



# #RomansWineDanube

## E-NEWSLETTER

THE ROMAN  
EMPERORS  
and  
DANUBE  
WINE ROUTE  
For You

ISSUE 3 • JUNE 2025



### YEAR-END REFLECTIONS AND FESTIVE TRADITIONS

As the #RomansWineDanube project picks up momentum, we're beginning to see how ideas transform into tangible progress. What started as a shared vision is now becoming a shared effort—one that brings together local communities, tourism professionals, researchers, and creatives across the Danube region. At its heart, this project is about reconnecting with our cultural heritage in ways that are meaningful, inclusive, and alive.

Over the past few months, we've taken big steps. The first Product Club meetings brought together local voices who are now helping shape the path ahead. Our teams have been drafting action plans, designing festivals, developing branding ideas, and finalizing strategies that will support long-term impact. It's exciting to watch this collaborative energy grow—and even more exciting to imagine what's still to come.

As we prepare for the Roman-themed festivals in 2025, we're not just planning events—we're crafting experiences. Experiences that invite visitors to step into history, celebrate local wines, and engage with each destination in a unique way. Behind the scenes, strategic frameworks are being developed to ensure everything we do is rooted in sustainability, community involvement, and regional cooperation.

This edition of our newsletter gives you a glimpse into that work. It's a preview of a journey that's just beginning—one that blends past and present, heritage and hospitality, ideas and action.

#ROMANSWINEDANUBE  
E-NEWSLETTER

## TABLE OF CONTENTS

Editorial • P. 1

Meeting report • P. 2

Partners' news • P. 4-14

Festival invitations • P. 15-21

Interreg  
Danube Region

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#RomansWineDanube

# MEETING #3

Partners of the #RomansWineDanube project gathered in Osijek, Croatia for the third partner meeting, hosted by the Tourist Board of Osijek-Baranja County. Over two dynamic days, we engaged in creative workshops, productive discussions all contributing to the shared vision of developing the cultural route.

The meeting kicked off with an interactive workshop on the design of the joint wine label, where partners worked on moodboards to shape the visual identity of the label for the wines of the Danube Region. The day also featured a live demo of the Tourism Observatory tool, showcasing how data can support strategic decision-making. The First Year Review followed, with the DRP MA/JS joining us to reflect on the project's progress, while the Steering Committee Meeting ensured smooth coordination. Partners wrapped up a productive day with a guided city tour, exploring Osijek's rich heritage.

Creativity took center stage in the Joint Route Souvenir Workshop, where partners worked together to ideate and develop unique souvenir concepts.



The Brand Promise Workshop then encouraged partners to collaboratively define the #RomansWineDanube identity, identifying key ingredients and crafting potential brand promises.

During the second day of the meeting, pilot (sub-destination) partners showcased the progress of their upcoming festivals, giving us a glimpse of what visitors can expect along the #RWD route! From historical reenactments to wine celebrations, each festival will bring the Roman heritage and wine culture of the Danube Region to life.

The Osijek meeting was an inspiring step forward, reinforcing the partnership and dedication of all involved. A heartfelt thank you to our wonderful hosts at TZ Osijek-Baranja County for their warm hospitality!

Looking ahead, we are excited to continue building and refining the #RomansWineDanube experience together.

19-20 MARCH  
OSIJEK

# WHAT WE ACHIEVED SO FAR

We're excited to share some of the progress we've made together in the #RomansWineDanube project! Over the past few months, our consortium and local teams have been hard at work laying a strong foundation for what's to come.

One of the key early steps was organizing the first round of Product Club meetings in each sub-destination. These brought together local decision-makers, tourism professionals, and business owners—especially those working in hospitality and heritage—to introduce the project and start building a shared vision. So far, more than nine meetings have taken place, and many more are planned as the project moves forward.

These gatherings have been more than just introductions—they've been working sessions. Sub-destinations have used them to listen to local voices, outline project goals in more detail, and encourage stakeholders to take an active role, particularly in shaping local festivals and action plans.

To help guide this process, we've finalized several key documents. The Model for Community Involvement in Hubs provides practical tools for engaging local communities and encouraging active participation. Alongside it, a detailed set of guidelines for preparing Local Action Plans—developed by our colleagues at PP2—will support the work of each Product Club as they move forward. We're also putting the finishing touches on two major strategic documents: the Joint Communication Strategy (PP14) and the Common Transnational Strategy (PP4). These will serve as pillars for promoting and developing the Roman Emperors and the Danube Wine Route in the years ahead.

On the creative side, partners have been brainstorming the future look and feel of our Roman festivals and the development of a new "Wines from the Danube Region" brand. We've taken the first steps by defining a series of historically inspired reenactment topics, each assigned to different partners and locations. The idea is that as theatre troupes travel between destinations, each stop will offer a unique glimpse into a different aspect of Roman life, making every festival experience distinctive.

Preparations are now underway across the board, with most festivals planned for August 2025. Partners have started working on production, and the excitement is definitely growing. Curious which sub-destination is hosting the next big event? Keep an eye on our [project website](#) for updates as our partners invite you to discover their unique local festivals.

Thanks to everyone who's contributed so far—we're proud of what we've accomplished together and looking forward to the next phase!

# PARTNERS' NEWS

INTRODUCTION OF THE #ROMANSWINEDANUBE PARTNERSHIP

## AIM - ALBA IULIA MUNICIPALITY (ROU)

One of the central activities recently undertaken by the Municipality of Alba Iulia team (PP6) was the launch of activity dedicated on the development of joint souvenirs for the "Roman Emperors and Wine" Cultural Route.

