Interreg
Danube Transnational Programme
Amazon of Europe Bike Trail

AMAZON OF EUROPE BIKE TRAIL

Output 3.5 Promotion and booking on-line and mobile platform - Iskriva

Project co-funded by the European Union funds (ERDF, IPA)
DTP2-002-2.2 AoE Bike Trail

Project	**AoE Bike Trail, DTP2-002-2.2**
Work package:	**WP3: Product development**
Output:	**Output 3.5 Promotion and booking on-line and mobile platform**
Authors	**Anja Krajnik**
Institution	**Iskriva, Institute for Development of Local Potentials**
Date	**30. 4. 2021**

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1 PROMOTION AND BOOKING ON-LINE PLATFORM

AoE Bike Trail promotion and booking on-line platform is the user interface for presenting the AoE Bike Trail. Since the platform will in most cases be the customer's first contact with the product, we put a lot of effort to design it in user friendly way and include all necessary information potential visitors might seek.

The on-line platform includes the following sections:

- landing page showing the overview of all contents available on the platform,
- main information about the AoE Bike Trail product, Destination Development Organization, cooperating regions and national tourism boards supporting the AoE Bike Trail,
- information about the AoE Bike Trail route with detailed descriptions of 27 daily stages,
- plan and book your trip,
- presentation of our unique valorisation programme "Cycle for nature" and different possibilities to support nature preservation projects in the future UNESCO 5-country Biosphere Reserve Mura-Drava-Danube,
- presentation of our thematic cycling holiday packages,
- promotional and educational brochures for cyclists,
- information about the official AoE Bike Trail Booking Center and possibility to book a cycling holiday via online booking system.

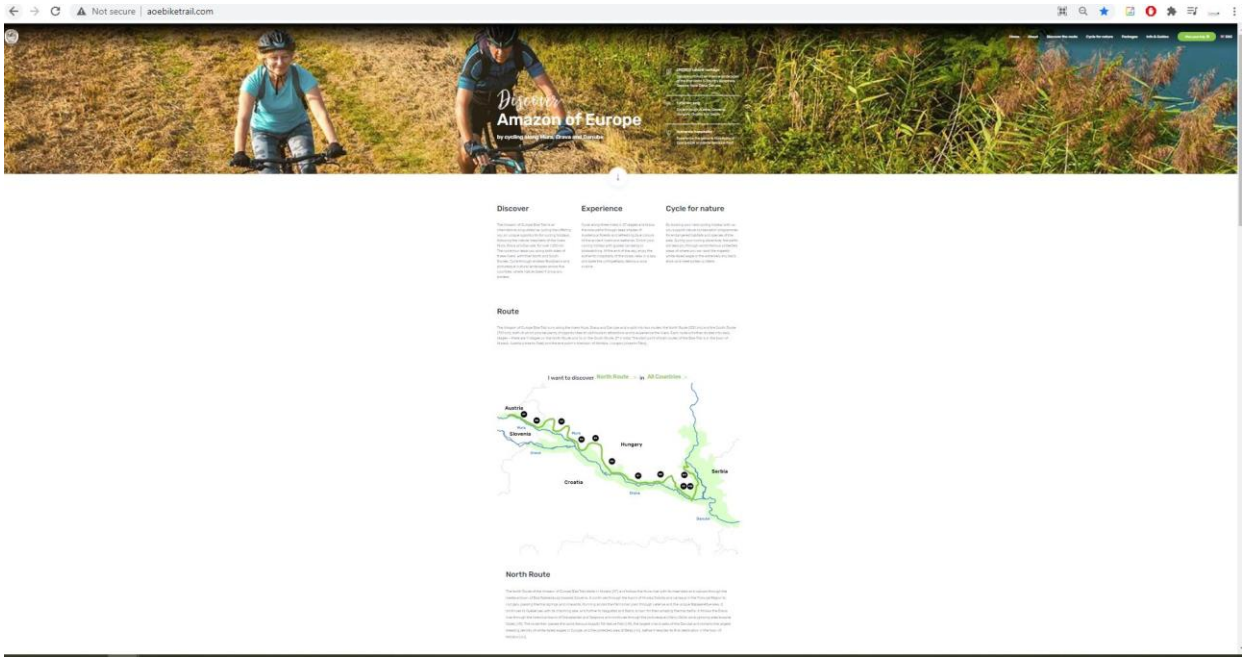
The on-line platform was developed by Iskriva in cooperation with Trail Angels. All regional coordinators provided stage and must-see point descriptions and promotional pictures from stages in their jurisdiction. All partners contributed with ideas and feedback.

The on-line platform was launched on 20th October 2020.

