

BAROQUE EXPERIENCE
Participatory Baroque Festival European region Danube-Vltava
Cultural tourism for seniors in the low-season

COS-TFLOWS-2014-3-15: Facilitating EU transnational tourism flows for seniors and young people in the low and medium seasons

OBJECTIVE

The aim of the project is to establish a participatory baroque festival for seniors which will be tested and evaluated in the European region Danube-Vltava (Austria and Germany) in order to increase senior tourism in low season times in Europe and eventually to transfer this touristic offer to other European baroque regions. The baroque festival Danube-Vltava is based on the idea, to offer singing weeks for amateur musicians, especially singers from church choirs. Under professional guidance, oratorios, passions and other musical works of baroque composers can be elaborated, rehearsed and performed. The concerts are held at major baroque venues such as churches, castles and monasteries. The festival consists of a range of different concerts, which will be held at different venues in the European region Danube-Vltava, mainly in Upper Austria and Eastern Bavaria. After the successful implementation of the pilot-festival in Austria and Germany, the project will be extended to the whole Danube-Vltava region. Especially Pilsen, which is European Capital of Culture 2015, is an important baroque destination, due to their baroque focus, as well as close cooperation with Linz. The uniqueness of this festival is based on the historical background of the European region Danube-Vltava. Due to the historical connections based on secular and church-related structures, the regions covered by the project have been commonly shaped during the baroque period. Due to these circumstances the Danube-Vltava region provides an abundance of perfect locations for such baroque festivals. The pilot-festival will be tested in December 2015, March, April, May and October 2016, as this time of the year represents a low season in the region. In total it is planned to hold 15 concerts in Austria and Germany, which will attract approximately 3.750 concerts visitors (locals and guests). The number of active visitors is estimated to be 500 people, as well as the number of passive visitors is estimated to be 500 people. The total number of overnight stays is estimated to be around 4.000, contributing to the extension of the low season, as well as the economic growth of the region.

SHORT DESCRIPTION OF THE PROJECT

The central aim of the project is the internationalization of tourism in the European region Danube-Vltava through the use of local and regional cultural and culinary activities from the present and the past. The Danube-Vltava region has developed since the last recent years as a consolidation of the territorial authorities of Bavaria, Austria and the Czech Republic. The festival should help to develop a new identity within this region. Due to the realization of this project the region will gain a new identity. The baroque festival is specifically targeted at seniors. Firstly, many choir singers who have devoted themselves to baroque music belong to a rather old generation. Secondly, this target group disposes of a much more distinct socialization towards religious traditions and content. Moreover, active elements for the older generation are created through joint singing and music making. In turn, the project establishes new connections across the countries. Interested singers from all over Europe are invited to participate in the festival. As a result of the joint preparation of baroque music, numerous performances at exposed baroque sites will be available for a broad audience, also the locals from the region. The concert program is supplemented by various organ concerts, as well as the integration of already existing cultural activities in the field of baroque music. This unique and innovative concept should provide seniors with a new access to baroque and cultural music and creates a new type of events through a participatory approach. The stays in the Danube-Vltava region are combined with culinary and sensual experiences, which eventually create attractive packages for a vacation in the region.

PROJECT PARTNERS

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