

## Sustainable Transport Tourism Offer

Title:	On demand transportation service for cyclists in Pomurje region
Partner:	RDA MURA, ERDF PP4
Overview	
Country:	Slovenia
Region:	Pomurje
Short description:	While the Pomurje region offers many routes for cycling and other nature related activities many of those are not within the easy reach from the region's main touristic centers. To ensure easy access to the ICT route we will organize bus or taxi pick-up service that will transport cyclist along with their bikes to the desired starting point. ICT's related maps will also be provided with indicated POIs where they could be picked up for return to the starting point. All services will be organized with collaboration of already existing transportation services with the help of call center.
Objectives	Offer to the commuters and tourists in the region the possibility to easily access access to the ICT area with their bikes and the possibility to easily return to the starting point.
Target groups	The main target groups are tourist on long-term vacation in the region's main tourism centers. The Pomurje region is widely known for its spas, where most of the possible service consumers are located. The designed services will most probably attract active couples and families with children.
Phase	Contacts have been established with the taxi services in the region that also operate small busses.
Operator, contact	Pomurski avtobusni promet (bus company) and network of taxi services.
Cost and benefits	Initial investment is estimated at 20.000 Euro for the cost of two bike trailers, which will be stationed at two places in region and available for all included operators, costs of marketing activities and establishment of call center. The initial investment can be recovered in the first 2 years of operation by the increase of number of tourists in the area using the public services combined with bicycle to visit the ICT's related areas. Benefits are much higher than the investment not only for the sustainable mobility but also for the sustainable tourism development in the area.



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Marketing Analysis I.	
"Product" - detailed description of the services	<p>The Pomurje region has specific touristic guests structure. The most important drive to visit the region is in fact the region's well-known spas and wellness centers. Therefore most of the guests spend most of their time behind the resort's fences. The main intention of the described transportation offer is to promote also the other interesting parts of the region and invite tourists in the region to discover them by bikes. Taking in consideration the fact that existing EuroVelo 13 route is quite away from the region's main touristic hubs, as are many other cycling routes, we would like to provide cycling tourists safe and accurate transportation services from their starting point or from their cycling ending point to the desired vacation location. Providing such services is not realistic within the region's existing public bus or train routes, but should include widely spread network of small transportation enterprises.</p> <p>All interested users of the services will be able to call the common phone number where all further actions and services will be provided. What will be offered are the pick-up services from their starting point, transportation of their bikes to the desired location, cycling map with indication of the most important POI's along the ICT route and with indicated places where pic-up services for the return drive could be organized.</p>
"Place" – market analysis	<p>The service is tailored to the active visitors and those willing to discover hidden parts of the Pomurje region. The offer will ensure them safe and accurate transportation, so their main concern would be only discovering the nature and culture diversity along the ICT route or along any other cycling route in the region.</p>



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Marketing Analysis II.	
Price	<p>Estimated costs:</p> <ul style="list-style-type: none"> <li>- 2 trailers for the bike transport: € 3.000</li> <li>- establishment and maintenance of the call center: € 7.000</li> <li>- costs for the marketing activities and printed materials: € 10.000</li> </ul>
Sales	<p>Services will be bookable and organized through the call center assistance, which will unite the services of different private owned bus and taxi companies, through the sales points in the region's main spas in Moravske Toplice, Lendava, Radenci and Mala Nedelja, as well as in the Touristic info centers in Murska Sobota, Lendava and Ljutomer.</p>
Promotion	<p>All touristic facilities, like hotels, spa areas, restaurants and main touristic info centers will be involved in the promotional activities. Promotion material (posters, stickers) will be available throughout the region, while the main promotional activities will take place on the internet, where building the interest for visiting the hidden parts of the region will be promoted. Promotional activities will take place as well on the region's sustainable transport portal that was produced and published within the ICT project.</p>



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Implementation plan I.	
Detailed description of the technical solution	<p>The service is a cooperation of partners from the fields of transport and tourism, such as taxi and bus operators, destination managements, touristic operators and accommodation facilities.</p> <p>Crucial technical part of the offer is organization and maintenance of the call center. The main role of the call center is receiving the calls and dispatching them to the network of taxi and bus operators.</p>
Actions to take	<p>The existing bus and taxi system and has to be upgraded regarding service hours and bike facilities. Special agreement regarding the common use of the bike trailer should be discussed and signed.</p> <p>The public awareness for the special transportation offer should be raised in order to promote services among the tourists in the region, ass well as among the potential service providers.</p> <p>Promotion of the sustainable transportation use should be included in the region development plans and agreements.</p>



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Implementation plan II.	
Costs of development and operation	Costs of development and operating costs during the implementation phase should be cover by European or national funding and private initiative.
Time plan for the realization	<p>The bookable transportation offer could be realized within the two years period.</p> <p>The first year most of the legal and organizational activities should be designed and organized. The crucial part of that would be motivation of the regional political and touristic stakeholders, while the second year the precise organizational structure should be formed (timetables, prices, common promotional activities...).</p>
Stakeholders and organization	<p>RDA Mura</p> <p>Regional taxi and bus operators.</p> <p>Regional network of accommodation facilities.</p> <p>Travel agencies, touristic operators.</p> <p>Regional tourists information spots.</p>