



# Sustainable Transport Offer

## Integrated sustainable transport offer package in the area of Sopron/Neusiedlersee



### WP 3: Responsible Partner:

**West Pannon Regional and  
Economic Development  
Public Nonprofit Ltd**



### Contractor:

[Lenti és Vidéke Fejlesztési  
Ügynökség](#)



Title:	<i>"Integrated sustainable transport offer package in the area of Sopron/Neusiedlersee"</i>
Partner:	<i>LP - West Pannon Regional and Economic Development Public Nonprofit Ltd</i>
Overview	
Country:	<i>Hungary</i>
Region:	<i>West-Transdanubia</i>
Short description:	<p><b><i>Further developed service packages on the bases of the existing services. in the area of Lake Fertő with the following elements:</i></b></p> <ul style="list-style-type: none"> <li><i>• Infrastructural developments along the Eurovelo13 route (e.g. boards).</i></li> <li><i>• The expansion of the area allowances – introduction of the Fertő card.</i></li> <li><i>• The introduction of the NextBike system</i></li> </ul>
Objectives	<i>The development of integrated sustainable bicycle offers with the development of the existing offers in the area of Sopron / Lake Fertő.</i>
Target groups	<p><i>The <b>geographic definition</b> of the target group:</i>  <i>The main source of the target group due to the location of the target area:</i></p> <ul style="list-style-type: none"> <li><i>- Basically: <b>Austria (Burgenland, Vienna); Hungary (Győr, Budapest; Szombathely, Szentgotthárd, Kőszeg).</b></i></li> <li><i>- Secondly: Szombathely(-Szentgotthárd).</i></li> </ul> <p><b><u>Socio-economic status:</u></b></p> <ul style="list-style-type: none"> <li><i>- <b>Families</b></i></li> <li><i>- Silver generation with foreign life-style</i></li> <li><i>- Young adults without children</i></li> <li><i>- <b>Young people</b></i></li> <li><i>- Fanatics / sports people</i></li> <li><i>- Elderly (pensioner) generation visiting the spa baths</i></li> <li><i>- Festival tourists</i></li> <li><i>- <b>Foreign (mainly Austrian) biking tourists</b></i></li> </ul>
Phase	<i>Idea. <b>Intensive consultations</b>/project developments together with GySEV. It is an important task to include the individual elements into the project, and matching them with the endorsement sources..</i>
Operator, contact	<i>GySEV</i>
Cost and benefits	<i>The costs of the development <b>approximately: 2 million €</b>. The calculation of the costs has been prepared upon the Complex Transport Services document, which was prepared in the framework of the ICT project. Final data can be given after the finalisation of the individual element developments as project elements. The targeted elements can be executed independently of each other, in parallel. meg.</i>



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Marketing Analysis I.	
"Product" - detailed description of the services	<p><b>The introduction of an integrated</b> (=included in the ticket system) ticket and allowance system. <b>Infrastructural developments</b> along the <b>Eurovelo13</b> route.</p> <ul style="list-style-type: none"> <li>- Connecting the EV 13 route section with the GySEV railway station in Sopron,</li> <li>- The introduction of the boards in the stations of the transport suppliers,</li> <li>- Bicycle / touristic usage of the railway dam between Sopron and Fertőboz.</li> </ul> <p>The expansion of the area allowance system – the introduction of the <b>Fertő card</b>.</p> <ul style="list-style-type: none"> <li>- National adaptation of the NeuseedlerSeeCard – the introduction of a complex allowance card, connected to Austrian product.</li> </ul> <p><b>The introduction of the NextBike system.</b></p> <p><b>Sustainable transport offer package – especially for the biking tourists – involving the Drescher Boating Llc., the NSB Ag., and the Museum Railways in Nagycenk.</b></p>
"Place" – market analysis	<p>The target area concerned with the services is an <b>exceptional national destination</b>, where several sustainable transport offer can already be found. The following <b>attractions</b> make it exceptional:</p> <ul style="list-style-type: none"> <li>- Lake Fertő; the bicycle road around Lake Fertő;</li> <li>- Fertő-táj World Heritage;</li> <li>- Eurovelo13 route,</li> <li>- the City of Sopron.</li> </ul> <p>The market of the target area – besides Balaton – is the most important bicycle destination due to the above mentioned factors. The local advantages are strengthened by the closeness of the <b>Austrian touristic market</b>, thus the Austrian biker tourists constitute an important part of the biking tourism of the area.</p>



