



**CLAUDIA
AUGUSTA**

**connecting Europe
across the Alps**

**Christoph
Tschakner**

**ITB Berlin
2019-03-08**



VIA CLAVDIA
AVGVSTA

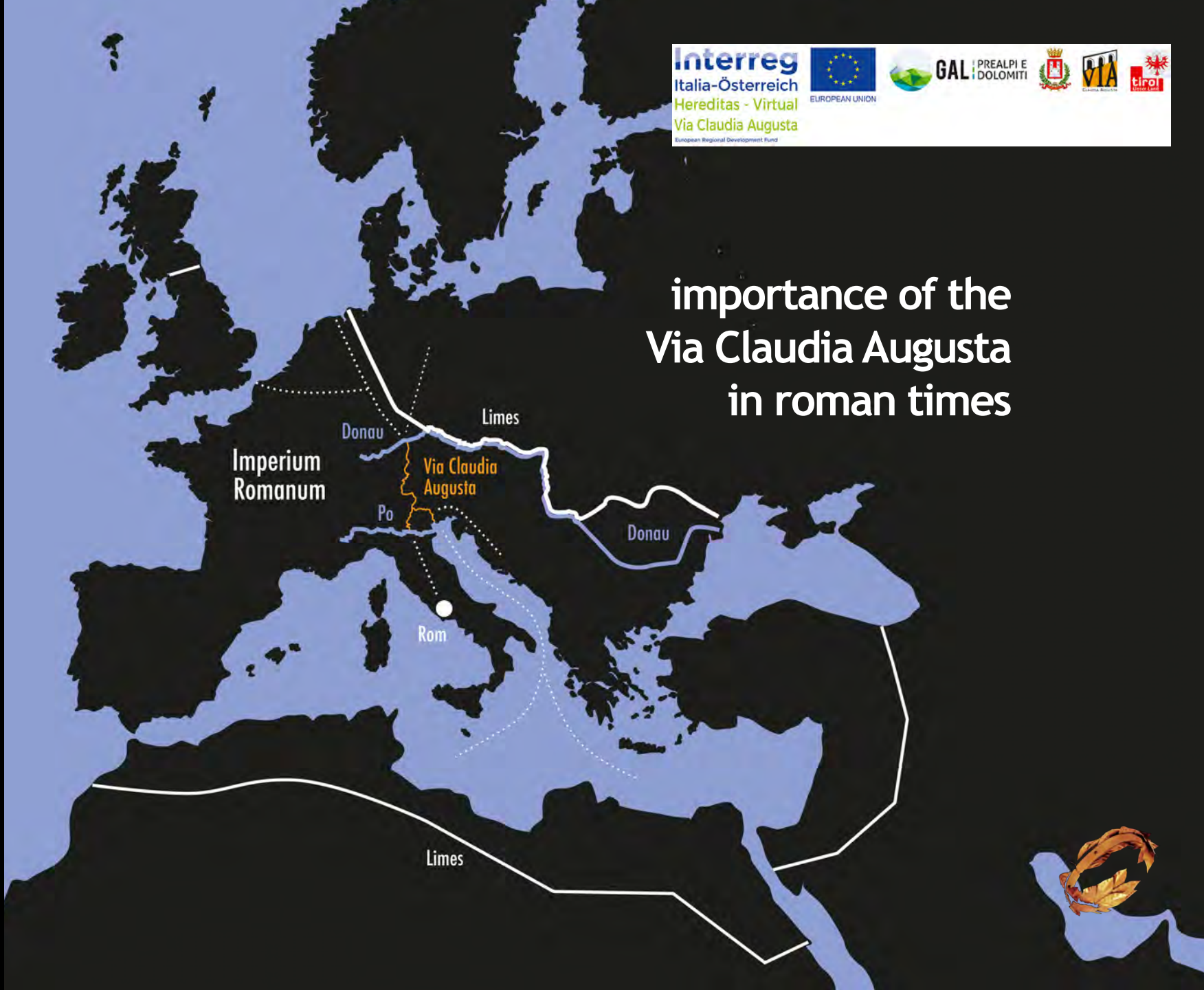
DIE RÖMISCHE STRASSE WURDE
VON KAISER CLAVDIA
IM JAHR 46/47
ERBAUT UND FÜR
VON OBERITALIEN
AN DIE DONAU



