

Newsletter 03
Tourism in CENTROPE

Editorial

Year after year, spring inspires us to explore and discover. The Central European Region offers its visitors hundreds of kilometres of cycling tracks and hiking paths, wine routes, palaces, castles, gardens, national parks and many other sights. The range of cross-border attractions and services is becoming more and more varied. And with the “CENTROPE route”, the CENTROPE tourism experts have developed an exciting concept for experience tours through the region.

So come and discover CENTROPE!

We wish you a pleasant read!
Your CENTROPE Working Group

The quarterly centrope.news informs about selected topics of interest for CENTROPE. The focus of the third issue is on “Tourism in CENTROPE”.

Conquering CENTROPE by bike	2
Exploring Europe’s green centre	6
Following Haydn through CENTROPE	10
Experiences are waiting at the doorstep	12
Experience routes through the centre of Europe	15
Contacts, co-operation and competition	16
Best of CENTROPE	18

Conquering CENTROPE by bike

Is there a better way to welcome spring than with an extended bike trip? A cycling track network covers hundreds of kilometres of CENTROPE. Yet a number of exciting projects show that the possibilities for activities along the bike routes are innumerable. It is certainly worthwhile to take your passport along!

Enchanting landscapes, gently rolling hills, a wealth of sights to see – the Central European Region is a paradise for bike lovers. The cross-border track system is being perfected; existing routes are networked, new routes set up and infrastructure facilities upgraded.

Let's begin with the Danube: the mightiest flow of bikers follows the mightiest river of Central Europe – along a total length of approx. 365 km, the international Danube bike route winds its way from the Bavarian “city of the three rivers” Passau, via Upper Austria, Lower Austria and Vienna to Bratislava and on via Győr to Budapest. The Danube bike route is one of the most popular of its kind in Europe and offers a treasure-trove of tourism attractions on CENTROPE territory. Bikers pass the Baroque monasteries of Melk and Göttweig, the terraced vineyards and orchards of the Wachau (declared a UNESCO World Heritage site), Vienna with its cornucopia of sights, the archaeological park of Carnuntum and the old city of Bratislava. The Danube bike route is part of the European cycling route network EuroVelo; Route 6 (“Rivers Route”) leads from Nantes in France to Romanian Constanța on the Black Sea.

In Vienna, EuroVelo No. 6 crosses another European cycling route, EuroVelo No. 9, which links the Baltic to the Adriatic by extending from Gdańsk in Poland to Pula in Croatia. From Vienna, bikers cross the Weinviertel and South Moravia with Brno before continuing onwards to Poland in the north.

Wine and biking region Weinviertel-South Moravia

In the Weinviertel-South Moravian region, the pleasure of biking is compounded by that of sampling delicious wines. The INTERREG project “Wine and Biking Region Weinviertel-South Moravia” is currently concerned with developing “wine experience routes” along four paths named for local grape varieties: “Zweigelt”, “Veltliner”, “Blauburger” and “Rivaner”. By the end of the project in late September 2007, each of the participating 19 municipalities is to feature one experience point with attractions and installations focusing on wine, thus motivating more persons to travel the region on bike. Moreover, a curriculum for “wine/bike guides” is to be set up to offer cross-border biking tours for groups.

Newsletter 03 Tourism in CENTROPE

As another service, a GPS information system will be developed to provide cyclists directly with additional information about the route, such as sights or bike-friendly restaurants or hotels as well as tourist offices in Lower Austria and South Moravia – all transmitted to rented GPS devices.

Along the “Liechtenstein cycling track” or the “fairytale, legend & myth bike route”, too, cyclists can enjoy a cross-border bike experience. The Liechtenstein family with its centuries-old history is a key element of a bike route connecting the Liechtenstein castles and palaces in Austria and South Moravia. The tour, which can be organised as a hardy one-day trip for the more sporty or as an easy two-day journey for the less ambitious, offers an opportunity to visit the park of Valtice and Lednice, a UNESCO World Cultural Heritage site and the largest artificial landscape in Europe. Excursionists combining the “Kamp-Thaya-March bike route” with the “fairytale, legend & myth bike route” will reach one of the last untouched river landscapes of Central Europe and, via the historic town of Znojmo/Znaim, the new National Park Centre Thaya Valley/Podyjí. Obviously, bike-(and biker-) friendly hotels are available on both the Lower Austrian and Czech sides of the border offering not only information, but also repair kits and everything else a cyclist might want or need.

Znojmo is also the starting-point of the Moravian wine route – a capillary network of regional wine-and-bike routes; each of the ten roundtrips leads visitors through one winegrowing zone. Over a length of approx. 1,000 kilometres, bikers cycle through vineyards and gardens as well as along some highway sections.

Lake Neusiedl bike route

Another national park can be crossed by bike along the Lake Neusiedl route, a classic among European cycling routes. Practically any village around the lakeshore can serve as a starting-point. The Austrian section is approx. 80 kilometres long and complemented by 40 kilometres on Hungarian territory. The Hungarian section is reached via the Pamhagen border crossing and takes bikers to Fertöd, where a visit of the Rococo palace Esterházy is strongly recommended, and on to Fertörákos, where they return to Austria via the Mörbisch bike checkpoint.

Those looking for a place in the shade to relax after a strenuous tour along the Lake Neusiedl route may look forward to something very special: since the first “designer rest-spot” was inaugurated last year in the “Podersdorfer Hölle” zone between Podersdorf and Illmitz, further relax zones offering sun protection will be set up for cyclists in June 2007. These extravagant rest-spots invite visitors to spend some time in an airy, pleasant environment to observe and admire the surrounding natural landscape.