Alba Iulia Municipality team initiated the documentation process for defining the joint storytelling concept, which will serve as the foundation for the proposed physical and digital souvenirs. This activity is being carried out in alignment with the Common Branding, Communication, and Digital Strategy (CBDS), as well as the Common Transnational Strategy for Cultural Tourism Development.

During the research phase, narrative themes, relevant historical elements, and best practices from the cities and regions of the project partners were analyzed. An important part of the documentation focused on legal compliance, considering copyright, trademark, and licensing requirements.

PP6 is actively collaborating with external experts to develop a joint storytelling framework that will guide the creation of graphic concepts for 3 traditional souvenirs and 3 digital ones.

This preparatory stage will support the organization of creative workshops with project partners, engaged external experts, and members of the Product Clubs from each sub-destination involved in the project, aimed at developing authentic and relevant souvenirs that reflect the cultural route's identity.



# PARTNERS' NEWS

INTRODUCTION OF THE #ROMANSWINE DANUBE PARTNERSHIP

## DCC - DANUBE COMPETENCE CENTRE (SRB)

Over the past six months, we've continued to coordinate and support the implementation of key project activities across the #RomansWineDanube partnership. As Lead Partner, our main focus has been on keeping things moving forward smoothly—especially in areas like the Roman and Wine Festivals, Tourism Observatories, the Communication and Branding Strategy, and the Common Transnational Strategy. These are major pillars of the project, and we've worked closely with all partners to ensure efforts are aligned and timelines are met.

With Roman festivals taking center stage, we helped streamline the thematic approach, ensuring that each sub-destination could develop content that reflects its local strengths while contributing to a shared storyline. By coordinating themes across the partnership, we've made it possible for festival visitors to experience different aspects of Roman imperial life—ranging from the vibrant scenes of Roman markets and everyday shopping to ceremonial oaths to the emperor and theatrical performances inspired by Roman drama. This approach not only enriches the visitor experience but also strengthens the cohesion and identity of the route, bringing together all stakeholders and Product Club members at the local level.

We've continued to offer guidance and support to the consortium—not just through regular online communication, but also during the two partner meetings held over the past six months. The first took place in Belgrade in November 2024, and the second in Osijek in March 2025. Both meetings were valuable opportunities to share progress, address challenges, and make sure we're all moving in the same direction.

A major milestone during this period was the successful completion of the First Year Review. Thanks to the joint efforts of all partners, we were able to clearly demonstrate that the project is on track and delivering results in line with expectations. It was an encouraging moment of reflection and a confirmation that we've built a strong foundation in our first year.

Looking ahead, we're committed to keeping the momentum going. We'll continue to support all partners as we move into the next phase and work together to increase the visibility and long-term impact of #RomansWineDanube.



# PARTNERS' NEWS

INTRODUCTION OF THE #ROMANSWINE DANUBE PARTNERSHIP

## HÁRFA - NETWORK FOR REGIONAL DEVELOPMENT FOUNDATION (HUN)

As the Activity Leader of A1.6, HÁRFA has been working closely with project partners to shape the Communication, Branding & Digital Strategy (CBDS) of the #RomansWineDanube project - providing a comprehensive framework for building a strong brand and outlining tailored tools, messages, and dissemination materials.

HÁRFA created a partner template that helped gather information about each partner's current communication and branding practices as well as their strengths and weaknesses. This gave us a great overview, but we didn't stop there. Over the last period, we held one-on-one online calls with each sub-destination partner to go deeper into their local communication efforts, challenges, and goals. These conversations were not only insightful but also helped us better tailor the CBDS to reflect the realities of each sub-destination.

A key moment in this process was our co-creation workshop held during the 2nd Transnational Partner Meeting in Belgrade, Serbia. Divided into five groups, partners stepped into the shoes of local product club members to explore how each type of stakeholder could support the Route's identity. Building on three initial brand values ("taking care," "non-cliché," and "green/sustainable"), each group was asked to suggest additional values, brainstorm ways their stakeholder type could uphold each principle, and present their ideas to everyone. The result? A collaborative session full of ideas and practical insights -laying the groundwork for a shared, authentic brand foundation.

HÁRFA has worked diligently to finalize the CBDS -bringing together all these inputs into a cohesive strategy. The Strategy is supported by a clear and comprehensive structure. It includes a competitor analysis to position the route in the market, insights from sub-destination self-assessments, and a refreshed brand framework (#RWD Brand 2.0). The document also outlines communication tools, the role of product clubs in brand adoption, and a practical implementation plan—with structures in place to monitor and sustain progress over time. As our activities unfold and the brand takes shape locally, the CBDS will grow with us -because the best brands aren't just written, they're lived.



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## Joint Communication, Branding and Digital Strategy

- A.1.6 Developing Joint Communication, branding and digital strategy
  - D.1.6.1 Branding Guidelines
  - D.1.6.2 Communication Tools and Materials

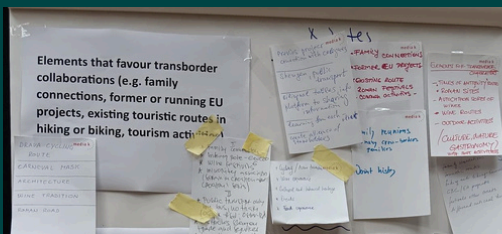
## Activity 1.6

The content of this material does not necessarily represent the official position of the European Union.

