



IRON CURTAIN TRAIL

WP 4.3 Sustainable tourism offers

ERDF PP13

NAERDI

Cycling Along the Iron Curtain – in Csongrad County target group¹

version: 2014/09/15



Sustainable Tourism Offers HU-SR – Target group 1

Title:	<i>Cycling Along the Iron Curtain – in the Subotica-Szeged region</i>
Partner:	<i>NAERDI</i>
Overview	
Country:	<i>Hungary</i>
Region:	<i>South Great Plain</i>
Short description:	<i>The target of the package to develop and offer a complex cycling tourism package based on the current tourism features of the Subotica-Szeged region. The package offering a one-week long stay also provides the tourists with other supplementary offers besides the accommodation and transport facilities – e.g. bicycle rental services, cycle friendly accommodation etc.</i>
Objectives	<i>The development of a quality tourism offer by preparing suitable service packs meeting the demands of the target groups in the Subotica-Szeged region and the surrounding areas close to the Hungarian-Serbian border.</i>
Target groups	<i>The target group for this package is families with children from Hungary, Serbia, Slovakia, Croatia, Romania, Austria and Germany preferring shorter (30 to 40 km) daily distances and family friendly attractions, including nature, sports and culture. The package includes a 5 night stay on the Hungarian section of the route.</i>
Phase	<i>The offer is in a preliminary stage and will be prepared to be offered on the market in 2015.</i>
Operator, contact	<p><u>Accommodation possibilities:</u></p> <ul style="list-style-type: none"> - Hotel Fortuna and Restaurant, 6524, Dávod-Püspökpuszt, Rákóczi Ferenc utca 55., GPS: 46.004329, 18.899118; Tel.: +36 30 458 0250, +36 30 730-1675; www.hotel-fortuna.hu - Eperfás Tanya, 6782 Mórahalom, VI. körzet 142.; GPS: 46.14054, 19.53948; Tel.: +36 70 616 5015; www.eperfastanya.hu - Nagyszéksós Chalet and Youth Accommodation, 6782 Mórahalom, VII. kerület 155.; GPS: 46.21134, 19.94844; Tel.: +36 62 660 710; nagyszeksosto.morahalom.hu - Forró Inn and Camping, 6758 Röske, I. körzet 4.; GPS: 46.19880, 20.01300; Tel.: +36 62 273 245; forrofogado.hu - Borostyán Estate, 6757 Szeged-Gyálarét, Zágon utca 66.; GPS: 46.20493, 20.11433; +36 62 548 556; www.borostyanbirtok.hu <p><u>Bicycle rent and service:</u></p> <ul style="list-style-type: none"> - Tourinform Office of Mórahalom, 6782 Mórahalom, Tömörkény u. 3., GPS: 46.21585, 19.88778, Tel.: +36 62 660 710, www.morahalom.hu/mora-tourist_kft - Bike Szaki Bicycle Workshop and Store, 6721 Szeged, Szűcs u. 12., GPS: 46.26005, 20.14871, Tel.: +36 62 325 015, www.facebook.com/Bikeszaki - Bicycle Centre, 6726 Szeged, Temesvári körút 33., GPS: 46.24543, 20.16364, Tel.: +36 62 323 436, www.szegedsport.hu



	<p><u>Sights:</u></p> <ul style="list-style-type: none"> - Dávod Thermal Spa, 6524 Dávod-Püspökpuszta, Béke tér 1.; GPS: 46.004564, 18.896897; Tel.: +36 30 458 0250, +36 30 488 2471; www.davodfurdo.hu - St Elisabeth Spa, 6782 Mórahalom, Szent László park 4.; GPS: 46.21647, 19.88810; Tel.: +36 62 281 039; www.erzsebetfurdo.morahalom.hu - Nagyszéksós Buffalo Reserve, 6782 Mórahalom, VII. kerület 155.; GPS: 46.21134, 19.94844; Tel.: +36 62 660 710; nagyszekso.to.morahalom.hu - Madárkert, 6787 Zákányszék, Móra Ferenc utca 8.; GPS: 46.27250, 19.89139; Tel.: +36 30 8666 444; www.madarkert.hu - Sunlight Bath Aquapolis, 6726 Szeged, Torontál tér 1.; GPS: 46.24951, 20.15900; Tel.: +36 62 566 488; www.napfenyfurdoaquapolis.hu - <p><u>Sustainable transport:</u></p> <ul style="list-style-type: none"> - MÁV (Hungarian Railway Company), with the possibility of transporting bicycles between Budapest and Szeged;
Cost and benefits	<p>See the detailed elements of the pricing: on the whole the proposed selling price of the developed package is €300. The product development estimation is ca. €2000. Yearly costs to offer the package are estimated to €2200.</p>



