

A. Sustainable Tourism Offer 2

Title:	<i>Along the Iron Curtain Trail in the Balkan peninsula (BG-FYROM-GR)</i>
Partner:	<i>Bulgarian Association for Alternative Tourism, ERDF PP10</i>
Overview	
Country:	<i>Bulgaria – FYROM - Greece</i>
Region:	<i>Eastern and Southeastern region in FYROM – Southwestern planning region in Bulgaria – Central Macedonia in Greece</i>
Short description:	<i>Cycling holiday package along the Bulgarian-Macedonian-Greek part of the ICT which includes accommodation, half board, transportation and guidance. The package will be offered to foreign tourists who want to cycle in this region and look for fully organized tour. The tour will be sold as bookable offer and includes support transport for the whole trip. The itinerary offers the chance unique non-mass-tourist regions to be visited by bicycle.</i>
Objectives	<i>To provide easy access to regions that are not yet well developed to welcome self-organized foreign 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 ready to be offered on the market in 2015.</i>
Operator, contact	<p><i>Penguin Travel ltd. info@penguin.bg</i> <i>includes: accommodation (HB), local transportation and guide; do not include transportation to/from the start/end point</i></p> <p><i>Accommodation: Sofia - Hotel "Budapest" - trifon@hotelbudapest.bg</i> <i>Gotse Delchev – Family hotel "Malamova kashta" - maiz@gocenet.net</i> <i>KatoNevrokopi – Tabacchi Art Rooms – artrooms@tabacchi.gr</i> <i>Sidirokastro - Agnantio Hotel & Spa - info@agnantiohotel.gr</i> <i>Petrich – Family Hotel "Pri Blajko" – (+359) 898 379149</i> <i>Strumitsa –Podgorski An - podgorski-an@hotmail.com</i> <i>Berovo - Apart-Hotel VIP - wiptours@wiphotel.com.mk</i></p>

	<i>Delchevo – Macedonia Hotel - recepција@hotelmakedonijadelcevo.mk Blagoevgrad – Fenix Hotel - hotel_fenix@abv.bg</i>
Cost and benefits	<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>

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Marketing Analysis I.	
“Product” - detailed description of the services	<p>The package includes the following services: internal transport incl. from/to airport and start/end point transfer support transport with driver who also guides the tour; mountain bike and luggage transport; accommodation in double room with breakfast for 10 overnights; half-board for 8 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 10. 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. This target group tends to be of all age categories, but usually subscribed by people between 30 and 55 years-old. 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 and may include individual tourists or members of cycling clubs who look for fully organized and administrated trip. 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>684 EUR – min 6 p./741 EUR – min 4 p./802 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. Partner's tour operators who accept the product will include it in their catalogues. This multiplication effect will enable one tour to be organized for people subscribed by different channels. A detailed description of the product will be published on tour operator's website and linked from national and European EuroVelo websites. The tour operator will present the product at tourism fairs in France, UK, Germany, Belgium, Denmark, the Netherlands, and Spain. The offer will be also promoted on Facebook by sharing with touroperator's partners and publication on EuroVelo 13 page.</p>

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Implementation plan I.	
Detailed description of the technical solution	After booking the itinerary will be organized by the touroperator along with reservations of private transfers and accommodation services. On arrival the group is met and assisted by a guide who is also the driver of the supporting vehicle. The guide takes care for the logistics along the trip and administrates the tour. Although he doesn't drives with the group he is available at any time and meets the group on all important crossroads and stops along the route. The guide communicates with the group and gives assistance in case of any need.
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. <i>Maximum 8 lines</i>

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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>