# PARTNERS' NEWS

INTRODUCTION OF THE #ROMANSWINE DANUBE PARTNERSHIP

MEDIA K - MEDIA K GMBH (GER)



In recent months, media k has been working intensively on the Common Transnational Strategy for Cultural Tourism Development of the #RomansWineDanube project. On the one hand, this involves taking into account the conditions in our regions, but also European developments in the cultural tourism market as a whole. Over the past decade, the concept of "cultural tourism" has evolved significantly, reflecting broader societal shifts and emerging trends in travel preferences. Since the United Nations World Tourism Organisation's (UNWTO) redefinition of cultural tourism in 2017, it encompasses both tangible and intangible cultural elements and is no longer aligned with the well-educated, well-off senior who travels exclusively with an art guide in hand. This broadened the term to include not just historical sites and monuments but also living cultures, traditions, culinary arts, and creative industries. The updated definition emphasises experiences that allow visitors to engage with many facets of a visited society.

The shift towards experiential and immersive elements is in line with the ambition of #RomansWineDanube, which promotes a shared European identity through travel paths that cross multiple countries and highlight common cultural and heritage themes. This corresponds to a growing demand for practices that support local communities, preserve cultural heritage, and promote economic benefits by covering several segments like

- Heritage Tourism: Visiting Roman sites of historical and cultural significance.
- Festival Tourism: Participating in Roman and wine festivals and cultural events.
- Nature Tourism: Exploring the landscapes along the Danube.

Such diversification allows travellers to tailor their experiences based on personal interests, leading to more meaningful and engaging journeys.

This is taken into account in the Strategy for Cultural Tourism Development. In fact, the partners go one step further: They combine strategically the cultural experience, namely the exploration of the Roman history, with festival experiences and local experiences along the Danube, one of the most important European rivers and a crystallisation point of many European cultures.

Finding common ground amid the differences between countries is the core issue. Joint marketing, shared souvenirs, mutual support initiatives, and confidence-building measures across borders: From competitor to collaborator - the project partners become increasingly aware of what they have in common rather than what divides them.

# PARTNERS' NEWS

INTRODUCTION OF THE #ROMANSWINEANUBE PARTNERSHIP

NTOMNE - NATIONAL TOURISM ORGANISATION OF MONTENEGRO (MNE)



Over the past six months, the project team of the National Tourism Organization carried out a series of activities within the Romans Wine Danube (RWD) project, focused on the sustainable development of cultural tourism.

In accordance with the Community Engagement Model for hubs developed by the Lead Partner, we organized and held the first meeting of the Product Club for Doclea on December 9, 2024. Given Doclea's unique position—with a management plan currently in development—our team carefully identified and invited key stakeholders who are directly involved through official roles, development mandates, or business connections.



The first meeting of the Club brought together 16 representatives from key sectors. Participants included representatives from the Ministry of Tourism, Ministry of Culture and Media, and Ministry of Education and Science, as well as from the Administration for the Protection of Cultural Heritage and the Chamber of Commerce. Also present were delegates from the Capital City of Podgorica, the Podgorica Tourism Organization, the Public Institution Museums and Galleries of Podgorica, the travel agency Montenegro Adventures, Vučinić Winery, and a local tourist guide.

The second meeting of the Product Club for Doclea was held on March 4, 2025. During this session, key activities planned for 2025 were discussed: the organization of the Roman Festival at Doclea, under the theme "Roman Lawcourt: Pleading a Case", the development of the Local Action Plan, and the creation of Green Routes.

Another Product Club dedicated to Duklja is planned and will take place at the location. Preparations for the festival are currently underway.

# PARTNERS' NEWS

INTRODUCTION OF THE #ROMANSWINEDANUBE PARTNERSHIP

OEI WHC - OFFICE FOR EUROPEAN INTEGRATION OF THE GOVERNMENT OF WEST HERZEGOVINA CANTON (BIH)

Over the past six months, the Office for European Integration of the Government of West Herzegovina Canton, in cooperation with the HerzegovinaBike Association, local cycling clubs, and the Herzegovina Tourism Cluster, organised a Sustainable Tourism Forum within the framework of the 26th International Economy Fair - Mostar 2025. The forum was held as a Product club meeting of the #RomanWinesDanube project, aiming to strengthen cycle tourism as a sustainable tourism product in Herzegovina.



The event gathered key stakeholders - including representatives of local authorities, the tourism sector, and cycling associations - who participated in panel discussions and presentations focused on developing thematic cycling routes that connect wine regions, natural landscapes, and Roman heritage along the Danube. Particular emphasis was placed on strengthening regional cooperation and positioning Herzegovina as a cycle tourism destination.

During the meeting, a new initiative was introduced - the First Roman Festival in Široki Brijeg. Although not officially part of the project, the festival is seen as a promising initiative that could potentially be integrated into the future project event calendar.

In addition to the main forum, several smaller working meetings were held with the core team, focused on various sustainable tourism topics. The next product club meeting is planned for May and will be dedicated to the organisation of the Wine Festival, scheduled for June 26-28. Preparations for the festival are already underway.



# PARTNERS' NEWS

INTRODUCTION OF THE #ROMANSWINEDANUBE PARTNERSHIP

RRMH - ROUSSE REGIONAL MUSEUM OF HISTORY (BUL)

Since the beginning of 2025, work has begun on creating a performance that will present an episode from the history of the Roman fortress Sexaginta Prista in Rousse, during the "Roman Market" festival. The theme of the Emperor's visit is a good opportunity to organize a market for the gathered people, which is why the performance, together with the presence of Roman legionaries, creates an impressive background against which a market can take place, and all initiatives - a city festival.



For the first time, the "Roman Market" was organized over three days, at three different locations. On the first day, the emphasis was placed on the educational and research moment, and on the remaining days - on the attractions. On May 9, workshops for working with adolescents opened - on the topics Masks of the Gods, Ancient Board Games, Construction of Ancient Arches, Dressing in History, followed by the presentation of archaeologist Deyan Dragoev, who presented the last late Roman site studied in the region - Kale Shirokovo.