Tips

International cycling day in the Slovakian-Austrian-Hungarian triangle

On 26 May 2007, the 18th International Peace Race will take place in the triangle formed by Slovakia, Austria and Hungary. Starting in Bratislava, cyclists will pass Mosonmagyaróvár to reach Nickelsdorf in Burgenland, where they can enjoy a fun entertainment programme with music, goulash and folklore from the three regions. Last year, the event drew a total of approx. 850 enthusiastic cyclists.

For more information: www.nickelsdorf.at/frameseite1.htm

Star ride on Lake Neusiedl

On 16 June 2007, the newly set-up rest-stops along the Lake Neusiedl bike route No. B10 will be inaugurated with a big party. From several of these spots, visitors can participate in a star ride to the “square of bike champions” in Podersdorf on Lake Neusiedl. The star trip offers bike lovers an opportunity to accompany former national and international bike champions. This year, too, world leaders of high-level biking will meet in Podersdorf and be immortalised by leaving their handprints on the road surface of the “square of bike champions”.

Biking guides and maps of the border region

The bike route map “Grenzenlos Natur Erleben” (Enjoying Borderless Nature) is a helpful companion in the discovery of these multifaceted landscapes and offers an overview of nature education facilities and visitor services dealing with the environment along the Danube, March/Morava and Thaya/Dyje, in the Marchfeld, Weinviertel, Little Carpathians and South Moravian hills. The map is available in four languages and can be obtained from the Lobau National Park House or the Forestry Office of the City of Vienna:
<http://www.wien.gv.at/wald/natpark/npkhaus.htm#a1>

“Radfahren in grenzenloser Weite” (Enjoying Borderless Cycling) is a highly informative brochure that on 25 pages presents 12 supra-regional cycling routes (Moravian cycling route, amber route, Czech-Slovak border route, Czech-Austrian border route, Králové-Břeclav route, etc.) as well as 15 regional cycling routes. An overview map ensures clearcut orientation and trip planning.

Newsletter 03
Tourism in CENTROPE

Links

Danube bike route: <http://www.donau-radweg.info/>

2007 folder on the Danube bike route from Passau to Bratislava:

<http://cms.ttg.at/sixcms/detail.php?id=122526>

Bike routes in Austria: <http://www.fahr-radwege.com>

Bike routes in Burgenland: <http://www.bikeburgenland.at/index2.html>

Bike routes in Lower Austria: www.niederoesterreich.at/rad

Bike routes in the Weinviertel: www.weinviertel.at/weinviertel/rad/default.asp

Moravian wine route: www.stezky.cz

Wine and biking region Weinviertel-South Moravia:

www.weinviertel.at/weinviertel/portal/presse.asp

Bike routes through the March-Thaya/Morava-Dyje wetlands, Austria and Slovakia:

www.marchthayaauen.at/raufaufsrad/raufaufsrad.htm?a

Biking in Hungary: www.ungarn-tourismus.at/a_rad2.htm

Exploring Europe's green centre

Get out of the city and instead sample the pleasures of nature! Hardly anywhere in Europe are urban agglomerations and untouched nature as interwoven as they are in CENTROPE. In addition to high quality of life for the inhabitants of the Central European Region, national parks and protection zones also offer opportunities for cross-border co-operation.

Not only the Viennese may rejoice at the inauguration of the Lobau National Park Centre in early May 2007: the neighbours from the Czech Republic and Slovakia, too, will find this an occasion to celebrate – after all, a co-operation project of these three countries made the construction of the new educational and information centre directly at the entrance to the national park reality. Co-ordinated by the Forestry Office of the City of Vienna, the INTERREG project “Nature Education in the Danube Floodplains” wants above all to communicate nature in a way geared towards the needs of different target groups. An important part of this communication and information effort will be centred at the National Park Centre, where brochures, books and rambler's maps are sold and visitors may make use of practical “expedition tools”, such as magnifying glasses or determination guides, to discover and explore the river wetlands.

One of the last big, undeveloped river wetlands in Central Europe

The Danube Floodplains National Park extends from Vienna to the mouth of the March/Morava at the border with Slovakia across a length of 38 kilometres. At its widest point, it covers less than four kilometres, as the wetlands obviously hew close to the river. The Lobau, the Viennese portion of the national park, is a favourite recreational area “just around the corner” above all for the Viennese, although it is gradually beginning to attract guests from Slovakia and the Czech Republic interested in visiting this unique river landscape between the two metropolises Bratislava and Vienna. The Danube Floodplains National Park protects one of the last big, undeveloped river wetlands in Central Europe where, untouched by economic influences, nature can still follow its course. The rise and fall of water levels determines the life rhythm of the wetlands.

To get up close with this habitat, one should move on the water. Lazily canoeing through the old branches of the Danube and following the expert instructions of national park guides, many interesting things about the flora and fauna of this sensitive ecosystem can be gleaned. The lucky ones may even observe one or the other rare specimen – for example the European pond turtle, which has found a last sanctuary in the Danube wetlands. Those disinclined to tackle a paddle may use the national park boat: a roughly one-hour excursion takes off right at the heart of Vienna's old city.

