

Toolkit for service providers

Amazon of Europe Destination

1. NETWORK OF AMAZON OF EUROPE SERVICE PROVIDERS

The story of Amazon of Europe (AoE) started some time ago, but today, we are happy to write its first chapter with you. In order to make our collaboration as successful as possible, we have prepared a **toolkit presenting the basic concepts of the Amazon of Europe (AoE)**.

1.1. Amazon of Europe Destination

Amazon of Europe is a joint 5-country destination that overlaps with the **world's first 5-country biosphere reserve: UNESCO 5-country Biosphere Reserve Mura-Drava-Danube (TBR MDD)**.

This area forms the largest natural river system in Central Europe. Amazing riverine landscapes and riparian forests along Mura, Drava, and Danube rivers represent the longest still free-flowing sections of the 3 rivers in Central Europe with inspiring forest and water landscapes, **called the Amazon of Europe**. Preserved nature is combined with beautiful towns, villages, and attractions rich in cultural heritage and traditions.

Our aim is to **jointly create a unique destination for nature lovers** that would like to enjoy outdoor activities as well as relax in peace and a hospitable atmosphere. Destination Amazon of Europe is responsible, green (sustainable) and healthy destination that inspires, informs, and educates its visitors about healthy models of interaction with local natural and cultural heritage.

1.2. Slogan

Our slogan is **Amazon of Europe. Reconnect with nature.**

1.3. Vision

In the Amazon of Europe, we are inspiring and inviting explorers to slow down along the mighty rivers, reconnect with nature and recharge their batteries through amazing local stories.

1.4. Mission

We will achieve the vision by acting as one destination, which will enable us to implement green economic and socially sustainable projects, give back to nature (ensure nature conservation) and raise awareness internally and externally about the unique undiscovered riverine destination in the first UNESCO 5-country Biosphere Reserve in the world, where health and nature are always the priority.

1.5. Brand – the logos we use:



AoE destination

Service providers

Info points (TIC)

For stronger cooperation and promotion, we would appreciate it if you **placed the Partner/ Info Point sticker in a visible place on your premises.**



AoE Bike Trail

AoE Amazing Moments

AoE River Journey

1.6. Flagship products

Joint flagship sustainable tourism products for international markets will strengthen the brand Amazon of Europe, communicate its values, create added value for the destination, and start promotion in demanding international markets.

The Amazon of Europe destination promotes itself through 3 flagship products:

1. Amazon of Europe Bike Trail
2. Amazon of Europe Amazing Moments
3. Amazon of Europe River Journey

Amazon of Europe Bike Trail is a transnational long-distance cycling trail offering a unique opportunity for cycling holidays. It follows the natural meanders of the rivers Mura, Drava, and Danube crossing Austria, Slovenia, Hungary, Croatia, and Serbia. You can cycle more than 1,250 km through the world's first 5-country UNESCO biosphere reserve where you can discover natural river landscapes of pristine beauty, floodplain forests, and beautiful cultural landscapes and villages. There are 27 stages, 11 on the North and 16 on the South route, offering unique sights, various activities, and genuine hospitality which you will carry in your heart and memories forever. The start point of both routes of the Bike Trail is in the town of Mureck, Austria, and the end point is in the town of Mohács, Hungary.

In the image below, we can see the bookable long-distance cycling trail crossing AoE: Amazon of Europe Bike Trail with 2 routes: North and South Route, with a starting point in Mureck, Austria, and an ending point in Mohács, Hungary. AoE Bike Trail is signposted in all countries and bookable at: <https://aoebiketrial.com/plan-your-trip/>.