The next day, the Roman market opened, with tents of local producers, craftsmen and artisans. Fascinating stories, beautiful costumes, funny moments, duels, theater, games and reenactments welcomed visitors. A "tax agent" toured the market and in rhymes presented the goods and skills of the exhibitors who had to pay tax to the treasury. Guests of the festival had a choice of handmade jewelry, cards, magnets and souvenirs made of natural materials, as well as dairy and bee products, wines and drinks. For the ladies, hairstyles from Roman times were provided, and others could transform into the images of Roman legionaries with adapted sets - mail, helmets and swords. The traditional tasting of fish soup presented millennial practices related to food and nutrition. During the festival days, guests welcomed Emperor Vespasian and his retinue, heard his speech and even had their pictures taken with him. Traditionally, the First Italian Legion demonstrates the combat techniques with which Roman legionaries defend conquered territories, train their youth in military art or capture slaves.

The Roman market was held at the Roman fortress "Sexaginta Prista" on the banks of the Danube, in the Lapidarium of the museum and the nearby "Danube" square.

# PARTNERS' NEWS

INTRODUCTION OF THE #ROMANSWINEDANUBE PARTNERSHIP

## TZ OBŽ - TOURIST BOARD OF OSIJEK-BARANJA COUNTY (CRO)

As a sub-destination partner and host of the 3rd partner meeting, in the first part of the period under review our main focus was on the organisation of the said meeting which was held over three days, March 18-20 in Osijek, Croatia.

The meeting proved to be a productive milestone for the project, with a variety of activities and workshops providing valuable insights and acting as the platform for establishing a clearer vision of this cultural route for all partners. Alongside the first year review and steering committee meeting, as well as presentations of the developed tools, the workshops explored questions such as labels, souvenirs and the overall route identity.



Product club meeting  
Local action plan



3rd PP meeting  
Presentation of local heritage



3rd PP meeting  
Danube wines brand workshop

As part of the meeting, the Tourist Board of Osijek-Baranja County hosted a workshop focused on the potential design of the joint wine label. After presenting the market and possible challenges, all partners took part in the discussion on the wine route's brand identity and created mood boards which will come together in a visual representation of the partners' joint vision in the form of a wine label for the wines from the Danube region.

To provide added value to our partners' stay in Osijek, we organised a walking tour of the city as well as a presentation of local food, music and traditions, which resulted in an evening of learning and laughter in the relaxed setting of a traditional Slavonian tavern.

Furthermore, we held a local product club meeting as part of Activity 1.5 (Local Action Plans for sub-destination tourism products). The meeting hosted the relevant stakeholders, including local tourist boards and service providers. The product club took part in creating some aspects of the document recounting the results of the previous tourist season (such as incoming travel, overnight stays, the success of new projects and developments) as well as outlining the upcoming infrastructure, projects and products which will help strengthen the position of our county on the tourism map of Europe. The product club focused on the county's identity as a Danube wine region.

We have also been preparing our next product club, titled Slow wine train, which will also serve as a PR event to help establish the region's identity as a Danube wine country. As the train route from Osijek to Erdut runs along the Danube, and the Erdut area is known as a wine peninsula, the event will consist of a tasting of wines from the Erdut vineyards during an hour-long ride on the aforementioned Osijek-Erdut route. The participants (media and local stakeholders) will then have a chance to tour the vineyards on the bank of the Danube.

# PARTNERS' NEWS

INTRODUCTION OF THE #ROMANSWINEDANUBE PARTNERSHIP

ZRS BISTRA PTUJ - SCIENTIFIC RESEARCH CENTR BISTRA PTUJ (SLO)



FIRST PRODUCT CLUB MEETING



Rooted in the spirit of Poetovio, the largest Roman settlement on present-day Slovenian territory, the Product Club serves as a platform for cooperation, innovation, and storytelling. It connects diverse partners to co-create authentic, high-quality tourism and cultural products that celebrate the legacy of the Roman Empire in Ptuj.



PRESENTING ROMAN GAMES, OSIJEK

Through year-round initiatives—ranging from guided tours and educational programs to thematic culinary experiences and artisan workshops—the Product Club ensures that the Roman Games brand lives beyond the annual festival. It supports sustainable tourism development, enriches the local offer, and positions Ptuj as a must-visit destination for lovers of history, culture, and unique experiences.

By joining forces, we aim to create a recognizable, competitive, and immersive Roman-themed experience that benefits the local community, attracts new visitors, and brings ancient history to life in exciting new ways.

We actively participated in the the 3rd partner meeting, which was held over three days, March 18–20 in Osijek, Croatia, which provided a valuable platform for exchanging ideas, reviewing progress, and strengthening cooperation among all partners. During the meeting, we took part in several interactive workshops focused on pilot implementation and knowledge sharing, where we contributed insights from our own experiences. As part of the agenda, we also presented the Roman Games - showcasing their concept, historical background, and their potential as a flagship event for promoting circular and sustainable tourism in Ptuj. The presentation was well received and sparked interest among partners for future collaboration and exchange of best practices related to cultural heritage and event-based tourism.

# PARTNERS' NEWS

INTRODUCTION OF THE #ROMANSWINE DANUBE PARTNERSHIP

ZSÖK - ZSOLNAY HERITAGE MANAGEMENT NONPROFIT LTD (HUN)



Pécs, Hungary, as a distinguished member of the Roman Emperors and Danube Wine Route, Pécs is embracing its Roman heritage in a contemporary, community-focused way. In the past months, Zsolnay Heritage Management hosted two milestone Product Club events to deepen local engagement in the #RomansWineDanube project and prepare for the Roman Festival in August.