alpine campaign 15 BC



importance of the Via Claudia Augusta in roman times



Claudius Augustus





like in pre-Roman times



Roman Empire



Middle Age



modern times

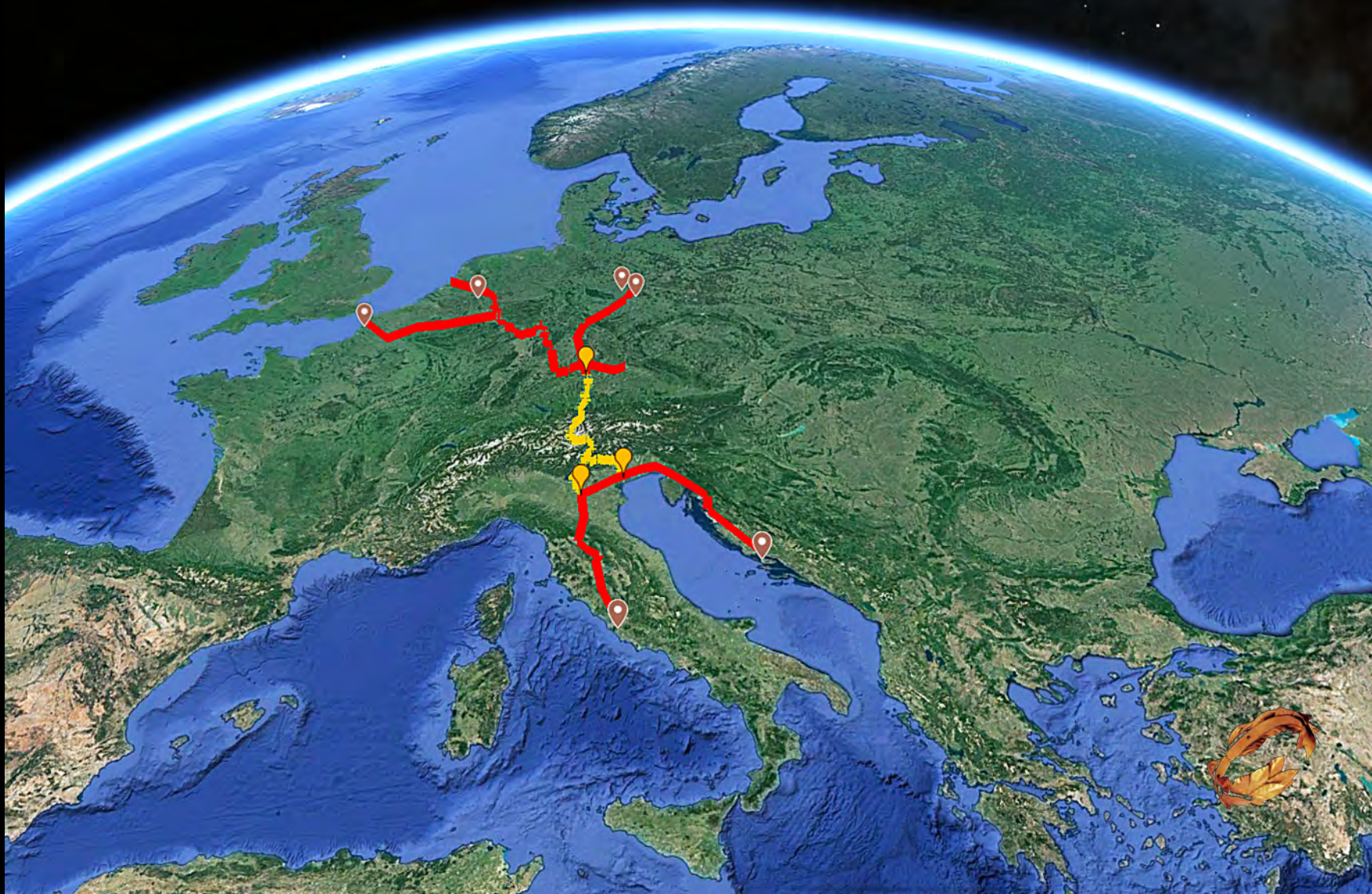
thousands of years of history



also today the Via Claudia Augusta connects Europe



Europas Kulturachse – Asse Culturale Europeo – European Axis of Culture
2000 Jahre Gastlichkeit – 2000 anni di ospitalità – 2000 years of hospitality



experience / explore
all that, on what the Via Claudia Augusta
has left its marks:

regions,
epochs,
people and all the
great variety of
their cultures



4 possibilities to explore the Via Claudia Augusta



Europas Kulturachse – Asse Culturale Europeo – European Axis of Culture
2000 Jahre Gastlichkeit – 2000 anni di ospitalità – 2000 years of hospitality

