

## A. Sustainable Tourism Offer 3

Title:	<i>Along the Iron Curtain Trail in the Balkan peninsula (GR-BG)</i>
Partner:	<i>Bulgarian Association for Alternative Tourism, ERDF PP10</i>
Overview	
Country:	<i>Bulgaria</i>
Region:	<i>South-central, Southeastern planning regions in Bulgaria and Central Macedonia in Greece</i>
Short description:	<i>Cycling holiday package along the Serbian-Bulgarian part of the ICT which include accommodation, full board, transfers from/to airport and professional guide. The package will be offered to foreign tourist who want to cycle in this region and look for fully organized tour. The tour will be sold as bookable offer with possibility for fully guided or self-guided itinerary. The itinerary offers the chance unique non-mass-tourist regions to be visited by bike with or without support transport.</i>
Objectives	<i>To provide easy access to regions that are not yet well developed to welcome self-organized tourists due to lack of proper signposting and scarcity in service providers.</i>
Target groups	<i>The product will be oriented to customers of Western Europe and the USA who look for organized holiday packages. The potential customers will be between 30 and 55 year-old who look for middle and upper price range of holiday package.</i>
Phase	<i>The offer is in idea stage and will be prepared to be offered on the market in 2015.</i>
Operator, contact	<p><i>Actiano Tours ltd. <a href="mailto:kirillevterov@gmail.com">kirillevterov@gmail.com</a></i>  <i>includes: accommodation (FB), local transportation and guide; do not include transportation to/from the start/end point</i></p> <p><i>Accommodation: Sofia - Hotel "Budapest" - <a href="mailto:trifon@hotelbudapest.bg">trifon@hotelbudapest.bg</a></i>  <i>Petrich – Family Hotel "Pri Blajko" – (+359) 898 379 149</i>  <i>KatoNevrokopi – Tabacchi Art Rooms – <a href="mailto:artrooms@tabacchi.gr">artrooms@tabacchi.gr</a></i>  <i>Sidirokastro - Agnantio Hotel &amp; Spa - <a href="mailto:info@agnantiohotel.gr">info@agnantiohotel.gr</a></i>  <i>Hadjidimovo - Bialata kashta Guesthouse - <a href="mailto:maria_varadeva@abv.bg">maria_varadeva@abv.bg</a></i>  <i>Dospat – Family Hotel "Lilyana i Neven Zelev" – (+359) 888 130 466</i></p>

	<p>Trigrad – Arkan Han - <a href="mailto:office@arkantours.com">office@arkantours.com</a>  Stoykite – Daraka Guesthouse – <a href="mailto:darakaa@abv.bg">darakaa@abv.bg</a>  Rudozem – Family Hotel “Viktorio” - <a href="mailto:durev.86@abv.bg">durev.86@abv.bg</a>  Zlatograd – Aleksandrovski kashti Complex - <a href="mailto:eac@eac-bg.com">eac@eac-bg.com</a>  Kirkovo – Enchevi Hotel - <a href="mailto:hotel_enchevi@abv.bg">hotel_enchevi@abv.bg</a></p>
Cost and benefits	<p><i>The product development estimation is 4 500 euro; yearly costs to offer the package is estimated to 3 000 euro; yearly revenues based on one 10-people group is estimated to 10 000 euro and economic benefits is estimated to 3 500 including the tour agency and all service providers.</i></p>

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Marketing Analysis I.	
“Product” - detailed description of the services	<p>The package includes the following services:  meeting at the airport  train tickets from/to airport and start/end point  printed itinerary guide;  mountain bike;  accommodation in double room with breakfast for 12 overnights;  half-board for 10 days and travel insurance for the period of the trip.</p> <p>The price doesn’t include airline ticket, entry taxes for museums and attractions, lunch for the whole trip and dinner on days 1 and 12. Personal costs for equipment. Tips and any costs that are not specifically mentioned in this offer.</p>
“Place” – market analysis	<p>The main target of this offer is foreign tourists. In addition the tour can be also targeted to domestic market as a self-guided tour. Participants need to have average physical fitness and be used to cycle 40-70 km per day. The main target markets are situated in Western Europe, USA and Canada, as well as Bulgaria and neighboring countries. The price range of the trip is medium and participants must take into consideration that at some places they will be accommodated at two or three-star hotels and guesthouses due to lack of other services.</p>

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Marketing Analysis II.	
Price	<p>The price will vary according to the size of the group.</p> <p>632 EUR – min 6 p./677 EUR – min 4 p./700 EUR – min 2 p. – average price with private transportation</p>
Sales	<p>The package will be included in the product catalogue of the touroperating company. The tour will be proposed to partner tour companies operating outgoing travel at the generating market in Europe and the US. It will be also present at the company website as well as the website for EuroVelo in Bulgaria as bookable offer. The package will be also presented at tourism fairs in generating market countries. Sales manager of the company observes booking process and maintain the communication.</p>
Promotion	<p>The product will be promoted as part of the yearly tour operator's campaign. This will include detailed website presentation, publication in social media profile, and presentation at tourism fairs in Bulgaria (Green Days 2014) and abroad (fairs in France, UK, Germany, and Spain). The offer will be also promoted at a media cycling event on the Iron Curtain Trail. This tool along with the Green Days presentation are targeted at the Bulgarian market to promote cycling along the route within this offer as organized tour from the operator and self-guided itinerary.</p>



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Implementation plan I.	
Detailed description of the technical solution	After booking the itinerary will be organized by the tour operator along with reservations of train tickets and accommodation services. A detailed fiche of the itinerary is elaborated by the sales manager. With payment of the price the tour operator issues vouchers for the services included in the itinerary. After arrival the group is met by a representative of the tour operator and receives the folder that consists of instructions for the tour, map, vouchers and tickets. The group travels individually, but has communication with the office for assistance.
Actions to take	For implementation the design of the tour service providers must be contacted and prices negotiated to guarantee the price of the tour. A terrain visit is needed in order to specify the details of the itinerary in terms of road conditions, service providers' product quality check, precise timing of the tour. After the research, the tour will be documented and a detailed calculation of the prices will enable upload to the website and start promotion activities.

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Implementation plan II.	
Costs of development and operation	<p>At the development stage the cost for the operator includes working days for the design, on-site check and documentation of the tour. After the tour is ready costs shall be calculated as part of the general costs for marketing and promotion of all tours operated. In this category shall be also included the cost for communication with partners selling the product and direct clients. Operation costs include booking the services and administrating the tour.</p> <p><i>Maximum 6 lines</i></p>
Time plan for the realization	<p>The development process shall take place in 2014 spring and summer. The promotion phase will start in autumn 2014. The first groups may be organized for 2015 tourist season depending on the demand for the tour.</p> <p><i>Maximum 5 lines</i></p>
Stakeholders and organisation	<p>The touroperator is the main coordinator of the tour development and operation process. Different service providers are contracted by the touroperator who guarantees for the quality of the service provided.</p> <p><i>Maximum 5 lines</i></p>