) <http://bratislava.dnes24.sk/studiu-realizovatelnosti-uzla-bratislava-maju-dodat-v-prvom-polroku-2018-288468>



		Ministry of Transport and Construction of the Slovak Republic, funds from the involved carriers and others.
7.	Partners	BSGR, Municipality of Bratislava, Ministry of Transport and Construction of the Slovak Republic, Dopravný podnik Bratislava (Bratislava Public Transport Company), Železničná spoločnosť Slovensko (Slovak Railway Company) and ŽSR (Railways of the Slovak Republic).
8.	Responsible partner	ŽSR (Railways of the Slovak Republic)
9.	Evaluation	Relief of the Main Railway Station and an alternative arrival of passengers to Bratislava from the direction of Pezinok (Trnava), Senec or Dunajská Streda.
10.	Priority	Low

1.	Measure	Enhancement of “e-Cars”
2.	Short description	Expanding the project <b>up! city</b> which offers the possibility of renting an electric car. The project is provided by private organizations in cooperation with Municipality of Bratislava. The project combines the elements of mobility, modern technologies and recreational zones. The rented car can be used for transfer to a private or business meeting or shopping. At the same time, there is a possibility to choose one of the predefined routes and use the navigation system in the vehicle (there are six selected routes around Bratislava and the surrounding area available). In the next stage, it is possible to extend the offer to new predefined routes in the region or to add new hubs for cars.
3.	Estimated impact	Continuing in the service providing and expanding it on new routes will contribute to the increased use of sustainable mobility for traveling to tourist sites. At the same time, the offer of tourist services will expand, which will increase the attractiveness of the area for tourists and visitors.
4.	Estimated costs	To determine the resulting amount, a more comprehensive cost analysis is needed.
5.	Realization horizon	Short term – 2020



6.	Financing options	private resources, Municipality of Bratislava, non-profit sector
7.	Partners	Volkswagen, Municipality of Bratislava, Stará tržnica Civic Association
8.	Responsible partner	Municipality of Bratislava
9.	Evaluation	Extension of the tourist traffic connection to the new tourist sites will attract more visitors.
10.	Priority	High

1.	Measure	<b>Establishment of Parking Options for Cyclists in the Vicinity of Bratislava</b>
2.	Short description	Establishment of parking options for cyclists in the vicinity of Bratislava
3.	Estimated impact	The objective is to create secure bicycle parking lots e.g. at the planned IPTTs (and possibly at all railway stations in the region): Plavecký Štvrtok, Malacky, Veľké Leváre, Pezinok-zastávka, Pezinok, Šenkvice, Ivanka pri Dunaji, Bernolákovo, Veľký Biel, Senec, Dunajská Lužná (Nové Košariská) and Miloslavov. The solution will be in line with the latest trends in cycle transport.
4.	Estimated costs	The study commissioned by the BSGR will provide a more detailed information on feasibility and financial performance. It should be available in the second half of 2018.
5.	Realization horizon	Medium term – 2025
6.	Financing options	The study commissioned by the BSGR will provide a more detailed information on feasibility and financial performance. It should be available in the second half of 2018.
7.	Partners	BSGR
8.	Responsible partner	BSGR
9.	Evaluation	Creating parking options for cyclists in the vicinity of Bratislava will partially reduce the car traffic and promote the boom of this bicycle transport sustainable form of mobility.



10.	Priority	Medium
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1.	Measure	<b>Establishment of Bikesharing in the Vicinity of Bratislava</b>
2.	Short description	Establishment of Bikesharing in the Vicinity of Bratislava
3.	Estimated impact	The establishment of bikesharing system in the surroundings of Bratislava will involve these (district) towns of BSGR: Malacky, Pezinok and Senec, and possibly Modra with Stupava. It is necessary to coordinate the project with the establishment of new cycle routes and cycling trails in the considered location.
4.	Estimated costs	The study commissioned by the BSGR will provide a more detailed information on feasibility and financial performance. It should be available in the second half of 2018.
5.	Realization horizon	Medium term – 2025
6.	Financing options	The study commissioned by the BSGR will provide a more detailed information on feasibility and financial performance. It should be available in the second half of 2018.
7.	Partners	The study commissioned by the BSGR will provide a more detailed information on feasibility and financial performance. It should be available in the second half of 2018.
8.	Responsible partner	BSGR
9.	Evaluation	The establishment of a bicycle rental system outside Bratislava intends to contribute to the widening of the use of this type of sustainable mobility in the region.
10.	Priority	Medium

1.	Measure	<b>Construction of Cycling Trails along Railway Lines</b>
2.	Short description	Construction of cycling trails along railway lines. The use of the rail corridor and the existence of a buffer zone for interconnecting sites is an attractive form of sustainable mobility. In addition to increasing the comfort of cyclists, creating cycling trails in the particular segments will reduce the





		risk of cycling by the road with car traffic. The segments were selected in accordance with the cycling trails proposed in the Concept of Spatial Development of Cycling Trails of the Bratislava Self-Governing Region (2017) <sup>16</sup> .
3.	Estimated impact	From the medium term (until 2025) point of view, the following segments are to be realized: Bernolákovo – Veľký Biel, Rohožník – Sološnica, Svätý Jur – Pezinok / Slovenský Grob, Červený most – Lamač and Plavecké Podhradie.
4.	Estimated costs	To determine the resulting amount, a more comprehensive cost analysis is needed. Preliminary rough calculation for the segments: <ul style="list-style-type: none"> <li>1. Bernolákovo – Veľký Biel (cca. 4.4 km)</li> <li>2. Rohožník – Sološnica (cca. 8.8 km)</li> <li>3. Svätý Jur – Pezinok / Slovenský Grob (cca. 4.2 km)</li> <li>4. Červený most – Lamač (cca. 2.6 km)</li> </ul> is approximately EUR 3.5 million.
5.	Realization horizon	Medium term – 2025
6.	Financing options	BSGR, relevant municipalities, ESIF
7.	Partners	ŽSR (Railways of the Slovak Republic), BSGR, relevant municipalities
8.	Responsible partner	BSGR
9.	Evaluation	Building of approximately 20 kilometres of new cycling trails.
10.	Priority	Medium

1.	Measure	<b>New Bus Station in Bratislava</b>
2.	Short description	Construction of a new modern bus station in the city centre.
3.	Estimated impact	Building of a new modern bus station in the city centre is part of

