



# **IRON CURTAIN TRAIL**

## **WP 4.3 Sustainable tourism offers**

### **ERDF PP12**

**Regionalmanagement Burgenland GmbH**

**Cycle Tours with historical background:  
Bildein-Eisenberg**

**DI Roman Michalek  
DI Marie Marcinek  
EBE-Solutions GmbH**

**version: 2014/08/29**



Title :	<i>Cycle Tours with historical background: Bildein-Eisenberg</i>
Partner:	<i>PP12 – Regionalmanagement Burgenland GmbH</i>
Overview	
Country:	<i>Austria</i>
Region:	<i>Südburgenland</i>
Short description:	There is a lot to experience on the Iron Curtain Trail near Bildein. Cycling tourists should be invited to visit and discover the region in its rich variety. Museums, gastronomy providers, wine taverns are stations on the way reachable by bike, offering historical or cultural exhibitions. Additionally packages with guided tours on e-bikes are organized for visitors to explore the region based on various topics.
Objectives	The ICT as a kind of educational trail is bringing the people into the region and showing them a range of interesting aspects. A main objective is to sensitise visitors on history in this region by exploring different perspectives and meanings of “border” or “limit”. The stations among the trail are making subject not only on historical and cultural facts of the region, but also on culinary enjoyment.
Target groups	Whoever would like to combine rest, recreation and education in all variety is welcome to cycle on the trail making borderline experiences. Residents and tourists visit exhibitions (e.g. in museums), explore the borderline trail (“grenzerfahrungsweg”) or enjoy the culture and gastronomy, cycling through the region, maybe on rented e-bikes.
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	In cooperation with the community, destination management, regional stakeholders and tourism associations the concept of “information campaigns” and designing of promotion material have to be made. In addition guided tours on topic-trails and exhibitions have to be organized



## Cost and benefits

Costs will occur for

- maintaining the borderline trail
- organization and operation of guided e-bikes tours regarding different topics (e.g. wine, history and culture,...)
- maintenance of e-bikes
- promotion, operating and developing of “topic trails”
- 

Main benefits are the stimulation of regional businesses and the regional and touristic development of communities.

Benefits for cycling tourism in general and cross-border destination management.



Title:	<i>Cycle Tours with historical background: Bildein-Eisenberg</i>
Partner:	<i>PP12 – Regionalmanagement Burgenland GmbH</i>
Marketing Analysis I.	
“Product” - detailed description of the services	<p>The region can be made more attractive for bike tourists by offers, which combine knowledge acquisition in history, culture and nature together with an additional fun factor.</p> <p>On a borderline trail visitors can explore history, culture and nature also by bike at following stations:</p> <ul style="list-style-type: none"> <li>- labyrinth (borderline between life and death)</li> <li>- meditation</li> <li>- historical monuments (bunker, trench, tower, -simulation of iron curtain ...)</li> <li>- swimming bridge</li> </ul> <p>Several e-bike rental stations in this region are providing not only the equipment, but also offering guided tours with different topics (“Weinidylle-Radweg”)</p> <p>Additionally museums, e.g. “burgenländisches geschichte(n)haus” and a fun park near Szombathely are good offers for family entertainment.</p> <p>Regional development can be forced by merging regional stakeholders’ concepts and offers with environmental exploration.</p>
“Place” – market analysis	<p>Besides the existing offers for cyclists available in the region, regional stakeholders, tourism associations and e.g. museums can arrange new attractions for cycling tourists.</p> <p>In general cycle routes on the Austrian and Hungarian side already exist and many offers for cyclists are available. So making available offers more attractive and combine those with new ideas can be done in cooperation with local partners easily.</p> <p>This topic-trails, guided tours and exhibitions are not only for cycling tourist along the ICT but also for locals and other tourists.</p>



Title:	<i>Cycle Tours with historical background: Bildein-Eisenberg</i>
Partner:	<i>PP12 – Regionalmanagement Burgenland GmbH</i>
Marketing Analysis II.	
Price	<p>Though mainly already existing offers would be presented to clients, running this service would mean partly additional costs for partners. Guided e-bike tours organized by “e-bike Paradies” or museums are offered within a rich visitor program already. The borderline-trail is offered for free. However, adoption or implementation of new ideas entails additional cost.</p> <p>This idea of historical and cultural stations and guided e-bike tours is foreseen as a cooperation of communities and stakeholders, to invite more people to use existing offers. A close cross-border cooperation of the “e-bike Paradies” and the community develops more sustainable offers, which brings more tourists to the region.</p> <p>On the other hand special price offers for excursions in combination with train tickets (like “Kombitickets Sommerträume/Kulturgenuss”) or vouchers for drinks would tempt clients to use the offers.</p> <p>Pricing policy would mean, that running every day business (guided tours, excursion, exhibitions) 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 guided educational bike tours 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. “Kombitickets Sommerträume/Kulturgenuss” could be offered, what would mean an additional selling point.</p> <p>For a profitable sales process a kind of competition game could be involved in the concept. Regional stakeholders could provide prizes</p>



	for the winners a quiz game.
Promotion	<p>Together with the regional stakeholders, touristic associations, museums, as well as train operators the educational bike trail 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>



Title:	<i>Cycle Tours with historical background: Bildein-Eisenberg</i>
Partner:	<i>PP12 – Regionalmanagement Burgenland GmbH</i>
Implementation plan I.	
Detailed description of the technical solution	People, whether locals or tourists come to the region with their own bikes or can rent a bike. The arrival takes place already by train - motivated by offers of the train operators, e.g. special ticket-packages.
Actions to take	<ul style="list-style-type: none"> <li>* involve communities, regarding their requirements</li> <li>* Involve ALL cross-border stakeholders</li> <li>* adoption and new ideas of stations for borderline-trail</li> <li>* Signpost trails</li> <li>* Establish information points</li> <li>* Business concept of price offers (train tickets, gastronomy, ...)</li> <li>* Promotion</li> </ul> <p>Additionally:</p> <ul style="list-style-type: none"> <li>* Quiz/Paper chase Concept – questions, answers</li> <li>* Prize selection for honouring the winner</li> <li>* Arrangement of distribution and collection of game hand out (digital via internet, or hard copy)</li> </ul>



Title:	<i>Cycle Tours with historical background: Bildein-Eisenberg</i>
Partner:	<i>PP12 – Regionalmanagement Burgenland GmbH</i>
Implementation plan II.	
Costs of development and operation	<p>Following costs will occur in case of implementation of the project:</p> <ul style="list-style-type: none"> <li>- Promotion</li> <li>- Establishing new station at the borderline trail</li> <li>- Operating e-bike rental stations</li> <li>- Maintaining cycle trails</li> <li>- Guides for e-bike tours</li> </ul> <p>Additionally:</p> <ul style="list-style-type: none"> <li>- building new rental stations</li> <li>- expansion of bike rental schemas, like “e-bike Paradies”</li> </ul> <p>During the operation of a quiz game 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>
Time plan for the realization	<p>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.</p>
Stakeholders and organisation	<p>Community Bildein e-bike Paradies gastronomical providers,... Tourism associations, travel agencies –Südburgenland Tourism Regional Destination Managements (AT, HU) Regional stakeholders – local associations (Museums, ...), Train operators – ÖBB, , GySEV</p>