



## Via Claudia Augusta

La storia come  
fonte di sviluppo  
del territorio

Cognola/Trento  
26/04/2017





**Eine Menge Geschichte  
Un sacco di storia**

# sintetizzare la storia





**Alpenfeldzug der Römer 15 v. Chr.  
Campagna alpina 15 avanti Cristo**

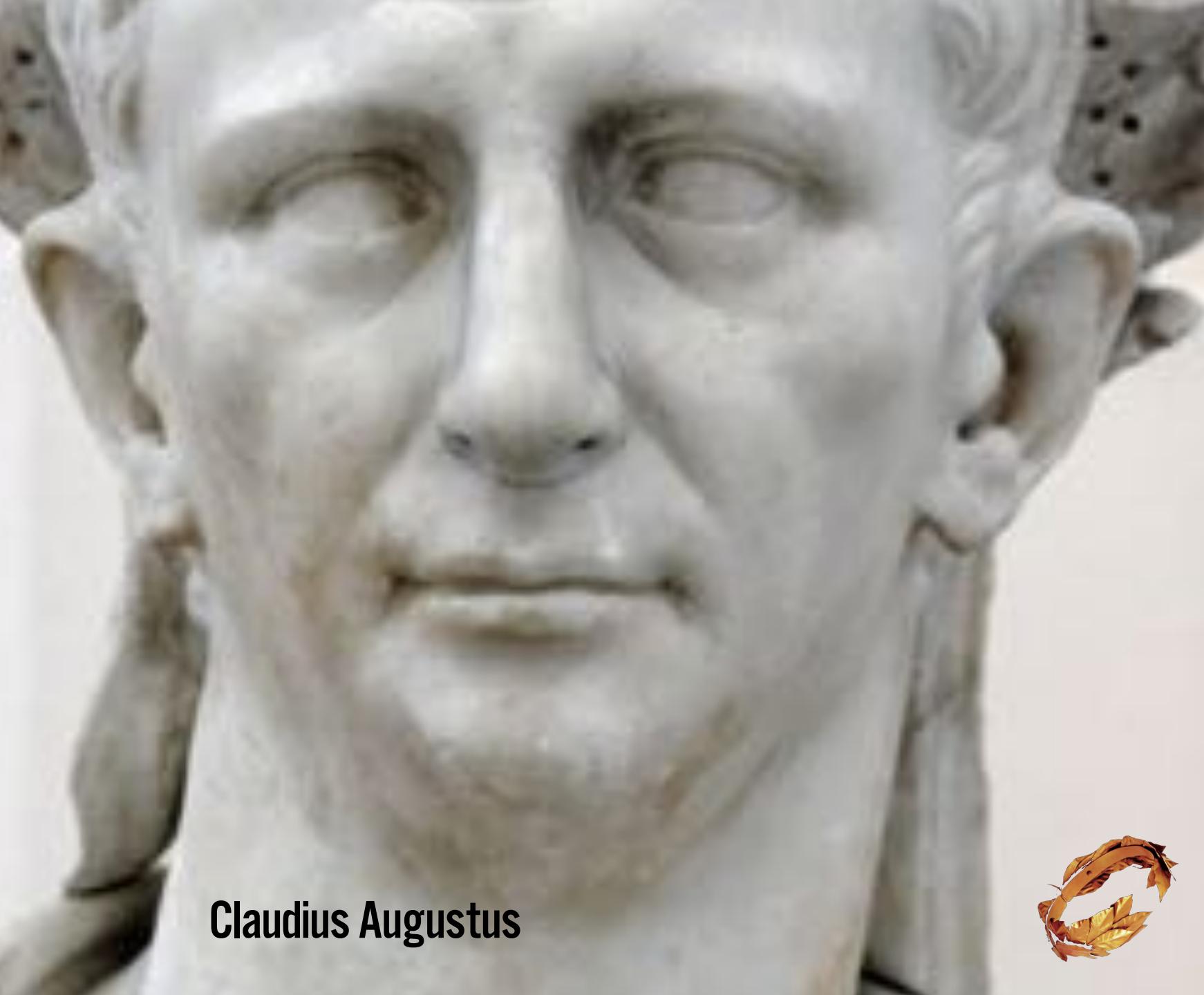




**Die erste trans-europäische  
Straße über die Alpen**

**La prima strada trans-europea  
attraverso le Alpi**

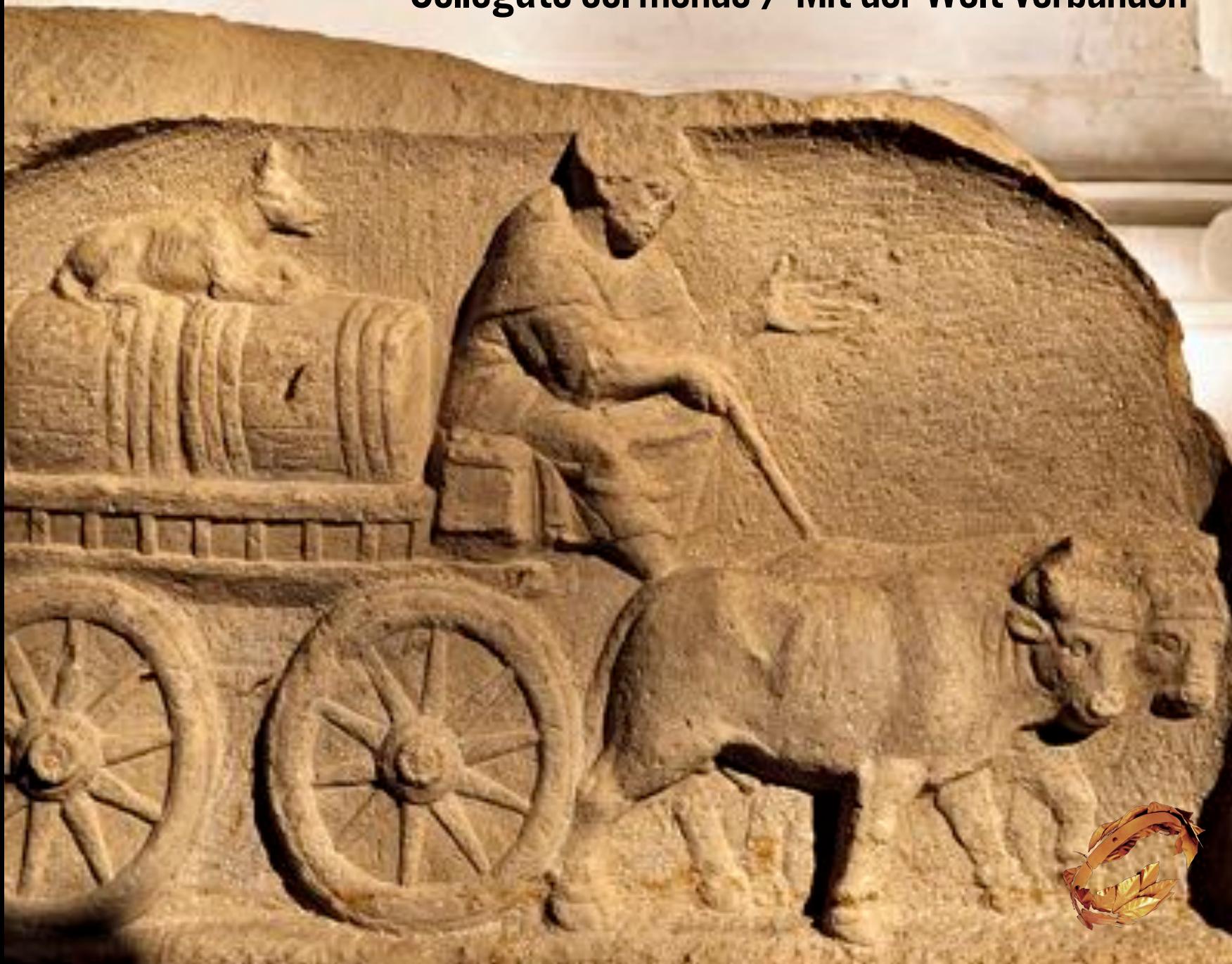




**Claudius Augustus**



Collegato col mondo / Mit der Welt verbunden



# 2000 Jahre Straßengeschichte / 2000 anni di una strada



**collegare con cose  
i quali si può vendere**





Turismo / Tourismus





## Prodotti / Produkte





## Servizi / Dienstleistungen





Cultura / Kultur





## Eventi / Events



scegliere gruppi target,  
capire e soddisfare  
ottimalmente le loro  
esigenze





# Der leichteste Alpenübergang für Touren-Radfahrer

# Il più facile valico alpino per cicloturisti

**bikeline** *Das ist der wunderbare Alpenüberquerer!*

**Via Claudia** *Die Asse der Kultur und Freizeit*

**Radtourenbuch** *Karten 1:25.000 900 km*

**INNTOUR sport & touristic services**

**Association for host and tourism companies along the Via Claudia Augusta**

11 days per bicycle on the footpath of the romans / 10 overnight stays  
