NEWSLETTER #4

PROJECT UPDATES

Alpe Adria – Trans Dinarica Video Production started!

Production has started on the Alpe Adria–Trans Dinarica documentary as part of the TRANSDINARICA2 project. Travelling along the route, the filming team is exploring how cycling tourism creates opportunities for local communities. Along the way, they spoke with the owners of a mini-campsite in Kuteževo, near Ilirska Bistrica in Slovenia, and Zorica Avram, owner of Jana holiday home in Podgorje, Bosnia and Herzegovina. Their stories reveal how welcoming cyclists can inspire small businesses, support local livelihoods and connect people across borders.

Slovenia: A Campsite Inspired by Trans Dinarica



For the owners of the mini-campsite in Kuteževo, the route inspired them to turn their love of travel into hospitality. They offer cyclists space for a tent, a hot shower, a kitchen and a homelike atmosphere. Cyclists were already their largest group of visitors in their first season.

What inspired you to open the campsite?

Metka: “We love to travel ourselves, so we knew what we personally need on the road, and that the travelers passing through here also need very little—so that gave us a push. And Trans Dinarica was the very first thing that inspired us to do this.”

Why are routes like this important for small communities?

Metka: “I think this is all about connecting people. It somehow raises awareness that we aren't just here for ourselves, but that we are truly connected with people from, say, all over the world.”

Bosnia and Herzegovina: From a Family Holiday Home to New Accommodation



In Podgorje, on the road from Kalinovik to Ljuta, Zorica Avram welcomes guests to Jana holiday home, named after her granddaughter. The family began renting out the property in May, and demand encouraged them to build two additional bungalows. Zorica also prepares meals, while a new terrace is intended as a place for travellers to gather.

How did you start welcoming guests?

Zorica: “My son had the idea of listing it on Booking, and we started renting it out on 1 May this year. Since we had guests, we realised we needed to expand, so we built two more bungalows.”

What proportion of your guests are cyclists?

Zorica: “Most of our guests are cyclists. Approximately, perhaps eighty per cent of our guests are cyclists. Is it probably because the route passes just below the holiday home? Probably, and they have even started recommending us to one another.”

Interview quotations are presented in English translation.

These stories show how cycling and the Trans Dinarica route can contribute to local development: encouraging small businesses to open and expand, creating income opportunities and bringing visitors to lesser-known places. For local residents, the route’s value also lies in personal encounters, shared experiences and the opportunity to make hospitality and everyday life part of an authentic travel experience.

Interreg Danube Region
Co-funded by the European Union
TRANSDINARICA2

FOURTH MEETING OF TRANSDINARICA2 PROJECT PARTNERS

Partner Meeting – 22 September 2026



Hosted by the Municipality of Žabljak, the fourth TRANSDINARICA2 Steering Committee meeting brought together 28 participants from 11 partner organisations to review progress and prepare the next steps towards sustainable cycling tourism that benefits local communities.

Partners discussed joint methodologies for assessing the social and economic impacts of cycling tourism, including community wellbeing, cultural heritage, inclusion and opportunities for rural businesses. The discussions highlighted the importance of reliable data and measuring both benefits and potential pressures on destinations.

A key focus was preparation for pilot activities in Ilirska Bistrica, Čajetina, Žabljak, Knin and Konjic. Planned actions combine local cycling loops, stronger provider networks and support for sustainable, cyclist-friendly services. The proposed TransDinarica2people initiative will connect cyclists and residents through exchanges of skills, knowledge and experiences, helping visitors contribute to community life. Partners also presented progress on five cycling HUBs, designed to provide route information, practical support and connections to local attractions and businesses. In Žabljak, the planned HUB will combine cycling services with coworking and community activities, supporting engagement throughout the year.



Further sessions covered the connections between the Alpe Adria and Trans Dinarica routes, safety and responsible travel guidance, and the emerging Transnational Strategy and Action Plan. Discussions emphasised coordinated route management, local benefits and cooperation beyond the project's lifetime.

The meeting reviewed communication achievements and preparations for the TransDinarica People2People conference and study tour in Konjic on 21–22 April 2027. Partners reaffirmed the importance of stakeholder involvement in turning project outputs into lasting opportunities for destinations along the route.

