



Sustainable Transport Offer

Sustainable Transport Development in the Zala Section of the Iron Curtain Trail



WP 3: Responsible Partner:

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



Contractor:

[Lenti és Vidéke Fejlesztési
Ügynökség](#)



Title:	<i>Sustainable Transport Development in the Zala Section of the Iron Curtain Trail</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>Improved service package based on the demands in the Zala Section of the Iron Curtain Trail with the following elements:</p> <ul style="list-style-type: none"> • <i>Infrastructural developments along the Eurovelo13 route (e.g. boards, connecting the EV with the railway stations, the construction of the Trail on the dam of River Mura).</i> • <i>Creating the possibilities of bicycle transport, on the lines between</i> <ul style="list-style-type: none"> ○ <i>Zalaegerszeg and Rédics and</i> ○ <i>Zalaegerszeg and Hodos;</i> • <i>as well as its expansion on the line between Nagykanizsa and Murakeresztúr.</i> • <i>The expansion of the allowance system in the area – with the introduction of the Zala County Adventure Card.</i> • <i>The development of bicycle rent and storage in the railway stations.</i> • <i>The development of complex travel possibilities (train and narrow gauge train).</i> • <i>The harmonisation of the services of the narrow gauge train and the Lispeszentadorján Bicycle Centre.</i>
Objectives	<i>The development of the integrated, sustainable bicycle offers in the area with the improvement of the current offers.</i>
Target groups	<p>The geographic definition of the target group: <i>The main source of the target group due to the location of the target area:</i></p> <ul style="list-style-type: none"> - <i>Basically: Austria (Burgenland); Slovenia (Prekmurje / Muravidék); Croatia (Muraköz, Varasd, Kapronca-Körös); Hungary (West-, South-Transdanubia, Budapest).</i> - <i>Secondarily: the cycling tourists of the farther areas of Hungary, Italy, Germany, the Netherlands, Slovakia,</i> <p><u>Socio-economic status:</u></p> <ul style="list-style-type: none"> - Families - <i>Silver generation with foreign life-style</i> - <i>Young adults without children</i> - Young people - <i>Fanatics / sports people</i> - <i>Elderly (pensioner) generation visiting the spa baths</i> - <i>Festival tourists</i> - Foreign biking tourists



Phase	<i>Idea. Intensive consultations/project developments together with the local suppliers and MÁV. It is an important task to include the individual elements into the project, and matching them with the endorsement sources.</i>
Operator, contact	<i>Lenti and its Area Development Public Nonprofit Ltd.</i>
Cost and benefits	<i>The costs of the development approximately: 350.000 €. Final data can be given after the finalisation of the individual element developments as project elements. The targeted elements can be fulfilled parallelly even independently from each other.</i>

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Marketing Analysis I.	
“Product” - detailed description of the services	<p>Infrastructural developments along the Eurovelo13 road:</p> <ul style="list-style-type: none"> - Linking the EV 13. section (with road where cycling is possible, with signs) with the railway stations in Lenti, Hodos and, Murakeresztúr. - The introduction of the bicycle rent services along the Iron Curtain Eurovelo13 road in the following railway stations: Zalaegerszeg, Nagykanizsa, Hodos, Lenti, Csömödér-Páka, Murakeresztúr. <p><i>The expansion of the allowance system in the area:</i></p> <ul style="list-style-type: none"> - The development and the introduction of the Zala County Adventure Card Sustainable Transport Offer Package – mainly for the cycling tourists - with the inclusion of MÁV and Csömödéri Állami Erdei Vasút / Governmental Forest Railways in Csömödér. Additional train can be ordered besides the trains registered on the timetable.
“Place” – market analysis	<p><i>The target area of the services covers the Eurovelo13 in Zala County. The service may build on the nearby Austrian, Slovenian, Croatian touristic market as the touristic image of the target area (Őrség, Göcsej, Hetés).</i></p> <p><i>The following attractions make the area unique:</i></p> <ul style="list-style-type: none"> - South Zala area, the forests of Zala - the banks of River Mura, the Kerka valley, - the narrow gauge railway system in the forests, - the Kerka Nature Park, - Budafapuszta Botanical Garden, - the Ancient Beeches in Vétyem, - the nearby biking Round trip at Lake Balaton.



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Marketing Analysis II.	
Price	<i>The prices can be defined matching the price development and business policies of MÁV and the Zalaerdő plc. which operates the narrow gauge railways in the forest, regarding those elements of the package, where they are the transport suppliers. The final costs can be defined after the project development phase.</i>
Sales	<i>Regarding the sales besides the current sales activities of MÁV and the Zalaerdő Plc., which give the main body of these activities, it is necessary to build on the leading player of the area's touristic activities, Lenti and its Area Development Public Nonprofit Ltd.</i>
Promotion	<i>Building on the promotional and marketing activities of the Cseszt Regélő Nonprofit Llc – 'Zala on Two Wheels' project (one week long bicycle tours), as well as connecting to the relevant activities of the Lenti and its Area Development Public Nonprofit Ltd.</i>



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Implementation plan I.	
Detailed description of the technical solution	<p>Infrastructural developments along the Eurovelo13 road:</p> <ul style="list-style-type: none"> - Safe linking of the Eurovelo 13. section (with road where cycling is possible, with signs) with the railway stations - Infrastructural investments in the railway stations for the introduction of the bicycle rent services along the Iron Curtain Eurovelo13 road. - <i>the construction of the bicycle road on the dam of River Mura</i> <p><i>The expansion of the allowance system in the area: spreading a uniform quality system, the development of the common county adventure card and its market launch connected to the Zala brand.</i></p> <p>Negotiations of the service suppliers regarding the unified pricing / tickets – <i>the introduction of the complex services (railways, narrow gauge railways), harmonisation of the services of the narrow gauge railways and the Lisspeszentadorján Bicycle Centre, The creation and the expansion of the bicycle transport possibilities.</i></p>
Actions to take	<p><i>Preparation – project development. The importance of the phase is given by the several elements of the package that can be financed from different sources, including the non-governmental sources (own, or entrepreneurial fulfilment), as well.</i></p> <p>Project execution – <i>the execution of the individual section projects.</i></p> <p>Sustaining – <i>on market basis -; traceability, evaluation.</i></p> <p><i>The definition of further follow-up activities.</i></p>



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Implementation plan II.	
Costs of development and operation	<i>Proposed development price: 350.000 €. The prices are being actualised; final data can be given after the finalisation of the concrete project. The targeted elements can be fulfilled parallelly even independently from each other taking the availability of the individual financing sources into account as well.</i>
Time plan for the realization	<i>Preparation: 2014-2015 Development/Project: 2015-2018 Pilot: 2018-2020. The scheduling of the individual measures depends on the availability of the external financing sources, as well as the time demand of the preparation of the frame systems in case of cooperative developments. The completion of the detailed interventions can be fulfilled independently from each other, which is favourable, beyond the sequenced availability of the external financing sources, since some areas need quite a lot of preparation activities, while in case of other areas the time demands of the preparation (and completion) is much lower.</i>
Stakeholders and organisation	<i>Main players: MÁV, Zalaerdő Llc., Lenti and its Area Development Public Nonprofit Ltd. Other partners: the self-governments of the cities with county authorisations, Cseszt Regélő Nonprofit Llc.; self-governments; cycling and other civil organisations.</i>