Newsletter 03
Tourism in CENTROPE

A primordial forest as a “borderland jewel”

Another river, too, has lent its name to a national park in the Central European Region: the National Park Thaya Valley/Podyjí extends along the Thaya/Dyje, which delimits the national border between the Czech Republic and Austria. This area, where watchtowers and barbed wire proliferated during the era of the Iron Curtain, today boasts an ecological balance that is almost unrivalled in Central Europe: the preservation of nature was a kind of unintentional “side effect” of that period of isolation. In the primordial forests, visitors learn what it means to leave nature to its own devices: trees are allowed to grow old, die and fall – a jungle at the heart of CENTROPE.

The exhibition “Nature Histories – Thaya Valley” is a particular visitor attraction of the National Park Centre near Hardegg. Visitors follow a meandering path inspired by the course of the Thaya and are invited to look and guess, listen and touch, think and play, lending direct immediacy to the world of the Thaya Valley. At the Visitor Centre in Čížov on the Czech side of the National Park, too, interested guests will find a wealth of informative material and competent experts to answer their questions.

Facilitating cross-border discovery

In 1997, the Czech Republic and Austria even embodied their co-operation for this cross-border national park in a state treaty; after all, it is impossible to impose borders on animals and plants living in a cohesive ecosystem. Since then, a number of projects have reinforced co-operation. For example, the Lower Austrian Visitor Centre was implemented through an INTERREG project. The national park guides also form bi-national teams composed of one Austrian and one Czech ranger each, who regularly patrol the area to inform visitors and make sure that everything is alright. Since 2006, several newly-opened border crossings have facilitated the “exploration missions” of guests. The new border crossing at Felling-Podmyče makes it possible to hike through the two national parks in Austria and the Czech Republic by way of a one-day circular tour from Hardegg to Vranov or the other way around, either walking or by bike. An information brochure with a detailed map and indications highlighting special sights on both sides of the border ensures a full experience. Unnecessary to mention that all material is available in German, Czech and English – after all, no less should be expected of a cross-border national park.

Vast reed expanses, endless confines and Europe’s westernmost steppe lake

An alternative to forests and wetlands is provided by the National Park Lake Neusiedl-Seewinkel/Fertő-Hanság. Situated between the Alps and the Pannonian lowlands, the natural

Newsletter 03
Tourism in CENTROPE

space of Lake Neusiedl offers a unique habitat for rare animals and plants. From the biological angle alone, Lake Neusiedl would be a true borderland where different landscape types meet: Alpine, Pannonian, Asian, Mediterranean and Nordic influences make themselves felt. The result is fascinating biodiversity and a natural space of crucial importance for Central Europe. Due to the position of Lake Neusiedl on both the Austrian and Hungarian territories, cross-border co-operation in this national park is a matter of fact.

There are many ways to explore the steppe national park – guided tours, excursions with a solar-powered boat, a trip with a horse-driven cart or by bike. But visitors should be certain to take along one important item: time. Haste and stress are poor ingredients for nature observation. Rather, the choice of the right time of year or day is decisive for the success or failure of sighting something interesting. A rambler's map, determination guide or birding list – available at the Information Centre in Illmitz – are also useful, especially for those striking out on their own.

Every time of the year offers its very own highlights at the national park. Spring provides an occasion to observe the mating season of the great bustard; breeding grounds are occupied, the first goslings hatch, and a variety of orchids and dwarf irises begin to flower. The manifold programme for visitors can be downloaded from the national park website. So you see – there are no excuses for spurning this vernal nature experience!

Links

National Parks in CENTROPE

Danube Floodplains National Park: <http://www.donauauen.at/>

National Park Thaya Valley/Podyji: <http://www.np-thayatal.at/> and
http://www.nppodyji.cz/_D_PODYJ.htm

National Park Lake Neusiedl-Seewinkel/Fertő-Hanság: <http://www.nationalpark-neusiedlersee.org/>

National Park Őrség: <http://www.ungarn-tourismus.at/nationalp10.htm>

Tips

5/6 May 2007: Inauguration of the Lobau National Park Centre

Inauguration party and guided visits of the Centre and its garden by the architects

For more information: <http://www.wien.gv.at/wald/natpark/npkhaus.htm#a1>

Newsletter 03
Tourism in CENTROPE

24 May 2007: European Day of Parks

Various events at the national parks, e.g.: Lake Neusiedl-Seewinkel/Fertő-Hanság: free excursion to a section of the national park

27 May 2007: Czech-Austrian Cross-border Games for Children at the National Park Thaya Valley/Podyjí

Children from the Czech Republic and Austria establish friendships by playing together; the programme features traditional children's games that are favourites in both countries.

27 May 2007: "Hiking across Borders"

This botanical hike to Devínska Kobyla hill in Slovakia will open up new vistas of the Danube Floodplains National Park, the region and the confluence of Danube and March/Morava.

For more information:

http://www.donauauen.at/html/besucherangebot07/specials/specials_grenzen.html

Following Haydn through CENTROPE

He was born in Lower Austria, worked at the Esterházy courts in Eisenstadt and Fertőd, gave concerts in Bratislava and enjoyed his worldwide fame in Vienna. There's no doubt – Joseph Haydn was a true "Centropean". With the Haydn anniversary year 2009, CENTROPE will honour the great master. But the region has much to offer Haydn lovers even today.

