



**Bulgaria-Serbia IPA Cross-Border Programme
CCI Number 2007CB16IPO006**

Project number: 2007CB16IPO006-2011-2-109
Project name: TOURISM TRIATHLON: HIKE & BIKE & CANOE FROM IRON GATE TO GOLDEN HORN

Project partners:

- **Lead partner:** The Tourism Organisation of Negotin Municipality, Serbia
- **Project partner 2:** The Tourism Organisation of Kladovo Municipality, Serbia
- **Project partner 3:** Agency for Regional Development and Business Center - Vidin, Bulgaria

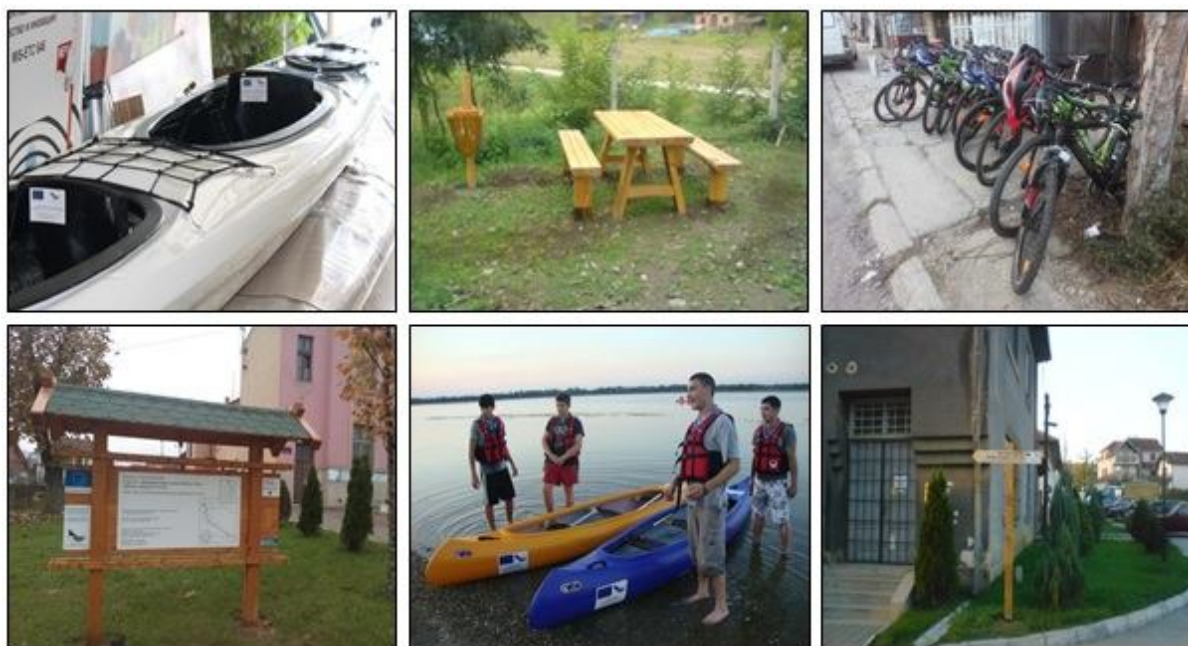
Budget: 155 223,27 €
Project duration: 12 months

Project description:

The project envisioned and achieved the following results:

- Improvement of tourism offer in the cross-border area through the joint tourism product – Tourism Triathlon:
 - o Trails have been mapped and labelled;
 - o Equipment (bicycles and canoes) were procured;
 - o Touristic outdoor furniture (signposts, info boards, standard and shaded benches, tables with benches, waste bins and bridges) were procured and set up.
- Workshops for local stakeholders were held in Kladovo and in Belogradchik. Also workshops for animators and instructors were held in Kladovo and in Belogradchik.
- Two promotional tours for representatives of media and tour operators were conducted (two days in Serbia and two days in Bulgaria). Project representatives participated in tourism fair in Sofia and Belgrade and promoted new tourism product.
- Conducted analysis of connection of new tourism products with other tourism products within the Marketing plan;
- Development of a project web site: <http://www.tourismtriathlon.com>

The project was successfully completed in November 2014.



The Programme is co-funded by the European Union.



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TOURISM TRIATHLON

Hike & Bike & Canoe

KLADOVO • VIDIN • NEGOTIN



Eco

PROMOTIVNI PULT ECO

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