## Two Product Club Events, One Shared Vision

Product Club Vol. 1.0 (December 2024) gathered cultural, academic, tourism, and heritage stakeholders at the Cella Septichora World Heritage site to launch a local collaboration platform. Presentations from Zsolnay Heritage Management and the Danube Competence Center highlighted how Pécs (ancient Sopianae) can become a leading experiential destination by merging Roman history with sustainable tourism and wine culture.

Product Club Vol. 2.0 (March 2025) took a bold step into wine identity and sustainability. Experts explored how local terroirs, grape varieties, and marketing narratives can create a regionally distinctive offer. From Tokaj to the Villány wine region, speakers emphasized the power of place-based storytelling. The evening culminated in a vibrant walk-around wine tasting featuring ten local wineries.

## Festival Spotlight: Sopianae Reviviscit - 29-30 August 2025

This summer, Pécs invites all to travel back in time. The Roman Festival transforms the city into Sopianae, with a rich program designed for locals and tourists. We were working on the program involving stakeholders, local artists, musicians, archaeologists, NGO-s, heritage sites so we can offer: Torchlit Parade with Roman reenactors, Funeral Ritual in the UNESCO-listed necropolis, Roman Wine & Food tastings with authentic flair, Workshops & Tours exploring ancient crafts and legends, Live music, storytelling, and theatrical surprises.

It's more than an event—it's a revival of cultural identity and international cooperation. Together, Pécs, local winemakers, cultural institutions, and the community are crafting a sustainable, immersive future rooted in a glorious past.

# PARTNERS' NEWS

INTRODUCTION OF THE #ROMANSWINEDANUBE PARTNERSHIP

## ZZZSKSM - INSTITUTE FOR THE PROTECTION OF CULTURAL MONUMENTS OF SREMSKA MITROVICA (SRB)

During the previous period, the Institute for the Protection of Cultural Monuments of Sremska Mitrovica carried out several activities aimed at implementing the Roman Festival Lux Aurelius.

On April 14, 2025, a workshop titled "LUX AURELIUS - A Possibility for the Development of Tourism and Culture through Roman Heritage" was held.

The workshop brought together local stakeholders from the fields of culture, tourism, education, and the economy to jointly design a new tourist and cultural offer inspired by the Roman tradition of Sirmium. Participation of certain institutions, associations, and organizations in the festival was agreed upon. A selection of programs, activities, and presentations for the festival days was completed.



A meeting with the Institution for the Promotion of Culture "Srem" from Sremska Mitrovica and the drama studio "Gartel" was held on April 21, 2025. The goal of the meeting was to prepare the opening program of the Roman Festival.

The Institute for the Protection of Cultural Monuments initiated the procurement of equipment for the pilot action and the purchase required for its implementation.

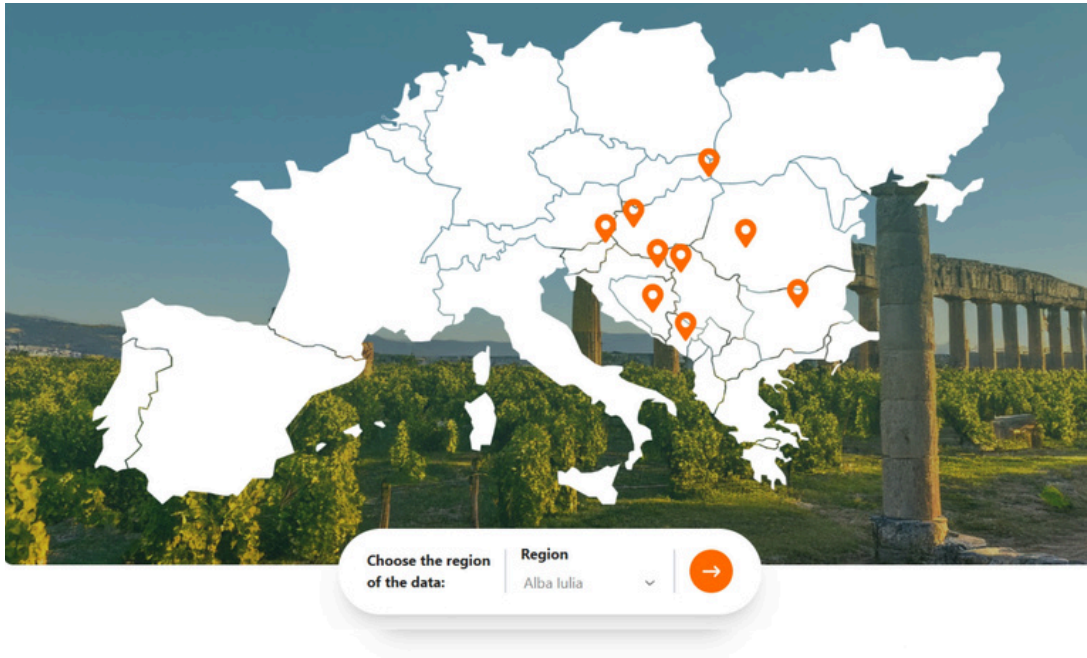
A Roman reenactment group from Sremska Mitrovica participated in the festival held in Ruse, Bulgaria, from May 9-11, 2025. The group represented the cultural heritage of Sirmium through printed materials (tourist guides, maps, catalogs), characteristic souvenirs, and displays of legionary equipment, Roman women's clothing, Roman crafts, and Avar warriors - great enemies of the Romans.



# PARTNERS' NEWS

INTRODUCTION OF THE #ROMANSWINEDANUBE PARTNERSHIP

TUKE - TECHNICAL UNIVERSITY OF KOSICE (SVK)



First and foremost, we would like to present the outcome of several months of dedicated work. Together with our project partners, we have successfully developed a functional tool to collect feedback from visitors to our festivals and the entire region. We are excited to introduce this tool, which not only gathers data from festival and event attendees but also integrates data from various public sources such as EUROSTAT.