<sup>16</sup> Konceptia územného rozvoja cyklotrás Bratislavského samosprávneho kraja vo vzťahu k Integrovanému dopravnému systému a významným bodom cestovného ruchu - Aktualizácia 2017, BSK, Bratislava, 2017. URL: <http://www.region-bsk.sk/clanok/koncepcia-uzemneho-rozvoja-cyklotras-bratislavskeho-samospravneho-kraja-vo-vztahu-k-integrovanemu-dopravenemu-systemu-a-vyznamnym-bodom-cestovneho-ruchu-aktualizacia-2017-243291.aspx>



		a larger private investor project. Part of the project is the construction of 3 administrative buildings and a shopping centre, as well as the complete restoration of Mlynské nivy Street between Karadžičova and Košická. On the one hand, increased passenger comfort and improvement of the image of Bratislava (and Slovakia) from the perspective of a foreign visitor are expected. On the other hand, currently it is not clear if the connection to other forms of sustainable mobility (cyclists, pedestrians) will be sufficient.
4.	Estimated costs	Total cost of the Twin City project – EUR 345 million
5.	Realization horizon	Medium term – 2025
6.	Financing options	private sources (HB Reavis)
7.	Partners	HB Reavis, Slovak Lines
8.	Responsible partner	HB Reavis
9.	Evaluation	(Re)construction of the new bus station Bratislava - Mlynské nivy will increase the comfort of travellers arriving from the surrounding region or from abroad.
10.	Priority	High

1.	Measure	<b>Reconstruction of Bratislava - Main Station</b>
2.	Short description	Reconstruction of the railway station Bratislava - Main Station
3.	Estimated impact	<p>The reconstruction of the railway station Bratislava - Main Station comprises:</p> <ul style="list-style-type: none"> <li>- Reconstruction of freight elevators into passenger elevators (currently under construction) - ŽSR (Railways of the Slovak Republic)</li> <li>- Partial reconstruction of the building and related buildings (currently under construction) - ŽSR</li> <li>- Overall reconstruction and modernization of buildings</li> <li>- Reconstruction and modernization of the tramline turning loop</li> <li>- Reorganization of the Franz Liszt Square</li> <li>- Access for pedestrians and cyclists</li> <li>- Areas for short-term parking K+R</li> </ul>



		- Bicycle storage
4.	Estimated costs	<ul style="list-style-type: none"> <li>- Reconstruction of freight elevators into passenger elevators – EUR 2 mil. - ŽSR (Railways of the Slovak Republic)</li> <li>- Partial reconstruction of the main building and the related buildings (ŽSR - the financial costs of all reconstruction works will be known after the completion of the public procurement)<sup>17</sup></li> <li>- Total reconstruction and modernization of railway station buildings - to determine the resulting amount, a more comprehensive cost analysis is needed.</li> </ul> <p>More details will be provided by the study 'ŽSR, Transport Hub Bratislava - feasibility study', which is currently being processed by the company Uzol Bratislava (Reming Consult, Sudop Praha, PRODEX, Dopravoprojekt)</p>
5.	Realization horizon	Medium term – 2025
6.	Financing options	ŽSR (Railways of the Slovak Republic), Municipality of Bratislava
7.	Partners	ŽSR (Railways of the Slovak Republic), Municipality of Bratislava
8.	Responsible partner	Municipality of Bratislava
9.	Evaluation	Reconstruction of Bratislava - Main Station will increase the passengers' comfort.
10.	Priority	High

<sup>17</sup> <https://www.zsr.sk/slovensky/media-room/vyjadrenia-pre-media-2017/maj/rekonstrukcia-bratislavskej-hlavnej-stanice.html>



## P 2: SUSTAINABLE TOURISM PRODUCTS

1.	Measure	<b>Restoration of water mills as an attractive tourism product</b>
2.	Short description	The aim is to restore the historical heritage and incorporate it into the tourism offer. The project focuses on reconstruction of water mills on the area of Bratislava Region (mainly on the Little Danube) together with the establishment of publicly accessible exposures for tourism.
3.	Estimated impact	The output of the project is to increase the attractiveness and attract tourists on the area of Bratislava Region. By increasing of number of tourists in this area is also expected expansion of services in the field of gastronomy, hotel services and other.
4.	Estimated costs	Approx. 150 000 EUR / mill
5.	Realization horizon	medium 2025
6.	Financing options	ESIF (i.e. INTERREG V-A SKHU 2014-2020), municipality budgets, donation.
7.	Partners	Involved municipalities in BSGR, NGOs, private sector and Tourism Association
8.	Responsible partner	According to agreement of all partners.
9.	Evaluation	Restoring the existing attractions in this area is expected to succeed to attract a higher number of tourists.
10.	Priority	High

1.	Measure	<b>Establishment of Eco-centres</b>
2.	Short description	The construction of Eco-centres offers large scale of possibilities how to use this ecologically valuable area. Tourists will gain entry point to PLA, from where they will have possibility to visit unique fauna and flora, to watch endemic species, which live in this area. Object will offer up – country for coordination of environmental education for various target groups, place for scientific meetings and seminars, summer camps, representation of partner organization’s interests, but will be also destination for individual walks.



3.	Estimated impact	It is expected that thanks to this project total number of visitors will increase as well as the offer of touristic activities in this area, cross border cooperation, tourism and informedness will improve.  The Eco-centres will contribute to the environmental education associated with natural tourism. Building the necessary infrastructure in the form of Eco-centres is possible in Stupava, Kamzík, Čunovo, Devínska Nová Ves and others.
4.	Estimated costs	It is necessary to develop a comprehensive cost analysis to determine the budget.
5.	Realization horizon	medium 2025
6.	Financing options	ESIF (i.e. INTERREG V-A SKHU 2014-2020, INTERREG V-A SKAT 2014-2020), Bratislava Region budget and budgets of involved municipalities, others.
7.	Partners	BSGR a PLA Dunajské luhy Administration, Bratislava district Čunovo, Municipal forest (Bratislava), non-profit organisations.
8.	Responsible partner	According to agreement of all partners (PLA Dunajské luhy Administration, BSGR, Municipal forest (Bratislava)).
9.	Evaluation	By establishment of new tourist product the increase in visit rate is expected.
10.	Priority	Medium

1.	Measure	<b>Water educational path „Discover the Little Danube“</b>
2.	Short description	New attraction creation – untypical educational path accessible mostly from the surface of Little Danube flow. It will inform holidaymakers on their water tour in creative form about natural, cultural, historical and practical attractions, which relate to Little Danube (nature, mills, tramps, watermanship, water paths, how to survive in the nature, agriculture, geocaching, hydroelectric plants – pure energy, attractions from the history of the communities and others).
3.	Estimated impact	It is expected that thanks to this project total number of visitors



		will increase, the offer of unpretentious activities in this area will increase.
4.	Estimated costs	50 000 EUR (Source: BSGR Office)
5.	Realization horizon	Long-term - 2030
6.	Financing options	ESIF (i.e. INTERREG V-A SKHU 2014-2020) and Bratislava Region budget
7.	Partners	BSGR, involved municipalities, SVP š.p. and dock-yard Zálesie.
8.	Responsible partner	Lodenica Zálesie (Dock – yard Zálesie)
9.	Evaluation	By the renovation of existing attractivities and creation of new product oriented at the environmental education for public in this location it is expected to attract more tourists searching for recreation as well as to increase environmental awareness through educational programs.
10.	Priority	Medium

1.	Measure	<b>To make Biskupické Distributary accessible</b>
2.	Short description	<p>The aim of the project is to access tributaries directing from Danube (from Hrusov reservoir) towards listed municipalities and re-connect them step by step. By the revitalization of tributaries partial renovation of primary landscape structure should be achieved and also local network of water bio corridors should be created.</p> <p>Part of the project is the re –connection of local cycle touristic and walking paths with the international Danubian cycle route with turnings along revitalized tributaries to individual municipalities.</p>
3.	Estimated impact	The revitalization of tributary system and renovation of landscape surroundings will increase ecological stability, territory biodiversity and usage of tourism potential.
4.	Estimated costs	It is necessary to develop a comprehensive cost analysis to determine the budget.