**Across the Alps from Augsburg to Quarto d'Altino / Venice**  
*auch auf deutsch anche in italiano*

About 2000 years ago the Roman general Drusus, adopted by Emperor Augustus, started to realize through his military career the significance of well maintained Roman quaternary roads. The Romans wanted to extend Roman provinces to the Mediterranean. For that reason it was more than necessary to build a pass road to link the northern and southern parts of the empire divided by the Alps. The Via Claudia Augusta, completed within 90 years, is an exemplary sample of Roman construction and a masterpiece of antique engineering.

The Via Claudia Augusta offers cyclists the possibility to experience a unique and stunning crossing of the Alps. (By request use of the Via Claudia shuttle bus possible). The route is a great opportunity to explore and get acquainted with the prettiness of the former Roman provinces. The countryside varieties along the entire route are almost unsurpassable in its inherent natural beauty.

**Day 1: Arrival in Augsburg**  
 Visit of the Roman provincial capital "Augusta Vindelicorum".

**Day 2: Bike tour Augsburg - Schongau**  
 (approx 70 km)

The cycling tour from Augsburg derives from the Roman name of the town "Augsburg", Augsburg's appealing popularity however, is due to the fact that it is a modern industrial town. Therefore, it is an almost compulsory agenda to visit the Pfaffenwinkel area, the most beautiful part of the town.

**Day 3: Bike tour Schongau - Garmisch-Partenkirchen**  
 (approx 65 km)

From Augsburg the route leads across the Lech valley to the town of Schongau. After a short stay in the old town, the route continues through the Lechtal valley to Garmisch. A "steep" adventure awaits you at the microbahnway on castle Starnberg.

**Day 4: Bike tour Garmisch-Partenkirchen - Landshut**  
 (approx 45 km)

From Garmisch the route leads across the Lech valley to the town of Schongau. After a short stay in the old town, the route continues through the Lechtal valley to Garmisch. A "steep" adventure awaits you at the microbahnway on castle Starnberg.

**Day 5: Bike tour Landshut - Meran** (approx 75 km)

Transfer from Landshut up to Reichenberg (close to Malzboarnde) to Italy and to cycle on this day already to Meran.

**Day 6: Bike tour Meran - Trient** (approx 55 km)

From Meran the route leads across the South Tyrolean border and at the same time crosses the Alpine mountain range across the Reschen pass, which is famous for the church tower sticking out of the water.

**Day 7: Bike tour Trient - Levico Terme** (approx 45 km)

Levico Terme is a small town in the Trentino-Alto Adige region. It is built on a hillside in the mountains. The town has a long history and is known for its thermal springs.

