







Sustainable Transport / Tourism Offers - Template for New Offers

IPA PP6: Elaboration of the regional tourism facilities and opportunities offered alongside the route

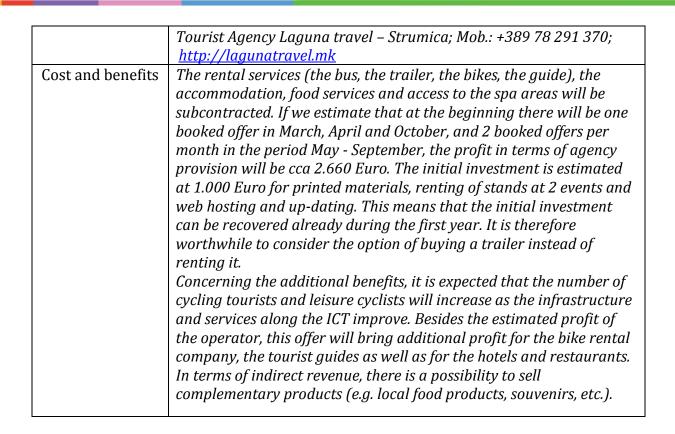
Title:	SPA AND GASTRONOMY BIKE TOUR BEROVO - STRUMICA
Partner:	PROMO IDEA - STRUMICA, IPA PP6
Overview	
Country:	Republic of Macedonia (NUTS1)
Region:	Republic of Macedonia (NUTS2)/ East and South-East region (NUTS3)
Short description:	Cycling tourists are offered exciting bike tour for exploring SPA and gastronomy potential of Berovo and Strumica micro region alongside the ICT route in the East and South-East region of the Republic of Macedonia. This offer includes mini-bus rented by the operator, bike rental, transport of the tourists from the capital city of Skopje to the main attractions (without access by rail), their accommodation in the hotels in Berovo and Strumica including access to spa area.
Objectives	To offer the cyclists and cycling tourists exciting bike tour in the area of Berovo and Strumica micro region that integrates and facilitates the visit to the main SPA hotels and restaurants that serve traditional cuisine.
Target groups	Cycling tourists from the region of the capital city of Skopje (mainly families and recreational cyclists on weekends) with middle and high income and foreign tourists arriving in Skopje (via bus, rail or plane). Also cycling tourists from Thessaloniki, Greece and its wider region and foreign tourists arriving in Thessaloniki (via bus, rail or plane) are considered.
Phase	The offer is in a conceptual phase. Contacts have been established with SPA hotels and traditional restaurants in Berovo and Strumica as well as with tourist agency in Strumica. The future offer will contain: transportation of the tourists and their bikes by mini-bus, luggage transport, bike rental services, accommodation, food and beverages, access to spa area and local tour guide.
Operator, contact	Possible "operator" of the "offer" is the Travel Agency Laguna travel – Strumica. Further information:





















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Marketing Analysis I.		
"Product" - detailed description of the services	This package (which will be promoted on the operator's web site) offers a spa and gastronomy bike experience in the area of Berovo and Strumica micro region along the ICT sub-sections 3 and 4 in the Republic of Macedonia. The itinerary will last 3 days and will cover 105 km. The operator will offer an itinerary to groups of tourists (minimum 8 persons (e.g. 2 families)) which will include:	
	Day 1: Skopje – Berovo Lake - Berovo (5,3 km) Arrival at Skopje airport (optional from the main bus or the central railway station). The operator will organize transfer with mini-bus from Skopje Airport to Strumica. Arrival in Berovo and accommodation in the five star hotel "Aurora Resort & Spa" (http://auroraresort.mk). Tourists will have time to enjoy in the spa center of the hotel. They will get their rented bikes in the hotel. Accompanied by a local guide they will have a short downhill drive of 5,3 km from the hotel to the ethno hotel "Manastir" where the dinner of typical local dishes will be served (http://www.hotelmanastir.com.mk). After the dinner the tourist will be transferred back to the hotel "Aurora Resort & Spa" with the minibus. Overnight in Berovo.	
	Day 2: Berovo – Strumica (63,7 km) Breakfast at hotel. Afterwards the tourist will start the bicycle drive along the regional asphalt road Berovo – Strumica (56,2 km). The route contains several uphill and downhill parts, but the tourists will definitely enjoy the beautiful landscapes of Maleshevo mountains. If tired, some of them (especially the children) can use the option to travel with the mini-bus. Arrival in Strumica. Accommodation in the hotel "Sirius" (http://hotel-sirius.com.mk). Lunch will be served in the hotel restaurant. After the lunch the tourist will have time to enjoy the biggest spa center in Macedonia. In the evening, the tourists will be transferred with the mini-bus to the national restaurant "Complex Carevi kuli" where traditional dinner will be served. Overnight in the hotel "Sirius" in Strumica.	
	Day 3: Strumica – border Novo Selo – Skopje (36,1 km) Breakfast at hotel. Bicycle drive along the local asphalt road Kuklish - Svidovica – Bansko (13,5 km). Afterwards the route continues along	









