



Iron Curtain Trail project SEE/D/0081/3.1/X

5. BICYCLE TOURISM OFFERS

**Three sustainable touristic offers based on
bicycle and public transport**



South Transdanubian Regional Development Agency

Gábor Benovics

ráció-LAMBDA Bt. Pécs, March 2014.



Table of contents

5.1	Drava solar train and bicycle program.....	2
5.2	„Iron Curtain” boat & bicycle program	10
5.3	Iron curtain electric bike tour	16
5.4	Annexes	21
5.4.1	Drava solar train and bicycle program	21
5.4.2	Iron Curtain boat & bike program.....	28
5.4.3	Iron Curtain electric bike program.....	34



5.1 Drava solar train and bicycle program

a. Short Description:

Environmental friendly solar cell powered train would transfer tourists on the existing Villány–Harkány railway line. Such train already exist in Hungary we would only adapt it here, and make the necessary alteration for carrying bicycles as well. There would be bicycle friendly accommodation with renting and service facilities along the route. The economical and sustainable operation suits well to the sensitive environment.

b. Objectives

The main goal of the product is the creation of an alternative and eco-touristic package, in the Ormánság region where the natural and cultural values are so abundant that with a new approach we can provide a unique offer to attract tourists and create new workplaces in this very depressed region. Very important is a sustainable touristic development in the area to create an international attraction.

c. Target group analysis

The main target group is the young adult families living in a metropolitan area, mostly intellectuals who are open for the natural beauties and like active holidays to recharge themselves in a perfectly intact surroundings in three or four days. These people are seeking usually local products, and it is important for them to maintain health, recreation, physical activity. We'd also attract school groups from the entire territory of the country.

d. The current phase of the offer

The offer exists only on the “drawing board”, in the term that the key element for this offer would be the solar train. The package’s “soft” part are already appeared in the offers of different travel agencies dealing with eco-tourism.

e. Operator

The solar train would be operated by the Hungarian State Railways (MÁV) with the cooperation of other stakeholders like local municipalities and tour operators. The touristic packages and programs could be marketed by the TDMs, and travel agencies.

f. Cost and benefit analysis

The cost of investment for the two solar trains is approximately 35 million HUF. The maintenance of the railway line wouldn't be counted as it still maintained through joint public work programs with the MÁV and the Ministry of Human Resources. The yearly cost of the manpower (drivers etc.) for 4 persons during the 6 months of operation/year is about 6 million HUF. The maintenance and energy need for the train is minimal, around 500.000 HUF.



Generating income during 6 months of operation yearly: 6000 tickets full fare = 1000 HUF x 6000 pcs = 6.000.000 HUF, and 7000 discounted (student and pensioners) ticket) 7000 HUF x 650 pcs = 4.550.000 HUF plus bike tickets 600 HUF/pcs 600 HUF x 1500 pcs = 900.000 HUF in total = 11.450.000 HUF

The economic benefit would be much higher though as it creates demand for accommodation, and catering, generates tourist tax, so the incremental income is even higher and could reach 20-30 million HUF/ year.

g. Marketing analysis

i. The Product:

The product is an eco-touristic program package which combines the family oriented and environmental friendly train travel with the active tourism. Geographically speaking it concentrates mainly to the Ormánság area, the starting point is Villány – one of the most famous wine-growing and producing region in the whole country, and where one can get to easily by public transport from Budapest through Pécs. It is possible to transfer bicycle on the train as well. The terminal of the line is at Harkány, one of the main tourist centres of the area. From here visitors would continue the journey by bicycle to Kémes where in the close vicinity the “Old Drava” Ecotourism Visitor Centre and Exhibition site will have established by the end of 2014 and to the “capital” of the Ormánság – Sellye. From here there is a train connection to Pécs or Budapest through Szentlőrinc.

The main issue in the development strategy of this product is the eco-touristic revitalization of the Villány–Harkány railway line through a special solar train with zero emission. This type of solar train already exist and operates between Kismaros and Királyrét¹ in the Börzsöny Mountain. This train should be made to be able to serve the families, serve visitors planning to have cycling holidays in the region. The train would serve also pensioners travelling between Harkány, Siklós and Villány and also school groups. The train should have a panoramic carriage just as in the Börzsöny region, and at the same time should carry bikes as well.

Detailed program:

1st day: Arriving to Villány in the morning. Bicycle tour from Villány to explore the area. Up to Nagyarsány we are rolling on the recently built bike route stopping briefly at the Szoborpark (Statue Park). In case of larger groups there is an option to have an excursion to the top of the Nagyarsány Mountain on a guided tour. This is a very sensitive and protected area with a unique flora and fauna. After leaving Nagyarsány crossing the symbolic border of the red and white wine growing area they are cycling to Siklós through Kisharsány and Nagytótfalu. It worth to visit the castle and the Serbian church as well as the small mosque which are newly renovated. Here there is an option to have a lunch and afterwards they turn northwards to the twin-towered Máriagyűd church which is a pilgrimage centre of the

¹ http://www.turizmusonline.hu/aktualis/cikk/napelemes_vonat_jar_kiralyreten download: 3/3/2014



region. Through the Göntér hill and Nagyharsány they return to Villány. Dinner with wine tasting. Accommodation in a good pension.

2nd day: Get on the solar train and rattle to Harkány in the panoramic wagon with the beautiful sight of the Nagyharsány Mountain and the Siklós castle-hill – the region of the infamous Tenkes captain. The accommodation will be in Harkány and the entrance ticket to the thermal spa is included into the package. Optional cycle tour along the Drava from Drávaszabolcs to Matty, than Siklós and back to Harkány partly on the Iron Curtain trail. Accommodation in Harkány.

3rd day: The tourists continue to explore the Ormánság by bike following the Iron Curtin Trail on the Drava dike from Drávaszabolcs to Kémes. In Szaporca they visit the newly built Old-Drava Ecotourism Visitor Centre, which is the most important institution for ecotourism in the Ormánság and a model for sustainable farming for the region. It is going to display the natural assets of the area and it will place a strong emphasis on presenting life in the Ormánság and the traditional methods of farming in an interactive way. The guests will be put up in the renovated Malom (Mill). Here one can look the local protestant church, and participate an interactive basket-weaving program, and try the local gastronomic delights.

4th day: After breakfast they will follow the Ormánság Greenway track along the Kisinci Lake then continue on the dike following the Iron Curtain trail at first to Majláthpuszta where there is a possibility for taking some refreshments, then through Drávasztára they will arrive to Sellye. Just before getting to the “capital of the Ormánság” it is worth to stop in Drávaiványi and visit the lovely painted-panelled-ceilinged protestant church. Sellye is famous for the Draskovich baroque castle and the Kiss Géza Ormánság museum and there is a bathing facility for relaxation after the bicycle tour. In the late afternoon the guests can return to Pécs or Budapest by train through Szentlőrinc.