**Day 8: Bike tour Levico Terme - Trient** (approx 45 km)

Transfer from Levico Terme back to Italy. The way back follows the old Roman road, the so-called Via Claudia Augusta.

**Day 9: Bike tour Trient - Merano** (approx 45 km)

Transfer from Trient to Merano.

**Day 10: Bike tour Merano - Augsburg** (approx 45 km)

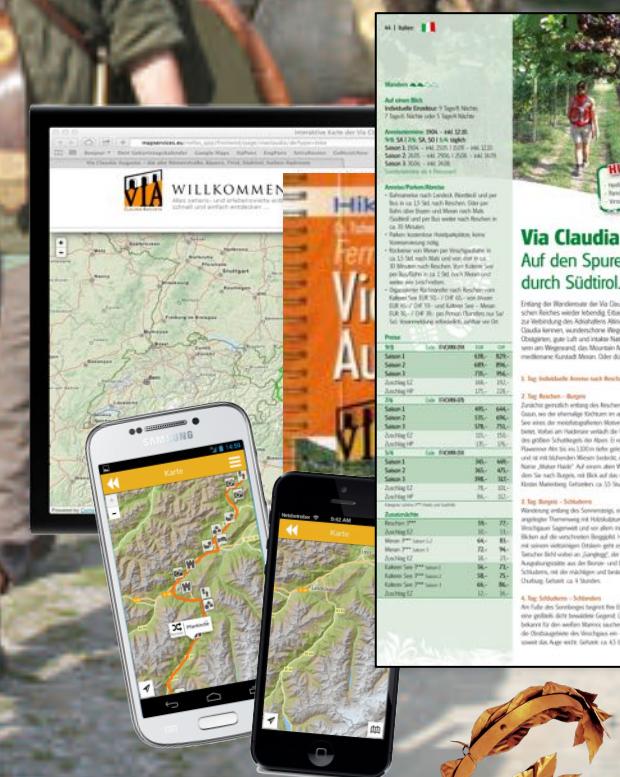
Transfer from Merano back to Augsburg.