 **Leichtester Alpenübergang**
Più facile valico Alpino
Easiest Alpine Crossing



 **Wandern auf Römerspuren**
Trekking su tracce romane
Hiking on roman footpaths

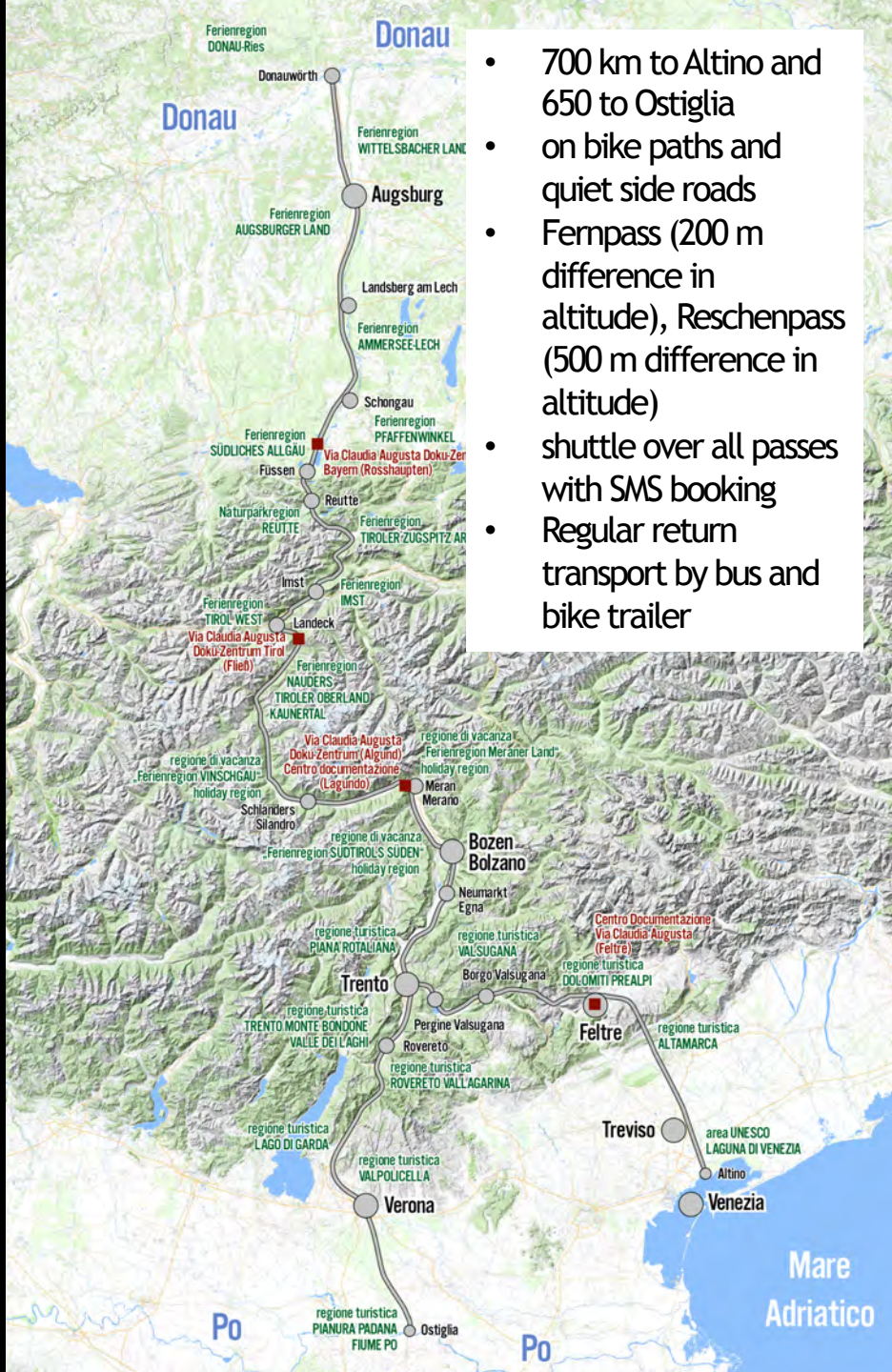


 **Für Auto, Camper, Bus, ...**
Per auto, camper, pullman, ...
For cars, campers, buses, ...



 **Vielfalt an Urlaubsregionen**
Varie regioni di vacanze
Various holiday regions





- 700 km to Altino and 650 to Ostiglia
- on bike paths and quiet side roads
- Fernpass (200 m difference in altitude), Reschenpass (500 m difference in altitude)
- shuttle over all passes with SMS booking
- Regular return transport by bus and bike trailer

- Donau-Ries, Lechtal valley, Augsburg
- Lechfeld, Landsberg am Lech, Ammersee lake
- Lechrain, Schongau, Pfaffenwinkel
- Ostallgäu, Füssen, Neuschwanstein
- Nature park area Reutte, Tiroler Zugspitz Arena,
- Fernpass, Gurgltal Imst
- Inntal, Landeck, Tiroler Oberland
- Reschenpass mit Reschensee lakes
- upper and lower Vinschgau
- Meraner Land
- Bozen and the South of Southtyrol
- wine plains Rotaliana and Trento

Via Claudia Augusta **Altinate:**

- upper Valsugana and lower Valsugana
- high valley Tesino
- Feltrino and Valbelluna in the foothills of the Alps
- Praderadego-Pass
- Prosecco hills of the Alta-Marca
- Venetian plain left and the right of the Piave river
- Treviso and river park Sile
- Altino and lagoon of Venice

Via Claudia Augusta **Padana:**

- Vallagarina and silk city Rovereto
- Etschtal valley, Monte Baldo, Garda lake
- Valpolicella
- Verona
- plain of the river Po and city of Ostiglia



diversity as a trump card

- 3 countries, 7 regions, 2 languages
- 3 climate zones; in spring you can experience 3 seasons
- every 20 to 30 kilometers a new landscape
- several nature parks and exciting landscapes sustainably formed by people during history
- lakes, rivers, brooks, the Adriatic Sea and the Lagoon of Venice
- silent places and bustling cities
- hundreds of monuments and other points of interest
- different people, their cultures and traditions
- dozens of food specialties
- varied kitchens
- several wine roads



easiest alpine crossing for cyclists,
also suitable for families and fit seniors



Europas Kulturachse – Ase Culturale Europeo – European Axis of Culture
2000 Jahre Gastlichkeit – 2000 anni di ospitalità – 2000 years of hospitality

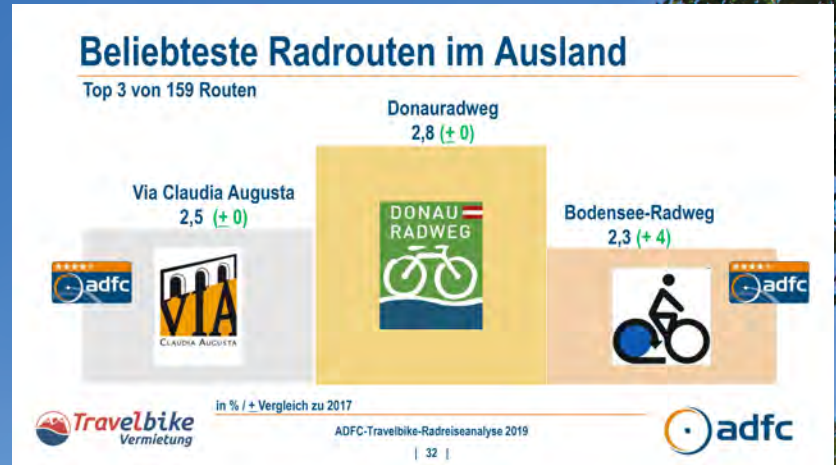


for years

the second among the most popular cross-border cycling routes of the Germans



Europas Kulturachse – Asse Culturale Europeo – European Axis of Culture
2000 Jahre Gastlichkeit – 2000 anni di ospitalità – 2000 years of hospitality