5.	Realization horizon	Long-term - 2030
6.	Financing options	ESIF, budgets of involved municipalities
7.	Partners	BSGR and involved municipalities, SVP š.p..
8.	Responsible partner	NDS, a.s. (national motorway company)
9.	Evaluation	The revitalization of locality will have positive effect on the increasing visit rate in the area as well as positive impact on the ecological stability of the area.
10.	Priority	High

1.	Measure	<b>Revitalization of the educational path PLA Dunajské luhy „Biskupické luhy“</b>
2.	Short description	The reconstruction of raffish educational path in Podunajské Biskupice.
3.	Estimated impact	It is expected that thanks to this project beside the total number of visitors will increase, the offer of unpretentious activities in this area will increase as well.
4.	Estimated costs	20 000 EUR (source: BSGR Office)
5.	Realization horizon	Long-term - 2030
6.	Financing options	ESIF and BSGR budget
7.	Partners	BSGR, PLA Dunajské luhy Administration a BROZ o.z.
8.	Responsible partner	PLA Dunajské luhy Administration
9.	Evaluation	By the renovation of existing attraction it is expected to attract higher amount of tourists and will improve the accessibility.
10.	Priority	Medium

1.	Measure	<b>Thematic routes on the territory of the region</b>
2.	Short description	Creation of thematic routes (e.g. Iron Curtain, Cyril and Method, Minor Carpathian Mining Route, etc.) as tourism products on the territory of the Bratislava Region in order to get to know the



		<p>cultural and natural heritage of the region.</p> <p>The action should include:</p> <ul style="list-style-type: none"> <li>• Marketing product communication on domestic and foreign markets.</li> <li>• Storytelling and realization - Creating a story line.</li> <li>• Collection of quantitative and qualitative data on land traffic.</li> <li>• Infopanel with storytelling, tourist restraints, guides - marking of rest, catering and accommodation facilities.</li> </ul>
3.	Estimated impact	<p>Establishing thematic routes will help to better present the area and consequently, in the positive direction, the increased visitor traffic in the localities will be reflected.</p> <p>Linking and evaluating the cultural and natural heritage in a sustainable manner through cycling aims to increase the number of overnight stays in the municipalities of the affected region. Along the route, information panels with storytelling will be installed, which, with their thematic content and focus, will bring visitors to the interests of history, politics, nature and culture. Creating system promotional activities to promote cultural and natural heritage sites along the route will bring about revitalization, attraction, development and long-term use of this territory.</p> <p>Guests will learn more about the region, cultural, regional and natural specifics. At the same time, thanks to the introduction to thematic tours, the natural and cultural richness of the region is also gaining importance through tourist information centers, gastronomic and accommodation facilities.</p>
4.	Estimated costs	To determine the total budget, a more comprehensive cost analysis is needed. (Estimated costs per thematic travel = 300 000 EUR)
5.	Realization horizon	midterm 2025
6.	Financing options	ESIF and BSGR budget
7.	Partners	Bratislava Region (Bratislava Region Tourism), involved municipalities and others





8.	Responsible partner	Bratislava Region (Bratislava Region Tourism)
9.	Evaluation	The implementation of the measure will have a positive effect on the increased visitor traffic in the targeted localities.
10.	Priority	High

1.	Measure	<b>Revitalization of the natural swimming pool in Modra – city district Piesok</b>
2.	Short description	<p>The aim of the activity is the complex renewal of the existing water reservoir, its revitalization to the natural biothermal bath including the background, the use of new progressive and ecological technologies in this area. The revitalization of the site represents a revival of the original function of the territory and water areas for recreational purposes. The principle is based on the natural swimming pool – bio-swimming pool. The biotope pool differs from the classic swimming pool in particular by the fact that water is cleaned naturally by plants and bacteria, without chemicals.</p> <p>Part of the project is focused on remarking a cycling route from Harmonia to a bio-swimming pool and establishment of the electric bicycle rental system.</p>
3.	Estimated impact	The realization of the project will increase the attractiveness of the area for tourists. By increased numbers of tourists in this area are the expand of services in the gastronomy, hotelierries and other associated products and services is also expected to. At the same time, environmental protection will be promoted, as water in the biothermal water will be cleaned naturally by plant and bacteria without the use of chemicals.
4.	Estimated costs	In order to determine total costs, a more comprehensive cost analysis is needed.
5.	Realization horizon	Midterm 2025
6.	Financing options	ESIF (i.e. INTERREG V-A SKHU 2014-2020), municipal budgets
7.	Partners	Bratislava Region, city of Modra



8.	Responsible partner	City of Modra
9.	Evaluation	Implementation of the measure will have a positive effect on the increased visitor traffic in the locality.
10.	Priority	Medium

1.	Measure	<b>Educational walkways on the territory of the region</b>
2.	Short description	The measure is aimed at building new educational walkways, for example, on the territory of existing protected areas, alongside important geological localities - Sandberg, the Geopark of the Little Carpathians, etc. This is in particular to mark new routes and to build information boards along these routes with information on the history and attractions of the site.
3.	Estimated impact	By realization of the project the attractiveness of the area will increase and increasing the number of visitors in the area is expected.
4.	Estimated costs	In order to determine the total costs, a more comprehensive cost analysis is needed.
5.	Realization horizon	Long-term - 2030
6.	Financing options	ESIF and BSGR budget
7.	Partners	Bratislava Region
8.	Responsible partner	Bratislava Region
9.	Evaluation	Implementation of the measure will have a positive effect on the increased visitor traffic in the locality.
10.	Priority	Low

1.	Measure	<b>Additional design infrastructure near tourist attractions</b>
2.	Short description	The aim of the measure is to create and place design elements on the sidewalks and hiking trails (swings, skirting boards and other furniture), especially in municipalities. The facility will provide information boards to provide visitors and tourists with



		information about the area's history as well as other useful information.
3.	Estimated impact	By realisation of the project the attractiveness of the area will increase and increasing the number of visitors in the area is expected.
4.	Estimated costs	In order to determine the total costs, a more comprehensive cost analysis is needed.
5.	Realization horizon	Midterm 2025
6.	Financing options	BSGR budget
7.	Partners	Bratislava Region, Faculty of Architecture STU in Bratislava
8.	Responsible partner	Involved municipalities
9.	Evaluation	By realisation of the project the attractiveness of the area will increase and increasing the number of visitors in the area is expected.
10.	Priority	High