Our tool was created through the collaboration of all partners, and this joint effort has fully fostered a strong cooperation. We are now very much looking forward to the first practical testing of our tool in real conditions.

At the same time, preparations for the festival are in full swing. Besides reaching out to winemakers, we have begun creating the first graphic outputs for them. Most of these winemakers participated in a professional photo shoot for the first time, and we believe that this work by the product club will contribute to revitalizing tourism in this area of small family wineries.

We look forward to the festival and the continuation of our joint project!



## Romans Wine Danube Region

Tourism observatories are innovative tools for monitoring the social, economic, and environmental impacts of tourism at the destination level. They support data-driven decision-making, enabling local stakeholders to develop sustainable and resilient tourism strategies tailored to their unique challenges and opportunities.

Number of regions



9

Roman festivals



9

No. of winemakers



400+

## Destinations



# FESTIVAL INVITATIONS

FROM THE #ROMANSWINEDANUBE PARTNERSHIP

AIM - ALBA IULIA MUNICIPALITY (ROU)

## **Apulum Roman Festival 2025 / ALBA IULIA // ROMANIA August 15th to 17th, Alba Carolina Citadel, Alba Iulia.**

Dear history explorers,

We invite you to step into the fascinating world of Antiquity at the Apulum Roman Festival 2025 - "AD PORTAS!", held between August 15-17 in the heart of the Alba Carolina Citadel in Alba Iulia.

Experience impressive reenactments of battles between Dacians and Romans, gladiator fights, and military demonstrations that will transport you back to legendary times.

Take part in interactive workshops where you can learn ancient crafts such as coin minting, pottery, and bone carving, guided by skilled artisans.

Witness an authentic slave market reenactment, offering a vivid perspective on the social practices of the era.

Enjoy captivating dance performances inspired by Dacian and Roman culture, bringing vibrant energy to the festival atmosphere.

Enrich your knowledge by attending scientific talks and digital reconstructions of the Castrum of the XIII Gemina Legion at Apulum.

The Apulum Roman Festival is a must-see destination for all history and culture lovers along the Danube Cultural Route.

This event promises an immersive experience for history, culture, and historical reenactment enthusiasts, offering an authentic journey into the ancient atmosphere of Dacia and Rome.

We look forward to welcoming you to an unforgettable experience in the heart of the former Roman fortress of Apulum!

For more details, visit the official website: [festivalulromanapulum.ro](http://festivalulromanapulum.ro)

Warm regards,

The Apulum Roman Festival Team



# FESTIVAL INVITATIONS

FROM THE #ROMANSWINEDANUBE PARTNERSHIP

TZ OBŽ - TOURIST BOARD OF OSIJEK-BARANJA COUNTY (CRO)

## HeadOnEast Festival, Osijek 2-5 October 2025

Have you already discovered the festival that can make you smile in an instant? Tested on many faces, without fail - the answer is HeadOnEast!

As the season of summer hedonism reaches its grand finale, HeadOnEast takes the stage! At the very start of the month, from October 2 to 5, we will once again be treated to a hedonistic display of flavours, experiences, encounters, and pleasures for all senses.

And this year, it's time to celebrate our 7th birthday!

We are celebrating the 7th anniversary of beautifully decorated themed passages and streets, unique experiences and flavours; the 7th anniversary of the most beautiful edition of the city, crafted for every wise hedonist; the 7th anniversary of the best of Slavonia and Baranja - in short, the 7th anniversary of hedonism.

Venue: TVRĐA (Citadel), the historical core of Osijek, the largest preserved Baroque composition from the 18th century in Croatia, a monument of the highest category.

The newest edition of Slavonia and Baranja's favourite festival is coming with a couple of twists as well - the theme of this year's celebrations will be a journey through time, and we only found it fitting to make it four days instead of the usual three! Expect Romans, Ottomans, the 80s and the 90s, events from the past and the future alike!

In other news, what was previously known as Vino.grad (the Vineyard) is now becoming Vinalia: a full-fledged Ancient Roman feast! Expect food, wines from the Danube region, Roman soldiers, and even a surprise or two.

This year, we are extending a special invitation for you to HeadOnEast and discover the wealth of history and tradition, all wrapped up in the modern, atmosphere of the urban hub that Osijek has become.



# FESTIVAL INVITATIONS

FROM THE #ROMANSWINEDANUBE PARTNERSHIP

ZRS BISTRA PTUJ - SCIENTIFIC RESEARCH CENTR BISTRA PTUJ (SLO)

## Roman Games in Ptuj

22-24 August 2025

The Roman Games in Ptuj are a unique annual event that brings the rich history of ancient Rome to life in Slovenia's oldest town. Each year, Ptuj transforms into the Roman city of Poetovio, once a major settlement of the Roman Empire, offering visitors an immersive historical experience.

The festival features gladiator fights, reenactments of Roman military drills, demonstrations of daily life in antiquity, authentic Roman cuisine, and interactive workshops for all ages. It's an engaging way to explore the town's Roman heritage while enjoying vibrant entertainment in a historic setting.

The Roman Games also commemorate a significant historical moment: the decisive gathering in Poetovio in 69 AD, when Marcus Antonius Primus rallied generals to support Vespasian as emperor.