**Day 11: Departure from Augsburg**



# Wandern auf den Spuren der Römer

## In cammino sulle tracce degli antichi romani



Via Claudia  
Auf den Spuren  
der Römer

durch Südtirol

Einführung

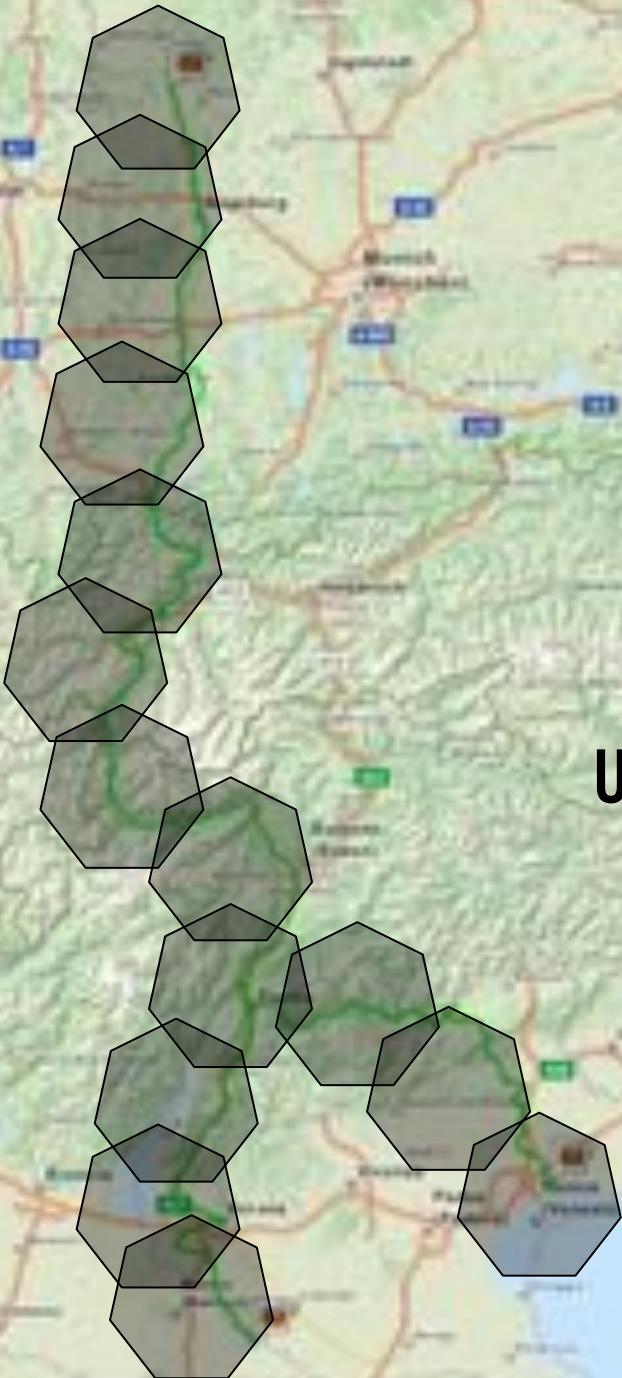
Wandern

Reisen

Wanderungen

Wanderweg

Wanderweges



**Urlaub in den Regionen entlang  
der Römerstraße**

**Vacanze nei territori lungo  
l'antica strada romana**



# storytelling



# Hereditas – Museo virtuale della Via Claudia Augusta



# Hereditas – Museo virtuale della Via Claudia Augusta



# Hereditas – Museo virtuale della Via Claudia Augusta



**Offrire qualcosa per  
tutti i sensi**