1.	Measure	<b>Create fuelling capability for small power craft</b>
2.	Short description	Enable the placement of refuelling devices for small craft in selected harbours and marinas would facilitate smooth movement on the river. This could also contribute to making recreational boating more attractive for domestic and foreign water tourists. The possibility of using the fuelling and supply services is one of the factors in the development of river tourism.
3.	Estimated impact	Possible sites: Čunovo, Vlčie hrdlo
4.	Estimated costs	In order to determine the total costs, a more comprehensive cost analysis is needed.
5.	Realization horizon	Long-term - 2030
6.	Financing options	Private sources
7.	Partners	Slovenský vodohospodársky podnik, Ministry of Environment of



		the SR, Ministry of Transport and Construction of the SR, Slovak Society of Water Motorism, actors in the field of tourism, SLOVNAFT, a.s., Bratislavská vodárenská spoločnosť (Bratislava Water Company)
8.	Responsible partner	Private company
9.	Evaluation	By realisation of the project the attractiveness of the area will increase and increasing the number of visitors in the area is expected.
10.	Priority	Medium

1.	Measure	<b>Bunker renewal</b>
2.	Short description	The project is aimed at the renovation of bunkers from the First and Second World Wars on the territory of the Bratislava Region, which were part of the Bratislava fortification. After their revitalisation, they should become publicly accessible. Bunkers could be connected with a walkway, a renewed defence system could become a target for tourists and visitors of Bratislava.
3.	Estimated impact	The realization of the project will increase the number of tourists. At the same time, the positive relationship of the population to the care and protection of nature and cultural heritage will increase.  The renovated bunkers should also make biking trails attractive in the area and thus contribute to the development of tourism.
4.	Estimated costs	In order to determine the total costs, a more comprehensive cost analysis is needed.
5.	Realization horizon	Long-term - 2030
6.	Financing options	BSGR budget, private sources
7.	Partners	Bratislava Region, non-profit organisations
8.	Responsible partner	Bratislava Region
9.	Evaluation	Implementation of the measure will have a positive effect on



		the increased visitor traffic in the locality.
10.	Priority	Medium

1.	Measure	<b>Sightseeing towers</b>
2.	Short description	Construction and opening of new tourist sightseeings on the territory of the region on interesting localities (Veľká Homola, etc.)
3.	Estimated impact	The implementation of the project will increase the attractiveness of the area, which will increase the number of visitors in the area.
4.	Estimated costs	In order to determine the total costs, a more comprehensive cost analysis is needed.
5.	Realization horizon	Midterm 2025
6.	Financing options	BSGR budget, private sources
7.	Partners	BSGR, NGOs, involved municipality
8.	Responsible partner	Bratislava Region
9.	Evaluation	Implementation of the measure will have a positive effect on the increased visitor traffic in the locality.
10.	Priority	Medium



### P 3: INFORMATION AND MARKETING

1.	Measure	<b>Tourist web portal</b>
2.	Short description	The aim of the measure is to follow on and continuously update the existing Bratislava Region Tourism website ( <a href="http://gob.sk">http://gob.sk</a> ) and its existing mobile application for information on all tourist activities in the region (events, leisure time and practical information for tourists - accommodation, cultural events, restaurants, transport options, etc.).
3.	Estimated impact	Simple and summary web portal, which provides visitors by all information about attractions and specialties in the region, as well as transport possibilities to individual destinations, it will increase awareness and afterwards also interest of potential tourist in visiting of the region.
4.	Estimated costs	2 000 Eur per year
5.	Realization horizon	Midterm (till 2025)
6.	Financing options	Bratislava Self-governing Region budget
7.	Partners	Bratislava Self-governing Region, capital city Bratislava, Regional tourism organization of Senec, Regional tourism organization of Záhorie, Regional tourism organization of Malé Karpaty, Bratislava Region Tourism, interested municipalities and private sector.
8.	Responsible partner	Regional Tourism Organization - Bratislava Region Tourism
9.	Evaluation	Increased interest of potential tourists to visit the region due to better awareness about activities within the region.
10.	Priority	High

1.	Measure	<b>Creation of thematic tourism products</b>
2.	Short description	The intent of the measure is to create tourism products packages, which would consist of groups of similar touristic attractions, specific for individual tourist regions of Bratislava county. Such a networked products should consist of the facilities providing local gourmet delicacies, fish specialties and



		other gastronomic services. Good example is the wine route, which presents the network of wine yards, which can be visited by tourists.
3.	Estimated impact	Creation of such a products would help to present whole area better and afterwards increased rate of visitors of individual facilities would be mirrored in the positive way.
4.	Estimated costs	It is necessary to develop a comprehensive cost analysis to determine the final budget.
5.	Realization horizon	Short term (till 2020)
6.	Financing options	Bratislava Self-governing region budget and sources of involved subjects
7.	Partners	Bratislava Self-governing region, capital city Bratislava, Regional tourism organization of Senec, Regional tourism organization of Záhorie, Regional tourism organization of Malé Karpaty, Bratislava Region Tourism, involved municipalities and subjects
8.	Responsible partner	Bratislava Self-governing region
9.	Evaluation	Development of such activities packages will enhance total amount of visitors as well as the revenues for provided services and sold products.
10.	Priority	High

1.	Measure	<b>Bratislava card</b>
2.	Short description	<p>Continuation of existing product - the card serve for the better communication between self – government and residents, to support social policy and to support regional micro economy. It offers to citizens and region visitors the medium, which allows integration of individual transport providers within the region and also serves as identification card when using various services in the field of culture, sport, gastronomy and more.</p> <p>In the future, the Bratislava card should be extended with other subjects, products and options to provide visitors with a wide offer for leisure time activities in the region. At the same time, it</p>



		<p>would be appropriate to link the Bratislava card with similar products in the surrounding regions, including those abroad (AT, HU) - eg. family passport, product created within the cross-border Slovak-Austrian project Family Net. So the card would be a complex and modern offer of benefits for residents, visitors and families with children.</p> <p>The project's goal is to continually engage new service providers in tourism and public transport into an integrated system using access via Bratislava card.</p>
3.	Estimated impact	Thanks to this card, which allows its holders to use various discounts and other advantages, it is expected increased interest of tourism in Bratislava region. It is expected that the total amount of card holders will achieve 20 000.
4.	Estimated costs	30 000 Eur (Source: BSGR Office)
5.	Realization horizon	Midterm (till 2025)
6.	Financing options	ESIF, Bratislava Self-governing Region, capital city Bratislava, other involved partners
7.	Partners	Bratislava Self-governing Region, capital city Bratislava, main transport providers in the region, involved subjects from private sector, funded and budget organizations of BSGR
8.	Responsible partner	Bratislava Self-governing Region
9.	Evaluation	It is expected that after the card offer extension the number of cardholders will increase in short term and the measure will also have a positive impact on increased tourism in the Bratislava region.
10.	Priority	Medium

1.	Measure	<b>Building up the system of spatial orientation through information boards</b>
2.	Short description	Continuation in marking the cultural and tourist destinations (brown boards) in the region. Unified information system used in tourism allows visitors to