At the stage of marketing this product we would rely on the regional service providers, stakeholders, TDMs and on the cooperation with the Duna-Dráva National Park and the MÁV. The symbiotic development of the local B&Bs, bicycle friendly quarters, pensions, rural tourism is essential.

ii. Place market analysis

SWOT analysis of the place:

	Strengths	Weaknesses	Opportunities	Threats
<i>Geographical structure and position</i>		<ul style="list-style-type: none"> Peripheral position, facing peripheral border settlements 	<ul style="list-style-type: none"> Appreciation of the cross-border, interregional connections and cooperation with Croatia's accession 	<ul style="list-style-type: none"> Transmission of the dead-end situation



<i>Nature, Environment</i>	<ul style="list-style-type: none"> Varied and unspoiled natural environment One of clearest rivers in Europe – the Drava Rich flora and fauna 	<ul style="list-style-type: none"> Waste disposal problems 	<ul style="list-style-type: none"> Exploit the naturalness, and proximity to the nature in the tourism and agriculture 	<ul style="list-style-type: none"> Environmental impact of illegal landfills Environmental imbalance
<i>Population culture</i>	<ul style="list-style-type: none"> Ethnography, Cultural diversity Built heritage 	<ul style="list-style-type: none"> Ageing settlements High proportion of underqualified workforce Ethnic imbalance recently 	<ul style="list-style-type: none"> Labour intensive developments which requires not much qualification Developing touristic product based on the cultural, natural and artistic values. 	<ul style="list-style-type: none"> The intellectual highly qualified young people emigrate Further deterioration of built heritage
<i>Infrastructure</i>		<ul style="list-style-type: none"> Bad infrastructural situation mainly in the field of transportation. 	Newly built cycle routes and service background centres, and touristic developments possible to promote eco-tourism	<ul style="list-style-type: none"> Postponing infrastructural developments
<i>Economy</i>		<ul style="list-style-type: none"> Weak economic potential Low level of investment attractiveness 	<ul style="list-style-type: none"> Touristic development Adapting new models of ecotourism Developing background service networks Improving local products marketing and distribution 	<ul style="list-style-type: none"> Further narrowing of market for present companies Lack of potential investors
<i>Image marketing elements</i>	<ul style="list-style-type: none"> Attractive natural and cultural environment 	<ul style="list-style-type: none"> Strongly influenced by the negative socio-economic processes 	<ul style="list-style-type: none"> Strong cooperation among Municipalities for the “Ormánság” image investment 	<ul style="list-style-type: none"> Further deterioration of living standard in the area, Increased feeling of hopelessness

Despite the eco- and active tourism is in the upward phase worldwide, and its proportion is growing within the tourism sectors, in the South Transdanubian region where the Iron Curtain Trail goes through – the tourism demand is still very sporadic. Hungarian tourists spend here 4-6 days paddling on the Drava River in an organized



canoe tour although the number of this activity have been recently decreased too. This is due to the very strict and rigid regulations of the National Park mainly. To obtain the necessary licences is time consuming the fines are heavy in case of breaching the sometimes insensible rules and regulations. Make things even worse the infrastructure is extremely basic and is not attracting for tourist with higher quality demand. The number of visitors choosing a cycle-tour is increasing, with the improving infrastructure, the building of bike routes. Still most of the cyclists coming from Pécs to the area are following the “Three Rivers” bicycle route. The spending isn’t too high, which is one of the reasons for lacking the well-developed service background. Recently there have been some improvements and development but the Ormánság doesn’t seem to be a real alternative in terms of gastronomy or accommodation capacity compared to the traditionally introduced destinations like the major lakes as the Tisza Lake, the Lake Fertő or the Lake Balaton.

Foreign tourists speaking of active tourism are coming traditionally from Austria or Germany, and their number are not significant. Those who come belong to the adventurous type looking for some exotic off the beaten track areas and they are rather self-reliant.

iii. Price

Accordingly to the calculation the price of the 4 days/3 nights program would be 49.900 HUF (160 EUR). It is free for children under 4 years, and up to 12 years old would cost 29.900 HUF (95 EUR).

The price includes the accommodation for 4 nights in two/three bed basis, half-board, plus the ticket for the whole line on the solar train; ticket for the bicycle; bicycle renting for four days, one entrance ticket out of the possible three thermal baths (Harkány/Siklós/Sellye) plus the entrance ticket for the Siklós castle, and an interactive participation of a weaving demonstration. In addition, all of our guests will have a promotional gift as well.

The price does not include the cost of other drinks and meals, the cost of insurance, and the tour-guide’s price if needed. The package would be sold as guaranteed program for individual guests as well, the minimum number of participants would be 2 pax. It would be sold between the 1st of May and 31st of October.

See calculation in the appendix.

iv. Sales

The product is sold through travel agents with their marketing tools and marketing channels with the application of marketing mix.

v. Promotion



Introduction of the product into the market is definitely important for the overall marketing and communications toolkit deployment. Once this would be a relative novelty even at international level, and it'd entirely fit into the Mura-Drava-Danube biosphere reserve concept of using environmentally friendly, sustainable transport, it would be relatively easy to achieve the right level of media coverage.

I found it essential to emphasise further the natural values of the Drava region, and to promote it to attract the tourists from every corner of the world. We have seen good practises for that, and if we are able to create the proper infrastructure (like safe bike paths, solar train, and the development of accommodation capacity) we can definitely achieve our goal and put this region on the international eco-touristic map. Nowadays the printed brochures and leaflet is not as useful anymore, therefore we should focus more and more on the online marketing, and the right partnership with the stakeholders (Hungarian Tourism Plc., Danube-Drava National Park, local TDMs, and local governments) is vital as well. The downloaded application for smartphones are more and more widespread, and the right applications of virtual maps is also an option.

h. Implementation plan

Action		Lead Agency	Contributing Agencies	Timing
1.1	Market analysis and need assessment	Hungarian Tourism Plc. Regional Development Agency,	TDMs	2014
1.2	Monitor how and where individual tourists and international visitors make their bookings, so that we invest in the most effective distribution channels, and educate tourism operators about how to get the most out of those channels.	Hungarian Tourism Plc. Marketing companies	TDMs	
1.3	Involve the possible stakeholders into the preparation phase	Hungarian Tourism Plc., MÁV, Solar Train producer	TDMs, Private sector	2015



1.4	Planning the marketing strategy	Private sector, Travel Agencies		2015
1.5	Starting the communication, and campaign	Travel Agencies	Hungarian Tourism Plc., TDMs, international partners, NGOs	2015
	Monitoring the campaign, and focus on the most efficient tools	Travel Agencies	Hungarian Tourism Ltd	2015
1.6	Investing the needed infrastructure and tools (buying the two solar trains)	MÁV, National Park, using possible tender resources	Travel Agencies	2016
1.7	Train the operators, and the staff	MÁV		2016
2.1	Selling the product	Travel Agencies		2016
2.2	Improve resource efficiencies, workforce management, and profitability opportunities for all businesses through more clustering, joint ventures, and other industry cooperation initiatives.	Travel Agencies		2016
2.3	Target those markets that are likely to spend more than average.	Travel Agencies		2017
2.4	Provide better service delivery and interpretation, including on-site interpretation at visitor attractions	Travel Agencies	Private sector, service providers	2017



i. Preparatory phase

During the preparatory phase it is vital to find the organization who is willing and able to invest for the backbone of this project – and buy two solar train. To invest and operate it probably would be the task of the Hungarian State Railways – the MÁV, but this is the most critical question of this offer. According to our former experience the MÁV rarely goes into new and innovative actions. If there would be a grant scheme option available to find resources and put some pressure on the MÁV through the decision makers on government level, it could make the project to be realised. This would give the necessary push-start and provide an innovative technique to the region. The cooperative manner and endurance is crucial to make achievements. After this step creating the tourism offers and packages is much easier. This is a rather bold undertaking as the operation of this railway line was unprofitable previously, but we thought it over, and this would be the most suitable & sustainable form of transport in the region. If we had put it in a totally new and innovative aspect, the operation wouldn't cost, and at the same time it could bring new stream of blood in this economically dying region. This train would cover a much longer distance as the currently operating Királyréti solar train, as the distance here is much longer - 27 km.² compared to the former one which is less than half that long (11,55 km³). This train would go four times daily from both directions. The turnaround for the whole journey – considering the average speed of 20 km would be approximately 1,5 hours. Parallel with the obtaining of the necessary licenses and the manufacturing of the special train the development of the bike-friendly accommodation where also possible to rent bikes is also essential.

ii. Implementation

The first phase is the product introduction to the market, which starts towards the end of the preparation phase. Important is the timing of the marketing campaigns and the proper and effective communication, to raise the attention of the public. this may be done through organization of several study tours for the media, start a promotion campaign, making appearance on international touristic fairs. The travel agencies which are intend to sell this product should have good contact with their foreign partners to attract their attention towards this region and this specific offer.

