




Sustainable Tourism Offer

In the Area of Lake Fertő by Bicycle

	WP 3: Responsible Partner:
	West Pannon Regional and Economic Development Public Nonprofit Ltd

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



Title:	<i>In the Area of Lake Fertő by Bicycle</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:	<i>The target of the package is to develop and offer a complex (including the attractions as well as the services) cycling touristic package offering an at least one-week long stay in the area of Lake Fertő. The target groups of the touristic programme packages: mainly the silver generation, the young adults without children, tourists visiting the spa baths and health resorts, as well as the festivals, and the foreign visitors – focusing on Vienna and Budapest (Győr) as the main “sender” cities.</i>
Objectives	<i>The further usage of the touristic opportunities in the area of Lake Fertő strengthening the systematic operation of the cross-border touristic offers, creating the connection among the colourful natural, cultural and health touristic attractions.</i>
Target groups	<i>The target group of the package based on the offer are mainly the silver generation, the young adults without children, the tourists visiting the spa baths and the festivals, as well as the foreign tourists. The main sending areas of the tourists are mainly Budapest and Vienna. The individual natural attractions under the Ramsai Covent the unique cultural and gastronomic attraction elements can be extremely attractive for those people who normally live in cities.</i>
Phase	<i>The offer is in idea stage and will be prepared to be offered on the market in 2015.</i>
Operator, contact	<p><i>As components of the package the offers of the following touristic and transport service suppliers have been included:</i></p> <p><i>The touristic offers of the area have been included in a system by the following two organisations:</i></p> <ul style="list-style-type: none"> - <i>the Sopron Region Touristic Centre Non-profit Llc.</i> <i>Sopron Régió Turisztikai Központ Nonprofit Kft, 9400 Sopron, Liszt Ferenc utca 1.; +36 99/517-560; 47.684012, 16.588164; http://portal.sopron.hu/Sopron/portal/tourism_show?contentId=1630</i> - <i>the Alpokalja-Fertő Táj Rural Development Association</i> <i>9436, Fertőszéplak, kastély – Térségi Védjegy és Világörökségi Központ – Hősök tere; tel.: 20-7797090 http://alpokalja-fertotaj.hu ; http://fertotaj.info</i> <p><i>The Győr-Sopron-Ebenfurti Railway Company is basically responsible for the sustainable transport offers of the area:</i></p> <ul style="list-style-type: none"> - <i>GySEV Zrt. Sopron, Mátyás király u. 19. ; +36 99/577-444; 47.679566, 16.588394; www.gysev.hu</i>



Accommodations that offer bicycle services (rent) as well:

- Hotel Sopron, 9400 Sopron, Fővényverem u. 7., +36-99-512-261; 47.689336, 16.594149; www.hotelsopron.hu

Qualified biker-friendly service suppliers:

- Tornácos Pension and Restaurant, 9437 Hegykő, Kossuth u. 74-78., +36-99-540-200; 47.621425, 16.787248; <http://www.tornacos.hu> (Biker-friendly category: 3 bikers)
- Rozália Guest Houses, 9435 Sarród, Fő u. 21-22.; 47.635404, 16.862505; +36-30-933-5829; <http://www.rozaliavendeghaz.hu>, (Biker-friendly category: 3 bikers)
- Gloriett Pension, 9493 Fertőboz, Fő u. 11.; 47.635655, 16.698754; +36-20-342-0788; <http://www.gloriett.hu>, (Biker-friendly category: 2 bikers)
- Napvirág ház (Sunflower Guesthouses), 9476 Zsira, Salamonfai u. 30.; 47.450318, 16.686017; +36-20-919-1950; <http://www.napviraghaz.hu>, (Biker-friendly category: 3 bikers)
- Neher Apartment, 9494 Balf, Fő u. 49.; 47.652930, 16.665252; +36-20-220-6654; <http://www.neher-apartman.uw.hu>, (Biker-friendly category: 2 bikers)
- Foki Apartment, 9494 Balf, Akácfa sor 5.; 47.642598, 16.663421; +36-99-339-227; <http://www.foki-apartman.sopron.hu>, (Biker-friendly category: 2 bikers)
- Levanda Pension and Restaurant, 9495 Kópháza, Fő u. 60.; 47.637652, 16.642660; +36-99-357-155; <http://www.levanda.hu>, (Biker-friendly category: 3 bikers)
- Rábensteiner Pension, 9431 Fertőd, Fő u. 10.; 47.619886, 16.864074; +36-20-966-1573; <http://www.rabensteiner.hu>, (Biker-friendly category: 3 bikers)
- Kemencés Inn (restaurant), 9474 Szakony, Fő u. 79.; 47.424533, 16.716631; +36-30-348-6561; <http://www.oregpitvar.hu>, (Biker-friendly category: 2 bikers)
- Szent András Restaurant and Cellar, 9491 Hidegség, Széchenyi u. 5-7.; 47.625641, 16.740954; 36-99-376-005; 47.625145, 16.741937; <http://www.szentandras-fogado.hu> (Biker-friendly category: 3 bikers)