		<p>identify and afterwards to orientate in the tourist interesting location.</p> <p>Spatial information system is created by orientation direction boards to mark the entrance to individual monuments and to mark routes of tourist paths and spatial information boards, which include chosen information with spatial map of the region supplemented by graphical symbols (pictograms).</p>
3.	Estimated impact	The aim of the project is to ensure quick access and availability of individual and actual spatial data. Such a system of information boards presents effective way of providing spatial data and information for a lot of users in line with their requirements. The mission of the spatial information system is to acquaint with the tourism product.
4.	Estimated costs	It is necessary to develop a comprehensive cost analysis to determine the final budget
5.	Realization horizon	Midterm (till 2025)
6.	Financing options	Bratislava Self-governing Region budget
7.	Partners	Bratislava Self-governing region, capital city Bratislava, Regional tourism organization of Senec, Regional tourism organization of Záhorie, Regional tourism organization of Malé Karpaty, Bratislava Region Tourism, involved municipalities and subjects
8.	Responsible partner	Regional Tourism Organization Bratislava Region Tourism
9.	Evaluation	Development of the system of information boards will allow better orientation in the area for visitors and will contribute to better awareness about local attractions, what at the end will lead to the increase of the overall area attractiveness from tourism point of view.
10.	Priority	Medium

1.	Measure	<b>Comprehensive marketing product and its promotion</b>
2.	Short description	The aim is to improve image of individual tourist regions in Bratislava county as touristic destinations and thus effectively



		<p>address key markets through series of promotion brochures, internet webpage, by the presence at chosen touristic exhibitions and fairs as well as the cooperation with journalists and tour operators.</p> <p>Networking of tourism products between cycle tourism, agrotourism, hipotourism, rural tourism, water tourism (swimming, rafting), restaurant and accommodation services will be important factor to achieve the target.</p> <p>An example of a comprehensive marketing product is the presentation of the region as the inland Danube delta. Another supporting element for the development of the tourism in region is to ensure the good accessibility of the destination by sustainable transport (train / bus / bicycle).</p> <p>Developing of homogenous promotion system of the comprehensive marketing product will improve the process of information providing for general public..</p>
3.	Estimated impact	By the increased promotion of the county at the touristic exhibitions and fairs it is supposed also to increase amount of foreign tourists. Also higher revenues from the products and services sale in the area of Bratislava region are expected due to the increased visit rate.
4.	Estimated costs	150 000 Eur per tourist region /1 product (Source: amount is derived based on the qualified estimation)
5.	Realization horizon	Midterm (till 2025)
6.	Financing options	ESIF, Bratislava Self-governing region and municipalities budgets, Bratislava Region Tourism and Regional tourism organizations
7.	Partners	Regional tourism organizations, Regional Tourism Organization Bratislava Region Tourism, involved services providers and products sellers, municipalities and Bratislava Self – governing region
8.	Responsible partner	Individual Regional tourism organizations
9.	Evaluation	By the improved image of the region it is expected increased interest of tourists for its visit and higher revenues for the



		products salesmen and services providers in this sector.
10.	Priority	Medium



P 4: FINANCIAL OPTIONS, ORGANIZATIONAL AND LEGAL FRAMEWORK

1.	Measure	<b>Implementation of subsidy scheme for the purposes of tourism development</b>
2.	Short description	Implementation of existing subsidy scheme to support sustainable mobility and tourism in the Bratislava region. The aim is to achieve funding increase for mentioned location by combining public and private sources. The purpose of the subsidy scheme is to establish rules for the organization of public and private sector, based on which it will be possible to provide common funding for selected areas of sustainable transport development and tourism products in the region.
3.	Estimated impact	Expected result is an increased in number of actors and funding sources for the support of sustainable mobility and tourism products projects.
4.	Estimated costs	250 000 Eur/year from public sources (source: BSGR Office, note: these are financial sources for tourism and sustainable mobility development in the region for years 2018 – 2030).
5.	Realization horizon	Longterm (till 2030)
6.	Financing options	Bratislava Self-governing region
7.	Partners	Regional self – government
8.	Responsible partner	Bratislava Self-governing region
9.	Evaluation	The result of the realized measure is the increase of financial sources in the field of sustainable mobility and tourism of 80 000€ per year
10.	Priority	High

1.	Measure	<b>Topics of sustainable mobility and innovative tourism products incorporate into the development documents of regional and local self-governments and to promote them in tourism events and conferences</b>
2.	Short description	The aim of the initiative is expression the intent of involved self – governments about the including the tourism support into the



		<p>strategic development documents (Program of Social and Economic Development, Strategy of the tourism development etc.).</p> <p>At the same time, it is necessary to promote the area of sustainable mobility and innovative tourism products through fairs, conferences and other events dedicated to tourism.</p> <p>The intent of such initiative is to strengthen the tourism development support and to ensure common approach of the local and regional self – governments to more progressive development of tourism services and sustainable mobility in the region.</p>
3.	Estimated impact	Expected result of the initiative is a common support of the tourism development and sustainable mobility in the region.
4.	Estimated costs	NA
5.	Realization horizon	Short term (till 2020)
6.	Financing options	Activity does not require financial resources
7.	Partners	Regional and local self – government
8.	Responsible partner	Bratislava Self – governing region
9.	Evaluation	The result of realized measure is coordinated development, cooperation and concentration of financial sources into the specified common projects.
10.	Priority	Medium

1.	Measure	<b>Sustainable Mobility Plan of Bratislava Self-governing Region</b>
2.	Short description	<p>Sustainable Mobility Plan (SMP) is strategic document, that goal is to meet the needs of the mobility of people in the cities and the region and to improve the quality of life of the population. SMP will serve as an essential tool for ensuring a balanced development of the transport system. It will identify the relevant public passenger transport connections in order to ensure the minimum necessary level of mobility and determine the type of interventions to be carried out (safety,</p>



		reconstruction, modernization, etc.). The Sustainable Mobility Plan supports the balanced development of all important transport modes with an emphasis on sustainable ones.
3.	Estimated impact	SMP is intended to provide and offer traffic solutions that are available to all citizens. The aim is to reduce the degree of air pollution, noise and greenhouse gases from transport as well as to ensure the financially efficient and sustainable transport for public.
4.	Estimated costs	Cca. 300 000 Eur
5.	Realization horizon	Short term (till 2020)
6.	Financing options	Bratislava Self-governing region budget and ESIF
7.	Partners	Regional self-government
8.	Responsible partner	Bratislava Self-governing region
9.	Evaluation	The result of the measure is to increase the attractiveness and quality especially of the urban environment and public spaces in the interest of citizens as well as visitors of the region.
10.	Priority	Medium

1.	Measure	<b>Development of the Weekend Suburban Recreation of the Inhabitants of the Capital of Bratislava Concept</b>
2.	Short description	Development of the weekend suburban recreation of the inhabitants of the capital of Bratislava concept for the region of Danube, Malé Karpaty and Záhorie. The essence of the project is the focus of self-governments to support agro tourism, walking and water tourism, hipotourism, cycling and other leisure activities in nature related to swimming, fishing etc.  The aim of the activity is to increase the awareness and promotion of weekend tourism among the inhabitants of the region about leisure activities and thus contribute to the development of tourism in the region.
3.	Estimated impact	The expected output is to increase the number of visitors in the mentioned destinations. The main share should be the