As the introduction to the market is successful the further product specification and further expansion is also imaginable, as for the solar train as a base several program is to be created. The eventual failures should be corrected, the whole system should be continually adapted to the demand. With the increasing economies of scale, even better rates can be developed. The two regional centres – Pécs and Osijek – could also be involved into the program and it is possible to attach different water activities on the Drava River which also fits into the sensitive environment.

² <http://hu.wikipedia.org/wiki/Barcs%E2%80%93Vill%C3%A1ny-vas%C3%BAtvonal> downloaded at 27th of March 2014.

³ http://hu.wikipedia.org/wiki/Kir%C3%A1lyr%C3%A9ti_Erdei_Vas%C3%BAt downloaded at 27th of March 2014.



5.2 „Iron Curtain” boat & bicycle program

a. Short Description:

In the Western-European countries especially in the offers of German Travel Agencies this product is getting more common and introduced into the eco-touristic market. Boat & bike is a good combination in a sensitive environment like the Drava region. This kind of boat provides transportation and accommodation and resort as well.

b. Objectives

The introduction of the extraordinary natural values of the Drava River and surrounding by boat and bike on a sustainable basis.

c. Target group analysis

Those people who are interested in the eco- or active tourism, they are at the age between 35-65 years living mostly in urban environment. This offer was made for the foreign market, but there is a narrow niche even in Hungary which could be targeted by this offer.

d. The current phase of the offer

This program is at the stage of development, we have seen several good practises in Western European countries or packages made by German travel agencies which could be adapted here as well.

e. Operator

Travel agencies in cooperation with Western European partners.

f. Cost and benefit analysis

As the boat would be the property or leased by the German tour operator, no large investment is necessary. The major share of marketing will also be the responsibility of the German partner, just as the profit. The main benefit is to direct international interest to the region, and put this area on the international ecotourism map. The service providers like restaurants, the Hungarian partner travel agencies can realize a fair income though.

g. Marketing analysis

i. The Product:



This package is a fashionable combo tour in the German travel agents' offers which is rightly adaptable in this region considering the natural values of the Drava River. Even now some travel agencies offering such tours along the EuroVelo 6 between Vienna and Budapest for German bikers belonging usually to the older generations. They are biking only the most interesting parts on low traffic routes and the rest would be a pleasure boat tour. In that way these people don't have to bike too much and the boat serves as accommodation as well which makes the tour organizing task much easier. The disadvantage for the host region that does not generate overnight stays, does not develop the hotel capacities and the tourists are rather isolated, having less chance to interact with the locals.

At the same time it provides an attractive alternative for a novelty traveling which combine the cruising with the active tourism, and solve the problem for the travel agent to provide quality accommodation for the whole journey especially for larger groups. The cost of investment and the risk is pretty high though but it is borne exceptionally by the German tour operator. It widens the horizon of the usual touristic offers, and can attract new target groups from abroad to the region.

The program is the following:

1st day: The tour group arrives to Mohács in the morning by boat or by bus. This package would be an alternative to the usual Danube River boat tours. The tour guide welcomes the guests at the harbour and they have a nice walk to the town centre of Mohács, visiting the most famous sites and the Busó Museum. Afterwards they get their bikes and start their tour along the dike towards Kölked and visit the White Stork Museum. From there with the help of the National Park's ranger the visitors bike to Béda area and participate in a short canoe tour on the backwater, having the chance to spot waterfowls. Still near Béda there will be a traditional fishing show using the old traditional fishing tools typical in the region for hundreds of years. Lunch will be served from the caught fishes. After lunch they return to Mohács, have a rest, then dinner in a fish restaurant. Accommodation in the cabins of the boat.

2nd day: The boat moves on to Aljmaš on the Danube, then turn upriver on the Drava just at the borderline of the marshland of Kopački Rit Nature Park. Lunch on the board, the boat mooring in the harbour of Osijek. In the afternoon sight-seeing tour by bike in Osijek, visiting the Trvđa (fort). Dinner in the city, Osijek by night program.

3rd day: After breakfast leave for the Kopački Rit Nature Park by bicycle, exploring the area, visiting the Visitor Center, boat tour on Sakadaš Lake, bird-watching. Fish soup in a traditional inn, return to the boat in the afternoon. Free program, dinner on the boat.

4th day: Leaving Osijek by boat upriver to Drávaszabolcs – Hungary. A tour bus waits for the visitors, and takes them for a sight-seeing tour to Pécs (Zsolnay Quarter, Cathedral, Cell Septihora, Széchenyi square). On the way back they stop in Villány, where there would be a hearty dinner with wine tasting, overnight on board.



5th day: After breakfast explore the area by bike along the Drava River on the dike. Leaving the dike towards Matty, visiting the settlement and the extinct bird park. Then continue to Siklós, visit the castle, chocolate tasting and lunch in the city. In Harkány relax in the thermal bath, then return to the boat in the evening, dinner on the boat.

6th day: After breakfast the boat continue to Drávasztára, from where the visitors will get on their bikes again. They bike partly on the Iron Curtain Trail, but would visit the capital of the Ormánság – Sellye, the lovely protestant church in Drávaiványi, and through Bogdása – Drávakeresztúr – Révfalu they return to the boat. In the afternoon the boat goes on towards Barcs, where the bus waits for them to take back the tour group to Budapest.

ii. Place market analysis

The exceptional natural values of the area are extremely suitable for such a program. The Drava River is the clearest in Hungary, along its coast still there are undisturbed floodplain surroundings, the flora and fauna is admirable. The evolved backwaters and its environment provides habitat for several protected animal and plant species, and gives extraordinary experiences to the visitors. The raising interest towards the area through the creation of Iron Curtain Trail could help to introduce this product to the market. We included in the program the exceptional cultural sights of the region like the Villány Wine Area, the newly renovated Siklós castle, the Harkány thermal bath and two regional centres – Pécs (with its world heritage site, the Cella Septihora) and Osijek. The program includes the natural values of the Drava River, the Kopački Rit Nature Park, which is the second most important breeding area for the fishes in the whole Danube and attracts large number of waterfowls too. The park is deservedly famous for the white-tail eagles, and the black storks. The problem of quality hosting capacity for larger groups is solved through the cruise boat housing. At the same time the bicycle tours help to get better contact with the surroundings, get a better glimpse of the area and have some contacts with the local people. The program therefore involves some gastronomy elements and local product promotions as well.

This package was made for the German travel market mainly where there is already a tradition and habit for such type of travelling, and at the same time there is a solvent demand which can finance the cost of the costly infrastructure of such a cruise.

iii. Price

The price of the program according to the calculation (see Appendix) for the 6 days/5 nights program would be 946 EUR (564 EUR for children between 4-12 years old) which includes full board, the cruising, the price of the additional programs, and entrance fees, the bike hire, the guide and all of the transfers.

It excludes the insurance, and the additional drinks.



