



Sustainable Transport / Tourism Offers – Template for New Offers

Title:	<i>Iron Package</i>
Partner:	<i>INCDT, PP 11</i>
Overview	
Country:	<i>Romania</i>
Region:	<i>Mehedinți county</i>
Short description:	<i>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 – Orșova – Eșelnița - Dubova). We propose that the operator (travel agency) to rent also a trailer for 12 bikes transportation.</i>
Objectives	<i>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.</i>
Target groups	<i>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).</i>
Phase	<i>Proposal / idea.</i>
Operator, contact	<i>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.</i>
Cost and benefits	<i>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.).</i>



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Marketing Analysis I.	
“Product” - detailed description of the services	<p><i>This package (which will be promoted on the travel agency web site) offers a bike and bus experience along the last section of the Iron Curtain Trail. The travel agency will offer to groups of tourists (maxim 12 persons) an itinerary who will include:</i></p> <ul style="list-style-type: none"> - <i>the first day: transport of the tourists and bikes (rented or personal) from Bucharest to Orșova; accommodation, lunch, visiting by bike the monument built for the victims of the Communist regime, the St. Ana monastery and the Roman-Catholic cathedral; dinner;</i> - <i>the second day: breakfast, transport of the tourists and bikes by bus to Eșelnița; visiting by bike the ethnographic and the parish museums; transport by bike to Dubova; accommodation, lunch, visiting the sculpted face of king Decebal and the Mraconia monastery, visiting from the boat the Veterani Cave and Tabula Traiana; dinner.</i> - <i>the third day: breakfast and returning from Dubova to Bucharest.</i>
“Place” – market analysis	<p><i>This offer will be bookable from May to September. The advantage of a bus equipped with a bike trailer is represented by the fact that if the cyclists will get tired of pedaling, then they can load their bicycles on the trailer and enjoy the view from the bus. Also, the bus-bike trailer allows cyclists to take advantage of the speed and efficiency of transit, for longer portions of their journey (from Bucharest to Orșova). In order for this offer to be more profitable for the travel agency, it is necessary to gather a group of 12 cyclists and no less. Regarding the present Romanian tour-operators offers, the Iron Curtain Trail has not been included yet in any of them. So, this offer/package can be considered as a "pioneer" door opener, proving to the authorities that cycle-tourism can bring economic benefits.</i></p>
Marketing Analysis II.	
Price	<p><i>We estimate that the price of all services included in the offer is 200 euro per person, valid for groups of 12 tourists. All entrances to monuments included in the itinerary are free.</i></p>
Sales	<p><i>After analyzing the on-line offer, the tourists can get in touch with the agency by e-mail or phone, in order to express their agreement to purchase the services. The payment can be done after issuing an invoice by bank transfer.</i></p>



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Promotion	<i>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.</i>
Implementation plan I.	
Detailed description of the technical solution	<p><i>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.</i></p> 
Actions to take	<p><i>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.</i></p> <p><i>Regarding the promotion activities, these are:</i></p> <ul style="list-style-type: none"> <i>- production, acquisition and dissemination services of the leaflets;</i> <i>- launching the website of the travel agency on the search engines, as well as creating a web banner with Google Adwords;</i> <i>- the creation and dissemination of press articles in magazines and newspapers;</i> <i>- the travel agency's participation in fairs and events (identifying the fairs, renting stands, preparing promotional materials).</i>
Implementation plan II.	
Costs of development and operation	<i>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%.</i>



	<p><i>The costs for the promotion activities are:</i></p> <ul style="list-style-type: none"> - 2 articles published in specialized magazines and newspapers = 500 euro; - printing of 2000 leaflets = 900 euro; - launching the website of the travel agency on the search engines is free; - creating a web banner with Google Adwords costs 230 euro (annual price); - renting stands at the fairs costs 250 euro/event.
Time plan for the realization	<p><i>The preparation phase includes:</i></p> <ul style="list-style-type: none"> - publishing the articles, which must be done during the week of the launching of the offer on the website of the travel agency, for 7 days; - the leaflets should be printed and disseminated the week before launching of the offer on the website of the travel agency; these can be used in the future events also. <p><i>Launching of the website of the travel agency on the search engines and creating a web banner with Google Adwords are both permanent actions.</i></p>
Stakeholders and organisation	<p><i>The proper organization and development of this offer will be entirely the responsibility of the travel agency (S.C. AGNESE HOLLIDAY S.R.L.).</i></p>