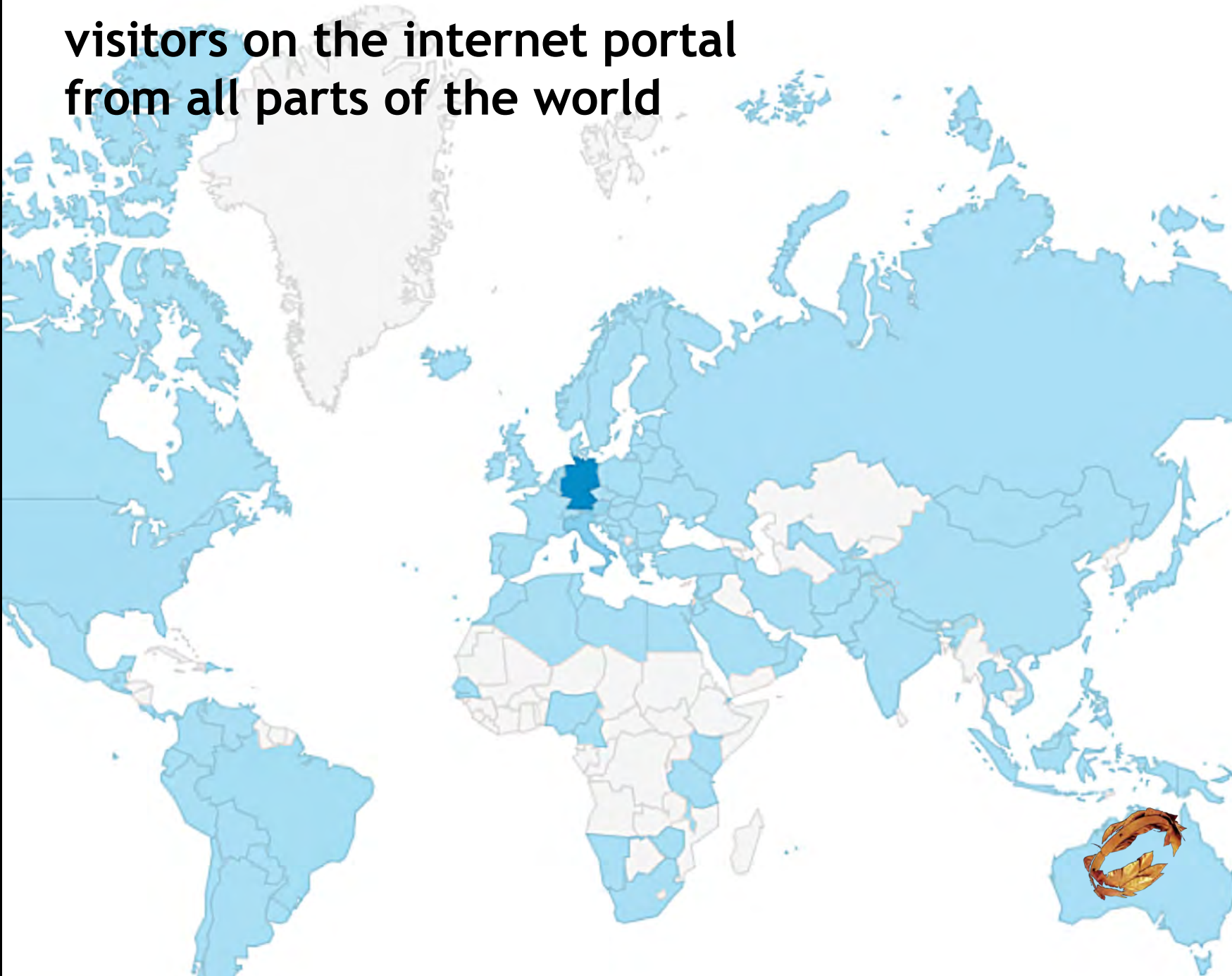




awarded for its quality, with 4 stars



visitors on the internet portal from all parts of the world





more international guests every year

18.66
0.7464

20.48
0.8192

17.5
0.7

22.9
0.916



Qualitätsradroute