The calculated price for this program in the targeted market is a middle-range price and with the proper marketing-mix could be easily sold. The minimum number of participants is 20, and the maximum would be 30 persons but only the boat accommodating capacity limits the maximum number.

iv. Sales

The product is sold by travel agents with their marketing resources and marketing channels using the right marketing mix for the successful selling. It would be useful to capitalize the media campaign of the Iron Curtain Trail, and the agents have to use its foreign partner connection, and get new ones right in advance.

v. Promotion

During the promotion the novelty of the program should be emphasized here in this region. This product was to be meant for the foreign market, but we can target the older generation who are better well-off living in the capital.

h. Implementation plan

Action		Lead Agency	Contributing Agencies	Timing
1.1	Market analysis and need assessment	Hungarian Tourism Ltd. Regional Development Agency,	TDMs	2014
1.2	Researching the proper marketing channels which would make the most effective access to the targeted foreign group of people.	German tour operators	Professional marketing companies, Hungarian travel agents	2015
1.3	Involve the possible stakeholders into the preparation phase	Travel Agencies	TDMs, Private sector, Hungarian Tourism Plc.	2015
1.4	Starting the communication, and campaign	German tour operators	Hungarian partners, Hungarian Tourism Plc.	2015



1.5	Monitoring the campaign, and focus on the most efficient tools	German tour operators	Hungarian Tourism Plc., Foreign travel agencies	2015
2.1	Selling the product	German tour operators		2016
2.2	Improve resource efficiencies, workforce management, and profitability opportunities for all businesses through more clustering, joint ventures, and other industry cooperation initiatives.	German tour operators	Hungarian Partner	2016
2.3	Target those markets that are likely to spend more than average.	German tour operators		2017
2.4	Provide better service delivery and interpretation, including on-site interpretation at visitor attractions	German tour operators, Hungarian partner agency	Private sector, service providers	2017

i. Preparation phase

This kind of holiday is well introduced to the travel market especially in Germany. To be able to create and sell such package the Hungarian travel agent has to cooperate with German tour operators, and combine their tour on the Danube with Drava cruising. To invest in a boat which could accommodate 20-30 visitors needs so many resources that probably the Hungarian travel agencies and tour operators couldn't afford or may consider too risky. The German version which plies the waters of different European rivers (Mosel, Rhine, Danube, Seine) would be perfect even on the Drava. As the European integration process is going on and borders are getting permeable more easily, such programs are becoming more relevant and widespread. The Drava is the best environment for such tours in Hungary.

As the boat operators will be the German partners and the target group will be also mainly German tourists the Hungarian partner's role will be mostly the local organization, to book the bus, to arrange the programs, to provide the quality bikes



and the guiding. The responsibility of the marketing activity belongs also to the German tour operator.

ii. Implementation

The operation cost is pretty high considering the trained staff and the maintenance therefore it is justifiable to set a price which match to Western European prices. Still this kind of product is more and more fashionable in Europe, even in Croatia along the Adriatic coast among the isles.

For the introductory stage one and a half year could be enough, but the capacity has to be booked well in advance and has to be in mind the German travel planning habit and the negotiations with the partners should be planned also at a very early stage.

During the operations it is important to have the right feedback and the communication with the stakeholders – the Duna-Dráva National Park, the General Inspectorate of Environment, the Hungarian Tourism Plc. etc.



5.3 Iron curtain electric bike tour

a. Short Description

This product would target the domestic and foreign market as well. It is a usual practice that large group of visitors, mostly pensioners arrive to Mohács by boat and the tour operators are organizing different programs for them. We would offer for this target group an electric bike program in the region connected to the Iron Curtain Trail.

b. Objectives

The main objective is to provide active program package for the older tourist groups and bring them closer to the local culture and natural values of the region.

c. Target group analysis

The main target group is mostly the German and Austrian pensioners who are still active enough for this kind of offer, and they usually arrive by boat from Budapest to Mohács. It is still possible to attract visitors from Hungary who are not as fit, but with the electric bike they are eager to explore this region. They are usually well-off managers for a long weekend from larger cities.

d. The current phase of the offer

Similar offers already exist but based only on normal bikes instead of electric ones.

e. Operator

Hungarian travel agencies, tour operators with sufficient experiences in the relevant field.

f. Cost and benefit analysis

Investment in 30 electric bikes is approx. 10.500.000 HUF. Providing storage room is a matter of renting that shouldn't be more than 30.000 HUF monthly. The income is approximately between 700 thousand and 1,3 million HUF. Return on Investment is in approximately 3 years.

g. Marketing analysis

i. The product

This product was tailor-made for the German market. It contains wine-tasting in the famous Villány region, ancient Swabian cultural traces among the old settlements of Nagynyárád, Bóly and Villánykövesd. Cultural heritage of the Mohács Memorial in Sátorhely, or the Busó Museum in Mohács. Natural sights in the Béda area connected to the Danube-Drava National Park.



Our product starts when the guests arrive to Mohács by boat from Budapest.

1st day: The tour guide welcomes the guests at the harbour and they have a nice walk to the city centre visiting Mohács most famous sites and the Busó museum. Afterwards the visitors get their electric bikes, for those not familiar with it the tour guide gives some instruction and support. They start their way along the dike towards Kölked and visit the White Stork Museum. From there with the help of the National Park's ranger the guests start to explore the Béda area at first by bike, then participate in a short canoe tour on the backwater, having the chance to spot waterfowls. Still near Béda there will be a traditional fishing show using the different tools typical in the region for hundreds of years. Lunch will be served from the caught fishes. After lunch they return to Mohács, have a rest, then dinner in a local restaurant. Accommodation in Szent János Hotel. Evening stroll in the city.

2nd day: After breakfast they leave for Sátorhely visiting the Mohács Battle Memorial, then continue to Nagynyárád visiting the famous workshop of blue-dye craftsman János Sárdi. Then continue to Bóly and have a wine-tasting in a local winery which is famous for the white wines. Afterwards follow the bike-path to Kisjakabfalva where the visitors will visit the beautifully restored country-house participating on a joyride on a horse-drawn carriage. Lunch in Villánykövesd, then biking to Villány, to the Gere Wine Hotel and Spa, wellness programs, dinner.

3rd day: A whole day sight-seeing tour to Pécs by bus: Zsolnay Cultural Quarter, world heritage sites, Széchenyi square. Return to Villány and spend the night again in the Gere Wine Hotel.

4th day: Cycle tour in the Villány area: Vylyan terrace, Kisharsány, Siklós, visiting the castle, afterwards lunch in the town. On the way back a brief stop at the Szoborpark (Statue Park), optional guided walking tour on the protected Nagyarsány Mountain. Dinner in Villány at the Gere Wine Hotel: traditional Hungarian cold plate with wine tasting.