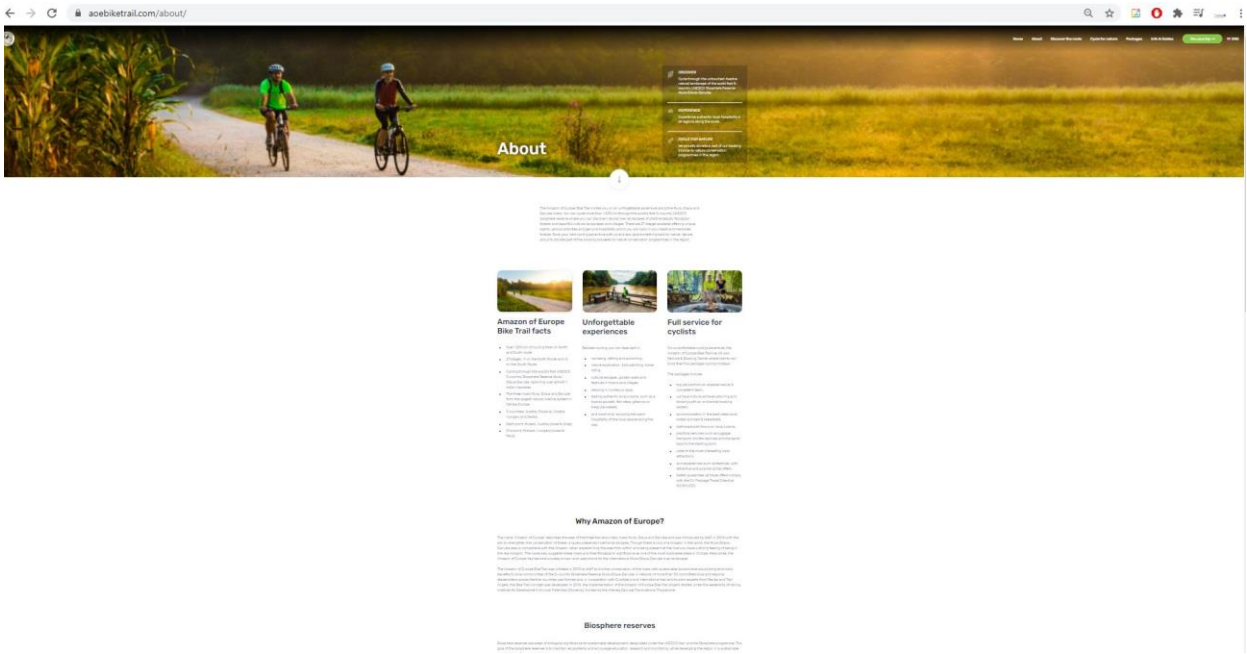
Link to the promotion and booking on-line and mobile platform: http://aoebiketrail.com/

Photos of the on-line platform are on the following pages.