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Marketing Analysis II.	
Price	<i>The prices can be defined <b>matching the price development and business policies of GySEV</b>, which is the main supplier, where it can be applicable, as well as <b>the methods of pricing on the Austrian side</b> (it does not necessarily mean the level of the prices), due to the connections to the Austrian market (NextBike, Lake Fertő card). Exact amount can be defined after the project development phase.</i>
Sales	<i>It has to be defined matching the existing sales activities of GySEV, which supplies the main activities.</i>
Promotion	<i>Based on the promotion and marketing activities of the main supplier, GySEV—see, e.g. Bicycle transport marketing campaign in 2014 ('visiting us by train and bike' 'by train and bike with us', by train and bike to Austria).</i>



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Implementation plan I.	
Detailed description of the technical solution	<p><b>Infrastructural investments along the Eurovelo 13 route:</b></p> <ul style="list-style-type: none"> <li>- <b>The safe connections of the bicycle traffic to the railway station in Sopron</b> – the bicycle road from the direction of Ágfalva crosses the railways on a different level, being connected to the direction of the centre of Sopron, (Deák Square), moreover, taking the plans into consideration, that the bus station would be placed besides the railway station, it would be connected to the coach travel methods as well.</li> <li>- <b>Boards</b> next to the stations along the Eurovelo 13 route.</li> <li>- <b>The touristic / biking usage of the railway dam between Sopron and Fertőboz.</b></li> </ul> <p>The expansion of the local allowance system – the introduction of the Fertő card.</p> <ul style="list-style-type: none"> <li>- To develop the conditions to match the already existing Austrian allowance card system (NeuSeedlerseeCard).</li> <li>- The introduction of the <b>NextBike system</b>.</li> <li>- With the involvement of external service suppliers the development of the conditions of the system in the Hungarian side, based on the pattern of the only Hungarian NextBike station (Fertőrákos).</li> </ul> <p><b>Negotiations among the service suppliers</b> (GySEV LLC., the Museum Railways in Nagycenk, Drescher Boating Company) for the development of unified offers / tickets.</p>
Actions to take	<p>Preparation – <b>project development</b>. The importance of the phase is given by the several elements of the package that can be financed from different sources, have different costs, and can be projectised on different ways (own or entrepreneurial execution).</p> <p><b>Project execution</b>– the execution of the individual section projects.</p> <p><b>Sustaining</b> – on market basis -; traceability, <b>evaluation</b>.</p> <p>The definition of further <b>follow-up activities</b>.</p>



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<b>Implementation plan II.</b>	
<b>Costs of development and operation</b>	<i>The development costs approximately 2 million € - due to basically the individual infrastructural elements, like e.g. the different usage of the unused railway dam between Sopron and Felsőboz. The prices are being actualised; final data can be given after the finalisation of the concrete project. The targeted elements can be executed in parallel, partly independently from each other, considering the availability of the individual financial sources as well.</i>
<b>Time plan for the realization</b>	<p><i>Preparation: 2014-2015</i>  <i>Development/Project: 2015-2018</i>  <i>Pilot: 2018-2020.</i></p> <p><i>The individual measures / interventions can be scheduled basically upon the availability of the external sources, as well as the time concern of the preparation of the framework systems in case of the developments based on local cooperation. The execution of the detailed interventions can be executed independently from each other, which is favourable, not only because of the sequenced availability of the different source types, but also because the different areas require different level of preparation, some require longer, while the others shorter preparation (and execution) period.</i></p>
<b>Stakeholders and organisation</b>	<i>Main responsible organisation: GySEV. Other partners to be involved: the Self-government of the City of Sopron with County Authorisation, Fertőtáj World Heritage Association, the Directorate of Fertő-Hanság National Park, Drescher Boating Company, NSB AG., Burgenland, and Mobilitätszentrale Burgenland; selfgovernments, cycling and other civil organisations.</i>