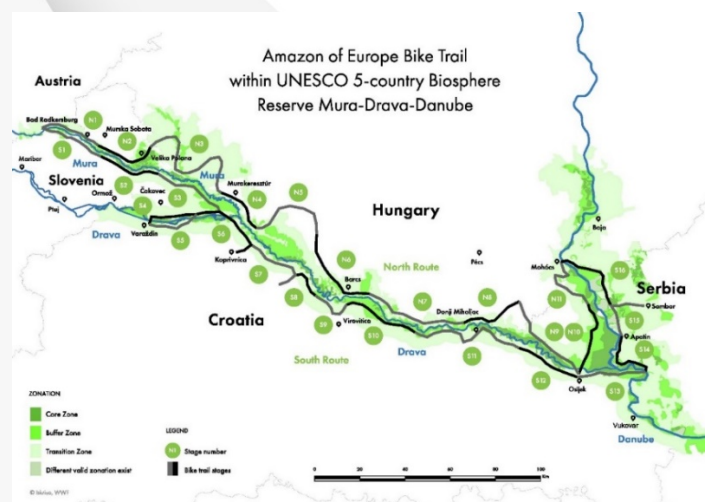
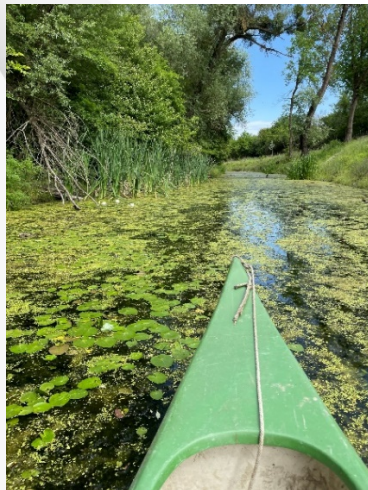


Photo: aoebiketrial.com

Amazon of Europe Amazing Moments are unique experiences that connect the cultural heritage, authenticity, and wild nature of the Amazon of Europe. The local hosts welcome guests with their hospitality and guests are actively engaged in a special experience that focuses either on discovering the forests and wildlife along the rivers, sensing the cultural highlights and the Pannonian soul, or immersing in culinary delights where all the senses get pampered.

The authentic experiences include activities such as handcrafting, exquisite wine tasting, gold panning, truffle hunting, bird watching, forest hiking, getting to know ethnic stories in a different way, activities on rivers, and so much more. Guests can experience the “Amazing Moments” that are hiding all the way along the Amazon of Europe.



Photos: AoE Booking Center

Find Amazing Moments map here:

<https://www.google.com.au/maps/d/viewer?mid=1FII1N9jpluFjs9Wz9LdUbwSo3gTqpkM&ll=46.18075592235474%2C17.52207&z=9>

Amazon of Europe River Journey is a multi-day canoe and kayak trip on the rivers Mura, Drava, and Danube, which are run and guided by local experts for water sports activities. The experts present and lead guests through the wildlife of these magnificent rivers. Guests can discover adventure on the Amazon of Europe from the water's perspective. By boat, you can discover places that are hard to reach by foot, so they are still wild and untouched by the influence of modern times.



Photo: Jure Čuček, Iskriva

1.7. Criteria for service providers

Quality criteria
Information to the topic bicycle holidays on the website (if you have own website)
Information inhouse about the tour offers and tour descriptions (cycling maps), transfer offer to/with public transport, nearby repair shops, weather forecast, etc.
Acceptance of 1-night stays
Location: within 10 km to AoE-Bike Trail stage destination
Bed and Breakfast has to be served inhouse (local, nutritious food) + dinner offered
Language: English to be able to communicate with the guest

1.8. Promotion of your services at several channels:

- Websites where **the Amazon of Europe products are presented and bookable:**
 - Destination website: Visit Amazon of Europe: <https://visitaoe.com/> in 6 languages
 - AoE Bike Trail: <https://aoebiketrail.com/> in 6 languages
 - BookYourTrail platform:

- South Route: <https://www.bookyourtrail.com/trail/amazon-of-europe-bike-trail-southern-route>
- North Route: <https://www.bookyourtrail.com/trail/amazon-of-europe-bike-trail-northern-route>
- AoE River Journey: <https://www.bookyourtrail.com/trail/amazon-of-europe-river-journey>
- Outdooractive AoE Bike Trail app:
 - Android: <https://play.google.com/store/apps/details?id=com.outdooractive.aoe>
 - Ios: <https://apps.apple.com/us/app/amazon-of-europe-bike-trail/id1536116173>
- AoE Bike Trail Cycling Guide and AoE Guidebook.

Please add a short statement of cooperation with Amazon of Europe to your website and provide a link to a website: <https://aoebiketrial.com/>