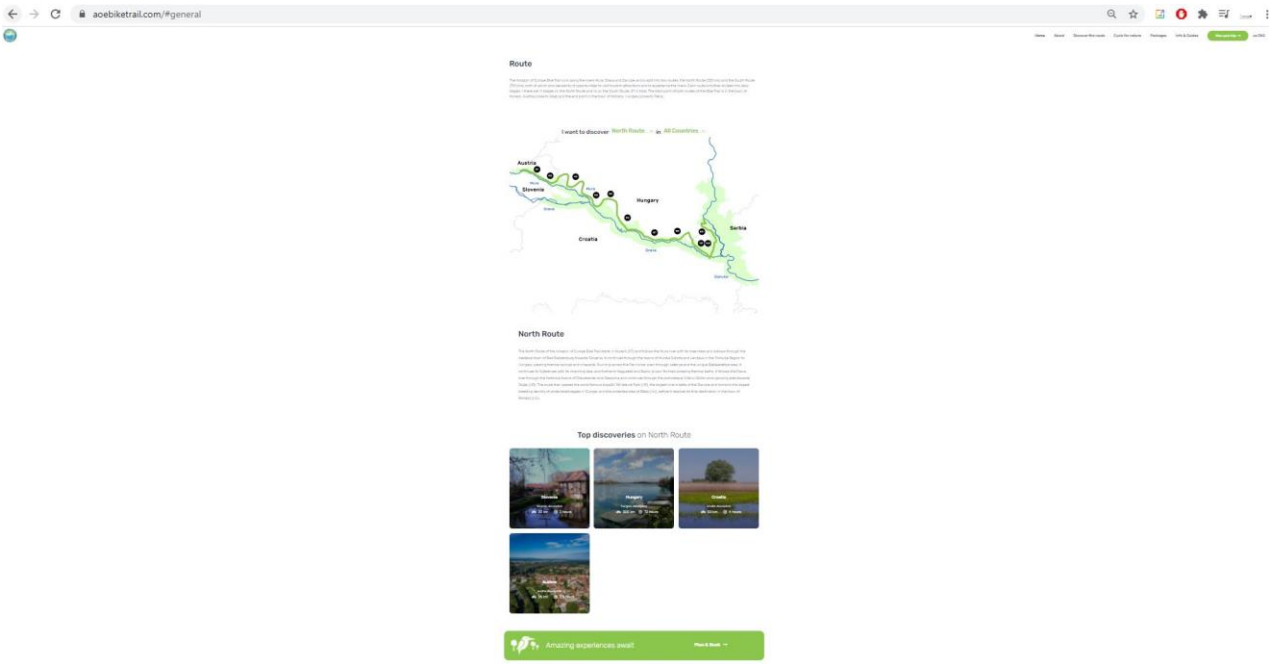
Landing page – Home



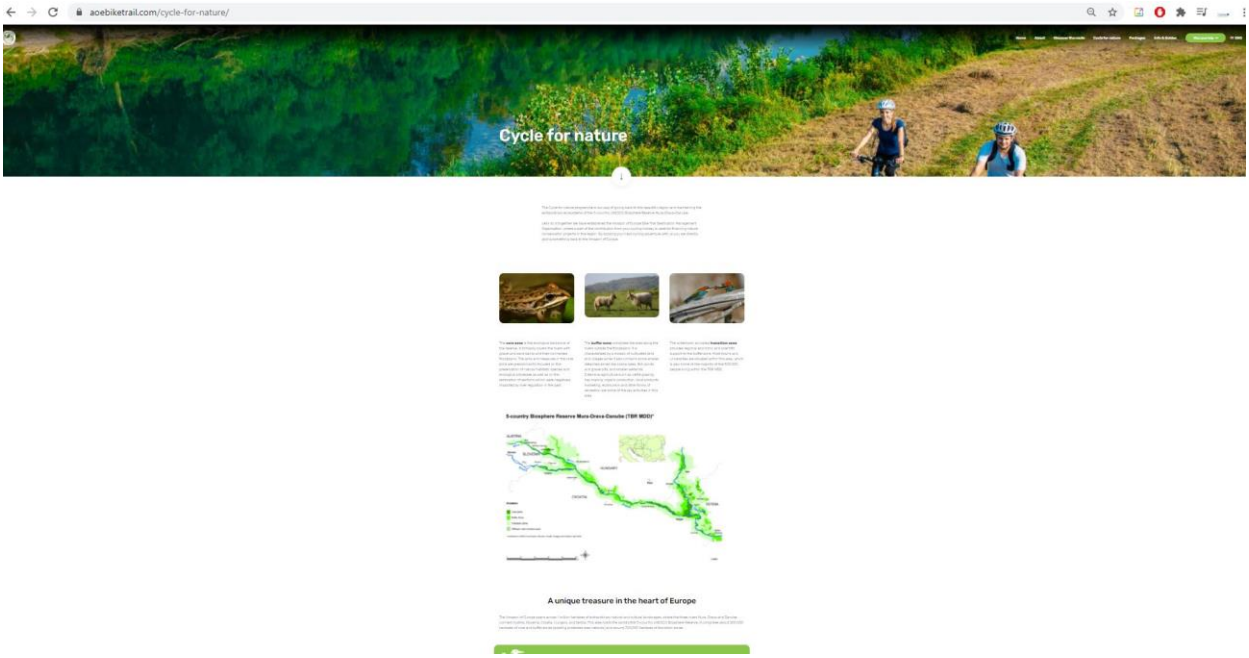
About



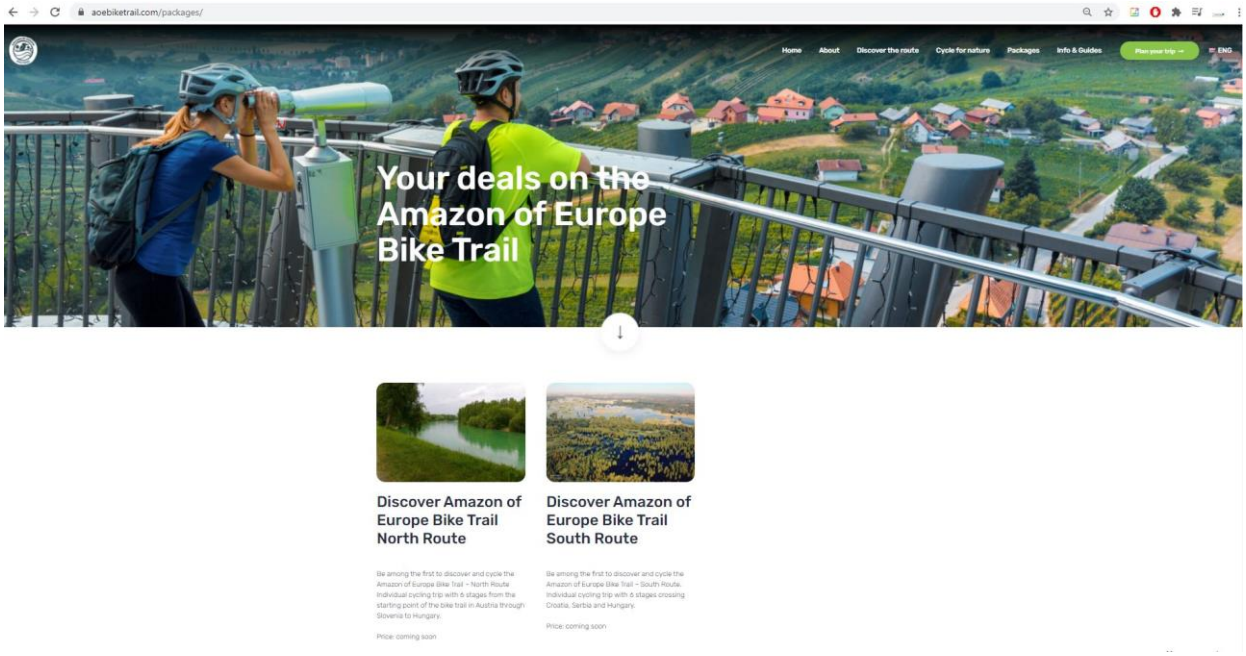
Discover the route



Cycle for nature

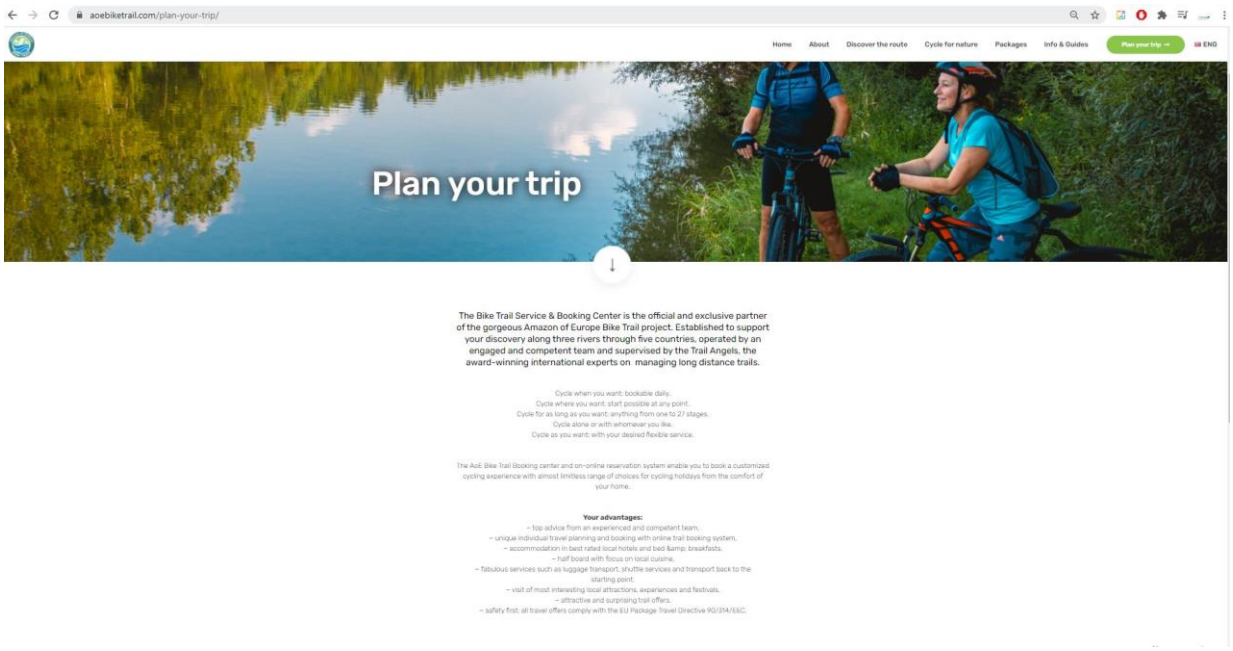


Packages

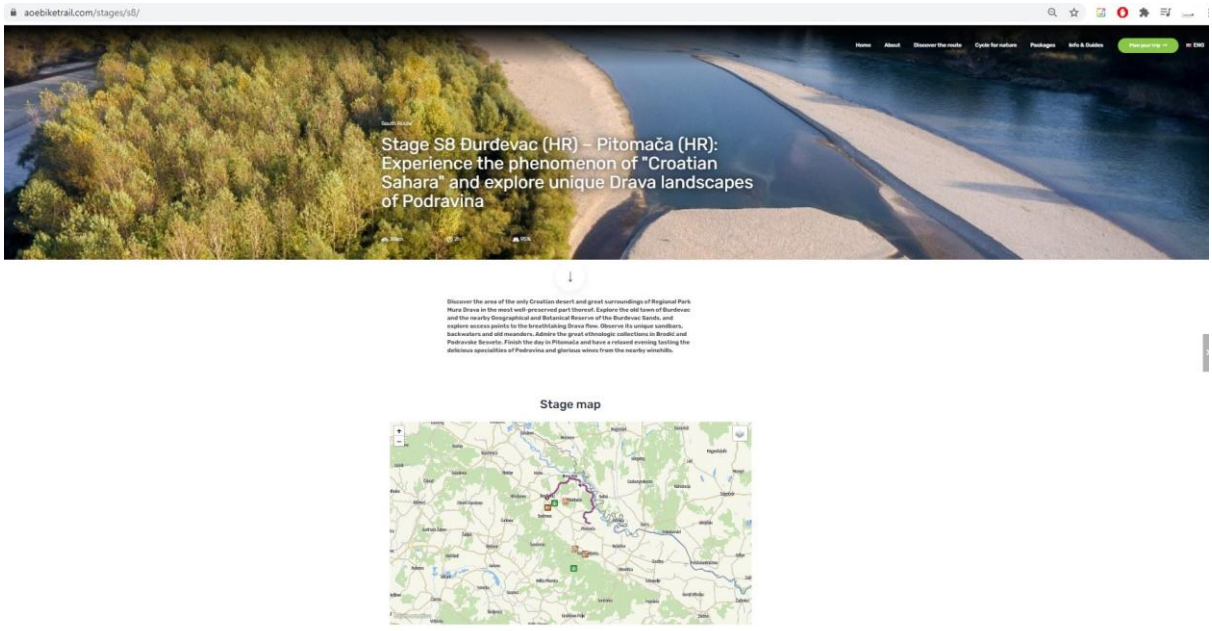


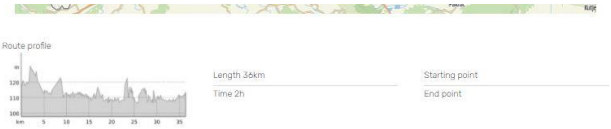
Info & Guides

Plan your trip



Example of stage description





Stage S8 of the Amazon of Europe Bike Trail begins in Đurđevac, where you can explore the old town and nearby Croatian Sahara zoo with camels. The medieval old town is a very attractive place with a museum and gallery, as well as a restaurant which offers local delicacies. Close to the route is also the ethnographic collection of Slavko Čamba which is worth seeing as well. Outside of Đurđevac, few kilometres from the main route, the Special Geographical and Botanical Reserve the Sands of Đurđevac is located..

In all settlements along the daily stage, churches and chapels, well worth a visit, are located. Self-service stations for cyclists are located in Đurđevac, Ferdinandovac, Podravske Sesvete and Pitomača.

Don't miss the Croatian Sahara

One of the highlights of your cycling holidays is certainly the interesting and unique natural phenomenon which is often named the Croatian desert or Croatian Sahara: the Đurđevac Sands (detour). After leaving Đurđevac, the route leads you further through typical Podravina towns of Severovci and Novo Virje, where you enter the belt of Regional Park Mura Drava protected area. There are lot of possibilities to get close to Drava River in this area. One of them is the excursion site Čarda, where you can rest and see the old river meander. Continue on the river bike trail for a few kilometres and you will arrive to the municipality of Ferdinandovac, and by cycling close to the river you will be able to reach several more access points to Drava.

