

Title of the project:

Acronym: RER DWR II

Project duration: 1.04.2014. – 30.09.2015.

Lead partner/coordinator: Danube Competence Center (*Serbia*)

Partners:

- **Croatian Chamber of Economy (Croatia)**
- **Glob Tour (CRO)**
- **National Association for Tourism (Romania)**
- **Alcovin Winery (Romania)**
- **Municipality of Rouse (Bulgaria)**
- **National Tourism Organisation of Serbia (Serbia)**
- **Robinson Adventure Team (Serbia)**

Short description of the project:

- The project was about

The goal of the project Roman Emperors and Danube Wine route was to enhance the competitiveness of the transnational thematic tourism product – Cultural Route the Roman Emperors' Route and the Danube Wine Route that consists out of 20 Roman localities and 12 wine regions in 4 countries: Croatia, Serbia, Romania and Bulgaria. Trough strong cooperation between public and private sector, objectives were focused on establishment of coherent internal communication between key stakeholders, coordinated joint marketing activities, raising the level of cultural interpretation and creation of first international touristic itineraries.

- Main objectives:
 1. Stimulate higher involvement of small and micro enterprises and local authorities;
 2. Diversification of products and services;
 3. Promote the role of cultural tourism as a factor for sustainable economic development;
 4. Strengthening trans-national cooperation and networking of stakeholders along the Route;
 5. Creating and working with a network of tour-operators;
 6. Support certification process with the European Institute of Cultural Routes.

Main results and deliverables:

1. Except from 25 visits of the project team to the Roman localities and wine regions involving various local stakeholders, one of the key outputs of the projects were 4 FAM trips organised for more than 30 tour operators from regional and international level (Germany, Netherlands, Belgium, Croatia, Serbia, Bulgaria and Romania).

More information about the study tours can be found on this [link](#).

2. Above mentioned activity was closely related with the final outcome of the project where involved tour operators offered 12 different touristic packages including the highlights of the Route.
3. Visibility and Complementary PR on-line campaign was implemented in August and September 2015 in 9 countries (UK, France, Italy, Netherlands, Germany, Croatia, Serbia, Bulgaria and Romania) resulting in 1.3 million people reached, 22.425 clicks on danube.travel, 4.727 clicks on Roman Footprints and 5.131 new FB fans. **Danube.travel** – As a part of danube.travel portal a new online magazine called “Roman Footsteps” has been established as a by-monthly edition with average of 800 monthly visitors. The Magazine is linked and available on a new refurbished Route page on the www.danube.travel The special section on www.danube.travel is key landing page for the Route is offering free promotion for all Route’s stakeholders.
4. In the framework of the project 5 coordination meetings, 25 visits to Route sites / localities and 20 other meetings with key stakeholders were organised in order to strengthen their cooperation.
5. After three years of intensive work of all parties involved The Roman Emperors and Danube Wine Route has been certified with the European Institute of Cultural Routes (EICR) on 20th May 2015.

More information about the certification can be found on this [link](#)

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