Improvement of Danube River Navigation
Danube facts & figures

- The Danube is
  - Economic Factor
  - Energy Source
  - Trading Route
  - The door to the wide world
  - Great Artery
  - Culture Route
  - Home & Identity
  - Storyteller

- 26 Million Years old
- 2.888 km length
- 2.400 km navigable
- 2 Channels
- 150 Million Inhabitants
- 14 States
- 5 Metropolises
- Several Cities of Importance

How to get there?
- By Road
- By Train
- By Airplane
- By Ships

Prof. Gerhard Skoff, dtc
Prof. Gerhard Skoff, dtc
Strengths

- High value-added
- Jobs & Co-operations
- Professional branch: bus transport firms
- Selective co-operation with shipping companies
- Shipyards
- Diversity of landscapes and nature preserves
- Wealth of international cultural heritage
- Character and atmosphere of Danube cities
- Very high standing of the Danube in river tourism in Europe
- Very favourable natural conditions for sport and leisure activities
- Danube bicycle route—a top international attraction
- Proximity to urban centres Munich, Prague, Linz, Vienna: advantageous for short getaways and excursions
- European integration contributes to significant improvement of transportation
Weaknesses
- Lower Danube - lack of bridges
- Cernavoda Canal to expensive
- Airport Tulcea to small for certain aircrafts
- Size and conditions of locks
- Heights of bridges
- Dredging
- Water level forecast
- Appreciation lacking
- Hotspots: bottlenecks
- Harbour logistics
- Length of stay too brief in some locations
- Bed numbers on shore
- Competence and capacity for construction of new vessels lacking
- Inaccurate perception of river cruise passenger numbers
- Central weakness: quality of offer in the Lower Danube Region
- Inadequate degree of specialisation in accommodation and gastronomy branches
- Sport and leisure infrastructure insufficiently attractive, modern, and experience-oriented
- Regional passenger shipping - time table
- Integration of cultural offer with other types of offer absent (cooperation and coordination lacking)
- Unsatisfactory attention to quality of appearance of many Danube municipalities
- Image as holiday, leisure, and culture destination lacking
Opportunities

- High growth market
- Improvement in quality
- Attractive clientele
- Source markets Germany, Austria, Switzerland: intention to make a return visit high
- Added expenditure regionally: by independent tourists and longer port stays consequently greater value-added
- Region >> ship
- Bottlenecks in hotspots opportunity for small ports
- New market: China
- Market consolidation: rationalised structures
- Product development
- Cross-marketing
- Creation of important structures
Threats

- Natural events
- Political disturbances
- Security
- Market consolidation: strengthening of negotiation position of shipping companies
- USA: sensitive source market
- Source markets Germany, Austria, Switzerland: in part “discounter” tour operators
- Language barriers
- Irregular schedules
- Waste sorting on board ships
- Ship staff not from region
- Shipping agencies often “block” good regional product ideas
Prof. Gerhard Skoff
Stage4solutions, dtc

Tel.: +43 676 5635924
Mail: office@donautourismus.eu
stage@gmx.com