		<p>inhabitants of Bratislava as well as foreign tourists visiting Bratislava.</p> <p>Specifics and assumptions of the regions (vineyards, agrofarmas, swimming pools, etc.) around the capital city Bratislava can be used by appropriate activities and thus increase the share of tourism there.</p>
4.	Estimated costs	15 000 Eur / 1 concept (Source: BSGR Office)
5.	Realization horizon	Midterm (till 2025)
6.	Financing options	Bratislava Self-governing region budget, ESIF and others
7.	Partners	Capital city of Slovakia Bratislava, Bratislava Self-governing Region, involved self-governments, private sector and NGOs
8.	Responsible partner	According to agreement of all partners
9.	Evaluation	The development and implementation of the concept could increase the number of visitors in the mentioned destinations.
10.	Priority	High

1.	Measure	<b>Communication platform between mobility and tourism actors</b>
2.	Short description	Creating a communication platform for the exchange of information and experience on sustainable mobility and tourism between tourism and mobility actors (Regional tourism organizations, Bratislava Region Tourism, Local action groups, etc.). The purpose of the measure is to provide more effective cooperation between individual institutions and organizations in order to offer high quality services and tourism products to tourists and visitors of the region.
3.	Estimated impact	As a result, the cooperation between individual actors in the field of public transport and tourism will be improved, thus increasing the supply and quality of products and services for visitors of the region.
4.	Estimated costs	2 000 Eur/year (Note: it is indicative costs estimation to provide common meetings of working group)



5.	Realization horizon	Short term (till 2020)
6.	Financing options	Bratislava Self-governing region Office, capital city of Slovakia Bratislava, other involved subjects
7.	Partners	capital city of Slovakia Bratislava, Bratislava Self-governing region and participating subjects
8.	Responsible partner	According to agreement of all partners
9.	Evaluation	By creating a communication platform, the offer and quality of services in the field of tourism and mobility should be increased
10.	Priority	Medium





## 10. Monitoring and evaluation of measures

A good Sustainable Regional Tourism and Mobility Plan does not automatically lead to good results. It is very important to effectively achieve the objectives of the plan and to apply adequate management to oversee implementation and risk management. This requires an agreement with all the actors involved in the implementation of the measures. Implementation usually includes further improvement of objectives as well as planning, detail, management, communication and monitoring of the implementation of the measures.

Implementation of the strategy will be monitored through a set of measurable indicators, respectively, of the objectives defined within each measure (point 9. „Evaluation“). Monitoring of the state of implementation of the strategy will be ensured by the Bratislava Self-governing Region. The basis for monitoring will be the data collected by the BSGR Office and the cities and municipalities concerned.

The update of the measures can be coordinated through the „**Mobility Manager**“ a new initiative, which was created within the Transdanube.Pearls project.



## 11. Conclusions

The Sustainable Regional Tourism and Mobility Plan is a follow-up to the Regional Strategy and the Regional Action Plan elaborated in the TRANSDANUBE project, where the vision of sustainable mobility and tourism in the Danube area was discussed and set out, and four key areas of interest were identified:

1. Sustainable mobility offers,
2. Sustainable tourism products,
3. Information and marketing and
4. Financial options, organizational and legislative framework.

These areas were the subject of a more detailed specification on the Slovak part of the project area.

The Plan also contributes to obtaining the objectives and measures in the field of mobility, transport and sustainable tourism development in the territory of Bratislava region. Strategy is focused on measures and activities, which develop integrated, sustainable, ecologic and available mobility, the development of an integrated transport, development of cycle routes network, building and development of tourism information systems, promote the development of specific forms and tourism products, water tourism (lakes, watercourses) development and increase the attractiveness of the region for tourists.

Set up the development measures follow up existing development potential of the Pearl – Bratislava region concerning a common vision for the development of sustainable mobility and tourism in the Danube region.

In the next step it will be necessary, for some development measures, to process further detailed studies to comprehensively determine the conditions and assumptions of their implementation, as well as will set next important steps to fulfill the objectives developed in the strategy.

Assumption for the successful implementation of the objectives defined, is the establishment of monitoring and evaluation system. It should provide information on the physical progress during fulfillment of the set out objectives.

Another prerequisite for the successful implementation of the measures is cooperation between individual actors in the territory (region, local government, private and non-profit



sector). More rapid progress in the development of sustainable mobility in tourism will also require external support in the form of EU financial sources.



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## 14. Annexes

### Annex 1. Evaluation of RAP implementation (TRANSDANUBE project)

A more detailed description of the projects can be found in the previous strategic document Regional Strategy and Regional Action Plan 2013 (BSGR, 2013).

#### P 1: SUSTAINABLE MOBILITY OFFERS

Measure	<b>Recreational waterway „Little Danube“</b>
Evaluation	<p>The project as a whole has not been realized due to the non-categorization of the Little Danube water flow as a “waterway”.</p> <p>However, partial activities that contribute to the set goal have been conducted. These are:</p> <ul style="list-style-type: none"> <li>- The water promenade in Bratislava city part Vrakuňa and municipality Zálesie</li> <li>- Renovation and reconstruction of the water mill in Jelka</li> <li>- Construction of an access road to water mill in Kolárovo</li> <li>- Little Danube Development Strategy development</li> </ul>

Measure	<b>Network of cycle paths near the river Little Danube</b>
Evaluation	<p>The project was partially implemented.</p> <p>Individual sections of cyclopaths are built continuously, there are new signs of cycling routes. An example is the SACRA VELO project (Design and Engagement of 60 km of cycle routes in the Bratislava region into a new cross-border pilgrim route) planned for the period 2017-2019.</p>

Measure	<b>Include non-motorized transport into the Bratislava integrated transport system</b>
Evaluation	<p>The project as a whole has not yet been realized.</p> <p>Activities that contribute to the fulfillment of the goal are being progressively implemented. This is mainly the continuous construction of cyclopaths and cycle routes in the sense of <i>The concept of spatial development of cycling routes of the Bratislava Self-governing Region in relation to the integrated transport system and significant points tourism</i>. As part of a transnational</p>



	project (Transdanube.Pearls), the BSGR has also set up a Manual for the establishment of public bicycle rental, bicycle parking systems and bicycle carrier systems to support the development of cycling in the region.
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Measure	<b>Danube bus system: Šamorín – Hainburg</b>
Evaluation	The project has not yet been implemented. Several studies, including an architectural study on the establishment of operational port facilities on the Danube on the Hamuliakovo - Bratislava route, were prepared for the 5 ports: Hamuliakovo, Čunovo, Devín, Devínska Nová Ves and Vlčie hrdlo. So far, however, no funding has been found for launching and operating such a type of public passenger transport.

Measure	<b>Danube bus system: Šamorín – Dunakiliti</b>
Evaluation	The project has not yet been implemented. Several studies, including an architectural study on the establishment of operational port facilities on the Danube on the Hamuliakovo - Bratislava route, were prepared for the 5 ports: Hamuliakovo, Čunovo, Devín, Devínska Nová Ves and Vlčie hrdlo. So far, however, no funding has been found for launching and operating such a type of public passenger transport.