RIMSKÉ  
IGRE

RIMSKI SPEKTAKEL NA PTUJU



**ROMAN GAMES**  
**Roman spectacle in Ptuj**

This event, described by the Roman historian Tacitus in *Historia*, marks the first recorded mention of Ptuj and highlights its role as a key location in the Roman Empire. At its peak, Poetovio had over 40,000 inhabitants, including 10,000 legionaries, and hosted important imperial institutions such as a mint, customs office, and tax administration.

The next edition of the Roman Games, taking place from August 22 to 24, 2025, promises exciting new additions and experiences.

The program includes:

- Authentic presentations of everyday life in ancient Rome
- A festive parade through Ptuj's historic city centre
- A Roman camp featuring legionaries, gladiators, and barbarian tribes
- A children's camp with fun, educational activities

The Roman Games in Ptuj are not only a celebration of history, but also a vibrant community event that invites everyone to step into the fascinating world of ancient Rome.

# FESTIVAL INVITATIONS

FROM THE #ROMANSWINEDANUBE PARTNERSHIP

ZSÖK - ZSOLNAY HERITAGE MANAGEMENT NONPROFIT LTD (HUN)

## Roman Festival in Pécs (Sopianae) 29-31 August 2025

Join us in the ancient Roman town of Sopianae - today's Pécs - for a spectacular weekend of living history, cultural exploration, and fine wine, as the city transforms into a vibrant Roman-era celebration. As a proud member of the Roman Emperors and Danube Wine Route, this festival revives the glory of the Danubian provinces through immersive programs, historical reenactments, and thematic tastings that bridge past and present.

Highlights of the Festival:

- Torchlit Roman Parade - March alongside legionaries of Sopianae Revivscit, Romanitas and citizens through Pécs' historic centre under the setting sun.
- Theatrum Sopianae - A captivating theatrical production revealing the diverse religious and artistic life of ancient Sopianae.
- Ludus Funebris - Experience a dramatic, nighttime reenactment of a Roman funeral in the UNESCO-listed underground cemetery.
- Naiades Danubianae - Be enchanted by the dance of the nymphs evoking the spirit of the Danube.
- Artes et Artifica Workshops - Create Roman mosaics, jewelry, and traditional toys in hands-on family-friendly workshops.
- Roman Wine and Flavors - Taste wines rooted in ancient traditions, with local products and Roman-style delicacies on offer.
- Thematic Tours & Exhibitions - Explore Pécs' world heritage sites through curated walks and nighttime light installations.
- Live Music & Storytelling - Discover how the rhythms of today meet the voices of yesterday in concerts and interactive shows.

This is not just a festival - it's a journey into Roman life on the Danube! Whether you're a history buff, a family seeking fun and culture, or a wine enthusiast eager to sip the legacy of emperors, \*Romans, Wine & Danube - Roman Festival in Pécs\* offers something unforgettable for all.

Stay tuned and plan your Roman holiday in Pécs!

Follow the festival updates and program details at: <https://interreg-danube.eu/projects/romanswinedanube/news>



# FESTIVAL INVITATIONS

FROM THE #ROMANSWINEDANUBE PARTNERSHIP

ZZZSKSM - INSTITUTE FOR THE PROTECTION OF CULTURAL MONUMENTS OF  
SREMSKA MITROVICA (SRB)

## **Festival "Lux Aurelius"**

**August 1-2, 2025**

Organizer: Institute for the Protection of Cultural Monuments Sremska Mitrovica

Location: Sremska Mitrovica, archaeological sites of Sirmium

August 1, 2025 - Day 1: Opening Ceremony

Parade of participants from the Imperial Palace to the amphitheater at Žitna Pijaca Square

Formal ceremony, music and stage performances, presentation of participants

August 2, 2025 - Day 2: Lux Aurelius

Roman legionary camp (Legio II Adiutrix and partner groups on the project) - presentation of equipment to visitors, performances of legionary units, combat formations

Celtic village and Avar warriors on the "edges of the Roman camps" and an Avar archery courtyard

Roman marketplace - Roman crafts and food products in the City Park

Workshops for children - City Park

Lapidarium of the Museum, experimental archaeology - *terra sigillata*, glass, wood

Procession of participants in honor of Marcus Aurelius - Žitna Pijaca Square and riverbank



# FESTIVAL INVITATIONS

FROM THE #ROMANSWINEDANUBE PARTNERSHIP

NTOMNE - NATIONAL TOURISM ORGANISATION OF MONTENEGRO (MNE)

## **Duklja Festival - Festival of Culture and Tradition** **September 20th and 21st**

The Duklja Festival brings life back to the archaeological site of Duklja in Podgorica. This cultural and tourist event will be held on September 20th and 21st. It combines the rich history with contemporary artistic content. The festival plays a crucial role in revitalizing cultural heritage and strengthening the sense of community in the local area. It will feature a diverse program designed for all ages and interests. Visitors can expect:

- Performance "The Courtroom" - an intriguing theater production that explores the themes of justice and legacy through the history of Duklja.
- Creative Workshops - a series of workshops dedicated to archaeological finds, ancient crafts, and tradition, where participants can express their creativity.
- Concerts - performances by local musicians and bands that will enrich the program with a variety of music, from traditional sounds to modern tunes.
- Philosophical Debate - an open discussion on the preservation of cultural heritage and the role of young people in promoting it, with contributions from prominent guests and thinkers.

The involvement of the local community is particularly significant in organizing the festival. Enthusiasts, history students, museum workers, and craftsmen from Podgorica are working together to promote the unique story of Duklja. Visitors will also have the opportunity to enjoy presentations of local cuisine and handicrafts, further strengthening the connection with the community.

We invite all citizens, history enthusiasts, and tourists to join us and be part of this inspiring experience. Come to the Duklja Festival and together, let's celebrate the living cultural heritage of Duklja!



