Sustainable Transport Offer
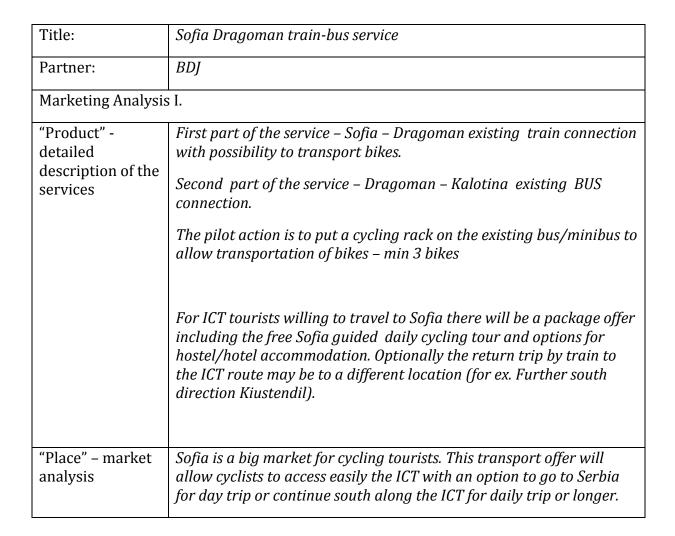
Sofia – Dragoman - Kalotina

Title:	*Sofia Dragoman train-bus service*
Partner:	*BCA, ERDF PP5*
Overview	
Country:	*Bulgaria*
Region:	*South West*
Short description:	*Sofia is the biggest city along the ICT route of only 60 km from the route. There are 1.5 million citizens and therefore it is a potential source for a tourist flow to the ICT route. The best way for transportation from Sofia to ICT route or from ICT to Sofia is by train. Sofia is a transport hub for getting to another section of the ICT.*
Objectives	*To allow cyclists to travel with their bikes from Sofia to ICT or vice versa. To promote the touristic potential of ICT in cycling clubs in Sofia*
Target groups	*Cycling Tourists from Sofia region.* *Tourists traveling along the ICT, interested in visiting Sofia*
Phase	*The proposal to BDJ is to create a bus line from Dragoman to Kalotina with facility to carry bikes.*
Operator, contact	*BDJ contact* *bdz@bdz.bg* *02 9311111 – Sofia Rail way station BDJ office*
Cost and benefits	*Estimation for cost of a cycling rack – about 500 euro.*

Title:	*Sofia Dragoman train-bus service*
Partner:	*BDJ*
Marketing Analysis I.	
"Product" - detailed description of the services	*First part of the service – Sofia – Dragoman existing train connection with possibility to transport bikes.* *Second part of the service – Dragoman – Kalotina existing BUS connection.* *The pilot action is to put a cycling rack on the existing bus/minibus to allow transportation of bikes – min 3 bikes* *For ICT tourists willing to travel to Sofia there will be a package offer including the free Sofia guided daily cycling tour and options for hostel/hotel accommodation. Optionally the return trip by train to the ICT route may be to a different location (for ex. Further south direction Kiustendil).*
"Place" – market analysis	*Sofia is a big market for cycling tourists. This transport offer will allow cyclists to access easily the ICT with an option to go to Serbia for day trip or continue south along the ICT for daily trip or longer.*

Title:	*Sofia Dragoman train-bus service*
Partner:	*BDJ*
Marketing Analysis II.	
Price	*The price for transport from Sofia to Dragoman by train is 4 euro.* *The price for transport from Dragomasn to Kalotina by train is 3 euro*
Sales	*Ticket sales are available online or in the railway stations*
Promotion	*The option to travel from Kalotina to Dragoman with a bus equipped with a cycling rack will be promoted by BDJ and the tourist office in Sofia.* *Optionaly there will be a package price connected to Sofia city breaks.*

Title:	*Sofia Dragoman train-bus service*
Partner:	*BDJ*
Implementation plan I.	
Detailed description of the technical solution	*The cycling rack will be purchased by BDJ and attached to the buss in service. This option may also be varied in case the buss owner prefers to buy it on his own. Technically the attachment is easy and follows the instruction of the producer of the rack.*
Actions to take	*To help BDJ find the best technical offer for a cycling rack.* *To joint the service to the other existing buss line from Dragoman to different locations of the ICT. This option is limited to on demand service only.*

Title:	
Partner:	*BDJ*
Implementation plan II.	
Costs of development and operation	*500 euro is the budget for one rack and the assembly. In case of need for more racks the offer will be modified. In addition some resources will be needed for the promotion of the service to target groups and potential cycling tourists*
Time plan for the realization	*3 months is the realistic plan for implementation. However it may be prolonged in case of budget deficit.*
Stakeholders and organisation	*BDJ* *Ministry of Tourism(promotion)* *The transport offers will be promoted by the Ministry additionaly.* *Sofia Municipality (promotion)* *NGOs (Free Sofia Cycling Tour)* *This is a very popular option for free walking and cycling trips in Sofia. The promotion of the offer will allow some tourists to visit the ICT route for a daily trip or a weekend.*

Sustainable Transport offer - existing services in Sofia – Kalotina - Dragoman

B.1. Public transport services

Title:	*BDJ*
Partner:	*BCA*
Country:	*Bulgaria*
Region:	*South west*
Short description of the service:	*Train connection Sofia – Dragoman Kalotina*
Target destinations	*Thee are the only train stops. There are buss connections to villages from there*
Target markets	*Tourists, daily commuters.*
Sales and promotion	*Train tickest may be purchased at the train stations or online*
Further information, contact	*BDJ*

Main target destinations	Main target markets				
	Travel time in minutes using PT	*Sofia*	Sofia		
	Dradoman	30 min			
	Kalotina		45 min		

Main target destinations	Main target markets				
	Travel distance in km	Sofia	Sofia		
	Dragoman	50 km			
	Kalotina		65 km		

Main target destinations	Main target markets				
	Costs in *Y currency*	*Sofia*	Soafia		
	Dragoman	7 lv			
	Kalotina		9 lv		

	Main target markets				
Main target destinations	Directness (number of change 0-Y)	*Sofia*	Sofia		
	Dragoman	direct			
	Kalotina		direct		

	Main target markets				
Main target destinations	Frequency (number of connections per day)	*Sofia*	Sofia		
	Dragoman	8			
	Kalotina		4		