When Joseph Haydn died in his Viennese domicile on 31 May 1809, he could look back on an eventful life. Probably the most famous composer of his era, he was already celebrated in his lifetime all over Europe. His oeuvre comprises more than 1,200 works; apart from his music in the Viennese Classicist style, whose masters in addition to Haydn include Mozart and Beethoven, his compositions already contain first intimations of 19th-century tone-painting. Over 40 years, Haydn served the Esterházy family as an orchestra conductor and composer in Eisenstadt and later in the summer palace Eszterháza in Fertőd. From 1790 onwards, the all-round musical genius lived in Vienna in what today is known as the "Haydn House" in modern-day Haydngasse in the 6th municipal district.

A cross-border anniversary year

Thus 31 May 2009 will mark the 200th anniversary of Haydn's death – a good reason for the music marketing organisations in CENTROPE to start preparing a joint concept for the memorial year. In keeping with the motto, "My language is understood all over the world", a famous saying of Haydn's, the "Haydn working group" is developing a common marketing strategy and fine-tuned event series and has invited tourism experts from all four CENTROPE partner countries to join in. Inter alia, "Magical Haydn Tours" (musical trips to important places of the composer's life), an international musicological symposium, an international chamber music competition and school projects are being planned.

Tracing Haydn's path through CENTROPE

Those who want to embark on a voyage of discovery through Haydn's life already today might begin their tour in Eisenstadt: for more than 300 years, Esterházy Palace was the main residence of the Esterházy family, one of the richest and most influential noble families of the Habsburg Empire. The particular atmosphere of the palace inspired Haydn for four decades. The Haydn Hall named after the composer remains one of the world's most beautiful and acoustically most perfect concert halls. The composer's last resting-place, the Haydn mausoleum, is likewise to be found in Eisenstadt.

Newsletter 03 Tourism in CENTROPE

The next stop is Esterházy Palace in Fertöd, the “Hungarian Versailles”, where Haydn accompanied Prince Esterházy during the summer months. The palace even had its very own opera building, which was solemnly inaugurated in 1768 with the premiere of Haydn’s opera “Lo Speziale”. Many of Haydn’s works were premiered at Grassalkovich Palace in Bratislava, today the residence of the President of the Slovak Republic. This impressive Baroque palace also boasts a publicly accessible French garden.

For twelve years, the “Haydn House” in Vienna was the composer’s domicile; it was here that he wrote his oratorios “The Creation” and “The Seasons”. Today, the building is home to a museum – an absolute must for all Haydn lovers! The Esterházykeller, an ancient wine cellar sometimes patronised by Haydn, equally merits a visit.

Links

Esterházy Palace management, Eisenstadt: www.haydnhaus.at

Bergkirche with Haydn’s tomb: www.haydnkirche.at

Haydn Festival in Eisenstadt: www.haydnfestival.at

Esterházy Palace in Fertöd: www.fertod.hu

Haydn Festival in Esterháza: www.artsfestivals.hu

Joseph Haydn memorial in Rohrau, Lower Austria: www.noemuseen.at

Experiences are waiting at the doorstep

Tourism experts from the sub-regions are currently developing strategies and concepts for the joint marketing of the region and a cross-border service range for visitors. Wolfgang Kraus, vice director of the Vienna Tourist Board and a declared CENTROPE fan, speaks about developments and potentials of the tourism sector in the Central European Region.

centrope.news: The CENTROPE project is currently engaged in a series of activities to promote cross-border co-operation in the tourism sector and further the joint tourism marketing of the region. How would you define the unique selling proposition of CENTROPE?

Kraus: CENTROPE is Central Europe on a small scale. It is unique in Europe because it comprises parts of four EU Member States. Tourists travelling through South Moravia, the eastern part of Austria, West Slovakia and West Hungary will easily feel as if they had visited half of the continent. The region boasts limestone caves with stalactites and stalagmites, lakes like Lake Neusiedl, beautiful palaces like those in the Marchfeld, classics of modernism like the Tugendhat House in Brno, cities like today's Bratislava and former Pressburg, where the Hungarian kings were crowned, or palaces where Joseph Haydn wrote his world-famous music. And there are the innumerable attractions of Vienna – the city itself is a brand of worldwide renown that attracts guests from all over the planet.

centrope.news: How can CENTROPE be “sold” to consumers as a tourism destination?

Kraus: To successfully market CENTROPE as a common region, we should first of all motivate the local population to discover the myriad destinations for short trips in their region and to develop a sense of its great diversity. Using leisure attractions “around the corner” must become matter-of-fact for the inhabitants of the region. I think that people in Bratislava have already developed a stronger awareness of this. For example, regular excursions to Lower Austrian monasteries and palaces can be booked in the Slovak capital – Austria is still lagging behind in this respect. In my mind, the curiosity of many Austrians must still be whetted. Above all, people in the eastern part of Austria should become aware of the wealth of culture and experiences waiting at their doorstep. Of course, this works both ways. For me, a key success will have been attained if Austrian dailies feature not just the opera programme of Vienna but also that of Bratislava and vice versa, if Viennese art lovers planning a night out decide to attend an opera performance in Bratislava or if people from Bratislava and its environs visit the Magic of Advent market in Vienna as a matter of course. Using tourist attractions across the border must become an everyday habit.

Newsletter 03
Tourism in CENTROPE

centrope.news: Thus the inhabitants of CENTROPE play an essential role in the tourism marketing of the region?

Kaus: Yes, tourism is very much a word-of-mouth thing. We'll be on the right track if for example people hosting some guests in Bratislava or its environs tell their friends, "Why don't you visit XY Palace in the Marchfeld, there's a lovely exhibition on!" This goes obviously in both directions. Everything begins with the locals, with the emotions and knowledge they invest in their region.

centrope.news: The "CENTROPE route" is to become a model for cross-border themed tourism and should communicate CENTROPE to the local population as their common region. What are the common elements of the region that could be tied into a themed tourist package?