Arte / Kunst





Gusti /  
Geschmäcker





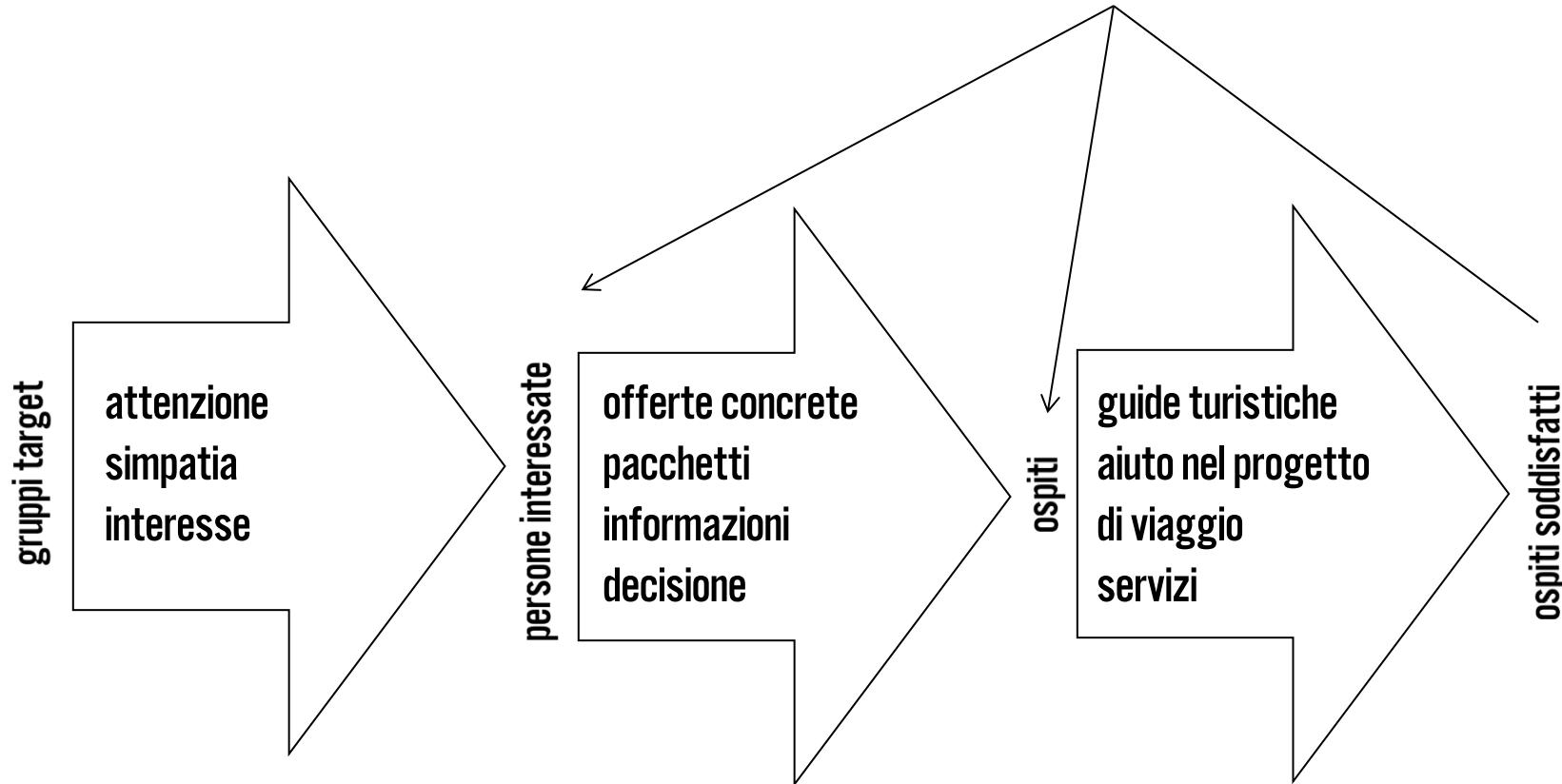
Musica /  
Musik



# Investire nella pubblicità



# von Zielgruppen zu begeisterten Gästen dai gruppi target agli ospiti soddisfatti

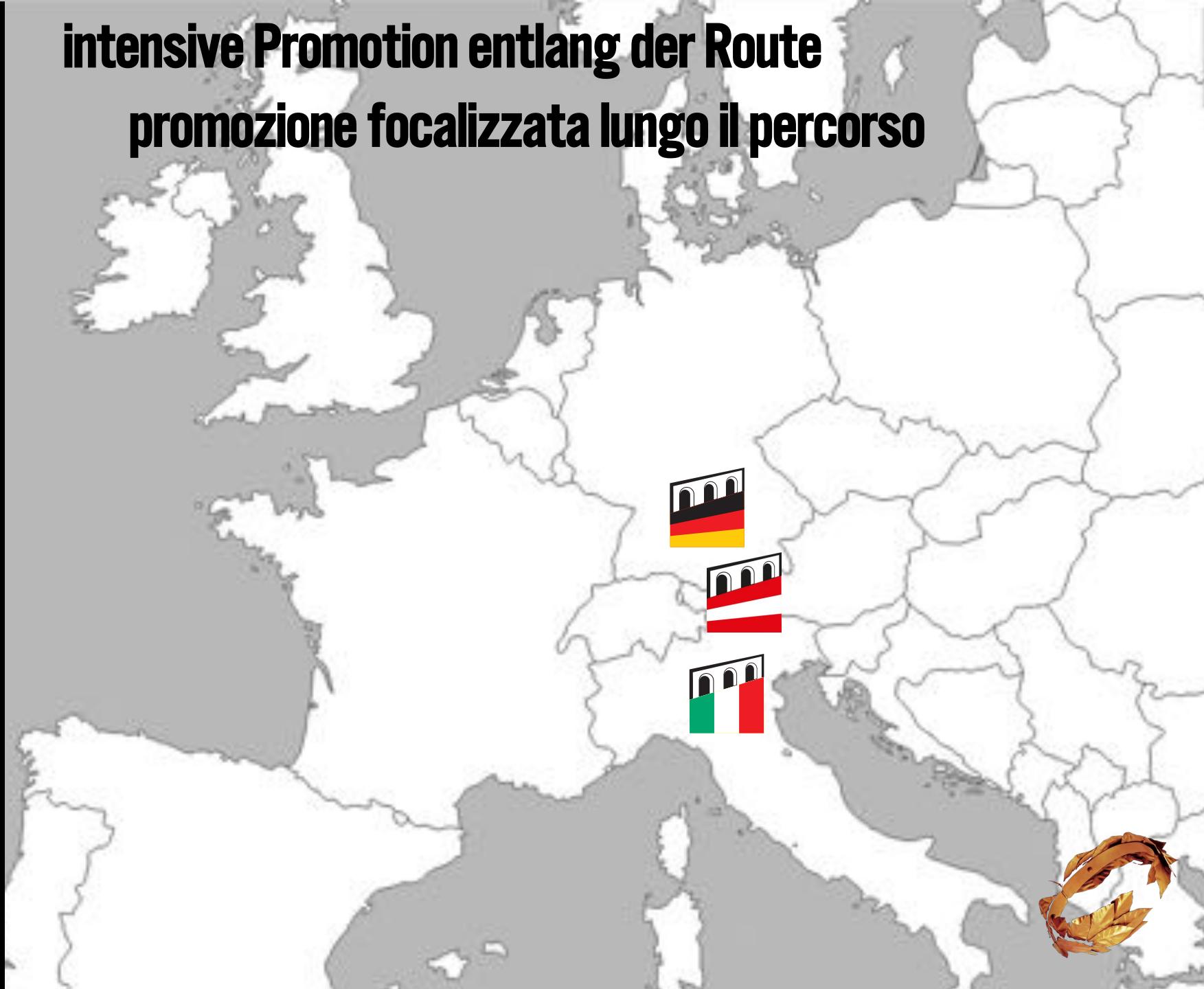


# Gruppi target



# intensive Promotion entlang der Route

# promozione focalizzata lungo il percorso



# intensive Promotion in Deutschland, Österreich und Italien

## promozione estesa in Germania, Austria ed Italia



# eigene Promotion auch in den benachbarten Ländern

# diffusione della promozione anche negli