5th day: Leaving the region by bus to the Budapest.

ii. Place – market analysis

This region has a Swabian and Šokci cultural heritage and a long tradition of the Busó Walking. Part of the package's route go through the Danube-Drava National Park and has a lovely scenery. It is also a unique wine-growing region (Villány). It attracts a growing number of tourists although the active tourism is not as introduced to the market as it should be. It needs a well-planned and placed marketing campaign. This was planned and tailor-made for the older age-group of foreign tourists. It is a pleasure biking with electric bikes and provides a good insight to the cultural and natural heritage of the region.



iii. Price

The price will be for the 5 days program all inclusive is 819 EUR which includes the accommodation, three meals per day, the guiding, and the renting fee of the electric bikes, the transfer back to Budapest, the entrance tickets, and the whole day sight-seeing tour to Pécs by bus. It excludes the insurance, and the further drinks. There is a 30% margin, but it is definitely needed to be able to provide 15% commission to our partners. The turnover will be between 700-1300 thousand HUF which is reasonable.

iv. Sales

As we already have identified our target group the older generation of the Western-European countries, the tour operators should have the strategic linkages to national and foreign partners (travel agencies, tourist organizations, TDMs) to reach the target groups. The sales could go through local travel agencies as package tours or the local travel agencies could cooperate with foreign tour operators and those can sell them right in Germany or Austria etc.

v. Promotion

For most businesses there are a multitude of possible promotional tools to consider, and it can be difficult to start a brand new offer to determine which tools are likely to be the most effective, particularly if our budget is tight. As the older generation has already its travel customs and they seem to insist to their habit, therefore it is needed to use a bit different promotion. The online marketing-mix (Facebook, adwords, e-flyers) could be still useful, but it has to be a rather complex marketing mix to be reach them. Connections to foreign partner travel agencies, touristic boards should be used for the promotion as well. The printed media, the TV spots could be also effective in this case. First of all it ought to contact those foreign agencies which used to organize boat tours on the Danube, and find connections to pension clubs, civil organizations as well. The twin-city connections of those settlements which connected to the program could be also effective. Very important to measure the effectiveness of our different tools, which are the most effective, and then should focus mostly on them.

h. Implementation plan

i. Preparatory phase

By this product the first investment is around 10 million HUF if we consider to have groups of 25-30 people. Bigger size is hardly manageable for a cycle tour even it is an electric bike. All the other factors are ready to use with the exception that we should be able to recharge the bikes somewhere near the accommodation or most probably straight in the hotel like (garage or store room etc.). As there are only two hotels which we recommend for the package it won't be too difficult to arrange.

As this bicycle are pretty expensive it is necessary to provide a storage which is safe enough to store the equipments. The tender should be written to provide also the



necessary maintenance etc. The return on investment takes about 3 years but then we didn't count the additional profit that affects the region by bringing more tourists and creating new jobs etc.

ii. Implementation

In the implementation phase the preparation of the proper marketing strategy is crucial. It needs well trained professionals who know precisely what tools to be used how to reach the target groups most efficiently, and how to communicate. It is also important to work out the monitoring system to track the plan during the implementation. It is also important the involvement of the stakeholders well in advance and continuously improve the product according to the needs of the market. Tourism trends are more and more in favour of eco-tourism, active and healthy holidays. The older generations also would like to participate in some activities and enjoy the healthy environment in the countryside. The electric bike can help those who are not as fit anymore to join and participate in an active eco-program. This product was made for them. Therefore it is extremely important to emphasize during the communication and in the marketing campaign that this region has every value to attract people here, and now we provide the tool for it as well. Biking gives more freedom than any other means of transport, electric bikes are having also much less obstacles.

As this product is made mostly for the Western European markets, it should be introduced to the market at least one year before the actual season to be able to get into those brochures of our partners and represent in the big touristic fairs like ITB or CMT Stuttgart. It also should cooperate with the Hungarian Tourism Plc., which can help a lot in the marketing campaign.

Action		Lead Agency	Contributing Agencies	Timing
1.1	Market analysis and need assessment	Hungarian Tourism Plc., Regional Development Agency	TDMs	2014
	Monitor how and where international visitors make their bookings in order to identify the most effective distribution channels and educate tourism operators about how to get the most out of those channels.	Hungarian Tourism Plc.	TDMs	



1.2	Involve the possible stakeholders into the preparation phase	Hungarian Tourism Plc.	TDMs, private sector	2015
1.3	Planning the marketing strategy	Private sector, travel agencies		2015
1.4	Starting the communication and campaign	Travel agencies	Hungarian Tourism Plc., TDMs, international partners, NGOs	2015
	Monitoring the campaign, and focus on the most efficient tools	Travel agencies	Hungarian Tourism Plc.	2015
1.5	Investing the needed infrastructure and tools (electric bikes)	Travel agencies		2016
2.1	Selling the product	Travel agencies		2016
2.2	Improve resource efficiencies, workforce management, and profitability opportunities for all businesses through more clustering, joint ventures, and other industry cooperation initiatives	Travel agencies		2016
2.3	Target those markets that are likely to spend more than average.	Travel agencies		2017
2.4	Provide better service delivery and interpretation, including on-site interpretation at visitor attractions	Travel agencies	Private sector, service providers	2017



5.4 Annexes

5.4.1 Drava solar train and bicycle program

- i. Textual description of each investigated section with photos.

The first section on the tour from Villány to Nagyharsány is going on the newly built bike route, until they reach the Szoborpark (Statue Park), there is a moderate climb. 6 km From Villány to Nagyharsány, visitors have to bike on the road until they reach the cemetery where have to turn on a dirt road to Kisharsány. The villages often use this scenic, but partly rough road (3 km). From Kisharsány it takes to Nagytótfalu and Siklós on the Iron Curtain Trail. To the Siklós castle it is 8 km, asphalted road, signed (Three Rivers Bike route), low traffic. From Siklós follow the bike path almost to Máriagyűd, at the end just before they reach the Church there is a 200 m steep climb. The whole stretch is asphalted (5 km). From there back to Villány through the Göntér hill there is a dirt road option which is really scenic, but at bad wetter condition is better to get avoided. The section back to Villány is about 20 km.

The second part from Harkány to Drávaszabolcs is on the bike route and afterwards turning left on the Three Rivers Bike tour which is going on the Drava dike and recently asphalted until they reach Keselyősfapuszta. Nice and flat, beautiful stretch. From here to Matty hardly any traffic on the road. Then Siklós and afterwards back to Harkány again. There is a built bike trail which is safe and asphalted. The whole tour is easy and perfect for families. Altogether 42 km.

Third part is from Harkány to Kémes, mostly protected from the traffic, until Drávaszabolcs they would already know, but then on the Three Rivers Bike trail turn to right, and follow the signed Three Rivers Bike trail along the Pécsi-víz to Szaporca, and Kémes. As part of the Old-Drava program it is and asphalted and scenic stretch to Kémes.

Fourth part starts from Kémes to Szaporca, through protected fores belts to the Kisinci Lake where there is a small house and some wooden tables with benches to have a stop if it is needed. Then turn to the right on the dike which is again the Iron Curtain Trail at first to Majláthpuszta, then to Drávasztára. From Drávasztára follow the road to Drávaiványi, then Sellye. Hardly any traffic, but there are quite a number of potholes. The whole tour is about 44 km.