Kraus: Well, our tourism working group composed of experts from all sub-regions has discussed several possible options, such as gardens and parks, modern architecture, centres of music or culinary trips through the region. "Wine and architecture" currently ranks on top of our list because both are so widespread in the region. South Moravia boasts an old winegrowing culture, and the same goes for Austria, West Slovakia and West Hungary. As for architecture, we boast sights from eight centuries, ranging from medieval castles like Forchtenstein or Greifenstein to contemporary buildings like the Donau-City development or the new architecture in Bratislava.

centrope.news: When have you last visited CENTROPE as a tourist?

Kraus: Last autumn, I visited Bratislava for a few days together with my wife. We also paid a visit to Sopron and the rococo palace Esterházy in Fertöd. But for me, too, much remains to be discovered in the region!

centrope.news: According to the motto "a thousand places to see before you die" – what are the top five sites in CENTROPE one should not miss?

Newsletter 03
Tourism in CENTROPE

Kraus: That's a difficult one! I have to admit that I'm not all that knowledgeable, either. In Vienna, I'd say Schönbrunn Palace and its gardens because of the impressive imperial splendour; in Lower Austria, I'd recommend the Wachau; then there's the old city of Bratislava with the ruins of the city walls and the limestone caves of the Low Tatras. In South Moravia, there's Lednice with its magnificent park and the Tugendhat House in Brno; I'd also suggest the Hungarian part of Lake Neusiedl and Esterházy Palace.

centrope.news: Thank you for the interview!

Experience routes through the centre of Europe

The “CENTROPE route” links locations in the Central European Region that, while absolutely worth seeing and experiencing, are off the beaten track. This is to present CENTROPE as a common region for inhabitants and visitors alike.

A first glimpse of the “CENTROPE route” was offered to the participants of the conference “CENTROPE 2006 plus”, which was held in March 2006 at Vienna City Hall and used installations to showcase some highlights of the Central European Region. Now the “CENTROPE route” is to be transformed into “real-life” experience routes. Attractions in the region that, while absolutely worth seeing and experiencing, are off the beaten track, will be strung together like pearls on a necklace – the objective is to offer themed tours through CENTROPE.

Above all local excursionists are to be motivated by creating awareness of CENTROPE as a common region for all its inhabitants. For this reason, the themed routes will be designed to allow for both one-day and longer trips including accommodation options for travellers with more time at their disposal. Possible themes suggested by the CENTROPE tourism working group composed of tourism experts from all sub-regions are, inter alia, “green oases – gardens and parks at the centre of Europe”, “modern architecture at the centre of Europe”, “the sound of a region – music in CENTROPE” and “knödel, gulyás, palatschinken – a culinary trip through CENTROPE”. The kick-off theme will be “wine and architecture”. A prototype of the “CENTROPE route” reflecting this theme is to be completed by autumn 2007. We can hardly wait!

Newsletter 03
Tourism in CENTROPE

Contacts, co-operation and competition

Last March, schoolchildren and students from Bratislava and Vienna seized the opportunity to establish contacts and co-operate, but also to compete. Let us tell you about the “1000twins” exchange and the “Entrepreneurial Case Race”.

1000twins exchange meet

“1000twins” was the title of an encounter project for schoolchildren from Vienna and Bratislava held from 12 to 23 March 2007. Boarding the Twin City Liner, the youngsters travelled on the Danube to their respective “twin city”, i.e. Bratislava or Vienna. Activities included visits to schools and city tours with a focus on getting to know coevals in the common CENTROPE region. The encounters were also to motivate the young people to learn the neighbours’ language (Slovak or German) and to look “beyond their noses”, as it were. The youngsters’ experiences will be published as a bilingual brochure. This project was a co-operation between the Vienna Board of Education, the Bratislava District School Board, Wien Holding GmbH, Raiffeisenlandesbank Niederösterreich-Wien and Twin City Liner.

CENTROPE Entrepreneurial Case Race 2007

On 29 March 2007, the Entrepreneurship Center Vienna (EC Vienna), a joint initiative of Vienna University of Technology and Vienna University of Economics and Business Administration, joined forces with the consulting firm Capgemini to host a cross-border case study competition. The 20 best students of the two types of universities in Vienna and Bratislava were selected from all applicants and duly met at the Viennese headquarters of Capgemini for the “case race”. In cross-border teams of four, the participants were to evolve innovative business models into a case study. With their convincing presentation, the winning team composed of Zuzana Bendíková, Birgit Neuhold, Jan Hargas and Thomas Metschke won a trip to a European metropolis with Sky Europe including an expense allowance of Euro 800.- donated by Capgemini. Through this event, it was in fact possible to bring actors from all universities of technology and economics in Vienna and Bratislava together and thus to contribute towards interdisciplinary networking in the field of entrepreneurship and innovation within the CENTROPE region.

The joint initiative EC Vienna is supported by Zentrum für Innovation und Technologie (ZIT). Designed as a project platform, it links the competences of economists and engineers in the context of innovative entrepreneurial activities.



Newsletter 03
Tourism in CENTROPE

For more information: www.ecvienna.at

Newsletter 03
Tourism in CENTROPE

Best of CENTROPE

Taking our cue from Patricia Schultz's bestseller "1,000 places to see before you die", we asked tourism experts from CENTROPE for their personal "insider tips" for their region. Learn all about "the best of CENTROPE"!