Measure	<b>Danube bus system: Bratislava – Orth an der Donau</b>
Evaluation	The project has not yet been implemented. Several studies, including an architectural study on the establishment of operational port facilities on the Danube on the Hamuliakovo - Bratislava route, were prepared for the 5 ports: Hamuliakovo, Čunovo, Devín, Devínska Nová Ves and Vlčie hrdlo. So far, however, no funding has been found for launching and operating such a type of public passenger transport.

Measure	<b>Updating the schedules of public transport to the seasonal needs of regional attractions</b>
Evaluation	Continuously, actions and measures are carried out that are in line with the





	<p>stated goal. These are:</p> <ul style="list-style-type: none"> <li>- During the summer season cycle train Záhoračik operates,</li> <li>- Seasonal operation of the experience bus “Small Carpathian Express”,</li> <li>- Public transport buses that offer bicycle transport during the summer season,</li> <li>- From the summer of 2018, there will be alignment of the public transport and regional transport lines (Slovak Lines) schedules.</li> </ul>
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Measure	Last mile
Evaluation	<p>The intention of mapping sites to apply the “last mile” solution has not been realized.</p> <p>Partly, the issue of the last mile is solved by linking passenger transport terminals with community centers by the building of cycle paths and cycle routes, as well as activities aimed at supporting the building of bicycle rentals.</p> <p>Within the framework of the issue, it is possible to include the launching of a bus line within the public transport network in Bratislava between Koliba and Kamzík - a favorite place for family trips with children, which runs during the weekends.</p>



## P 2: SUSTAINABLE TOURISM PRODUCTS

Measure	<b>Restoration of water mills as an attractive tourism product</b>
Evaluation	<p>The project was implemented partially.</p> <p>In the municipality of Zálesie is planned the project Promenade in Zálesie - Multifunctional shelters for relaxation at the Little Danube. In municipality of Kolárovo there is planned a reconstruction of the access road leading to the water mill, which will offer the visitors more comfort. Reconstruction of a wooden mill is planned in the municipality of Jelka.</p> <p>All these activities contribute to the development of the offer and the attractiveness of the Little Danube and its surroundings in terms of tourism development.</p>

Measure	<b>Build and Eco-centre for a protected area of Dunajské luhy</b>
Evaluation	<p>The measure was not implemented yet.</p> <p>At present, it is planned to build an ecocentre in Čunovo with supra-regional significance, on which the study is being prepared.</p>

Measure	<b>The gazebo for bird watching in PLA Dunajské luhy</b>
Evaluation	<p>The project was implemented.</p> <p>On the territory of the Dunajské luhy Protected Landscape Area in the territory of Rusovce, the BROZ (Bratislava Regional Conservation Association) civic association built a viewing tower for observation of birds.</p>

Measure	<b>Water educational path „Discover Little Danube“</b>
Evaluation	<p>The project has not yet been implemented.</p> <p>At present, within the INTERREG V-A SK HU Program the international project „Discover Little and Mošon Danube on Bicycle and Boat“ is implemented, whose main objective is to create a comprehensive cross-border destination providing services in the field of tourism, culture, relaxation and sport in the territory between and along the river Little and Mošon Danube, including the main stream of the Danube. Within the framework of the project, the</p>



	infrastructure will be built on recreational water sites (Bratislava Vrakuňa, Zálesie and others), new cycle paths will be created, and soft activities will be realized to popularize water recreation and the natural and cultural heritage of Danube area.
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Measure	<b>To make accessible tributaries on the left side of Danube in the area of Dunajská Lužná – Kalinkovo – Hamuliakovo - Rovinka</b>
Evaluation	The project was not implemented.

Measure	<b>Revitalization of the educational path PLA Dunajské luhy „Biskupické luhy“</b>
Evaluation	The project was not implemented.

Measure	<b>Feasibility study of the old channel of the Danube for recreational and sport sailing</b>
Evaluation	The project was not implemented.

Measure	<b>Navigability of the old channel of Danube by small motorized watercrafts</b>
Evaluation	The project was not implemented.



### P 3: INFORMATION AND MARKETING

Measure	<b>Maintaining and actualization of the Online tourist attractions catalogue in the Danube region</b>
Evaluation	The activity is fulfilled continuously. The regional tourism agency Bratislava Region Tourism website ( <a href="http://gob.sk">http://gob.sk</a> ) is permanently updated and offers information about events, leisure activities and practical information (accommodation, cultural events, restaurants, transport, etc.) for visitors of Bratislava region.

Measure	<b>Comprehensive marketing product „Little Danube Recreation“ and its promotion in the Danube area</b>
Evaluation	<p>Activities are currently under implementation.</p> <p>There is a cross-border project “Discover the Little and Mošon Danube on Bicycle and Boats” implemented under INTERREG V-A SK-HU 2014-2020 with the participation of partners from the Slovak and Hungarian site.</p> <p>The priority of the project is the tourism development by making accessible natural and cultural heritage by attractive and sustainable transport. Its goal is raising awareness of natural attractions in the subregion and increasing the number of cross-border visitors. Included activities are public relations, communication and networking of water tourism service providers, the tourism and the public administration through the creation of a new tourism product and a cross-border destination. The project will be completed in October 2019.</p>

Measure	<b>Creation of thematic tourism products in the Danube region</b>
Evaluation	<p>As a whole, the project was not implemented.</p> <p>Partly, the set objectives will be met with activities within the cross-border project “Discover Little and Mošon Danube on Bicycle and Boats”, the aim of which is, inter alia, networking of water tourism service providers, tourism and public administration and the creation of a joint tourist destination – rafting and cycle tourism in connection with the culture and gastronomy in the area of Veľký and Malý Žitný ostrov.</p>



Measure	<b>Bratislava region Card</b>
Evaluation	<p>The project was implemented.</p> <p>At present, there is available a destination discount card for tourists and visitors - Bratislava CARD, which is valid in the territory of the capital city of Bratislava and the whole region as well. It offers discounts to the cardholder to more than 130 establishments across the county and unlimited public (integrated) travel in the region and capital city.</p> <p>In addition, the so-called „family passport“, product developed within the cross-border Slovak-Austrian Family Net project. The family passport provides families with price advantages and leisure time offers in Lower Austria, Burgenland and Trnava and Bratislava region.</p>

Measure	<b>Building up the system of spatial orientation through information boards in the Danube region</b>
Evaluation	<p>Activity is ongoing.</p> <p>Gradually, the cultural objectives and tourism attractivities on the roads throughout the region are marked.</p> <p>In this group of activities can also include the marking of new cycle paths built within the county.</p>



#### P 4: FINANCIAL OPTIONS, ORGANIZATIONAL AND LEGAL FRAMEWORK

Measure	<b>Common concept of tourism development in Danube region</b>
Evaluation	<p>Activity is in process of implementation.</p> <p>Within the cross-border project „Discover Little and Mošon Danube on Bicycle and Boats“, which is implemented through the INTERREG V-A SK-HU program 2014-2020 including partners from Slovakia and Hungary, a single destination is planned to provide services in the field of tourism, culture, relaxation and sport on the territory between and along the rivers of Little and Mošon Danube, including the main Danube. The aim is to support the development of tourism, including the weekend tourism, by making the natural and cultural heritage accessible by attractive and sustainable transport.</p>

