

Romania - Hungary

GrOw up biking to the Stars - cross-border cycLing development IN the border reGion

ROHU00512 GOSLING

Duration: 23.10.2025 – 22.04.2028 (30 months)

Lead partner: TIMIS COUNTY

Project partners: DKMT Danube-Kris-Mures-Tisa Euroregional Development Agency - Nonprofit Public Benefit Limited, Fârdea commune, Velocitas Sports Club Association

Total project budget: EUR 1,297,342.40

Project budget (ERDF): EUR 1,621,678.00

DKMT budget: EUR 488,250.00

The project is funded by the European Union under the Interreg fund and co-financed by Romania and Hungary

Summary:

The GOSLING project addresses key challenges affecting tourism development in the Romanian–Hungarian border region, particularly the limited visibility of local attractions at both regional and international levels. As a consequence, the area has experienced relatively low visitor numbers, short tourist stays, and limited tourism-related income.

Although the lack of cycling infrastructure represents an important challenge, the region also faces strong competition from already well-developed European cycling destinations located in neighbouring areas. As cycling tourism continues to grow across Europe, the Romanian–Hungarian border area has significant untapped potential based on its rich cultural heritage and natural assets.

The project aims to increase the number of cross-border cycling tourists by developing cycling infrastructure and creating integrated cross-border cycling tourism packages. Through these activities, the partnership seeks to position the border region as an attractive and accessible destination comparable to other successful European cycling regions.

In addition to infrastructure improvements, the project introduces innovative communication and promotional tools designed to increase the visibility of thematic cycling routes and encourage sustainable tourism. The planned activities contribute to reducing the isolation of the border area while strengthening cooperation between communities on both sides of the border.

As a result of the project, the Romanian–Hungarian border region will be promoted as a unified tourism destination through coordinated marketing activities, international promotional events, and media campaigns involving journalists, public figures, and families.

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Objective:

The main objective of the GOSLING project is to strengthen cross-border cycling tourism in the Romanian–Hungarian border region and to support its development to a level comparable with well-established Western European cycling destinations.

Main outputs of the project:

The GOSLING project delivers a wide range of activities and results aimed at supporting the long-term development of cross-border cycling tourism in the Romanian–Hungarian border region.

Five thematic cross-border cycling routes will be created, developed on the basis of international best practices collected from other European cross-border cycling destinations. These routes represent the first thematic cross-border cycling network of this kind in the Romanian–Hungarian border area.

A comprehensive database is being created to support cyclists and visitors, including information on safe cycling routes, recommended resting areas, tourism service providers, and tourist attractions located along the routes.

The project also establishes a fully equipped bicycle rental centre as well as a Euroregional training centre and camp for mountain bike cyclists.

As part of its educational and community-oriented activities, the project develops a bicycle riding guide for children, organises training sessions for tourism-related service providers, and implements a dedicated cycling camp for children with disabilities. In addition, the project supports cycling activities through the purchase of 22 mountain bikes and the installation of information boards and wayfinding panels along the routes.

To increase public engagement and regional visibility, the project also applies innovative communication and promotional tools, including interactive educational activities, digital and printed promotional materials, online content, and media campaigns. Among these activities, the project introduces a cross-border themed escape room and an educational board game presenting the cultural and natural highlights of the region through the topic of cycling. The partnership also organises promotional cycling events involving well-known public figures, children, and media representatives in order to attract wider public attention and encourage participation in sustainable tourism activities.

Through these initiatives, the project partners jointly promote the cross-border cycling routes while strengthening the attractiveness and competitiveness of the Romanian–Hungarian border region as an international tourism destination.

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