Dancing with the nature

This part of the Drava is full of sandbars and eroded steep riverbanks, its floodplain with side channels, backwaters, abandoned riverbeds and meanders, riparian forests , and is home to many protected and rare plant and animal species. So lovers of untouched nature can take their time to explore this unique landscape or wake up early to go on a birdwatching safari..

Experience romantic sailing

Continue the cycling through nature and enjoy a pleasant ride to the picturesque village Brodić, where the ethnographic collection Karlovčan is worth a visit. This is the place where cyclists can have refreshments and immerse into a unique display of the life of locals in the past. In Brodić, a boat dock is located, and romantic sailing on the powerful Drava may be experienced. Not far from this place, you can abandon the main route and visit the excursion site Mekiš. Besides having a relaxed time in beautiful nature, you can get one more view of the river or find nice motives for photo shooting. Podravske Sesvete is the next destination along the route.

Get to know the traditional way of life

The unique Ethnographic collection of Josip Cugovčan is located there, which shows the traditional way of life in Podravina. Close by is also an Ecological garden of peace with statues of many famous people. Outside of the route, guests can have one more look at the desert of Podravina. Sands of Kloštar, another example of protected sandy habitats on a location previously under the riverbed, is near the settlement of Draganci and can be visited in a daytrip. It represents the real experience of the Croatian desert as a location with a pure belt of sand. Near this locality visitors can see the special forest vegetation.

Must see

The Sands of Đurđevac | Old town of Đurđevac | Novo Virje with surroundings

Picturesque village Brodić | Ethnographic collection of Josip Cugovčan in Podravske Sesvete | Kloštar sands – the real experience of Croatian desert

News

2 MOBILE APP

In parallel, we developed the AoE Bike Trail mobile application for the users of the Bike Trail, presenting the GIS route of the trail, must see attractions, accommodations, etc. The mobile app is based on the Outdooractive system widely used by our main target market (German and DACH tourists).

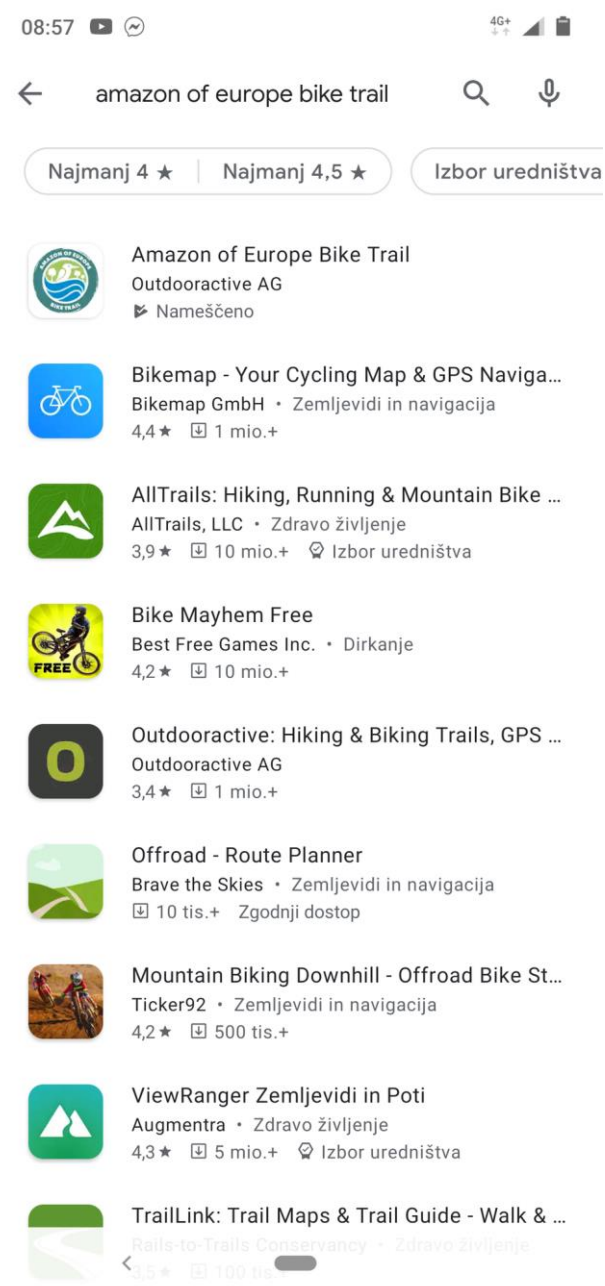
The mobile app includes the following sections:

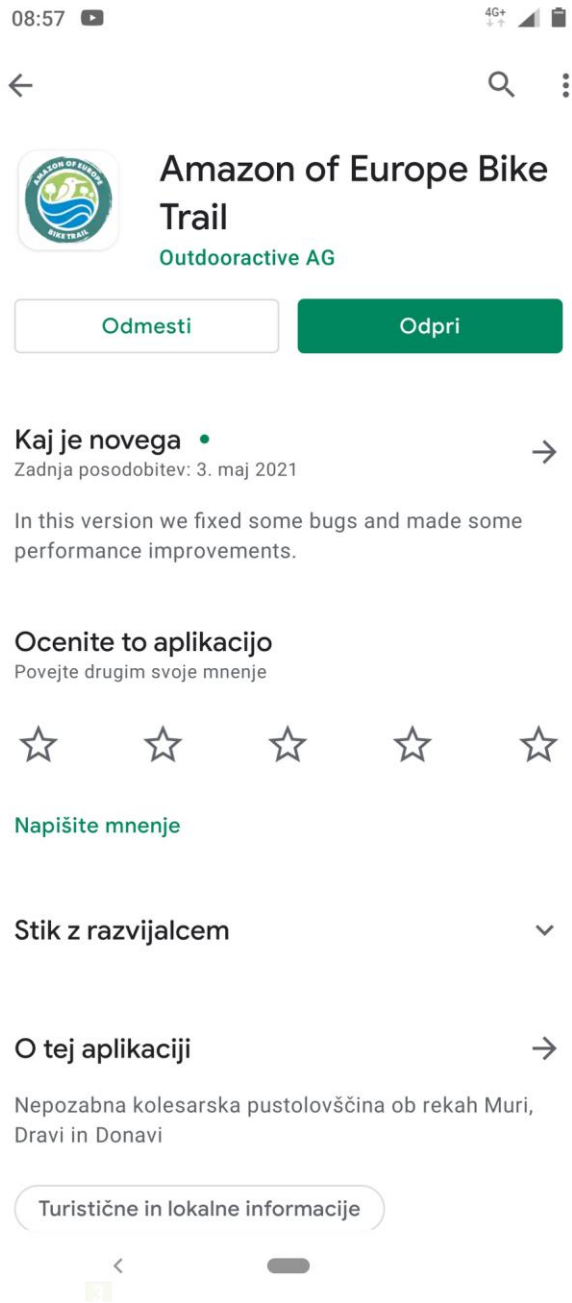
- homepage,
- possibility to search the stages on the list of stages,
- possibility to search the stages on the map,
- stage descriptions of 27 stages with gps tracks of the route and descriptions of 6 must see attractions along the way.

First, the test version of the app was developed and published on the 23rd October 2020. After the testing phase and the last corrections, the final app was published in the stores on 30th April 2021.

Link to Google Play Store - Android: https://play.google.com/store/apps/details?id=com.outdooractive.aoe
Link to App Store - Apple: https://apps.apple.com/si/app/amazon-of-europe-bike-trail/id1536116173

Photos of the mobile app are on the following pages.


08:57
amazon of europe bike trail
Najmanj 4 ★
Najmanj 4,5 ★
Izbor uredništva
Amazon of Europe Bike Trail
Outdooractive AG
Nameščeno
Bikemap - Your Cycling Map & GPS Naviga...
Bikemap GmbH • Zemljevidi in navigacija
4,4★ 1 mio.+
AllTrails: Hiking, Running & Mountain Bike ...
AllTrails, LLC • Zdravo življenje
3,9★ 10 mio.+ Izbor uredništva
Bike Mayhem Free
Best Free Games Inc. • Dirkanje
4,2★ 10 mio.+
Outdooractive: Hiking & Biking Trails, GPS ...
Outdooractive AG
3,4★ 1 mio.+
Offroad - Route Planner
Brave the Skies • Zemljevidi in navigacija
10 tis.+ Zgodnji dostop
Mountain Biking Downhill - Offroad Bike St...
Ticker92 • Zemljevidi in navigacija
4,2★ 500 tis.+
ViewRanger Zemljevidi in Poti
Augmentra • Zdravo življenje
4,3★ 5 mio.+ Izbor uredništva
TrailLink: Trail Maps & Trail Guide - Walk & ...


08:57
Amazon of Europe Bike Trail
Outdooractive AG
Odmesti
Odpri
Kaj je novega
Zadnja posodobitev: 3. maj 2021
In this version we fixed some bugs and made some performance improvements.
Ocenite to aplikacijo
Povejte drugim svoje mnenje
Napišite mnenje
Stik z razvijalcem
O tej aplikaciji
Nepozabna kolesarska pustolovščina ob rekah Muri, Dravi in Donavi
Turistične in lokalne informacije

