







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:

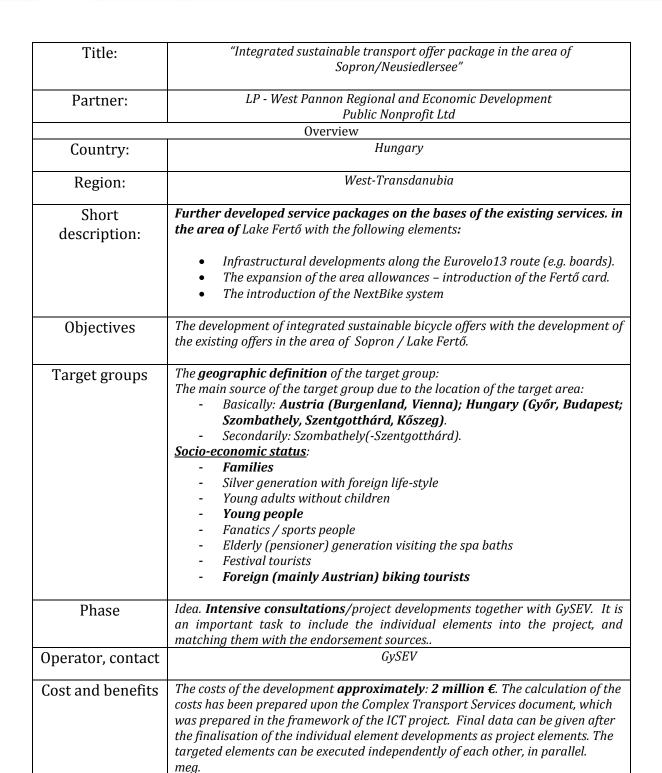
<u>Lenti és Vidéke Fejlesztési</u> <u>Ügynökség</u>









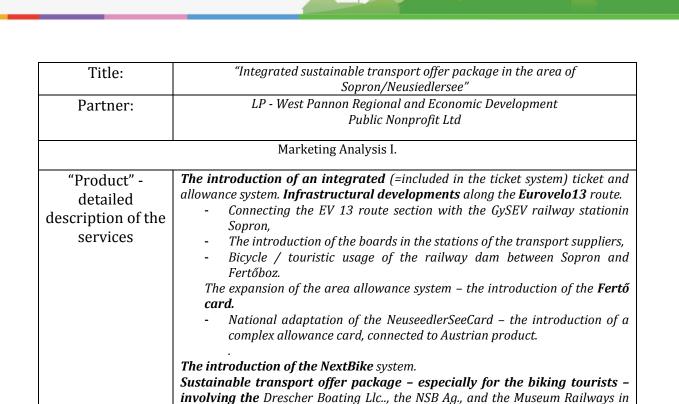












"Place" – market analysis The target area concerned with the services is an **exceptional national destination**, where several sustainable transport offer can already be found. The following **attractions** make it exceptional:

- Lake Fertő; the bicycle road around Lake Fertő;
- Fertő-táj World Heritage;
- Eurovelo13 route,
- the City of Sopron.

Nagycenk.

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 **Austrian touristic market**, thus the Austrian biker tourists constitute an important part of the biking tourism of the area.