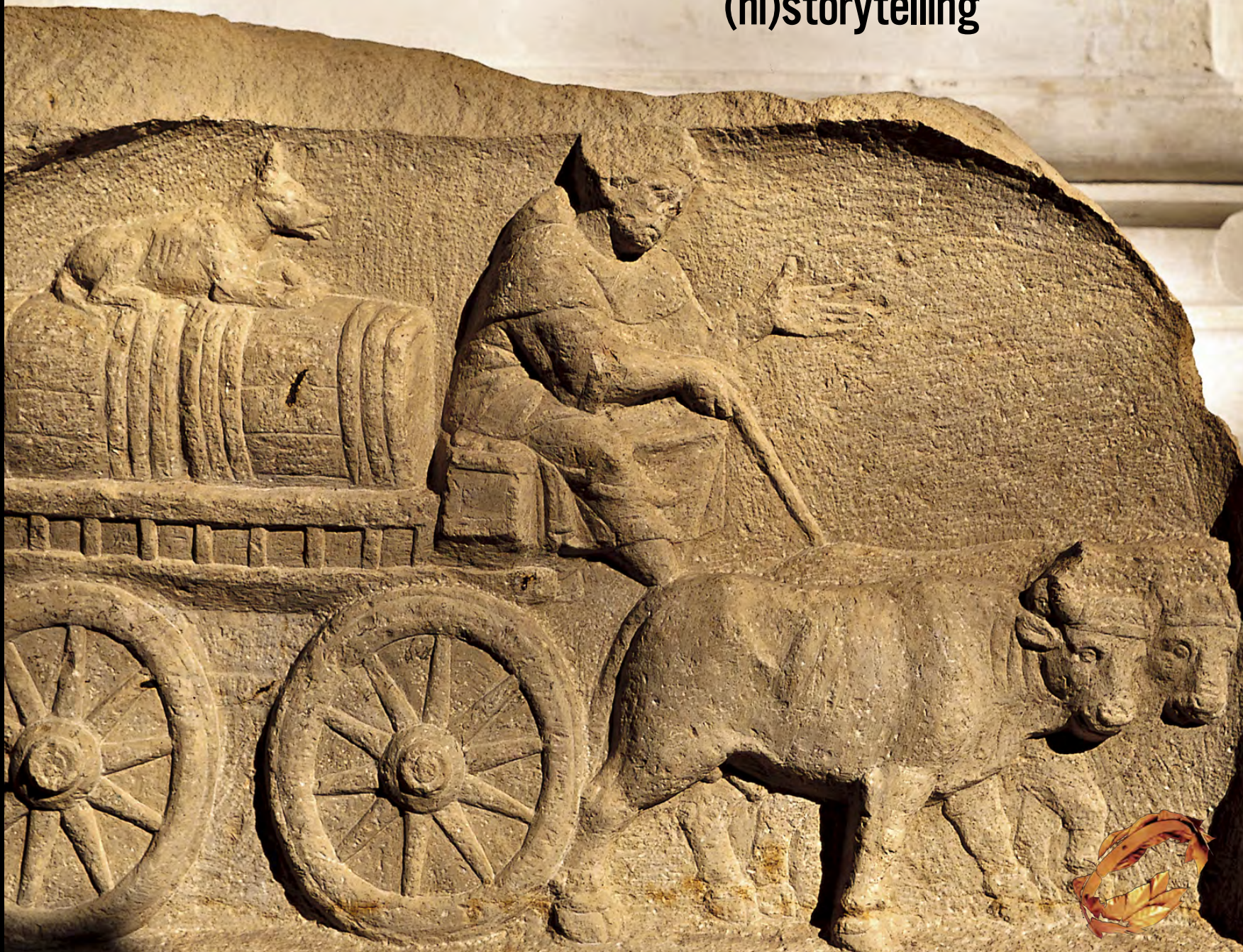


adfc
Allgemeiner Deutscher
Fahrrad-Club

100









(hi)storytelling



Europas Kulturachse – Asse Culturale Europeo – European Axis of Culture
2000 Jahre Gastlichkeit – 2000 anni di ospitalità – 2000 years of hospitality

