Cross-border water tourism on the Elbe River

The Elbe and its tributaries have enormous recreational value. The Elbe region is known for its unspoiled nature and beautiful landscapes.

However, the river also has an economic significance. In some cases, economic interests conflict with those of nature. The greatest challenge is taking sustainable flood risk precautions while also encouraging economic development.

Accordingly, the LABEL project has established pilot projects to investigate flood-risk-adapted water tourism in the participating regions, and has realised a series of activities to promote water tourism.

Canoe tourism at the river Otava

Hanseterminal Magdeburg

Examples

- **Saxony-Anhalt partner region:**

An evaluation of the "Blue Ribbon" in Saxony-Anhalt shows the strengths and weaknesses of regional water tourism. Providers must be further sensitised to flood risks.

A workshop made it clear that cross-border collaboration for water tourism still needs to be reinforced.

- **Ludwigslust District partner region:**

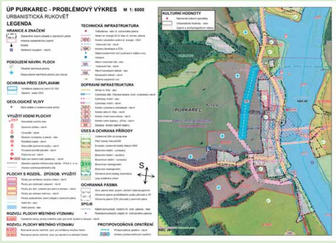
The findings of an inventory for water-tourism providers and infrastructures in Saxony-Anhalt and the neighboring regions are being included in a joint water-tourism investment catalogue.

- **Central Bohemia District partner region:**

The results of a study on flood-adapted water tourism infrastructure along the Elbe will also be included in the joint investment catalogue.

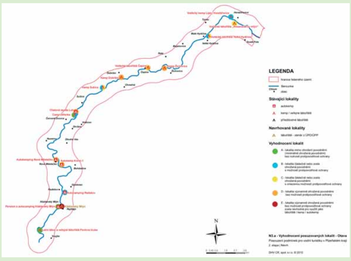
- **Southern Bohemia District partner region:**

This district is investigating water tourism potentials in the Southern Bohemian tourism and recreation areas. It defines suitable landing sites on the Vltava River and appropriate sites for developing small harbours for tourism. In addition to the Vltava, the study also includes the other important rivers in Southern Bohemia: the Otava and the Lusznice.



- **Pilsen District partner region:**

In the Pilsen District, a study is investigating the existing tourism infrastructure and recommending measures to reduce flood hazards. Of the 36 landing, resting and camping areas, six were determined to be unsuitable in terms of flood control. The findings of the study will be included in the community and district zoning plans.



Results of the cooperation

- Joint water-tourism recommendations for all LABEL partner regions, as a brochure
- Joint water-tourism inventory and investment catalogue
- Further cross-border development of water tourism along the Elbe

Sources:
- Jens Klapputh, Bilddatenbank Investitions- und Marketinggesellschaft, Saxony-Anhalt
- Pilsen District
- Central Bohemia District
- Magdeburger Hafen GmbH
- Sandra Dönitz, Image Database for the State of Saxony-Anhalt
- Saxony-Anhalt Blue Ribbon; Ministry for Regional Development and Transport of the State of Saxony-Anhalt
- Southern Bohemia District

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