



Sustainable Transport Offer 2 - Bulgaria

Sandanski - Petrich

Title:	<i>Sandanski – Petrich - bus service</i>
Partner:	<i>BCA, ERDF PP5</i>
Overview	
Country:	<i>Bulgaria</i>
Region:	<i>South West</i>
Short description:	<p><i>Sandanski and Petrich are the very popular touristic cities in the South West Region. They are very close to ICT, and to the Macedonian and Greek border. Sandanski is an important crossroad town. Main road E79 passes nearby; about 20 kilometers from the town lays the border with Greece. Petrich is located close to the borders with Greece and the Republic of Macedonia.</i></p> <p><i>As a very popular touristic cities they will attract the main tourist flow to the ICT route. The best way for transportation from Petrich and Sandanski is by bus.</i></p>
Objectives	<p><i>To allow cyclists to travel with their bikes from Sandanski and Petrich to ICT or vice versa. To promote the touristic potention of ICT in cycling clubs in Sandanski and Petrich.</i></p> <p><i>To allow cyclist transportation to and from the Macedonian and Greek borders.</i></p>
Target groups	<p><i>Cycling Tourists from Sandanski and Perich region.</i></p> <p><i>Tourists traveling along the ICT, interested in visiting Sandanski and Petrich.</i></p>
Phase	<i>The proposal to BUS company “Iunion Ivkoni” is to attached a carry bikes on the buses of the existing line bus Sandanski – Petrich..</i>
Operator, contact	<p><i>“Iunion Ivkoni” bus company</i></p> <p>office@union-ivkoni.com booking@union-ivkoni.com</p>



	<p>g.nikolov@union-ivkoni.com</p> <p>02/ 989 0000 tel:02/ 989 1111 tel :07001/ 8282*</p>
Cost and benefits	<p><i>Estimation for cost of a cycling rack – about 500 euro.</i></p> <p><i>The benefit can't be evaluated in advance as it is related to tourism developments in many directions, but it definitively will be much bigger than the investment.</i></p>

Title:	<i>Sandanski –Petrich -bus service</i>
Partner:	<i>Bus company "Iunion Ivkoni"</i>
Marketing Analysis I.	
"Product" - detailed description of the services	<p><i>First part of the service – Sandanski– Petrich existing bus connection with possibility to transport bikes.</i></p> <p><i>The pilot action is to put a cycling rack on the existing bus/minibus to allow transportation of bikes – min 3 bikes.</i></p> <p><i>The key service is on demand transportation to the Greek and Macedonian borders.</i></p> <p><i>Petrich is directly on the ICT route and offers all needed services from cyclists. There are many options for other tourist attractions in the area including mountaineering, MTB, visit of historical sites etc.</i></p>
"Place" – market analysis	<p><i>Sandanski and Petrich propose a good market for cycling tourists, because they are very attractive with their historical, cultural and natural heritage.</i></p> <p><i>This transport offer will allow cyclists to access easily the ICT with an option to go to Macedonia and Greece for day trip .</i></p> <p><i>Sandanski is a popular balneological and spa center. There are 80</i></p>



