



# **IRON CURTAIN TRAIL**

## **WP 4.2 Sustainable transport offers**

**ERDF PP12**

**Regionalmanagement Burgenland GmbH**

**BikeMobility Südburgenland**

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Title :	<i>BikeMobility Südburgenland</i>
Partner:	<i>PP12 – Regionalmanagement Burgenland</i>
Overview	
Country:	<i>Austria</i>
Region:	<i>Südburgenland</i>
Short description:	<i>Mobility offer for cyclists and nature friendly tourists in the region of southern Burgenland . A central back office provides a call center, where all cooperating taxi/bus operators are registered. The back office is also in charge for the disposition of the incoming calls. Cooperating taxi /bus operators ensure bike-transport facilities and accessibility during the operation time</i>
Objectives	<i>Improvement of regional accessibility for cyclists; Provision of a combined touristic &amp; mobility offer; Cooperation between touristic facilities (pensions, hotels, (E-) bike-rentals) and taxi/bus operators (packages, etc.)</i>
Target groups	<i>Additional offer for tourists and guests as well as for residents. Cycling-tourists along the ICT, who want to stay longer and explore the region. Cooperation with existing cycling-related offers, such as “e-bike Paradies Südburgenland”</i>
Phase	<i>The contacts with possible partners and operators have already been started. A cooperation with a local micro-pt system (started in April) as well as other operating systems are possible</i>
Operator, contact	<i>Theoretically 3 options: 1.) Destination management 2.) Operators of call center (Taxi company) 3) Association of communities and touristic facilities</i>
Cost and benefits	<i>Estimated costs: - trailers for bike transport: € 2.000,- - € 3.000,- each - yearly costs for call center (upgrade of existing service): € 25.000,- - costs for promotion and operational costs: € 20.000,-/a Estimated revenues and economic benefits: The main revenue will be a major add on for cycling tourism within the region. Main investments should be covered by funding schemes.</i>



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<i>Marketing Analysis I.</i>	
<p>“Product” - detailed description of the services</p>	<p><i>As determined within the national action plan, the accessibility of public transport in the AT-HU border region in Südburgenland is very poor, neither for locals, nor for tourists. The only possibility for cycling tourist to get to the region without a car is by train with the GySEV line via Szombathely, Körmend or Szentgotthard. A number of villages along the border region (e.g. Bildein, Eberau, Strem, Güssing) have developed a common micro-bus system, operated by local taxi companies. Locals can use this system on demand in determined service hours (mainly 8.30 am to 1 p.m). A regional call center collects all requests and distributes the fares to the taxi operators.</i></p> <p><i>Within the sustainable transport offer “BikeMobility Südburgenland” the regional stakeholders (touristic, bus- and taxi operators as well as the GySEV) agreed, that this micro-bus system could be extended especially for cycling tourists. Therefore the operating time of the system has to be extended to the afternoon and evening hours. A weekend-service is also necessary, as particular infrastructure needs like bike trailers etc. needs to be acquired.</i></p>
<p>“Place” – market analysis</p>	<p><i>There are several offers for cyclists available in the area along the ICT in Südburgenland such as:</i></p> <ul style="list-style-type: none"> <li><i>-hundreds of kilometers of scenic cycle routes (<a href="http://alpregio.outdooractive.com/ar-suedburgenland/de/alpregio.jsp#tab=WelcomeTab">http://alpregio.outdooractive.com/ar-suedburgenland/de/alpregio.jsp#tab=WelcomeTab</a>)</i></li> <li><i>- touristic pedelec rental scheme “e-bike paradies Südburgenland” <a href="http://www.ebikeparadies.at/home/">http://www.ebikeparadies.at/home/</a>)</i></li> <li><i>-cross-border activities such as ETC AT-HU cross border project “Cycling AT-HU”</i></li> </ul> <p><i>Cycling-tourists are a main target group within the touristic – strategy of Burgenland. But since the ICT is the first EV-route, crossing the country, no special focus on distance cyclists has been set yet. Especially through cooperation with “e-bike paradies Südburgenland” and the partner-locations all over Südburgenland the offer can easily be spread in the region and be used not only by cyclists along the ICT but also by locals and other cycling tourists.</i></p>



Title:	<i>BikeMobility Südburgenland</i>
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<i>Marketing Analysis II.</i>	
Price	<p><i>Estimated costs:</i></p> <ul style="list-style-type: none"> <li>- trailers for bike transport: € 2.000,- - € 3.000,- each</li> <li>- yearly costs for call center (upgrade of existing service): € 25.000,-</li> <li>- costs for promotion and operational costs: € 30.000,-/a</li> </ul>
Sales	<p><i>First and foremost BikeMobility Südburgenland is an add-on service for promoting the ICT in the region as well as cycling tourism as such. There are different possibilities to get return on investments:</i></p> <ul style="list-style-type: none"> <li>- funding by a ETC-cross border project or national funding schemes</li> <li>- financial involvement of touristic partners and stakeholders</li> <li>- revenues from the service and bookable offers</li> </ul>
Promotion	<p><i>BikeMobility Südburgenland will be included into the regional tourism strategy and in all promotion channels (internet, leaflets, fairs, etc.). Through cooperation with main stakeholders, such as GySEV, ÖBB and touristic hot spots and operators, their marketing activities will also promote the offer.</i></p> <p><i>All touristic facilities, like hotels, restaurants, Buschenschanken, festivals etc. will be involved. Promotion material (posters, folders,...) will be available throughout the region. Not only bike-tourists but also other guests as well as locals should be focused.</i></p>



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<i>Implementation plan I.</i>	
Detailed description of the technical solution	<p><i>The service is a cooperation of partners from the fields of transport &amp; tourism and stakeholders from both countries, such as taxi and bus operators, destination managements, touristic operators and the GySEV as important public transport operator. During operation hours a call center collects requests from tourists and locals and dispatches them to the registered taxi and bus operators. Group requests can also be dispatched as bike transport from and to regional railway stations (e.g. Szombathely, Körmend). The service can be part of a bookable offer of touristic operators etc.</i></p>
Actions to take	<p><i>The existing micro-bus system has to be upgraded regarding service hours (evenings, weekends) and bike facilities. Bus operators have as well as additional taxi operators from Austria and Hungary have to be involved with the aim of a regional expansion. Special agreements with GySEV, ÖBB and regional destination management have to be signed and special offers and packages for long distance cyclists have to be created. Management plans and tourism strategies promoting cycling and sustainable mobility within the region have to be developed.</i></p>



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<i>Implementation plan II.</i>	
Costs of development and operation	<i>The project should be implemented within an ETC AT-HU cross-border project in the future funding period (2014-2020). Therefore partners and stakeholders from the fields of transport &amp; tourism from both countries have to develop an application as soon as the final funding regulatory have been published. Costs of development and operating costs during the implementation phase should be cover by European and national fundings.</i>
Time plan for the realization	<i>Within the project application, a detailed workplan including timetable, milestones and actions to take for each project partner have to be specified as well as political and legal preparations have to be prepared. In case of approval, the project can start quickly and the service kick off as soon as possible.</i>
Stakeholders and organisation	<i>Südburgenland Tourismus Regional Destination Managements (AT, HU) Raaberbahn – GySEV, ÖBB regional taxi and bus operators travel agencies, touristic operators (e-bike paradies Südburgenland)</i>