Environs of Brno

Compiled by Libuše Vlachová, Brno Tourist Information Centre

Slavkov u Brna

Slavkov u Brna (better known as Austerlitz) is situated approx. 15 kilometres east of the city. The town owes its fame to the Kaunitz family and above all to the Battle of the Three Emperors, when Napoleon's soldiers engaged with the troops of the Russian Tsar and the Austrian Emperor. The ceasefire was signed at Austerlitz Palace. Today, the town is an attractive tourism destination that organises annual celebrations to commemorate the famous battle. The new exhibition "Virtual Battle of 1805" – a three-dimensional projection of the military action – is also worth a visit.

www.zamek-slavkov.cz

The town of **Bučovice** is situated in the vicinity of Slavkov. A renaissance palace with an arcaded courtyard and fountain can be found close to the town centre. The halls are decorated with stuccoes and painted ornaments; the ceiling frescoes in the "Hare Hall" depict a backwards world where animals act like people.

www.bucovice-zamek.cz

The **golf course** of Slavkov, which was designed by an Austrian studio, is rendered difficult and interesting by its natural obstacles, deep bunkers and artificial water bodies. The golf course is part of the palace garden and open to all interested golf players. Against payment of a small fee, players can spend a day in the pleasant company of centenarian chestnut trees with a marvellous view of Slavkov Palace.

www.austerlitz-golf-resort.cz

Less than fifteen minutes' driving from Slavkov will take you to the district capital **Vyškov**. The old town and seat of a bishopric is situated on the upper reaches of the river Haná. The palace houses the Regional Museum of Vyškov with eight permanent exhibitions and interesting temporary presentations. The museum shows historic, archaeological, ethnographic and visual arts collections. The extensive collection of folk ceramics manufactured in Vyškov from the early 18th century to 1945 is also well known.

www.vyskov-mesto.cz

Newsletter 03
Tourism in CENTROPE

DinoPark Vyškov

A unique entertainment park for the whole family. Life-size models of prehistoric animals dot an area of four hectares; animal sounds can be heard, and some of the models even move. The biggest model is a nine-metre brachiosaurus. Visitors are taken from the zoo park to the DinoPark with a small train called DinoExpress. This is the biggest of three DinoParks in the Czech Republic.

www.dinopark.cz

Lower Austria

Compiled by Veronika Haydn, Niederösterreich-Werbung GmbH

MostBirnHaus

The MostBirnHaus at Ardagger Monastery will open on 22 April 2007 to offer visitors a world of experience centred on cider pears and the Mostviertel region. Set along the “cider route”, it is a gateway towards enjoying this (agri-) cultural landscape. Cider pear cultivation, the impressive landscape and above all the production of pear cider are communicated to all senses. Cider, juice and schnapps as well as a wide spectrum of culinary delights can be sampled (and taken away) by visitors. The cider pear serves as the linchpin in a rich bouquet of entertainment, information and enjoyment to provide an experience for all ages, all senses and, last but not least, all culinary tastes.

<http://www.mostbirnhaus.at>

Mother-of-pearl working

How shells become buttons. Hardegg, the national park community in the Waldviertel, is also home to Austria’s only factory that manufactures mother-of-pearl buttons. Those who like mother-of-pearl and are looking for beautiful buttons and fashion jewellery are sure to find their heart’s delight in Felling. All buttons can be purchased on site, even in small quantities or just one of a kind. A wide range of mother-of-pearl jewellery is also available, including chic necklaces, bracelets, delicately worked brooches and pendants.

www.perlmutt.at

Nonseum

With its exhibits – all certified nonsensical items –, this unique museum effortlessly demonstrates the high art of un-seriousness. Exhibit categories include “inventions we don’t need”. Earth-shattering improvements of the world as we know it, such as the “rollout zebra crossing”, vie with the “historic buttonhole collection”, while the “umbrella for sun lovers” offers

Newsletter 03
Tourism in CENTROPE

protection against shade.
www.nonseum.at

Celtic wall

In the 2nd century B.C, the Celts founded one of the biggest town-style settlements in the Eastern Alpine region – a 15-hectare oppidum – close to the modern municipality of Schwarzenbach. Finds have shown that this spot was first inhabited fully 5,000 years ago. Reconstructed Celtic buildings teach visitors about the inhabitants of the settlement, their way of life, social status and occupations and provide details about the lifestyles and cultural attainments of the Celts.

www.schwarzenbach.gv.at

The Berndorf schools

These two famous schools were built in 1908-1909 by the Municipality of Berndorf. The artistic design of the 12 “style classrooms” was paid for by Arthur Krupp, making the schools cultural-historically unique structures. Ludwig Baumann acted as architectural consultant, while the artistic design was created by academic painters Franz Wilhelm Ladewig and Robert Jüttner. Twelve different style types thus adorn the classrooms as a kind of three-dimensional style course.

www.berndorf-stadt.at

Bratislava and its environs

Compiled by Ingrid Múdra, Bratislava Tourism Department

Smolenice Palace

Romantic Smolenice Palace, originally a medieval castle, was refurbished in the late 19th century and today is a property of the Slovak Academy of Sciences. The lovely environs are particularly interesting for tourists. Driny Cave, the only accessible cave in the environs of Bratislava, is also worth a visit.