Study Trip – 23 September 2026

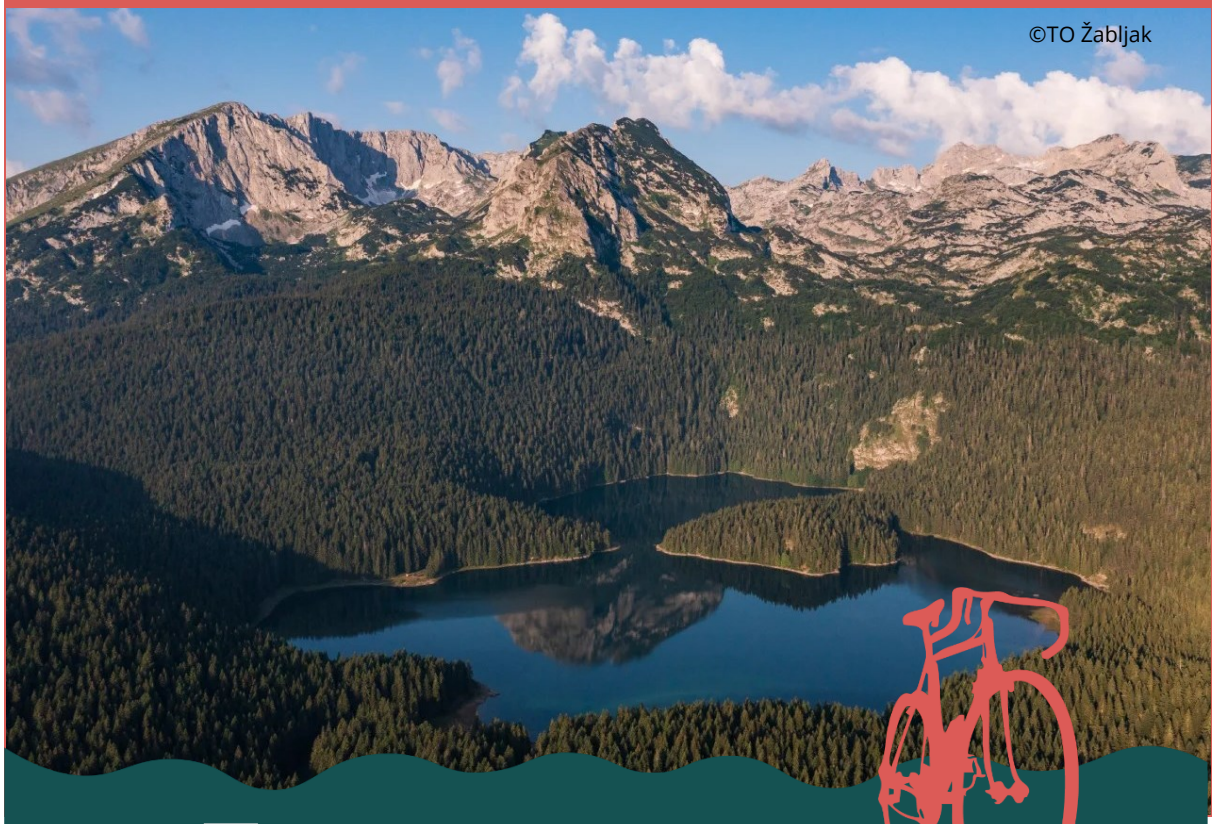
The second day was hosted by the Municipality of Žabljak, beginning with a welcome reception at the Town Hall led by Ms Jasminka Jagličić, Manager of the Municipality's Project Team, and Ms Milica Šljivančanin, Director of the Secretariat for Administration and Social Activities. Partners then visited the Durmitor Adventure Bike HUB, where Boris Stijepović shared his experience of working with cycling tourists.

The programme continued with a cycling tour to Vražje and Riblje lakes and the stećci medieval tombstones, followed by a coffee break at Kovčica Family Farm Jezera. This local stakeholder along the Trans Dinarica route offers accommodation, homemade food and organic Durmitor tea, providing a welcoming stop for cyclists.
The day concluded with lunch at Zminica restaurant, another valued local stakeholder, before partners returned to Žabljak.



PP8 – OŽ - Žabljak Municipality

Within TRANSDINARICA2, the Municipality of Žabljak is finalising its Tourism Development Strategy, guided by MARA and shaped through active community participation. Further consultations will refine proposed projects before submission to the Municipal Assembly for adoption. Addressing growing visitor pressure on local services and infrastructure, the strategy prioritises higher-quality, higher-value tourism, improved services and prices reflecting the visitor experience. It also considers managing—and, where necessary, limiting—visitor numbers at sensitive sites to protect Žabljak's natural surroundings and authentic character, placing tourism at the centre of sustainable long-term development.



