

# INCLUSIVE BORDER CYCLING

## Final Conference

### What makes an inclusive cycling destination work in practice?

From stories and local products to bookable services and lasting models

**DATE**

23.06.2026

**LOCATION**

Harkány, Dráva Hotel Thermal Resort /  
Online

**REGISTRATION**

[Registration link](#)

**DAY 1****CONFERENCE PROGRAMME**

The IBC final conference explores how cycling routes can become meaningful visitor experiences, how local cooperation can be transformed into coordinated and bookable offers, and how project results can continue as lasting regional models. The programme connects storytelling, local products, service design, digitalisation and long-term cooperation in inclusive cycling tourism.

<b>09:30-10:00</b>	<b>Registration and welcome coffee</b> Arrival, registration and informal networking.
<b>10:00-10:45</b>	<b>Opening session</b> Beyond outputs: turning results into real visitor experience.
<b>10:45-11:50</b>	<b>Panel 1 - From route to experience</b> How routes become meaningful, memorable and inclusive.
<b>11:50-12:05</b>	<b>Coffee break</b> Refreshments and informal exchange.
<b>12:05-12:15</b>	<b>Travel challenge</b> A visitor's-eye view of inclusive cycling.
<b>12:15-13:20</b>	<b>Panel 2 - Building the service behind the experience</b> From fragmented offers to coordinated visitor services.
<b>13:20-14:15</b>	<b>Lunch break and networking</b> Lunch and networking opportunity.
<b>14:15-15:15</b>	<b>Panel 3 - Sustaining what works</b> How pilot results become long-term regional value.
<b>15:15-15:30</b>	<b>Closing reflections</b> What others can take forward.

# Conference programme – detailed agenda

## Day 1 / Morning and early afternoon sessions

### 09:30-10:00 - Registration and welcome coffee

Participants arrive, register and have the opportunity for informal networking before the start of the conference.

### 10:00-10:45 - Opening session

#### Beyond outputs: turning results into real visitor experience

**Speakers:** Irina Cozma, EUSDR PA3 Coordinator; Natalia Liholot, JS Interreg Danube; CROST; Westpannon

The opening session sets the scene for the conference by framing the main question: what makes an inclusive cycling destination work in practice? It introduces the project's key results and places them in a broader strategic context, including the importance of cyclability, accessibility and visitor-oriented destination development.

### 10:45-11:50 - Panel 1 - From route to experience

#### How routes become meaningful, memorable and inclusive

**Speakers:** Westpannon; Commheritour project; Timis County Council; Vulkanland; Mystical Danube project; CROST; Green Osijek

This panel explores how a cycling route becomes more than physical infrastructure and turns into a meaningful, inclusive visitor experience. It focuses on the role of storytelling, local products, community involvement and interpretive design in creating routes that are accessible, attractive, understandable, memorable and rooted in local identity.

**Topics in focus:** Turning routes into stories; From local memory to visitor experience; Making heritage routes speak; Local products as anchors of the journey; Community voices along the route; Connecting place, meaning and mobility; What makes the experience truly inclusive.

### 11:50-12:05 - Coffee break

A short break for refreshments and informal exchange between participants before the second thematic block.

### 12:05-12:15 - Travel challenge

#### A visitor's-eye view of inclusive cycling

This transition block looks at the route from the visitor's perspective. It highlights how an inclusive cycling journey is experienced in practice, where weak points often appear, and what happens when infrastructure, information, services and interpretation do or do not work together.

**Topics in focus:** Seeing the route through the visitor lens; Where the journey works - and where it breaks; From accessibility to actual usability; The small details that shape the overall experience; What makes a journey feel coherent and welcoming.

### 12:15-13:20 - Panel 2 - Building the service behind the experience

#### From fragmented offers to coordinated visitor services

**Speakers:** ECF; Amazon of Europe Bike Trail project; Iskriva; TBC

This panel focuses on how cooperation between local actors can be transformed into a coordinated, bookable visitor offer. It addresses how separate services, places and experiences can be connected into one coherent visitor journey, with particular attention to vulnerable target groups, their special needs, possible digital tools and the Transnational Inclusive Cycle Product Model provided by the project as a practical planning framework.

**Topics in focus:** From local cooperation to bookable offers; Turning fragmented offers into one visitor journey; Designing for silver and young visitors; Inclusion in service design; Digital tools that make the journey work; From information to accessibility; Coordinating the service chain in practice; What makes a visitor offer reliable and usable.

#### **13:20-14:15 - Lunch break and networking**

Lunch and networking opportunity for speakers, project partners and participants.

#### **14:15-15:15 - Panel 3 - Sustaining what works**

##### **How pilot results become long-term regional value**

**Speakers:** Guest speaker; Trail Angels; Westpannon; CROST; TBC

This panel looks at what can remain sustainable after the project ends and how pilot results can be translated into lasting regional models. It explores long-term cooperation structures, transferability, maintenance approaches, strategic marketing and the role of the handbook as a reusable knowledge package that can support continuation beyond project funding.

**Topics in focus:** From pilot action to lasting model; Keeping cooperation alive beyond the project; Transferability in practice; Maintenance with an inclusion perspective; From handbook to reusable knowledge; Linking marketing, operation and continuity; What can scale, and what stays local.

#### **15:15-15:30 - Closing reflections**

##### **What others can take forward**

The closing part of the conference brings together the key lessons of the day and highlights what can be continued, transferred and built upon after the end of the project. It turns the conference from a final event into a forward-looking exchange on future cooperation, practical uptake and long-term regional value.

**Topics in focus:** Key takeaways for future use; What can be transferred to other regions; What the partnership can sustain after the project; How to build on what already works; From project closure to long-term continuation.

# Study Tour

## Inclusive cycling in practice along the Drava region

<b>DATE</b> 24.06.2026	<b>START</b> Harkány, Dráva Hotel Thermal Resort	<b>CYCLING ROUTE</b> Approx. 20 km
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### DAY 2

### STUDY TOUR PROGRAMME

After breakfast, around 8:30 a.m., bicycles will be waiting in front of the Dráva Hotel Thermal Resort. After a short bike adjustment, the study tour sets off toward Szaporca.

**Route:** Harkány -> Drávaszabolcs -> Drava riverside -> Szaporca -> Danube-Drava National Park Visitor Centre -> Kórós -> Harkány

#### Drávaszabolcs

The town's mayor welcomes the group and presents the history of the settlement, including stories from the time of the Border Fence. Participants can also visit bunkers from that period.

#### Drava riverside

At the banks of the Drava, CROST staff member Gábor Benovics introduces the river and its natural surroundings.

#### Szaporca - Mulberry Country House and farmhouses

Participants visit the authentically restored country house and farm buildings, learn about the history of the Ormánság region, local customs and traditional ways of life, and taste local delicacies.

#### Danube-Drava National Park Visitor Centre

After arriving at the visitor centre, the group parks the bicycles and attends a presentation by ornithologist László Wágner on the bird species of the area.

#### Kórós - Reformed church

The tour continues by bus to Kórós, where participants visit the wooden-panelled Reformed church built in 1793, known for its unique painted wooden panels.

#### Return to Harkány

The programme closes with a late lunch in Harkány. The exact location will be confirmed later.

# Places and experiences connected to the conference and study tour



Dráva Hotel Thermal Resort, Harkány



Conference venue



Border Fence period - bunkers



Cycling stop in Szaporca



Ormánság heritage buildings



Wooden-panelled church in Kőrös