<http://www.sacr.sk/article?id=138&category=21&lang=en>

Slavin National Cultural Monument

A gigantic monument and cemetery of Soviet Red Army soldiers killed in the liberation of Bratislava. An eleven-metre statue of the “victorious soldier” by A. Trizuljak rises from the gable of the almost forty-metre columned hall. The bronze coffers of the memorial hall are decorated with relief work by R. Pribis. Slavin is also a lovely park and a wonderful place for

Newsletter 03
Tourism in CENTROPE

walking and panoramic views of the city.

<http://bratislava-info.sk/index.php?cl=n3&iid=26&action=view&lng=en&pr=en>

The Bratislava Forest Park

With an extension of 17 km², this is the biggest recreational area of the city. The striking hill Kamzík (439 m) with the TV transmission tower is a favourite destination of excursionists. Throughout the year, a funicular carrying 342 passengers per hour links Železná studnička with the top of Kamzík.

Burgenland

Compiled by Dietmar Baurecht, Zentrum für Kreativwirtschaft, Regionalmanagement Burgenland

Höpler Winery – Höpler's wine dreams – Winden

The estate of Höpler Winery has impressed its visitors by the unique atmosphere radiated by this "building with soul" for many years. Even its location is very special: surrounded by vineyards, in a microclimate shaped by the south-eastern slopes of the Leitha Mountain Range and the warming effect of Lake Neusiedl. Here, the grapes mature to top quality and the senses to most subtle sensitivity. The Winery's eight new rooms invite you to embark on your personal "wine discovery tour".

<http://www.weinraeume.at> and the new winery: <http://www.hoepler.at/weingut/haeuser/>

Wander Bertoni's sculpture garden – Winden

More than 480 objects created by the sculptor Wander Bertoni will delight the visitors in this open-air museum covering around four hectares in Winden. The artist, who was born in Italy, taught at the University of Applied Arts in Vienna and received numerous international prizes and awards.

http://www.winden.at/cms/index.php?option=com_content&task=view&id=17&Itemid=84

Haus Impuls – Neusiedl

Arts and culture with all their facets, arts and culture in the region, at moderate prices and living up to high quality standards, that are the objectives of the founding members of the cultural association IMPULSE Neusiedl am See. Today, this cultural initiatives offers a varied programme ranging from satirical cabaret to profound author readings, from the tasting of regional top wines to jazz concerts by world-famous musicians. From classics to modernity. From neighbourhood parties to city festivals. From originally 50 guests to 40,000 guests.

<http://www.impulse-neusiedl.at/htm/index1.htm>

Newsletter 03
Tourism in CENTROPE

Kleylehof – Nickelsdorf

Kleylehof is located between Nickelsdorf and Hegeyeshalom at the Hungarian border in Burgenland. This remote estate is a cultural island, managed and developed by the local sculptor Franz J. Gyorcs. Diverse events organised, for example, in co-operation with the Austrian Cultural Service were met with great acclaim. Be it exhibitions, performances or music, there is more to come.

<http://www.franz-gyorcs.com/>

Mönchhof Village Museum

In time for the start of the season, the Mönchhof Village Museum offers several “novelties”: a Protestant prayer house, a clockmaker’s workshop, a ropery, a broommaker’s workshop, a mechanical workshop and, last but not least for the youngest visitors, a so-called *Tschardake* (a traditional hut for drying ears of maize that, when all the maize was dry, was also used by playing children). These new attractions — arranged by Beppo Haubenwallner and the Museum’s team with their trademark love for detail – will even appeal to people who usually avoid museums and will make them return again and again to Mönchhof Village Museum.

www.dorfmuseum.at

Park of Kittsee Palace

The Baroque Kittsee Palace is located in the Burgenland market town of Kittsee, directly at the Austrian-Slovak border, only eight kilometres from Bratislava. With its park and the Ethnographic Museum, it constitutes a major cultural treasure and is one of the main sights to see in the north of Burgenland. When you walk through the impressive wrought-iron gate, the view opens to the park that was established after the model of English landscape gardens on the occasion of the wedding of Prince Ladislaus Batthyány. Its centrepiece is a strictly geometric parterre with a big basin imitating the Baroque style. In former times, a wide, tree-lined road lead from the Lions’ Steps to the north that formed an axis between Kittsee Palace and Bratislava Castle. This link can still be traced from the first floor of the Palace.

http://www.schloss-kittsee.at/schloss_park.shtml

Vienna

Compiled by Wolfgang Kraus, Vienna Tourist Board

The Brunnenmarkt neighbourhood of Vienna

The quarter around the Brunnenmarkt in Ottakring, the 16th municipal district of Vienna, has grown into a multicultural neighbourhood whose ethnic variety endows it with unique flair. The

Newsletter 03
Tourism in CENTROPE

cultural initiative “SOHO in Ottakring” dates back to 2002 and generates additional impulses for the neighbourhood.

<http://www.sohoinottakring.at/>

Gumpendorfer Strasse – Vienna’s new “trend zone”

Gumpendorfer Strasse, at first sight a rather plain, minor street in the sixth municipal district of Vienna, runs between Mariahilfer Strasse and the Naschmarkt market. In recent years, a tremendous number of trendy shops, restaurants and bars cropped up here that are appreciated by the locals, but still have to be discovered by the guests of Vienna.