Interreg
Italia-Österreich
Hereditas - Virtual
Via Claudia Augusta



GAL | PREALPI E DOLOMITI



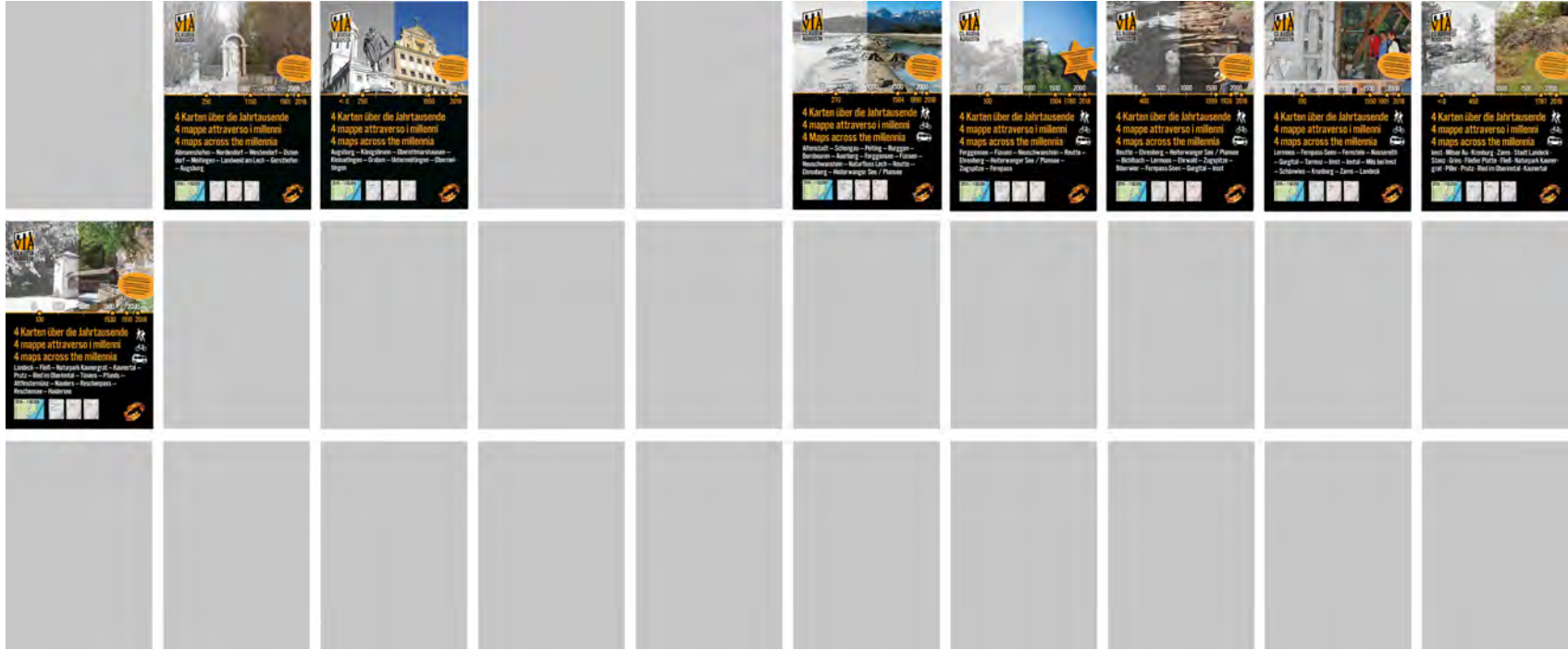
(hi)storytelling



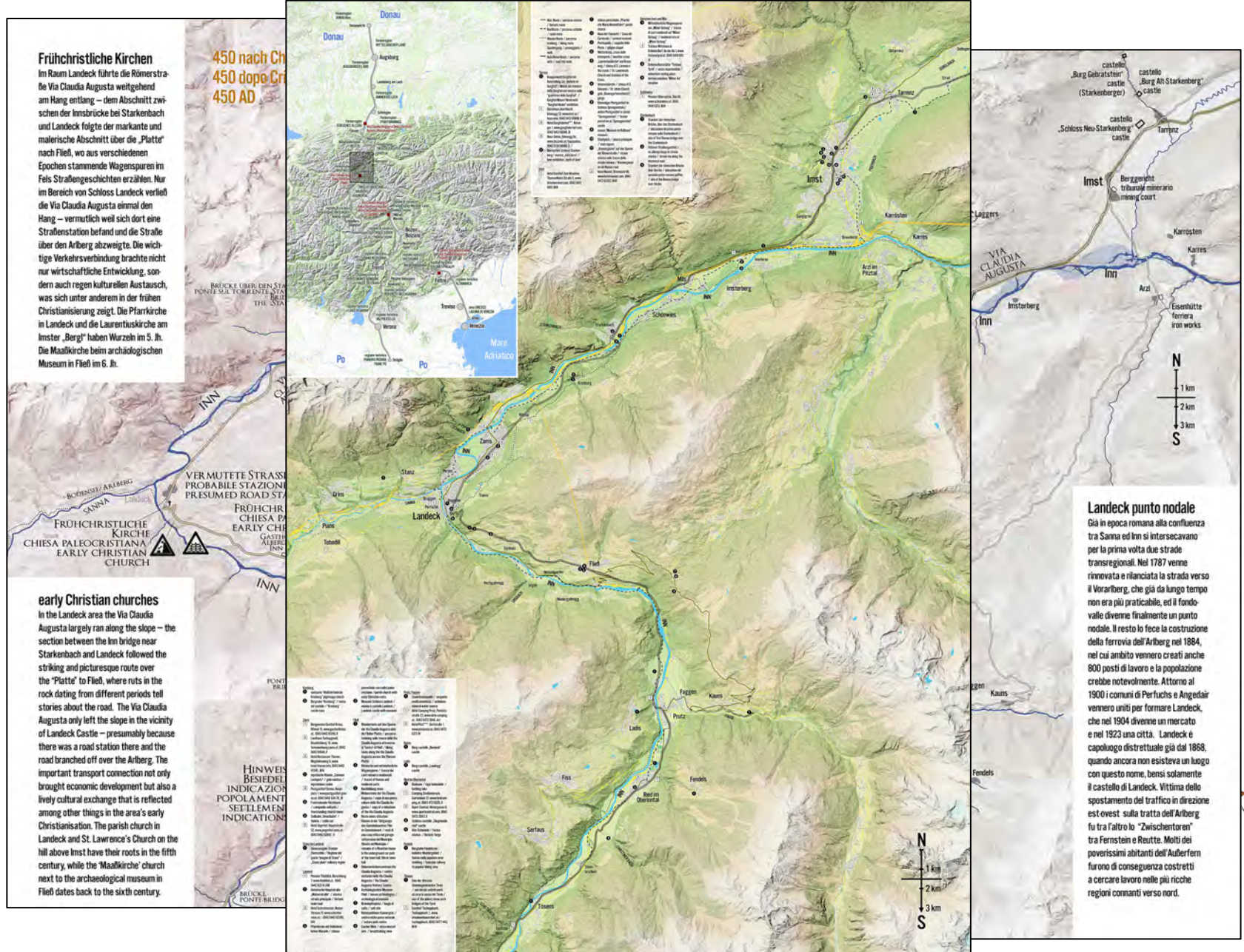
Europas Kulturachse — Asse Culturale Europeo — European Axis of Culture
2000 Jahre Gastlichkeit — 2000 anni di ospitalità — 2000 years of hospitality