	<p><i>springs in the area, the temperature of which ranges from 42 to 81 degrees (Celsius). The salinity of the water is low; it has a rich chemical composition. It is successfully used for treatment and prevention of many diseases of the respiratory tract, artro-rheumatism, diseases of the loco-motor system, the nervous system etc. Part of the territory of Sandanski municipality is in the range of Pirin national park, wich is a very attractive place for the cyclists.</i></p> <p><i>Petrich is the second largest city in the vicinity of the Pirin Mountain, Petrich is situated in the far southwest of Bulgaria, where two of its national borders come together - the west and the south. It is 13 km to the border crossing at Kulata (on the Greek border) and 20 km to the border crossing at Zlatarevo (on the Macedonian border). The town is situated at the foot of the Belasitsa Mountain, on both banks of the Petrich River (a.k.a. Luda Mara) - a tributary to the Strumeshnitsa River.</i></p> <p><i>Petrich is the successor or the ancient Thracian city of Petra (rock in Greek), which emerged at the foot of the Kozhuh Mountain, in the locale of Rupite.</i></p> <p>LANDMARKS</p> <ul style="list-style-type: none"> • <i>Town Historical Museum.</i> • <i>Churches: the Holy Virgin's (1857), a cultural monument, St. George's, St. Nicholas' and the Assumption's.</i> • <i>Village remains from the Hellenistic era 5 km northeast of Petrich.</i> • <i>The National Samuil's Fortress museum 18 km west of the city including a museum collection and a sculptural complex - a bronze figure of the Bulgarian Tsar Samuil, presented full size with his knees bending under the weight of great suffering, and large stone panels on both sides with relief figures of the blinded soldiers.</i> • <i>The Kozhuh locale 8 km north of Petrich, which encompasses the cone of a volcano (which has been dormant for six million years). Part of it was declared a protected natural site due to the presence of endemic and relict plant and animal species - a unique find within the territory of Bulgaria. At this locale one can also see the home of the late Vanga, who was known as the "Petrich Prophetess", and St. Petka's Church built by her.</i>
--	---



Title:	<i>Petrich –Sandanski -bus service</i>
Partner:	<i>Bus company “Iunion Ivkoni”</i>
Marketing Analysis II.	
Price	<i>The price for transport from Sandanski to Petrich by bus is 8 euro.</i>
Sales	<i>Ticket sales are available online or in the bus stations</i>
Promotion	<i>The option to travel from Sandanski to Petrich with a bus equipped with a cycling rack will be promoted by “Iunion Ivkoni” bus company and the tourist office in Sandanski and Petrich..</i>

Title:	
Partner:	<i>“Iunion Ivkoni” Bus company</i>
Implementation plan I.	
Detailed description of the technical solution	<i>The cycling rack will be purchased from the bus company and attached to the buss in service.</i>
Actions to take	<i>To help the Bus comapni “Iunion Ivkoni” find the best technical offer for a cycling rack.</i>



Title:	<i>Sandanski – Petrich -bus service</i>
Partner:	<i>“Iunion Ivkoni” Bus company</i>
Implementation plan II.	
Costs of development and operation	<p><i>500 euro is the budget for one rack and the assembly. In case of need for more racks the offer will be modified.</i></p> <p><i>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.</i></p>
Time plan for the realization	<i>3 months</i>
Stakeholders and organisation	<p><i>“Iunion Ivkoni” Bus Company</i></p> <p><i>Ministry of Tourism(promotion)</i></p> <p><i>Sandanski Municipality (promotion)</i></p> <p><i>Petrich Municipality (promotion)</i></p>

Sustainable Transport offer - existing services in Sandanski- Petrich

B.1. Public transport services

Title:	<i>Iunion Ivkoni</i>
Partner:	<i>BCA</i>
Country:	<i>Bulgaria</i>
Region:	<i>South west</i>



Short description of the service:	<i>Bus connection Sandanski-Petrich</i>
Target destinations	<i>Direct bus line. There are bus connections to villages from each city</i>
Target markets	<i>Tourists, daily commuters.</i>
Sales and promotion	<i>Bus tickets may be purchased at the train stations or online</i>
Further information, contact	<i>Iunion Ivkoni</i>

	Main target markets				
Main target destinations	Travel time in minutes using PT	<i>Sandanski</i>			
	<i>Petrich</i>	15 min			

	Main target markets				
Main target destinations	Travel distance in km	Sandanski			
	Patrich	20 km			



	Main target markets				
Main target destinations	Costs in Y currency	<i>Sofia</i>			
	<i>Dragoman</i>	7 lv			

	Main target markets				
Main target destinations	Directness (number of change 0-Y)	<i>Sandanski</i>			
	<i>Petrich</i>	direct			

	Main target markets				
Main target destinations	Frequency (number of connections per day)	<i>Sadanski</i>			
	<i>Petrich</i>	5			