Title:	<i>Cycling Along the Iron Curtain – in the Subotica-Szeged region</i>
Partner:	
Marketing Analysis I.	
“Product” - detailed description of the services	<p><i>The programme package contains the following elements which can be varied and linked according to the actual needs:</i></p> <ul style="list-style-type: none"> - <i>Travel costs per person (by train with the transport of bicycles): Budapest-Subotica €15, Szeged-Budapest €12; ticket for the bicycle: Budapest-Subotica €5, Szeged-Budapest €3, altogether €35</i> - <i>Accommodation costs for 4 nights with breakfast: €55/person,</i> - <i>Meal price for 5 days: 100 €/person</i> - <i>Entrance fees: €30/person</i> <p><i>Total real costs: €220/person. Proposed package price: €300/person.</i></p> <p><i>Some of the tourists might arrive by other means of transport (by bicycle or car) or from other directions, thus the proposed package price can be decreased with the costs of the train journey.</i></p>
“Place” – market analysis	<i>Cyclists from Hungary, Serbia, Romania, Croatia and Slovakia as well as from Austria and Germany compose the main target groups.</i>



Title:	<i>Cycling Along the Iron Curtain – in the Subotica-Szeged region</i>
Partner:	
Marketing Analysis II.	
Price	<i>Proposed package price:</i> €300-660/person (reduction can be given depending on the size of the group)
Sales	<i>Sales of the developed packages are done by the tourist agencies, the travel agencies, as well as the service providers included in the package (mainly the hotels and the attractions). The potential target group is supplied with information mainly via the internet using the website of EuroVelo13 as well.</i>
Promotion	<i>Popularisation of the tourism packages are competed via the EuroVelo13 and the national bicycle tourism websites, on the community sites of the internet, as well as in promotional events, building the individual elements of the package on the organising bodies. Reference of the triple border in the slogan; like 'Cycling round trip along the Iron Curtain in three countries', 'Pleasant countryside along the Iron Curtain', etc.</i>



Title:	<i>Cycling Along the Iron Curtain – in the Subotica-Szeged region</i>
Partner:	
Implementation plan I.	
Detailed description of the technical solution	<i>After getting the necessary information about the needs the travel organising integrator helps the organisation regarding the whole trip, preparing the route plans, booking accommodations and other services (entrance tickets, leaflets, maps). He negotiates with the transport suppliers about getting to the target area. He recommends different travel programme packages depending on the age group for individual tourists and groups. Definition of the package elements is done for different individuals and groups individually based on the given information.</i>
Actions to take	<i>The travel organising integrator collects information on the tourism demands and offers, based on this information he continually renews the individual elements of the one week long package. After the sales he follows up the trips and prepares final analyses based on the information.</i>



Title:	<i>Cycling Along the Iron Curtain – in the Subotica-Szeged region</i>
Partner:	
Implementation plan II.	
Costs of development and operation	<i>The costs of the development are constituted by mainly the organisational costs, the costs of keeping the relationships, which appear in lower range during the operation; however these costs are also present due to the renewal of the offers during the operation phase as well.</i>
Time plan for the realization	<i>The development process shall take place in autumn 2014. Promotion phase will start in spring 2015. The first groups may be organized for the 2015 tourist season depending on the demand for the tour.</i>
Stakeholders and organisation	<i>The travel organiser coordinates the whole trip, he keeps contact with the other suppliers, however also the suppliers of the accommodation can fulfil tour operator activities, they can offer tourism services directly to the tourists. Besides, municipalities, cycling and other NGOs are also involved in the coordination of leisure activities (festivals, organised trips, etc.) and the adjoining bicycle services as well.</i>