Nagyharsány view with the mountain



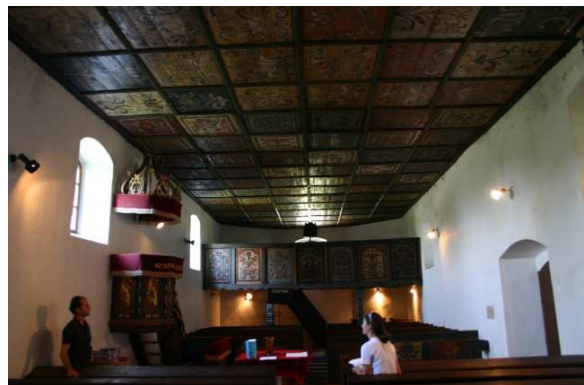
Villány cellar row



Siklós the recently renovated famous castle



Szaporca Calvinistic church



Kórós famous coffered ceiling church



View from the Siklós castle



Courtyard of the Siklós castle



Matty Tavern



Göntér hill near Nagytótfalú



The greenway from Kémes



Greenway in the Ormánság near Kémes



The Mill in Kémes



Máriagyűd - church pilgrimage site



Near the Drava river Iron Curtain Trail; Drávaiványi church inside



Statue park near Villány



Villány–Nagyharsány bike route



Nagytótfalu church



Kisharsány church



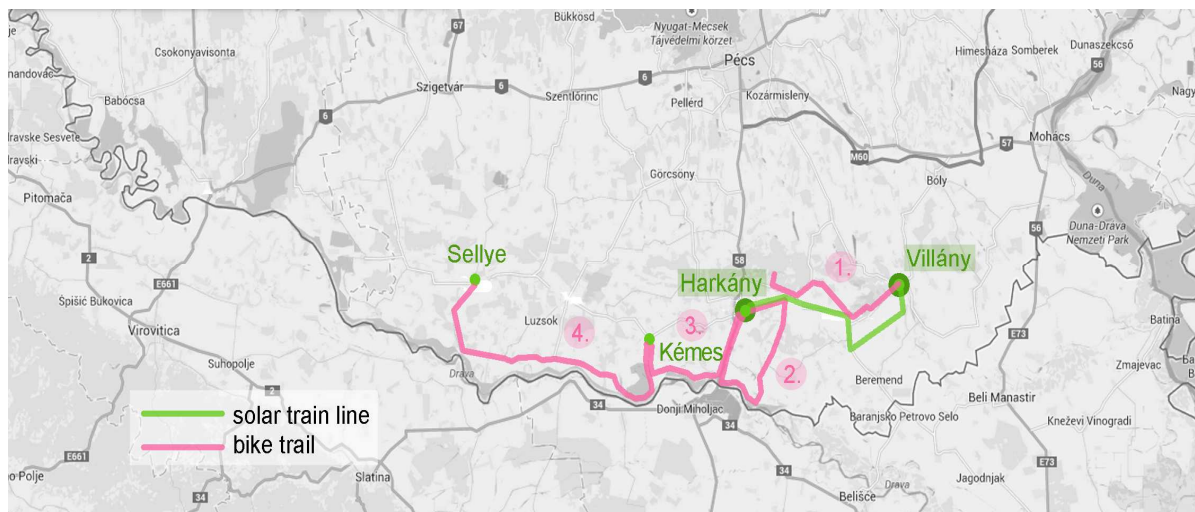
Siklós castle



ii. Table overview of length of sections and subsection and classification of road quality

Nr.	Route	Road quality	Length
1	Villány – Nagyharsány	asphalted, excellent	7 km
1	Nagyharsány – Kisharsány	dirt road, bad	3 km
1	Kisharsány – Nagytótfalu – Siklós	asphalted, good	8 km
1	Siklós – Máriagyűd	asphalted, good	5 km
1	Máriagyűd – Nagytótfalu (through Göntér)	dirt road	5 km
1	Nagytótfalu – Villány	asphalted, good	15 km
2	Harkány – Drávaszabolcs	asphalted bike path	7 km
2	Drávaszabolcs – Keselyősfapuszta	asphalted	9 km
2	Keselyősfapuszta – Matty – Siklós	asphalted	13 km
2	Siklós – Harkány	asphalted bike path	6 km
3	Harkány – Drávaszabolcs – Kémes	asphalted bike path	17 km
4	Kémes – Kisinci Lake – Majláthpuszta	dirt road (dike) moderate	15 km
4	Majláthpuszta – Drávasztára – Sellye	mostly dirt road (dike)	29 km

Map of the solar train – bicycle tour



iii. Solar train calculation table

Name of the program:		Ormánsági solar train and bicycle program								Number: Date: Course (1 €): Divident:		2 20-23 June 2015 310 HUF 20%		330 HUF	
Day	Accomodation (double)	(1/2) HUF	1/1) HUF	Catering	HUF	Transfer	HUF	Other	HUF	Guide	HUF	Cost of the Guide	HUF		
1.	Milánypension 2 éj	8 000		3x dinner	5 400	Train ticket	1 000	Bicycle renting	3 200						
2.	Harkány	8 000		3x breakfast	2 400	Ticket for the bicycle	600								
3.	Kémes Malom	5 000				Children ticket	650								
4.															
5.															
6.															
7.	Children	10 500		Children	5 000										
8.															
9.															
10.															
11.															
12.															
	Total	21 000	0	Total	7 800	Total	0	Total	3 200	Total	0	Total	0		
	1 person	21 000	0	1 person	7 800	1 person	1 600	1 person	3 200	1 person	0	1 person	0		
Day	Entrance tickets	HUF		Other costs	HUF	Children (1 person)	HUF	Costs (1 person)	HUF			Permanent costs	HUF		
	Tickets	5 000				Accomodation	10 500	Accomodation	21 000			Transfer	0		
						Catering	5 000	Catering	7 800			Other	3 200		
						Other	6 850	Other	9 800			Guide	0		
	Discounted tickets	3 000										Cost of tour guide	0		
	Total	5 000		Total	0										
	1 person	5 000		1 person	0										
						Total	22 350	Total	38 600			Total	3 200		
Remarks:															
						Cost driver	22 350	Cost driver	38 600	Cost driver	40 200	Cost driver	3 200		
						Org. Fee	4 470	Org. Fee	7 720	Org. Fee	8 040	Org. Fee	640		
						Income	4 470	Income	7 720	Net	48 240	Income	640		
						VAT	1 207	VAT	2 084	VAT	2 171	VAT	173		
						Sum total (1 person)	28 027	Sum total (1 person)	48 404	Gross	50 411	Sum total (1 pers	4 013		
								fixed							
								Offered sum: cost		0					
								50410,8	1 pers	0		Total Revenue	16 080,00		
								30033,3	Children						
								160 EUR	Adult						
								95 EUR	Children						



5.2.2 Iron Curtain boat & bike program

- i. Textual description of each investigated section with photos.

First section starts from Mohács to Kölked to the white stork museum on the dike recently asphalted and is really in excellent condition. From here all along the Outer Béda they cycle along the sealed dike, on a flat and scenic road close to the Croatian border. From the dike there is a short stretch about 300 m gravel road, then it is coated again but there are potholes to Erdőfű. From here back to Kölked and on the road to Mohács, low traffic.

The second section in Croatia starts from Osijek, goes along the promenade until it reaches the bike bridge. After crossing the Drava on the other side there is the Copacabana beach. Going along the road built on the dike, then turn toward Bilje on the public road. Nice, smooth and safe. From Bilje turn off towards Kopačevo, then in the village to the Nature Park Visitor Centre. From here on the narrow asphalt road where there is more and more motorized traffic goes to Sakadaš Lake. From here turn off the dike towards Tikveš, then back to the dike which is a gravel road, but it is easy to bike on it back to the Visitor Centre.



Third section starts not far from the port on the dike (Three Rivers Bicycle route) which has recently been coated to Keselyősfapuszta, nice and flat, beautiful stretch. From here to Matty hardly any traffic on the road, Then Siklós and from here back to Harkány again. There is a built bike road which is safe and paved. From Harkány to Drávasztára again there is a bike route starts from the roundabout. This is perfect for families.



The last stretch from Drávasztára to Sellye goes on low traffic public road. From Sellye to Bogdása on road no. 5804 there is more traffic. From Bogdása they turn on the dirt road to Drávakeresztúr, then on the dike and on a coated section in very good condition. This takes them back to Drávasztára village centre.