Interreg
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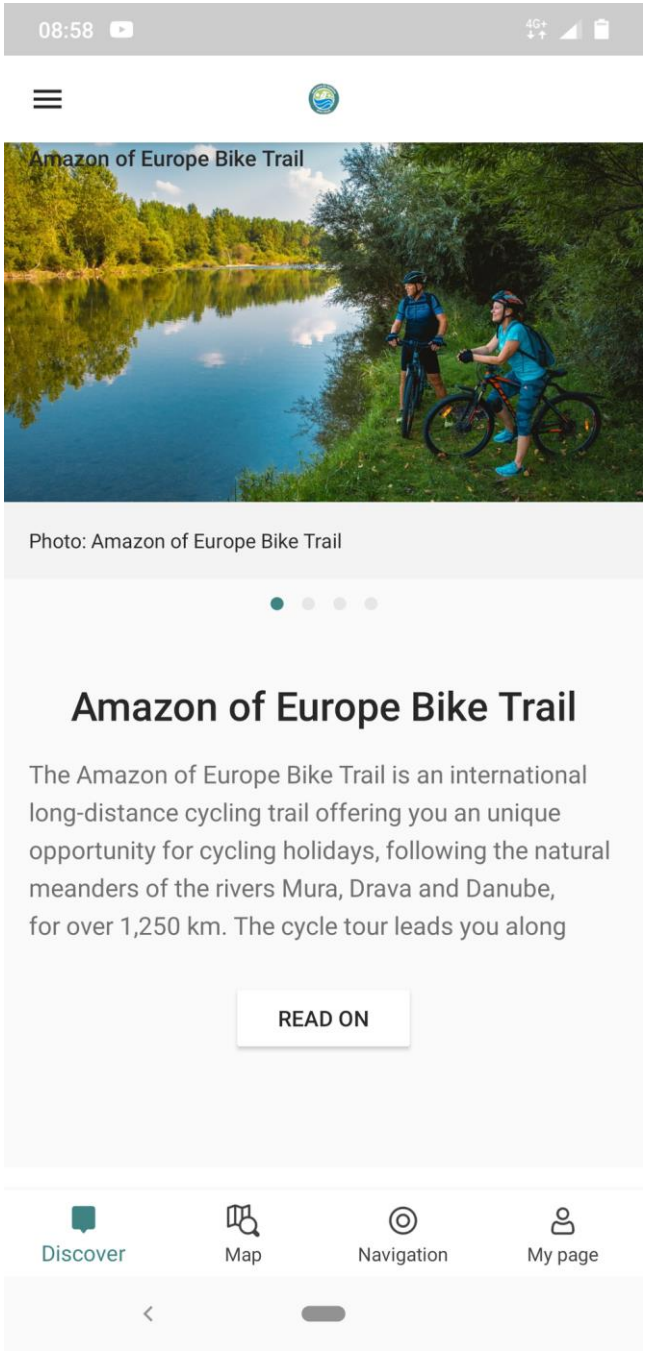
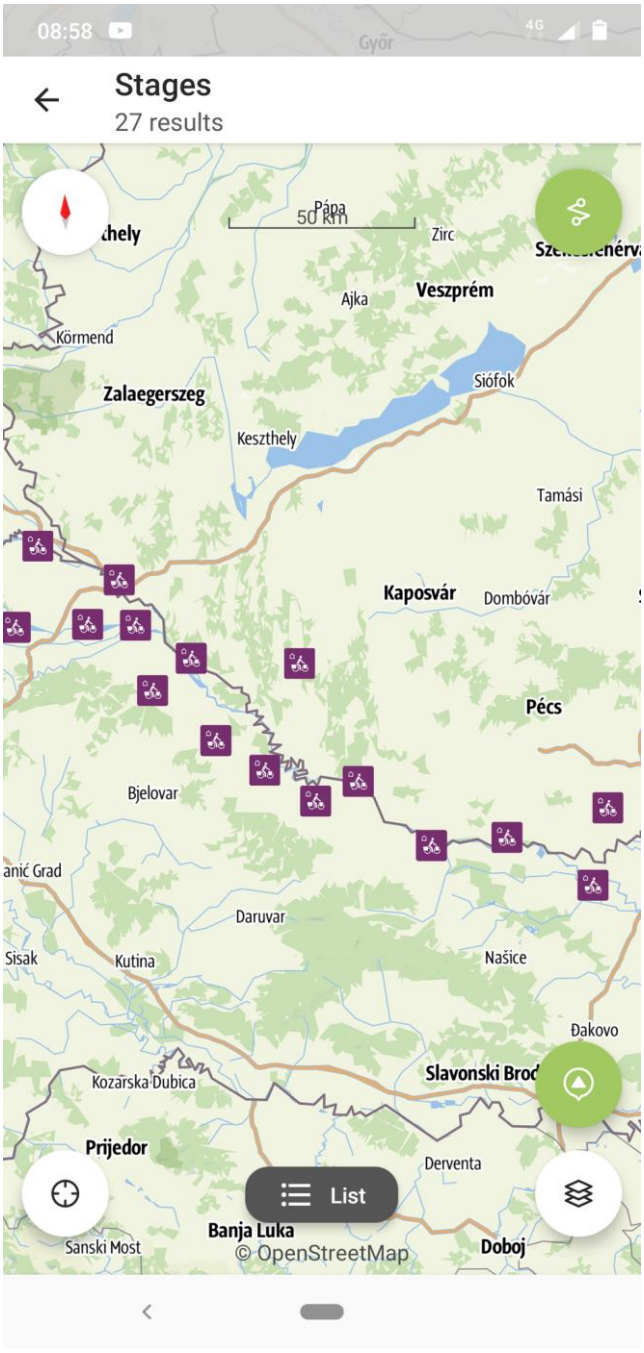
Project co-funded by EU funds (ERDF, IPA)
GET STARTED
part of outdooractive


08:58
Amazon of Europe Bike Trail
Photo: Amazon of Europe Bike Trail
Amazon of Europe Bike Trail
The Amazon of Europe Bike Trail is an international long-distance cycling trail offering you an unique opportunity for cycling holidays, following the natural meanders of the rivers Mura, Drava and Danube, for over 1,250 km. The cycle tour leads you along
READ ON
Discover
Map
Navigation
My page


