



IRON CURTAIN TRAIL

WP 4.3 Sustainable tourism offers

ERDF PP12

Regionalmanagement Burgenland GmbH

Guided Cycle Tours Seewinkel-Hanság

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version: 2014/08/29



Title :	<i>Guided Cycle Tours Seewinkel-Hanság</i>
Partner:	<i>PP12 – Regionalmanagement Burgenland GmbH</i>
Overview	
Country:	<i>Austria/Hungary</i>
Region:	<i>Burgenland, Nationalpark Neusiedler See Seewinkel/Fertő-Hanság Nemzeti Park</i>
Short description:	There is a lot to discover on the Iron Curtain Trail. Cycling tourists should be invited to visit and discover the region in its rich variety. Museums and information centres offer historical, cultural and environmental exhibitions. Additionally on guided tours or signposted info-trails visitors can explore the region also directly by bike.
Objectives	A main objective is to make memories and nature visible in this region. Tourists can experience history, culture and politics together with nature. The service should bring the people into the region; get them to know more about the natural environment and its habitants, as well as history and culture makes the ICT a kind of educational trail.
Target groups	Whoever would like to combine cycling and education in all variety is welcome to cycle on the trail. Residents and tourists can attend excursions and guided tours, go from an info point to the next by bike on a signposted trail, or visit exhibitions e.g. in museums or tourism centres.
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 destination management, regional stakeholders and tourism associations the concept of “information campaigns” and designing of promotion material have to be made. In addition excursions or exhibitions have to be organized by both National Park Managements.



Cost and benefits	<p>Costs will occur for</p> <ul style="list-style-type: none">- organization and operation of excursions and other guided tours,- promotion, operating and developing of different offers- building new info points and signposting on trails <p>Benefits:</p> <p>Stimulation of regional businesses, regional development</p> <p>Benefits for cycling tourism in general and cross-border destination management.</p>
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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 knowledge acquisition in history, culture and nature together with an additional fun factor.</p> <p>On a kind of educational path visitors can explore the region by bike and can go from one informational point to another with following topics:</p> <ul style="list-style-type: none"> -historical memories - exploring nature in different ways: <ul style="list-style-type: none"> * bird watching and other animal introduction excursions * flower explanation * combination with boat trips (into the reed) *night tours – bat watching - family entertainment (paper chase, quiz games) - exhibitions in information centres <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 could be done in cooperation with local partners easily.</p> <p>This guided tours and exhibitions could be then visited not only by cycling tourist along the ICT but also by locals and other tourists.</p>



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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. Excursions organized by “Nationalpark Neusiedler See – Seewinkel” or exhibitions in Information Centres or museums are offered within a rich visitor program already and are partly free for “Neusiedler See Card” members.</p> <p>This idea of guided educational bike tours is foreseen as a cooperation of stakeholders and a cross-border national park management, to invite more people to use existing offers. A close cross-border cooperation of the “National Park Managements” could develop more sustainable offers, which could be charged with a higher fee.</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>



	For a profitable sales process a kind of competition game could be involved in the concept. Regional stakeholders could provide prizes 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>



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Implementation plan I.	
Detailed description of the technical solution	<p>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.</p> <p>By bike the region is being explored, whether individually or with a guide.</p>
Actions to take	<ul style="list-style-type: none"> * Involve ALL cross-border stakeholders * Signpost trails * Establish information points * Develop “time table” (region, topic, season) * Business concept of price offers (train tickets, gastronomy, ...) * Promotion <p>Additionally:</p> <ul style="list-style-type: none"> * Quiz/Paper chase Concept – questions, answers * Prize selection for honouring the winner * Arrangement of distribution and collection of game hand out (digital via internet, or hard copy)



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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"> - Promotion - Guides for excursions - Establishing new info points - Maintaining cycle trails <p>Additionally:</p> <ul style="list-style-type: none"> - building new rental stations at train stations - expansion of bike rental schemas, like “Nextbike” <p>During the operation of a quiz game partners have to calculate costs for:</p> <ul style="list-style-type: none"> - regular elaboration of quiz questions and solutions - operating the bike rental shops, maintenance of bikes - collecting and evaluating the answers - prize for winners of the competition
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>National Park Management (AT, HU) Regional Destination Managements (AT, HU) Regional stakeholders – local associations (Museums, ...), gastronomical providers,... Tourism associations, travel agencies – Neusiedlersee Tourismus GmbH, Train operators – ÖBB, GySEV Bike rental services</p>