Measure	<b>Creation and implementation of subsidy schemes for the purposes of tourism development</b>
Evaluation	<p>The project was implemented.</p> <p>Since 2016, a new instrument for the provision of subsidies from the budget of the Bratislava Self-Governing Region has been established and gradually developed - a subsidy scheme for the support of tourism and rural development. 251,600 EUR from the BSGR budget was provided for tourism support for the year 2017.</p>

Measure	<b>Development of cross – border platform in order to improve conditions for tourism</b>
Evaluation	<p>The project was partially implemented.</p> <p>Since April 2016, there has been a working group of RiverLab Žitný ostrov and its surroundings. It builds on the objectives defined in the Danube Fund Charter and focuses on the river territory of Žitný ostrov and its surroundings. It associates nominees of major public and private actors as well as individuals enjoying universal respect in the civil sector. The workgroup is open. It currently includes actors from Slovakia.</p> <p>The first meeting of the group took place in May 2016. Over the past period, members have described the current situation and mentions the opportunities</p>



	<p>and problems they perceive as most serious in the field where they operate.</p> <p>The aim of the working group is to coordinate the development of the area of interest in the field of tourism in accordance with the principles of protection of natural values.</p> <p>Another, cross-border cooperation in the field of promotion and creation of tourism offers is realized within the CENTROPE project.</p> <p>Stated goal of interconnection of public transport operators with tour operators was fulfilled by the discount card - Bratislava CARD project (described above).</p>
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Measure	<b>Memorandum for the support of tourism development in the Danube region</b>
Evaluation	<p>The project was partially implemented.</p> <p>The Memorandum has not been applied yet, but as of April 2016 there is a Working Group RiverLab and the surrounding. Its aim is to initiate and implement activities in the field of tourism development, promoting sustainable mobility and protecting the environment.</p> <p>The proposed objectives will also be implemented through the cross-border project „Discover Little and Mošon Danube on Bicycle and Boats“, the aim of which is, inter alia, networking of water tourism service providers, tourism and public administration and the creation of a joint tourist destination - connection with the culture and gastronomy of the Veľký and Malý Žitný ostrov.</p>

Measure	<b>Improving the legal environment for recreational sport sailing on the Little Danube</b>
Evaluation	The measure was not implemented.

Measure	<b>Incorporation of the sustainable mobility and innovative tourism products into the development documents of regional and local self – government</b>
Evaluation	<p>The project was not implemented.</p> <p>In the process of preparation is the document Sustainable Mobility Plan of the</p>

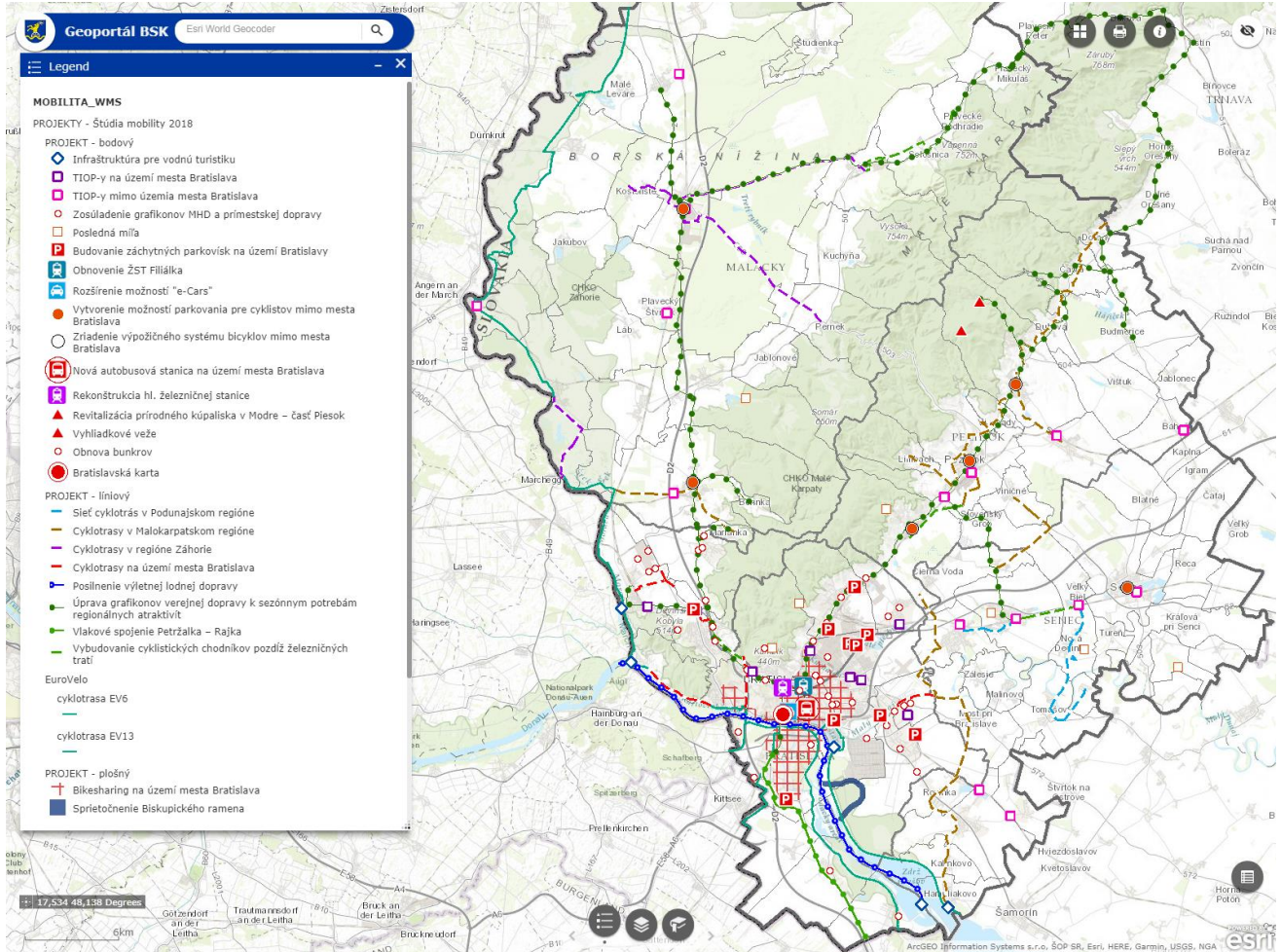


	<p>Bratislava Self-Governing Region, which represents a strategic plan designed to meet the needs of people's mobility in cities and regions and to improve the quality of life. It is based on existing planning and strategic documents at regional and national level. The Plan will serve as an essential tool for ensuring the balanced development of the transport system in the region.</p>
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## Annex 2. Map of measures



Source: IPP portal BSK, web:

<http://ippoz.maps.arcgis.com/apps/webappviewer/index.html?id=67d1f1112e09460c832882ba25bb6ab1>