08:58
Győr
Stages
27 results
Pápa
50 km
Zirc
Ajka
Veszprém
Körmend
Zalaegerszeg
Siófok
Keszthely
Tamási
Kaposvár
Dombóvár
Pécs
Bjelovar
Daruvar
Sisak
Kutina
Našice
Đakovo
Kozarska Dubica
Slavonski Brod
Prijedor
Derventa
List
Banja Luka
Doboj
Sanski Most
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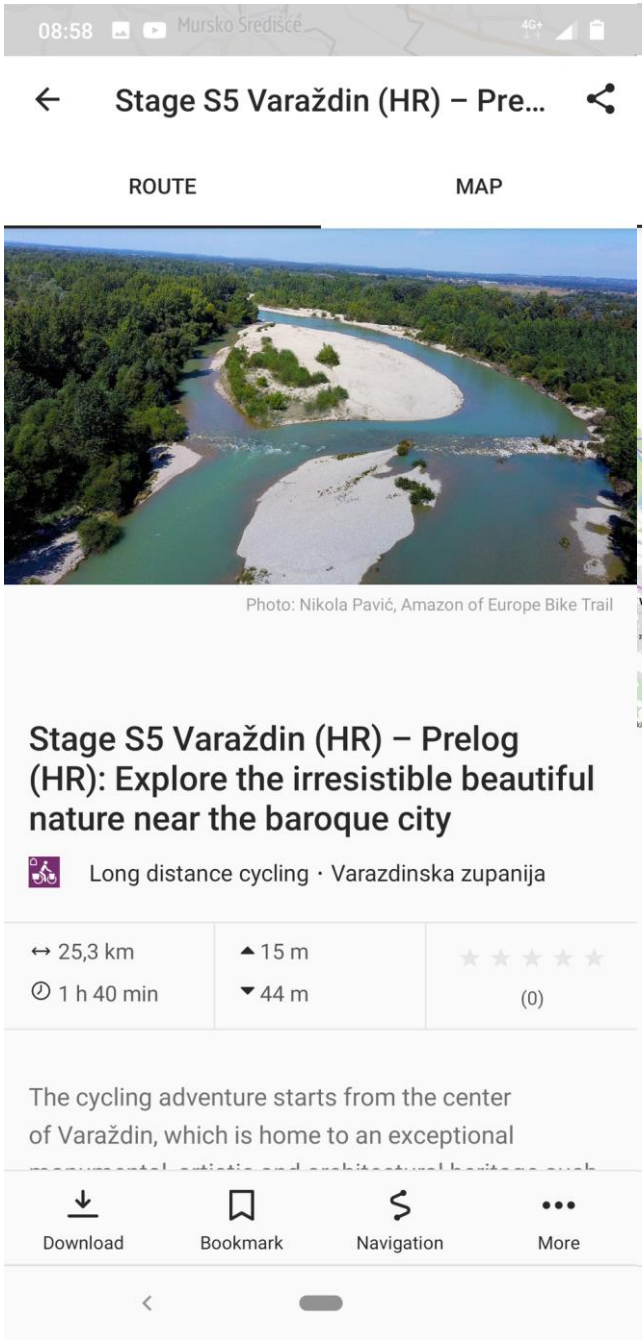
14:49
Search for places, regions, ...
Best results
Filter
Map section
Routes
Bad Gleichenberg
10 km
NATURPARK RAAB
310 m a.s.l.
Grad
Tieschen
Bodonci
Create new Point
Gornja Radgona
Sveta Ana
Negova
Lenart
Duplek
Moravci v Slovenskih Goricah
© OpenStreetMap
Stage N1 Mureck (AT) - Murska Sobota (SI): Discover an unforgettable and dive...
48,7 km
25 m
3 h 15 min
74 m
Distance: 122,1 km
Amazon of Europe Bike Trail


08:58
Mursko Središće
Stage S5 Varaždin (HR) – Pre...
ROUTE
MAP
Photo: Nikola Pavić, Amazon of Europe Bike Trail
Stage S5 Varaždin (HR) – Prelog (HR): Explore the irresistible beautiful nature near the baroque city
Long distance cycling · Varazdinska zupanija
↔ 25,3 km
1 h 40 min
15 m
44 m
(0)
The cycling adventure starts from the center of Varaždin, which is home to an exceptional
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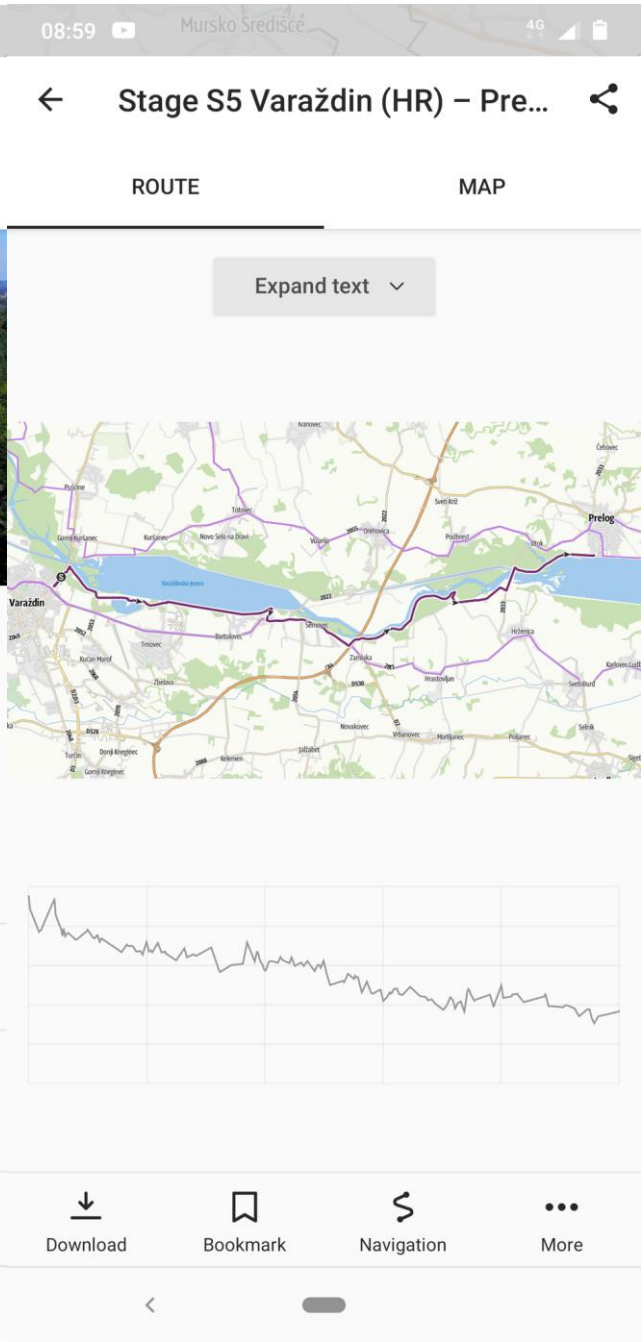
Navigation
More


08:59
Mursko Središće
Stage S5 Varaždin (HR) – Pre...
ROUTE
MAP
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Prelog
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