



# **IRON CURTAIN TRAIL**

## **WP 4.3 Sustainable tourism offers**

### **ERDF PP12**

**Regionalmanagement Burgenland GmbH**

**Paper Chase: Hop-on - hop-off service on trains in  
cooperation with destination managements**

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Title :	<i>Paper Chase: Hop-on - hop-off service on trains in cooperation with destination managements</i>
Partner:	<i>PP12 - Regionalmanagement Burgenland</i>
Overview	
Country:	<i>Austria</i>
Region:	<i>Burgenland</i>
Short description:	Cycling tourists should be tempted to visit the region and use also environmental friendly offers. A paper chase game in combination with transport offers of train operators makes the visit for tourists more attractive. The paper chase can be handled by bike easily, while some parts of the route can be done by train.
Objectives	A main objective is to make the region more attractive for tourists. The service should bring the people into the region; make them use touristic offers as well as sustainable transport offers.
Target groups	Whoever would like to combine cycling and “rest&recreation” is welcome to use this service. Residents and tourists can go from station to station by bike, having fun with riddling. The paper chase is organized in cooperation with transport providers, so that parts of the route can be done also by train.
Phase	First contacts with possible partners, like regional stakeholders and transport operators, have been made. Some ideas and creative proposals already exist, which can be implemented in a concept.
Operator, contact	The concept has to be made in cooperation with the destination management, regional stakeholders and tourism associations. In addition the hop-on hop-off service has to be run by the train operators.
Cost and benefits	Costs will occur for <ul style="list-style-type: none"> <li>- organization and operation of the paper chase,</li> <li>- promotion, operating and developing the bike rental shops</li> <li>- building new rental stations at train stations</li> <li>- expansion of bike rental schemas, like “Nextbike” is already existing and well known in the region</li> </ul> Benefits: Stimulation of regional businesses, regional development Benefits for cycling tourism in general and train operators.



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Marketing Analysis I.	
“Product” - detailed description of the services	<p>The region can be made more attractive for bike tourists by offers, which combine creative games for “rest&amp;recreation” and sustainable transport solutions. Regional development can be forced by merging regional stakeholders’ concepts with the use of environmental friendly transportation.</p> <p>The idea was to create an additional attraction for cycling tourists. A quiz hunt, presented as a kind of paper chase, is organized by regional stakeholders. In addition, transportation is implemented in the concept. A hop-on hop-off service is being offered, managed by train operators. So people can go from one quiz station to another by bike, or can do parts of the route by train.</p>
“Place” – market analysis	<p>Besides the existing offers for cyclists available in the region, regional stakeholders, tourism associations and train operators can arrange new attractions for cycling tourists.</p> <p>In the region cycling routes along a rail track already exist. Here the paper chase could be implemented in a first run.</p> <ul style="list-style-type: none"> <li>- Cycling track “Kogelradweg”: Mattersburg-Loipersbach, Schattendorf- Baumgarten</li> <li>- Cycling track „Rosaliaradweg“: Bad Sauerbrunn- Mattersburg-Loipersbach, Schattendorf-Draßburg.</li> </ul> <p>In general cycle routes in the region around Sopron and Deutschkreutz exist and many offers for cyclists are available. So the idea of a paper chase or any other kind of quiz game could be implemented in these areas in cooperation with local partners easily. This offer could be then used not only by cycling tourist along the ICT but also by locals and other cycling tourists.</p>



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Marketing Analysis II.	
Price	<p>This service is foreseen as a cooperation of stakeholders, so however every partner is selling his own business. Though mainly already existing products would be offered to clients, running this service would mean partly additional costs for partners.</p> <p>On the other hand special price offers for train tickets like “Einfach Raus Ticket” or vouchers for drinks would tempt clients to use the offers, as well as prizes for honouring the winners. Pricing policy would mean, that running every day business (trains are operated anyway) could be stimulated by attractive offers or price discounts. Created added value will recruit more customers and therefore be profitable for stakeholders.</p>
Sales	<p>More cycle tourists as customers would be recruited by offered additional services for cyclist like a quiz game/paper chase as an attraction. Businesses may benefit from low additional costs, the stimulation of regional development and should achieve in the end a return on investments..</p> <p>Creating an effective sales strategy requires the integration of the service in every partners’ business concepts. Distribution over eg. “Neusiedlersee Card” could be forced. In cooperation with train operators (ÖBB, GySEV) price packages like eg. “Einfach Raus Ticket” could be offered, what would mean an additional selling point.</p> <p>For a profitable sales process a kind of competition between the game players should be involved in the concept. Regional stakeholders could provide prizes for the winners of the paper chase.</p>
Promotion	<p>Together with the regional stakeholders, touristic associations and train operators the paper chase/hop-on hop-off service should be promoted over printed media, their websites or over social media network.</p> <p>Additionally, tourism centers, as well as train operators can offer some attractive packages for the potential customers. This information can be promoted on several exhibitions and be announced on printed media, internet or commercials as well.</p>



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<b>Implementation plan I.</b>	
<b>Detailed description of the technical solution</b>	<p>People, whether locals or tourists, can come to the region with their own bikes or can rent a bike. The arrival can take place already by train - motivated by offers of the train operators, e.g. special ticket- packages.</p> <p>The game hand out can be offered either over internet or as a hard copy at the distribution points. Players will cycle then from station to station answering the quiz questions. Parts of the route can be done also by train. After finishing the paper chase/ quiz game players can register optionally and participate at a competition.</p> <p>By a random selection the winner will be drawn and be honoured with a prize, sponsored by regional stakeholders.</p>
<b>Actions to take</b>	<p>Conception of a model for a first run to get some experience:</p> <ul style="list-style-type: none"> <li>* Chose a test area (bikers/day, active community, good political relations, appropriate train schedule)</li> <li>* Involve ALL stakeholders</li> <li>* Business concept of price offers (train tickets, gastronomy, ...)</li> <li>* Quiz/Paper chase Concept – questions, answers</li> <li>* Prize selection for honouring the winner</li> <li>* Promotion</li> <li>* Arrangement of distribution and collection of game hand out (digital via internet, or hard copy)</li> </ul>



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<b>Implementation plan II.</b>	
<b>Costs of development and operation</b>	<p>Following costs will occur in case of implementation of the project:</p> <ul style="list-style-type: none"> <li>- development of the game architecture and concept</li> <li>- promotion</li> <li>- building new rental stations at train stations</li> <li>- expansion of bike rental schemes, like "Nextbike"</li> </ul> <p>During the operation partners have to calculate costs for:</p> <ul style="list-style-type: none"> <li>- regular elaboration of quiz questions and solutions</li> <li>- operating the bike rental shops, maintenance of bikes</li> <li>- collecting and evaluating the answers</li> <li>- prize for winners of the competition</li> </ul>
<b>Time plan for the realization</b>	Within the project application, a detailed work plan 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.
<b>Stakeholders and organisation</b>	<p>Regional Destination Managements (AT, HU)</p> <p>Train operators – ÖBB, , GySEV</p> <p>Other transport providers - regional taxi and bus operators</p> <p>Bike rental services</p> <p>Regional stakeholders – gastronomical providers, local associations (Museums, nature parks, ... )</p> <p>Tourism associations, travel agencies – Neusiedlersee</p> <p>Tourismus GmbH, Südburgenland Tourism</p>