



Golden Elbe - Region

*RELAXING HOLIDAY IN THE
CENTRE OF THE COUNTRY*

pohodová rekreace
ve středu naší země

Zlatý pruh Polabí o.p.s.



ZLATÝ PRUH POLABÍ, o.p.s.

- Tourism Organisation working in the tourist area around Prague and in the tourist area of Elbe
- 8 founders - entrepreneurs in tourism
- The company founded in April 2005 - already 5 years of cooperation and mutual promotion of the tourist area
- The principle of cooperation based on partnership - 102 contracts (municipalities, microregions, entrepreneurs in tourism, civic associations)
- It operates two Tourist Information Centres and cooperates with 19 Tourist Information Centres in the Elbe area
- In 2010 the Tourism Fund established in order to promote together the tourist area (contribution of municipalities, entrepreneurs)
- We initiate the development strategy of tourism and water tourism





ELBE RIVER

- LABE the **biggest** river which springs in CZ at Labska meadow in Krkonoše mountains
- the basin of Elbe river in **CZ spreads on area of 51 400 km²** and drains almost whole country
- the **total basin** of Elbe river has an **area of 144 100 km²**
- width of the river is 50 to 100 metres
- currently the river is **almost fully regulated** and is in use for big ships all the way to Pardubice to Kunětická hora

The **original character of the river** is kept in so called „**Polabiny**“. These create spectacular picture of the original Elbe landscape with riverine forests and meadows. Also so called **labišťata** (the original Elbe river side channels), pools and lakes. One of the most coherent areas of Polabiny on both Elbe river sides is between towns Kolín and Poděbrady.

The important side rivers of Elbe (Cidlina, Mrlina, Jizera, Výrovka etc.)

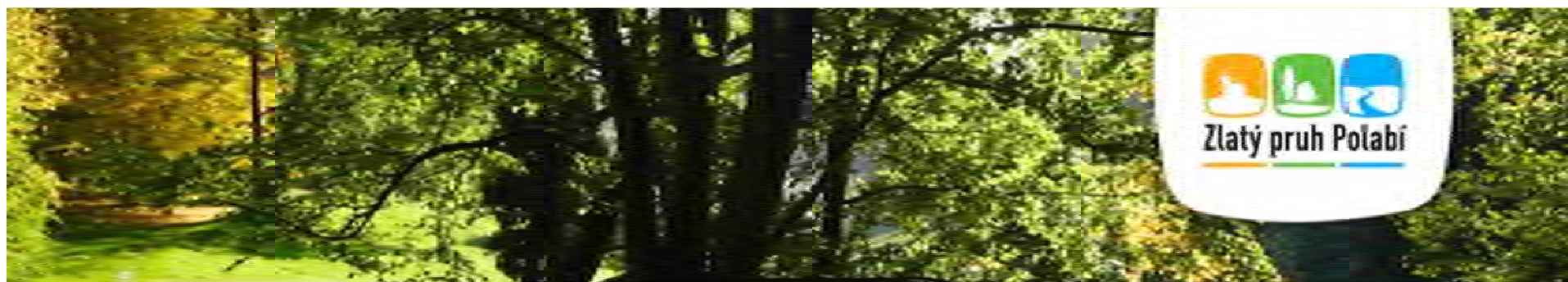
The important dams, flood-gates (dam Labská, Les Království)





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HISTORY OF USE OF ELBE RIVER

- usage of Elbe is known since Bronze Age, discovery of monoxyls, fortresses built at the river to protect the transport water corridor, the first transshipment point built in Czech area, import of salt from Magdeburg, payment of river transport tax
- from 14th century: the development of river transport and international trade develops
 - Charles IV. – project of new route between Venezia and Bruggy via Czech – project not realized
- realized project of Charles IV. – floating channel between Lauenburg on Elbe and Lübeck
 - the oldest river building in Europe
- development of trade with salt, export of cloth and glass etc.
-





CURRENT POSSIBILITIES FOR RECREATION

Elbe and its surrounding – frequently used for swimming, especially thanks to a sandy ground (blind stream channels and former sand pits)

- river trips, ferries
- ports, rental of boats and ships
- areas for water scooters, water ski





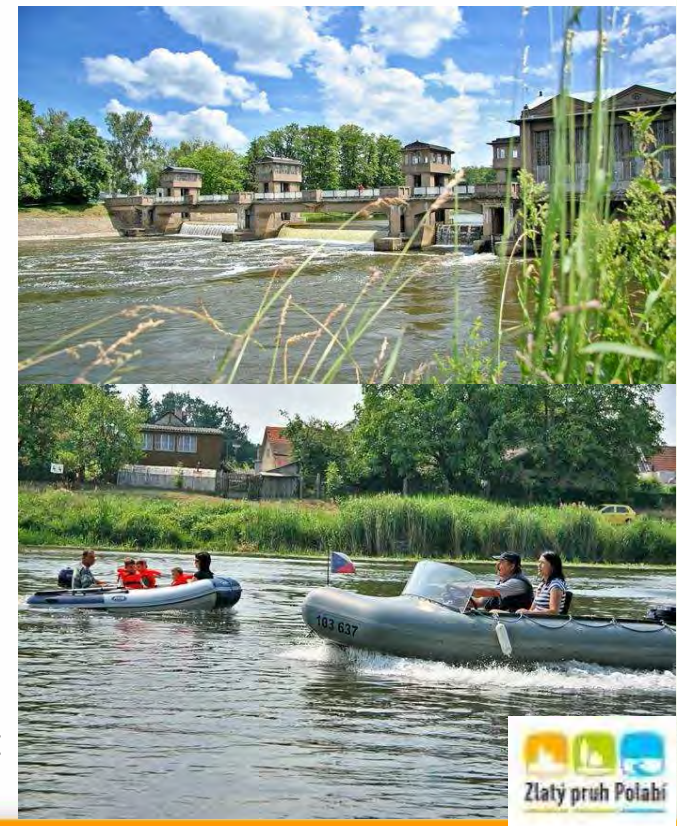
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THE EXPLORATORY STUDY OF THE INFRASTRUCTURE OF RECREATION CRUISE ON ELBE RIVER IN CENTRAL BOHEMIA

- The study originated based on the order of Central Bohemia District Authority as one of the outputs of supra-national project „**LABEL**“ in the frame of The Operational Programme for Supra-national Cooperation for Central Europe Region.
- The study results from „The Analysis of project intentions for water routes infrastructure development in connection with recreation cruise on important rivers and water areas connected to these rivers“.
- The further background data obtained during the cruise trip on Elbe river in the area of Central Bohemia Region and cooperation with city mayors around Elbe river and last but not least our knowledge of the area...





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- ☺ PARTNERSHIP set in Zlatý pruh Polabí o.p.s. ☺
- ☺ Improves quality of all services and supply within tourism
- ☺ Develops tourism = development and strengthening of small and medium enterprises together with municipalities
- ☺ It implements county, regional and provincial Tourism Development Programs
- ☺ It makes the work of all partners easier
- ☺ and we like each other





Relaxing holiday in the
centre of the country

THANK YOU for your attention :-)

