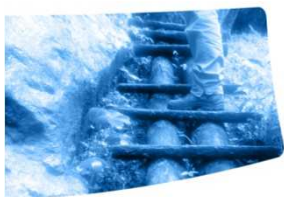
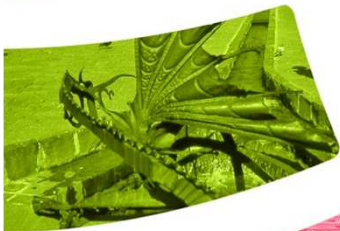
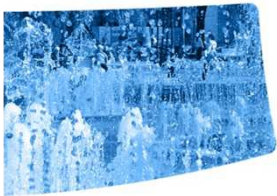




The TERRA INCOGNITA Programme, sustainable cultural itineraries

Sustainable Management of Culture & Art Tourism
Florence, May 18-19, 2012





Where?



Košice Region

Area	6 755 km ²
Population	780.000
Cities & communities	17/440
Capital city of the region	Košice



Why?



Main objectives of the project:

- ❖ to make a city, in which its inhabitants will love to live and to which tourists will be happy to return,
- ❖ to build a cultural infrastructure prepared for events of a European calibre,
- ❖ to support creative industry and culture,
- ❖ to be a positive example of city development via culture from which others can learn.

www.kosice2013.sk
www.visitkosice.eu



The White Night, Košice 2011





What?

The Gothic Route

The Iron Route

The Wine Route

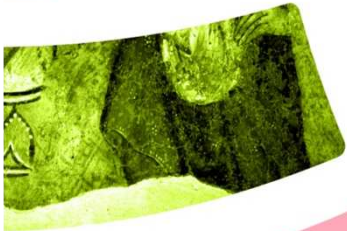
The mission of the programme: to improve quality of life of our inhabitants and to increase number of visitors of our region

Specific objectives of the programme:

- ❖ to rise cultural awareness,
- ❖ to increase number of stakeholders in the region,
- ❖ to improve cultural, sport and free-time infrastructure for inhabitants and visitors.

terraincognita.sk





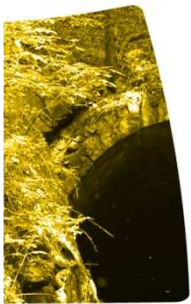
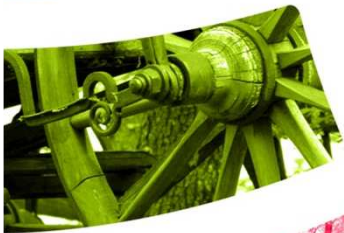
The Gothic Route

- ❖ The route will lead visitors through the most interesting and precious places of our region. It passes by towering castles complexes, well-preserved historical town's centres, museums and places such as rural churches, middle-class and craftsman houses.
- ❖ The first tourist sightseeing route in Slovakia
- ❖ Over 50 places connected with gothic.



The Spiš Castle





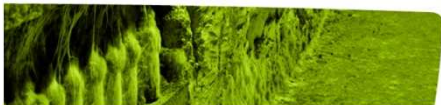
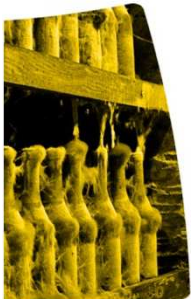
The Iron Route

- ❖ The Iron Route links to the European Iron Route, and like the Gothic Route, it uses the form of cultural tourism to become familiar with mining and iron-making traditions of this region. The creation of this kind of thematic route is a consequence mainly of the historical status of region, when it ranked among the most significant producers of iron in Greater Hungary.
- ❖ Over 20 places connected with mining and iron-making.



The Water Propelled Manufacture, Medzev





The Wine Route

- ❖ The wine routes provide tourist with history and the current situation of winemaking, especially its traditional methods and offer the opportunities to taste the wines and other associated gastronomic specialities as well.
- ❖ **Tokaj Wine Route**
over 40 events during the year
- ❖ **Turňa Wine Route**
15 events during the year



Wine District Tokaj





How?



Budget : 6.600.000 EUR (till 2015)

❖ Financial support

Grants for events

2011 – 29 supported projects, 120.000 EUR

Investment grants

2012 – 39 supported projects, 500.000 EUR

❖ Education, trainings, awareness raising

❖ Presentation of a cultural tourism-oriented offer

terraincognita.sk





2013



Invitation to the Košice Region

Event calendar for 2013 includes many concerts, exhibitions, shows or sport events.

13 Key events in the region

Traditions • Hospitality • Creativity

16-19 MAY – Jeruzalem in Spiš,
Spišská Kapitula

27-30 SEP - ARS ANTIQUA EUROPÆ
IN VIA GOTHICA, Rožňava

5-12 OCT – The Ride of St. Hubertus,
Betliar

The Ride of St. Hubertus, Betliar





Thank you for your attention

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