stati vicini



# Promotion über Partner in ganz Europa

## und auf der Welt

**promozione tramite partner marketing  
in tutta Europa e nel mondo**



# i risoltati

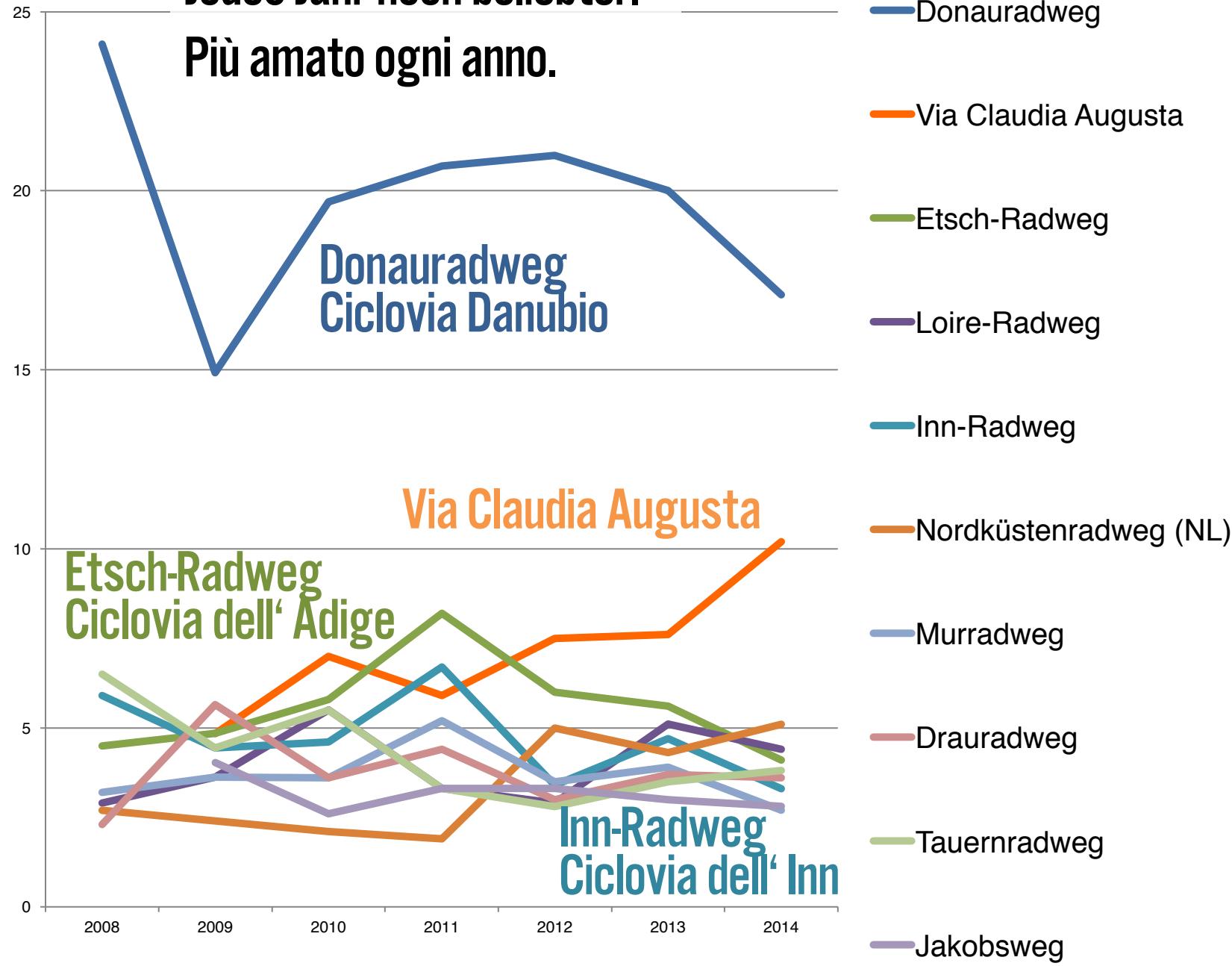


Interesse auf der ganzen Welt.

Interesse in tutto il mondo.



# Jedes Jahr noch beliebter. Più amato ogni anno.



# Qualität mit 4 Sternen ausgezeichnet / Qualità premiato con 4 stelle



rund 40.000 Rad-Reisende pro Jahr  
circa 40.000 viaggiatori in bici all'anno



rund 8000 zu Fuß Reisende pro Jahr  
circa 8000 viaggiatori a piedi all'anno



mehr und mehr Gäste, die für einige Urlaubstage in die Orte  
Entlang der Via Claudia Augusta kommen  
un numero crescente di ospiti, che soggiornano nei paesi  
lungo la Via Claudia Augusta per alcuni giorni





**Più di un milione di contatti  
con le pubblicazioni della  
Via Claudia Augusta  
ogni anno**





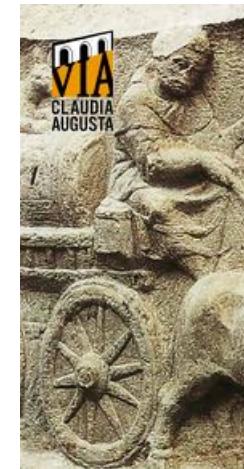
**Ca. 100 millioni di fatturato  
annuale causato dalla  
Via Claudia Augusta**



**Una rete di  
diversi partner  
lungo il percorso**







**Vantaggi per tutti**  
**Vorteile für alle**



**Tutti sono invitati  
a diventare parte  
della rete**





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