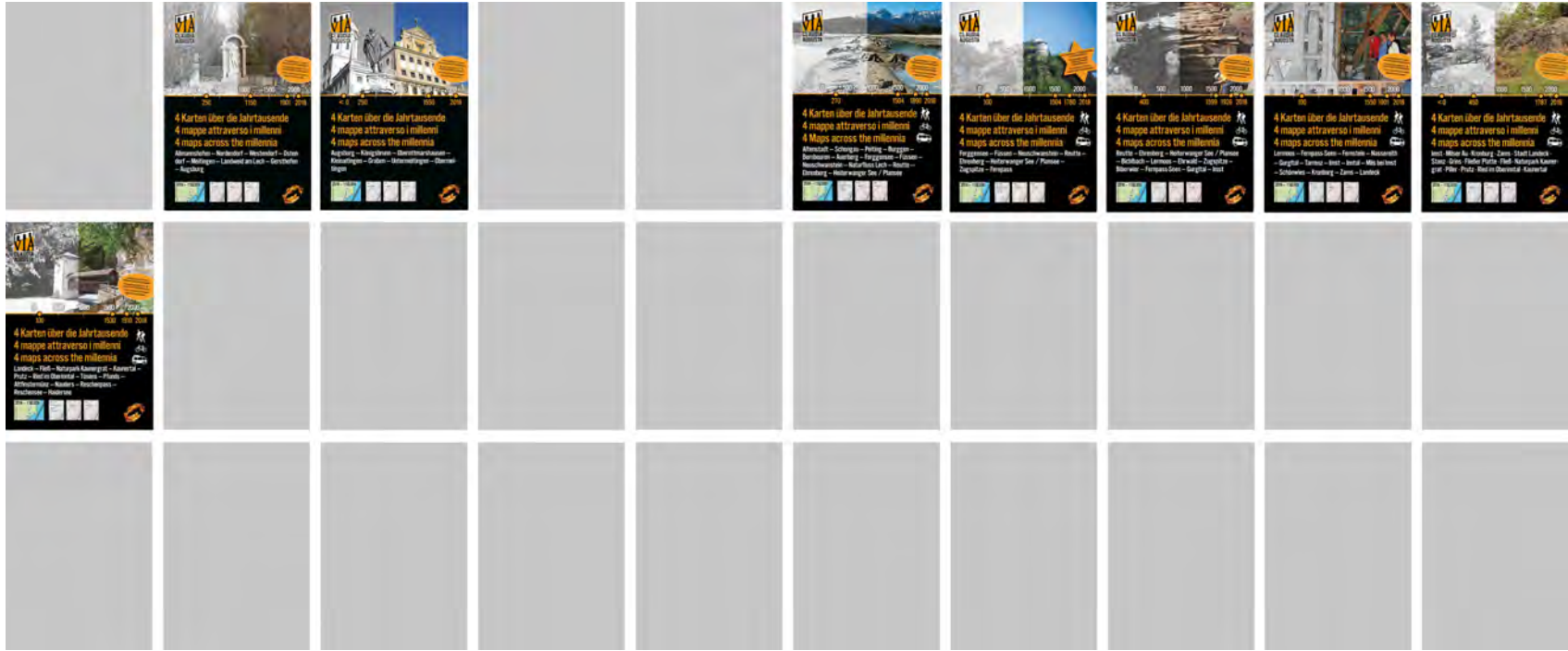
“4 maps across the millenia” (digital & printed)



“4 maps across the millenia” (digital & printed)



“4 maps across the millenia” (digital & printed)



digital media, in 3 languages



Europas Kulturachse — Asse Culturale Europeo — European Axis of Culture
2000 Jahre Gastlichkeit — 2000 anni di ospitalità — 2000 years of hospitality



own travel guides for all possibilities to explore the Via Claudia Augusta, in at least 3 languages

Europas Kulturachse – Ase Culturale Europeo – European Axis of Culture
2000 Jahre Gastlichkeit – 2000 anni di ospitalità – 2000 years of hospitality



Reise-Leitfäden zum leichtesten Alpenübergang für Tourenradfahrer, der Radroute Via Claudia Augusta von der Donau an die Adria bzw. zum Fluss Po

le guide per l'attraversamento delle Alpi più facile per i cicloturisti, la via ciclabile della Via Claudia Augusta dal Danubio all'Adriatico o al Po

Travel guides for the easiest Alpine crossing for cycle tourists, the Via Claudia Augusta cycle route from the Danube to the Adriatic or the Po river



die Via Claudia Augusta mit Auto, Camper, Bus, ... entdecken – mit dem Reise-Leitfaden auf den schönsten Straßen zu den zahlreichen Sehenswürdigkeiten

scoprire la Via Claudia Augusta in auto, camper, bus, ... – con la guida sulle strade più belle verso i tanti luoghi da visitare

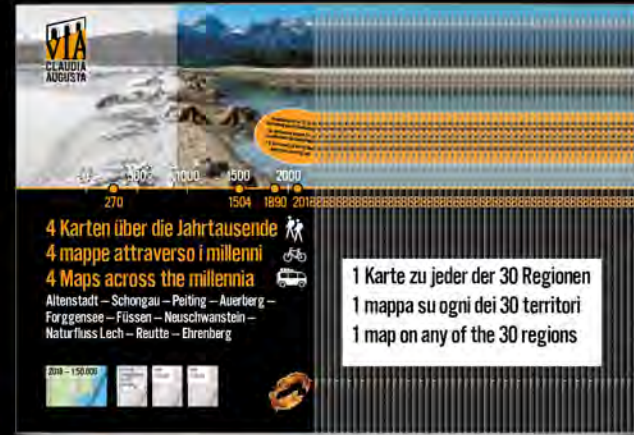
discover the Via Claudia Augusta by car, camper van, bus, ... with the travel guide to the most attractive routes to countless sights



zu Fuß reisen, wie der Großteil der Römer – Reise-Leitfäden zur Fern-Wander-Route Via Claudia Augusta von Bayern über die Alpen nach Italien

viaggiare a piedi, come faceva la maggior parte dei Romani – le guide sul percorso pedonale della Via Claudia Augusta dalla Baviera all'Italia attraverso le Alpi

travel on foot as most Romans did – with the travel guides to the Via Claudia Augusta long-distance path from Bavaria across the Alps to Italy



die bunte Vielfalt an Regionen entlang der Via Claudia Augusta während ein paar Tagen Urlaub oder bei einem Ausflug entdecken – mit dem Rad, zu Fuß oder mit dem Auto. 4 Karten durch die Jahrtausende erzählen die Geschichte der Regionen, helfen die Routen zu finden, die sie durchqueren und zeigen Ihnen die Sehenswürdigkeiten und Besonderheiten

