







## Sustainable Transport / Tourism Offers - Template for New Offers

Title:	Iron Package	
Partner:	INCDT, PP 11	
Overview		
Country:	Romania	
Region:	Mehedinți county	
Short description:	This concept implies a mini-bus rented by a travel agency, transporting the tourists from Bucharest to the main attractions from section 5 of the Iron Curtain Trail (Bucharest – Orşova – Eşelniţa - Dubova). We propose that the operator (travel agency) to rent also a trailer for 12 bikes transportation.	
Objectives	Promote the ICT route in Romania, provide accessibility to the main attractions for tourists into the ICT section 5, with no access to the railway, encouraging visitor arrivals and movement by bike.	
Target groups	The main target group is represented by foreign and Romanian cycle tourists (or their families), with a middle income or above average income and buying power, willing for cycle trips, history, culture, attractive natural landscapes and traditions. This offer is addressed to young, adults and seniors tourists, male and female. The secondary target group is represented by recreational cyclists, who rarely cycle and mostly only for leisure pursuit (e.g. on weekends).	
Phase	Proposal / idea.	
Operator, contact	S.C. AGNESE HOLLIDAY S.R.L. (Bucharest, Pene Dumitru 2 street, phone: 0040213450822). The future offer will contain (besides the tourists and bikes transportation by mini-bus at the tourist attractions): bike rental services, accommodation, food and beverage facilities, luggage transport and tour guide.	
Cost and benefits	Concerning the benefits, we expect the increasing number of tourists in the area (as an economic development solution for the localities). The rental services (the bus, the trailer, the bikes, the guide), the accommodation and food services will be subcontracted. The initial investment can be recovered in the first year of functioning. Besides the estimated profit, these types of cycle tours have also unquantifiable advantages or indirect revenue, bringing to the organizer visibility, potential for future collaboration with the administrators of the tourist attractions and the possibility to sale adjacent products (souvenirs etc.).	

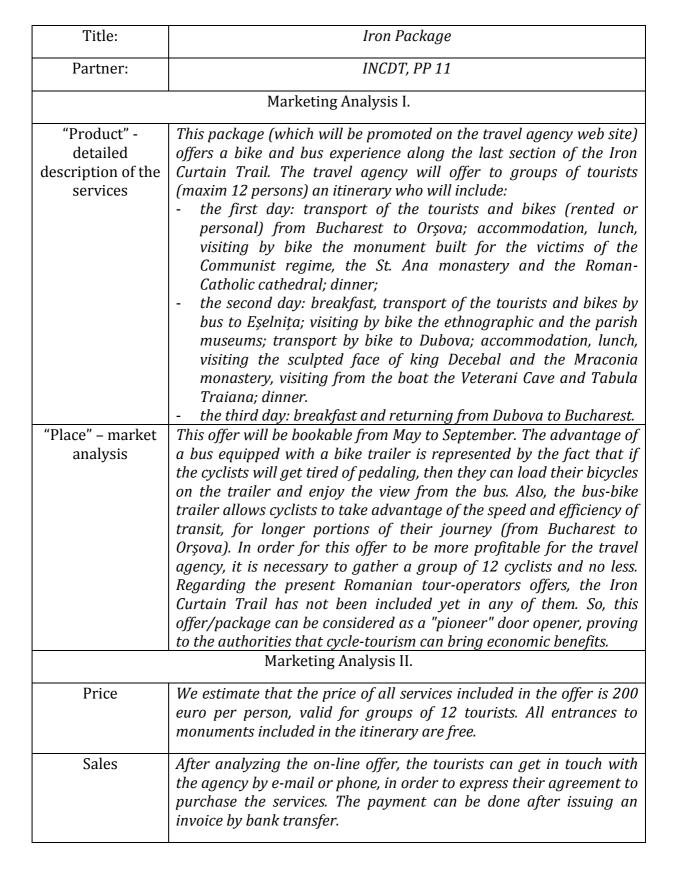






















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Promotion	It is essential that the offer to be well promoted online, in a very attractive manner, both on the agency website (with information and prices updated), but also in specialized magazines and newspapers (at national level) and by leaflets (distributed in accommodation units in the whole country, in bike shops, tourism and cycle fairs and exhibitions). First, priority should be given to materials available online, because they are more quickly accessible and can be more easily updated.	
Implementation plan I.		
Detailed description of the technical solution	The mini-bus must have 19 seats + driver, must be equipped with air conditioning, luggage Cala, audio station with microphone, reclining chairs and GPS monitoring system. The trailer must be lightweight (750 kg) and must be equipped with ProRide Thule bike carriers, in order to transport no more than 12 pieces. Also, the trailer should offer the possibility to lock the bikes individually and to be able to carry them without touching each other.	
Actions to take	The travel agency will have to sign collaboration agreements for renting the mini-bus, the bicycles, the bicycle trailer, the travel guide and also for the accommodation and food services.  Regarding the promotion activities, these are: - production, acquisition and dissemination services of the leaflets; - launching the website of the travel agency on the search engines, as well as creating a web banner with Google Adwords; - the creation and dissemination of press articles in magazines and newspapers; - the travel agency's participation in fairs and events (identifying the fairs, renting stands, preparing promotional materials).  Implementation plan II.	
Costs of development and operation	For a tour that lasts three days and includes 12 people, the costs are: the mini-bus rental cost is 535 euro, the trailer rental cost is 127 euro, 12 bicycle rental cost is 45 euro, renting a travel guide costs 150 euro, the accommodation costs is 600 euro, 2 lunches and 2 dinners costs 450 euro, the boat renting costs is 67 euro. The travel agency commission will be 10%.	