Three rivers bike route between Drávaszabolcs and Keselyősfapuszta



The Drava river sunset



Drávaszabolcs port



Keselyősfapuszta



Three Rivers bike route



Siklós cellar



Three Rivers bike route



Osijek – Trinity square



Osijek – main church



Osijek – Ante Starčević square



Kopački rit – Sakadaš lake



Kopački rit Nature Park



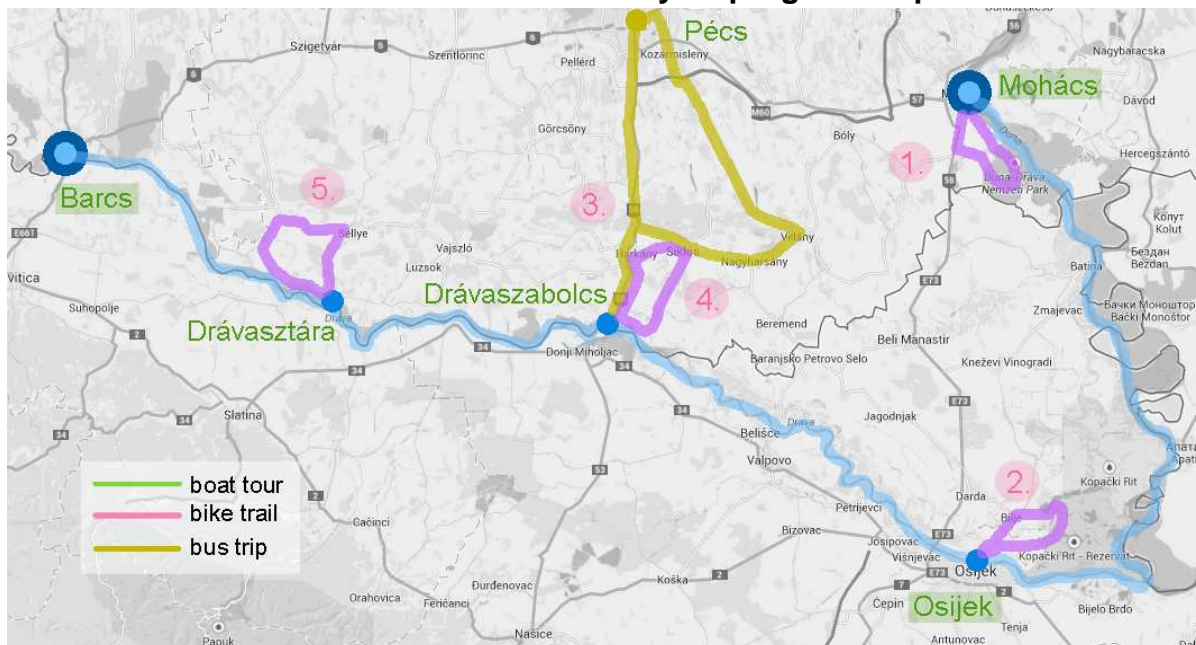
Bike tour in the Kopački rit Nature Park



ii. Table overview of length of sections and subsection and classification of road quality

Nr.	Route	Road quality	Length
1	Mohács – Kölked	excellent bike path on the dike	9 km
1	Kölked – Béda round trip	excellent bike path on the dike	25 km
1	Kölked – Mohács	excellent bike path on the dike	9 km
2	Osijek – Bilje – Kopački rit NP Visitor Centre	asphalted bike path, good	12 km
2	Kopački rit NP Visitor Centre – Tikveš – dike – Kopački rit NP Visitor Centre	partly asphalted, good condition	19 km
2	Kopački rit NP Visitor Centre – Osijek	asphalted, bike path	12 km
4	Drávaszabolcs – Keselyősfapuszta	asphalted	9 km
4	Keselyősfapuszta – Matty – Siklós	asphalted	13 km
4	Siklós – Harkány	asphalted bike path	6 km
4	Harkány – Drávaszabolcs	asphalted bike path	7 km
5	Drávasztára – Drávaiványi – Sellye – Bogdása	sealed road	11 km
5	Bogdása – Drávakeresztúr	asphalted road	7,2 km
5	Drávakeresztúr – Révfalu – Drávasztára	dike, asphalted, good	6 km

Iron Curtain boat and bicycle program map



iii. Boat & Bike calculation table

Name of the program:		Iron Curtain boat & bicycle program		Number:		20							
				Date:		20-23 June 2015							
				Course (1 €):		310 HUF	330 HUF						
				Divident:		20%							
Day	Accomodation (double)	(1/2) HUF	(1/1) HUF	Catering	HUF	Transfer	HUF	Other	HUF	Guide	HUF	Cost of the Guide	HUF
1.	Cruising with breakfast		155 000	Lunch on the boat	6 600	Bus	160 000	Bicycle renting	16 000	Tour guide	100 000	Cruise	155 000
2.				Dinner on the boat	5 000							Lunch on the boat	6 600
3.				Lunch	4 000							Dinner on the boat	5 000
4.				Dinner	9 000							Lunch	4 000
5.												Dinner	9 000
6.												Bus	8 000
7.	Children		77 500	Children	16 000								
8.													
9.													
10.													
11.													
12.													
Total			155 000	Total		Total	160 000	Total	16 000	Total	100 000	Total	187 600
1 person		0	155 000	1 person	24 600	1 person	8 000	1 person	800	1 person	5 000	1 person	9 380
Day	Entrance tickets	HUF		Other costs	HUF	Children (1 person)	HUF	Costs (1 person)	HUF			Permanent cost:	HUF
	Tickets	8 000				Accomodation	77 500	Accomodation	155 000			Transfer	160 000
						Catering	16 000	Catering	24 600			Other	16 000
	Children	3 750				Other	26 930	Other	31 180			Guide	100 000
												Cost of tour guide	187 600
Total		8 000		Total	0								
1 person		8 000		1 person	0								
Remarks:						Total	120 430	Total	210 780			Total	463 600
						Cost driver	120 430	Cost driver	210 780	Cost driver	233 960	Cost driver	463 600
						Org. Fee	24 086	Org. Fee	42 156	Org. Fee	46 792	Org. Fee	92 720
						Income	24 086	Income	42 156	Net	280 752	Income	92 720
						VAT	6 503	VAT	11 382	VAT	12 634	VAT	25 034
						Sum total (1 person)	151 019	Sum total (1 person)	264 318	Gross	293 386	Sum total (1 person)	581 354
								fixed cost					
								Offered sum:	0			Total Revenue	935 840,00
								293385,84	0				
								946,4 EUR	Adult				
								564,5 EUR	Children				

5.4.3 Iron Curtain electric bike program

- i. Textual description of each investigated section with photos.

First section from Mohács to Kölked White Stork Museum is really in excellent condition, recently asphalt coated dike. From here also all along the Outer Béda they cycle along the asphalted dike, on a flat and scenic road close to the Croatian border. From the dike there is a short stretch about 300 m dirt road, then it is coated again but there are potholes to Erdőfű. From here back to Kölked and on the road to Mohács, low traffic.

Next section is from Mohács to Kölked, is the same as the previous day, it goes on the dike to Kölked. From the Village to the road number 56 there is hardly any traffic, but the 500 m on the road 56 need some caution (section will be soon replaced by segregated bicycle path). As soon as we left the crossing stop at the Mohács memorial, turn to Nagynyárád and Bóly on low traffic public road, partly hilly, with some short climbs. From Bóly they can continue on the built bike route in a beautiful and scenic landscape. The first stretch to Kisbudmér goes up and down a little. Almost the whole stretch is free from the traffic.