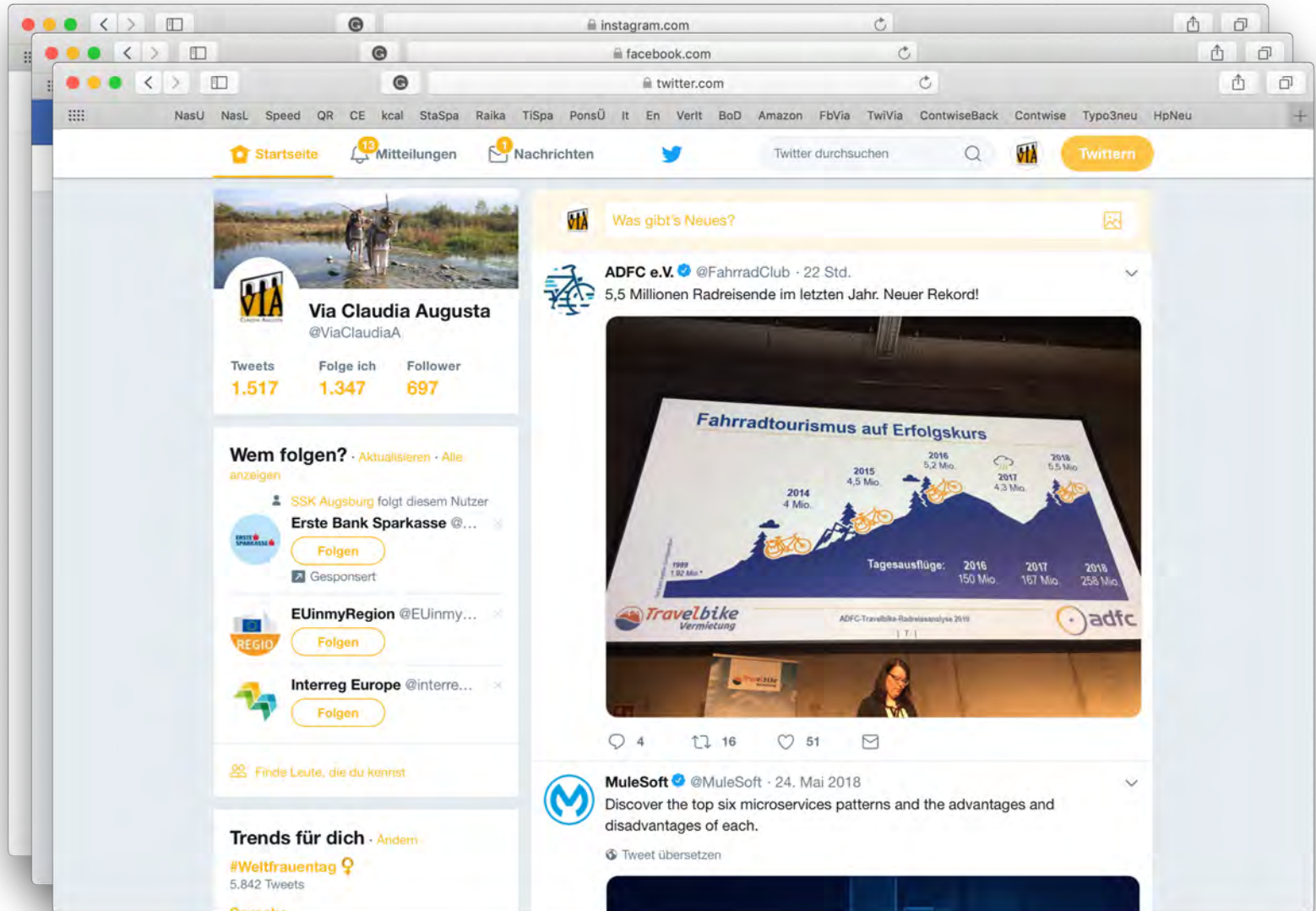
scoprire la grandissima varietà delle regioni lungo la Via Claudia Augusta in occasione di un paio di giorni di vacanza o di una gita – in bicicletta, a piedi oppure in auto. 4 mappe attraverso i millenni raccontano la storia della regione ed aiutano a trovare i percorsi che le attraversano, indicandovi i luoghi da vedere e le loro particolarità

take a couple of days' holiday or make an excursion to discover the rich variety of regions along the Via Claudia Augusta – by bike, on foot or by car. 4 maps through the millennia explain the history of the region, help you find the routes and show you the sights and special features

social media to interest and involve the world



Europas Kulturachse — Asse Culturale Europeo — European Axis of Culture
2000 Jahre Gastlichkeit — 2000 anni di ospitalità — 2000 years of hospitality



also you are invited, to follow us!



**CLAUDIA
AUGUSTA**

connecting Europe
across the Alps

Christoph
Tschakner

ITB Berlin
2019-03-08



VIA CLAVDIA
AVGVSTA
DIE RÖMISCHE STRASSE WURDE
VON KAISER CLAVDIA
IM JAHR 46/47
ERBAUT UND FÜR
VON OBERITALIEN
AN DIE DONAU

thank
you!