# FESTIVAL INVITATIONS

FROM THE #ROMANSWINEDANUBE PARTNERSHIP

OEI WHC - OFFICE FOR EUROPEAN INTEGRATION OF THE GOVERNMENT OF WEST HERZEGOVINA CANTON (BIH)

## **Wine Festival in Ljubuški** **June 26th - 28th, 2025**

Dear colleagues and partners,  
We are pleased to invite you to the Trnjak Fest in Ljubuški!

From June 26 to 28, 2025, the town of Ljubuški - located in the heart of Herzegovina's wine-growing region - will host a unique festival dedicated to Trnjak, an indigenous grape variety deeply rooted in the region's history and identity. The Trnjak Festival celebrates viticultural traditions, local culture, and heritage, set against the picturesque backdrop of Ljubuški's vineyards and historic landmarks.

Ljubuški is also home to one of Herzegovina's most stunning natural landmarks - the Kravica Waterfall, which attracts thousands of visitors annually and provides a magical setting for this cultural event. Local winemakers, food producers, and artisans will showcase their work at the festival grounds. Visitors will have the opportunity to taste Trnjak wines, enjoy traditional dishes, and explore authentic handmade crafts. The program features workshops, guided wine tastings, and evening music and cultural performances celebrating the rich traditions and vibrant spirit of Herzegovina.

A special part of the festival will be culinary experiences inspired by traditional recipes, made from local ingredients that have long been part of the region's culinary heritage.

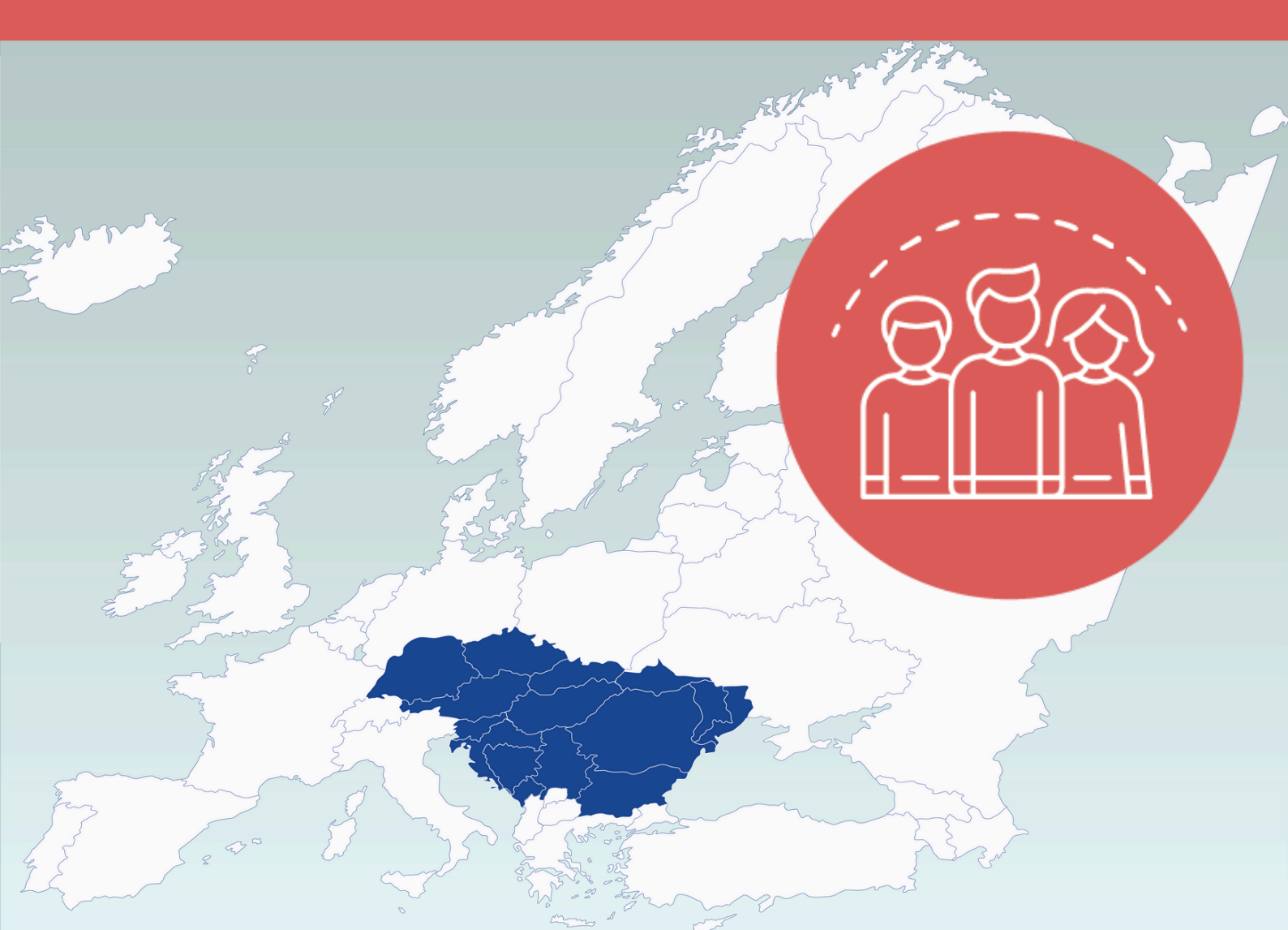
The Trnjak Festival is a celebration of wine, culture, and community bringing people together through the story of land, vine, and Herzegovinian identity.

We look forward to seeing you in Ljubuški!

Warm regards,

Tim PP13 - Office for European Integration of the Government of West Herzegovina





**JOIN US!**

**Interreg  
Danube Region**



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**#RomansWineDanube**