Interreg Danube Region
Co-funded by the European Union
TRANSDINARICA2

DISSEMINATION AND CAPITALISATION ACTIVITIES

As TRANSDINARICA2 connects partners across the Danube Region, communication, dissemination, and capitalisation activities help turn project results into lasting impact. By sharing knowledge, engaging stakeholders, and building synergies with other initiatives, we support the practical use, transfer, and wider adoption of project outputs beyond its lifetime. During the past period, TRANSDINARICA2 was presented at several international events, offering opportunities to showcase progress, build partnerships, and promote a shared vision for the future of the Trans Dinarica route.

WIN Project final conference - Tatabanya, Hungary





The final conference of the WIN – Empowering Women, WINning Together project took place on 6–7 May in Tatabánya, Hungary. The ZRC SAZU team participated in the event and presented TRANSDINARICA2, sharing project brochures with participants from across the Danube Region. The conference provided an opportunity to raise awareness of the project, exchange experiences, and explore synergies with other regional initiatives, supporting its dissemination and capitalisation efforts.

Cycling race Rural Downhill Herceg Novi, Montenegro





The first Rural Downhill Herceg Novi took place on 22–24 May 2026 in Borići, Montenegro, as part of the Wind Festival. It gathered around thirty cyclists from Montenegro, Serbia, and Bosnia and Herzegovina. Durmitor Adventure, an associated partner, presented TRANSDINARICA2, highlighting cycling's role in sustainable tourism and connecting rural communities with regional cycling destinations. The programme included a joint ride in Igalo, training sessions, and a downhill race. The event demonstrated Borići's potential as a mountain biking destination and the value of cooperation between sports organisations, local communities, and development projects in promoting lesser-known areas and expanding active tourism opportunities.

Tourism fair ITB China 2026, Shanghai





The National Tourism Organisations of Serbia and Montenegro promoted TRANSDINARICA2 at ITB China 2026, held in Shanghai on 26–28 May. Presented at their stands within the joint European stand, the project showcased regional cooperation and sustainable tourism development along the Trans Dinarica route. Meetings with Chinese tour operators, media, and tourism professionals highlighted opportunities for active holidays, nature experiences, and authentic encounters with local communities. The joint presence strengthened the region's visibility on the Chinese market, presenting its destinations as a connected tourism offering and opening opportunities for future partnerships focused on personalised itineraries, thematic travel, and sustainable tourism experiences.

Soča Outdoor Festival in Tolmin, Slovenia





The Soča Outdoor Festival took place on 26–28 June 2026 in Tolmin, Slovenia, bringing together outdoor enthusiasts for running competitions and social activities at the starting point of the Trans Dinarica cycling route. The project's lead partner, ZRC SAZU, represented by Katarina Polajnar Horvat, presented TRANSDINARICA2 and its activities at the festival's main venue. Visitors could pick up brochures, ask questions, and learn more about the project and the long-distance cycling route. The event provided an opportunity to engage with an international audience interested in nature, active travel, and sustainable tourism.

Danube Region Capitalisation and Networking Event Belgrade, Serbia





On 25–26 June 2026, Belgrade hosted the Danube Region Programme Capitalisation Event, organised locally by the Danube Competence Center. The National Tourism Organisation of Serbia presented TRANSDINARICA2 alongside ten other projects, highlighting the Trans Dinarica cycling route's contribution to connecting destinations, communities, and tourism stakeholders. Topics included pilot actions, cycling hubs, stakeholder engagement, and sustainable destination management. Discussions focused on transforming project results into sustainable tourism products with lasting value. Participation strengthened project visibility and supported capitalisation through knowledge exchange, identification of synergies, and opportunities for cooperation with regional initiatives working on culture, heritage, and sustainable tourism beyond the funding period.

Durmitor Downhill 2026 at Žabljak, Montenegro





TRANSDINARICA2 was presented at Durmitor Downhill 2026, held on 29–30 August at Štuoc, Žabljak, and organised by Durmitor Adventure, an associated project partner. The event introduced the project and the Trans Dinarica cycling route to cycling and outdoor enthusiasts. Held for the 11th time, the race highlighted growing interest in mountain biking on Durmitor. The Municipality of Žabljak, a project partner, plans to connect local cycling trails, including mountain biking routes, with the main Trans Dinarica route. These efforts will diversify the destination's outdoor offer and strengthen Žabljak's position as a destination for active and sustainable tourism through local and regional cooperation.

JOIN US!

Interreg Danube Region

Co-funded by the European Union

TRANSDINARICA2