Das Möbel – Das Geschäft: furniture shop & café: www.dasmoebel.at

Phil – books, records, DVDs, furniture, beverages: www.phil.info

Nachbarin – European designer fashion: www.nachbarin.co.at

St. Charles Alimentary – the first “pharmacy restaurant” of Austria: www.saint.info

Academy of Fine Arts – A gallery overshadowed by the big museums

The Academy of Fine Arts, which now has the status of a university, was built according to plans by Theophil Hansen from 1872 to 1876. Its gallery presents not only excellent works by Dutch and Flemish painters of the 17th century (including Rubens and van Dyck) but, for example, also “The Last Judgement” by Hieronymus Bosch, Murillo’s “Boys Playing Dice” and Venetian cityscapes painted by Francesco Guardi.

<http://www.akademiegalerie.at/>

The Globe Museum at Palais Mollard – the entire world in a Baroque palace

The Globe Museum — the only one of its kind in the world — presents 240 original terrestrial and celestial globes as well as lunar and Martian globes at Palais Mollard near the Hofburg Imperial Palace. It illustrates how cartographic and cosmographic knowledge evolved and, in parallel, influenced the world view in the course of time.

<http://www.onb.ac.at/sammlungen/globen/>

House of Music – Conducting the Vienna Philharmonic Orchestra or making electronic music

Since the summer of 2000, Vienna, the city of music, boasts a place that will amaze you. Embark on a musical journey in the historic Palais Erzherzog Karl in the city centre. Look over the shoulders of the great composers of the past as they create their immortal works, encounter the best musicians of today and even take a peek into the future of computer music. Six floors invite you to the world of sounds and its many phenomena. In the House of Music, you will even be able to see different sounds, feel them and create them yourself. You can listen to what an unborn child hears in the womb, paint a musical

Newsletter 03
Tourism in CENTROPE

picture or steer a note through a musical landscape. Unexpected sound experiences, high-tech innovations and perceptions, unique playrooms — in the House of Music, you can experience the world of sound, noise and notes with all your senses. You will be amazed...

www.hdm.at

Schmetterlinghaus — In Burggarten park, you cannot only sit in a café or rest on the lawn

The home of *Schmetterlinghaus* (Butterfly House) in Burggarten park is considered to be one of the most beautiful *Art Nouveau* greenhouses world-wide. Visit this treasure located in the park of the Hofburg Imperial Palace where hundreds of free-flying exotic butterflies live under almost natural conditions in a tropical miniature rainforest at a temperature of 26 °C and 80 % humidity.

www.schmetterlinghaus.at

Győr and its environs

Compiled by Eszter Szombati-Serfözö, Tourism Official of the City of Győr

The Herm of Saint László

Apart from the Holy Crown and the Holy Right Hand of Saint Stephen, the herm of Saint László is the most important sacred relic of Hungary. This masterpiece of goldsmithery is considered to be the most beautiful herm of Europe and is the only authentic portrayal of King László from the House of Árpád.

<http://www.gyor.hu/index.php?hlid=73>

Bishop's Castle and Episcopal Palace

The oldest parts of the Bishop's Castle — its escape corridor and the cross-vaulted hall in the tower castle — date from the 14th century. Traces of Roman building activities were also found in its foundations. The Gothic chapel built by Bishop Orbán Dóczy next to the castle tower in the years 1481-1486 is a rare example of a castle chapel with several storeys. In 1594, the Castle was seized by the Turks, but returned under Hungarian control after only four years. Bishop Ferenc Zichy (1743-1783) restored the building and expanded it to its present-day form. A permanent exhibition honours Bishop Vilmos Apor. This martyr was shot dead by Russian soldiers in the Castle's cellar in 1945.

<http://www.gyor.hu/index.php?hlid=73&hcsk=1>

The Benedictine Abbey of Pannonhalma

The Abbey is the first and most important monastery of the Benedictine Congregation in

Newsletter 03
Tourism in CENTROPE

Hungary and was founded by Prince Géza in 996. Its patron saint is Saint Martin, born in Roman times in the city of Savaria (today's Szombathely), who later became bishop of Tours. As the original buildings were destroyed by a fire, they were replaced by a new church in 1137 whose remnants can still be seen. Today's basilica with its Gothic cloister was built by Abbot Urias after the model of Cistercian monasteries in 1224. From the 16th century on, the Abbey served as a stronghold against the Turks. It was reconstructed in the Baroque style in the 18th century, when also the refectory was added that is considered a major work of art. The Classicist library houses a collection of medieval manuscripts and deeds.
Web: <http://www.osb.hu/>

Győr Thermal Bath

Győr's Thermal Bath lies on a tongue of land at the confluence of the rivers Rába and Mosoni-Dunai where you have a marvellous view of the historical city centre. On its premises, visitors will find an adventure pool and thermal bath, a sauna garden, a health centre offering therapeutic treatments, shops, restaurants and cafés as well as beaches along the banks of both rivers. The Thermal Bath centre is designed to take account of the needs of disabled guests. The health-promoting, 67 °C warm water is supplied to the Thermal Bath from 2,000 m deep wells.
<http://www.gyorthermal.hu/>

Mediawave – International arts festival

From 27 April to 5 May 2007, the Mediawave Festival takes place in Győr that is well-known as one of the most important international film and arts festivals in the east of Central Europe.
<http://www.mediawave.hu/>

Hungarian Dance Festival

From 20 to 24 June 2007, the biannual Hungarian Dance Festival presents a representative cross-section of Hungary's professional art of dance.
<http://www.gyoribalett.hu/>

Győr Summer — International cultural festival

Győr Summer, which takes place in June and July, is the oldest international art festival of the city.
<http://www.fesztivalirodagyor.hu/>