Third section from Villány to Nagyharsány is going on the recently built bike lane, until they reach the Szoborpark there is a moderate climb. 6 km from Villány to Nagyharsány, then they have to bike on the road until they reach the Cemetery where starts a dirt road to Kisharsány. The villagers often use this scenic, but partly rough road that will soon be replaced by bike path (3 km). From Kisharsány it takes to Nagytótfalu and Siklós on the Three Rivers bike route, to the castle it is 8 km: asphalted road, signed and moderate traffic. From Siklós follow the bike path back towards Göntér which hopefully will be signed and improved. From Nagytótfalu to Kisharsány back on the inferior road then at the side of the shop the dirt road start to Nagyharsány along some mulberry trees and will be upgraded soon. They arrive to Nagyharsány at the cemetery back to Villány on the same way.



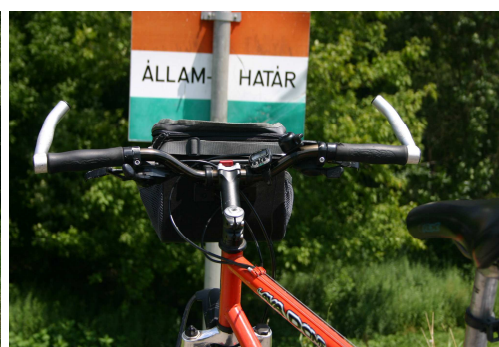
Bóly – Villány bike route



Mohács battle memorial



Canoeing in the outer Béda



Cycling in the Béda region



Kisjakabfalva cart house

White stork museum – Kölked





Mohács Battle Memorial near Sátorhely



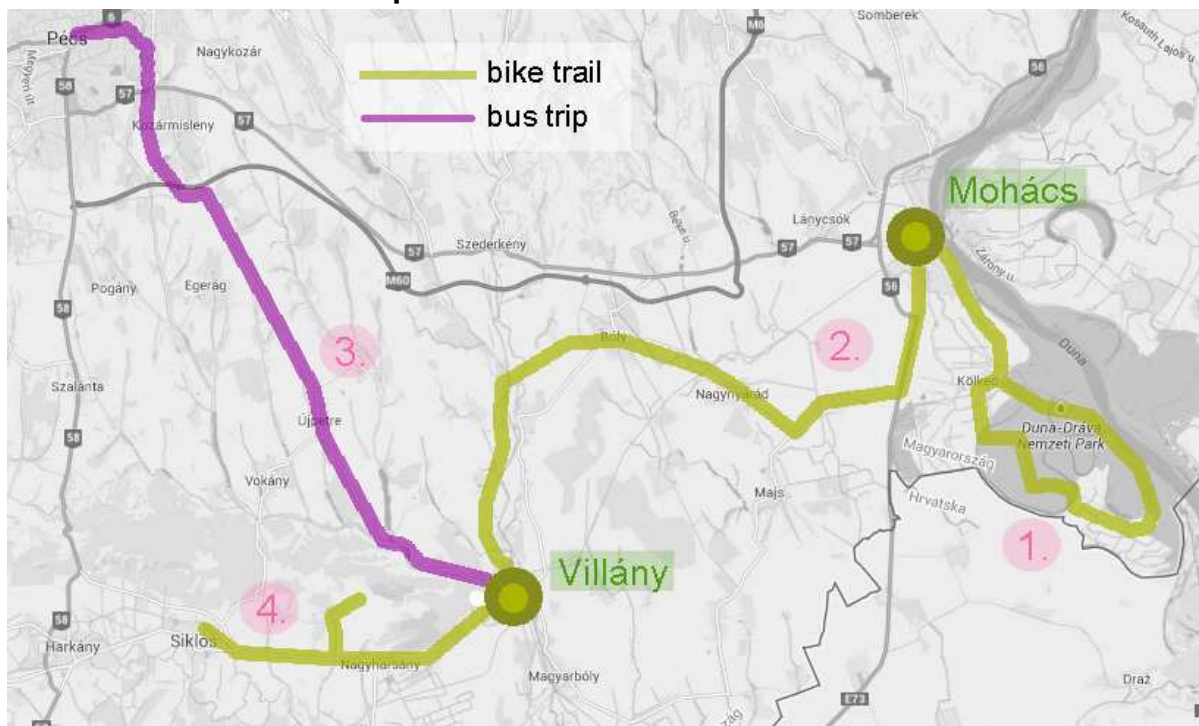
Kisjakabfalva



Kisjakabfalva Swabian house

- ii. Table overview of length of sections and subsection and classification of road quality

Map of the Iron Curtain electric bike trail





Nr.	Route	Road quality	Length
1	Mohács – Kölked	excellent bike path on the dike	9 km
1	Kölked – Béda round trip	excellent bike path on the dike	25 km
1	Kölked – Mohács	excellent bike path on the dike	9 km
2	Mohács – Sátorhely – Nagynyárád - Bóly	asphalted, mostly low traffic public road	20 km
2	Bóly – Békáspuszta – Kisbudmér – Kiszakabfalva – Villány	asphalted, excellent, party bike lane, signed	15 km
3	Villány – Nagyharsány	asphalted, excellent	7 km
3	Nagyharsány – Kisharsány	dirt road, bad	3 km
3	Kisharsány – Nagytótfalu – Siklós	asphalted, good	8 km
3	Siklós – Göntér – Nagytótfalu – Kisharsány – Nagyharsány - Villány	mostly asphalted (except through Göntér)	20 km



iii. Iron Curtain electric bike calculation table

Name of the program:		Electric bike tour		Number:		25	
				Date:		20-23 June 2015	
				Course (1 €):		310 HUF	330 HUF
				Divident:		20%	

Day	Accommodation (double)	1/2) HUF	1/1) HUF	Catering	HUF	Transfer	HUF	Other	HUF	Guide	HUF	Cost of the Guide	HUF
1.	Mohács Szent János hotel		15 000	Béda	2 900	Bus	160 000	Renting bicycle	25 000	Tour-guide	100 000	Accommodation	122 400
2.	Gere Bor hotel half board		107 400	Mohács csárda	2 000			Wine tasting	1 200			Catering	11 700
3.				Villánykövesd	4 000			Canoeing	2 200			Other	5 000
4.				Lunch Pezsgőház	2 800			Joyride	1 500				
5.				Lunch Siklós	1 800								
6.													
7.													
8.													
9.													
10.													
11.													
12.													
Total			122 400	Total		Total	160 000	Total	29 900	Total	100 000	Total	139 100
1 person		0	122 400	1 person	11 700	1 person	6 400	1 person	1 196	1 person	4 000	1 person	5 564

Day	Entrance tickets	HUF	Other costs	HUF	Children (1 person)	HUF	Costs (1 person)	HUF	Permanent costs	HUF
	Tickets	8 000			Accommodation	0	Accommodation	122 400	Transfer	160 000
					Catering	0	Catering	11 700	Other	29 900
					Other	25 000	Other	33 000	Guide	100 000
									Cost of tour guide	139 100
Total		8 000	Total	0						
1 person		8 000	1 person	0						
					Összesen	25 000	Összesen	167 100	Összesen	429 000

Remarks:													
					Cost driver	25 000	Cost driver	167 100	Cost driver	184 260	Cost driver	429 000	
					Org. Fee	5 000	Org. Fee	33 420	Org. Fee	36 852	Org. Fee	85 800	
					Income	5 000	Income	33 420	Net	221 112	Income	85 800	
					VAT	1 350	VAT	9 023	VAT	9 950	VAT	23 166	
					Sum total (1 person)	31 350	Sum total (1 person)	209 543	Gross	231 062	Sum total (1 person)	537 966	
								fixed					
								cost	0				
								231062,04	0		Total Revenue	921 300,00	
								Adult	745,36	EUR			