Further service suppliers:

- Apartment Kata, 9431 Fertőd, Mikes Kelemen utca 2.; +36-99-370857; 47.612581, 16.862375; <http://apartman-kata.hu>
- Brasch Apartment, 9421 Fertőrákos, Szőlős u. 4.; +36-99-355-477; 47.713203, 16.655623; <http://www.braschapartman.hu/>
- Márk Guest House, 9492 Fertőhomok, Rózsa utca 25., +36-99-376-228; 47.620200, 16.765078; <http://www.mark-family.hu/hu/>
- Polgármester Restaurant and Pension, 9436 Fertőszéplak, Széchenyi u. 39.; +36-99-370-444; 47.61978, 16.83073; <http://polgarmestervendeglo.hu>
- László Pension, 9492 Fertőhomok, Akác út 31., +36-99-540-075; 47.621341, 16.768266; <http://www.laszlopancio.hu/>
- Marben Pension and Restaurant, 9437 Hegykő, Alsószer u. 1.; +36-99-540-250; 47.619766, 16.787538; <http://www.marben.hu>

Services / attractions:

- Esterházy Castle, 9431 Fertőd, Joseph Haydn utca; +36 99 537 013; 47.621730, 16.871519; www.esterhazy-kastely.com/hu



	<ul style="list-style-type: none"> - Country house Sarród, 9435 Sarród, Szeder u. 8.; +36 99 370 619; 47.635761, 16.865394; www.sarrodtajhaz.hu/ - Country houses Fertőszéplak, 9436 Fertőszéplak, Nagy Lajos u. 31-39.; +36 99 370 918; 47.617318, 16.839282; www.fertodikirandulas.hu/fertod/fertoszeplaki_tajhazak.html - Fishing Lake Hegykő; 9437 Hegykő, 47.622182, 16.800269; www.hegykoikirandulas.hu/hegyko/horgaszto.html - Sára Thermal Bath Hegykő, 9437 Hegykő, Fürdő utca 5.; 36-99/540-220; 47.622182, 16.800269; www.saratermal.hu - Pajtakocsa (Barn pub in the Country House); 9492 Fertőhomok, Akác u. 10; 47.621423, 16.772284; +36-99-376-087, pajtakocsa@gmail.com - Széplak Ranch, 9435 Sarród, külterület 101. hrsz.; 47.634497, 16.848795; +36-30-329-9706; http://www.szeplaklovasudvar.hu - Round church in Hidegség, 9491 Hidegség, Fő u. 19.; 47.626590, 16.740380; http://www.hidegseg.hu/214/HU/a-szent-andras-templom.html - Natural treasury, Zsira 9476 Zsira, Locsmándi u. 8.; 47.461813, 16.670751; +36-30-381-3271, +36-30-919-0688, http://www.termeszetsn.hu/ - Riding-school Széchenyi István, 9485 Nagycenk, Dózsa György körút 52.; +36-99-360196; 47.608609, 16.697851; web.t-online.hu/nemethnagycenk/elerhetoseg.html; - Golf-course Sonnengolf, 9476 Zsira, Golf körút 1.; +36 (99) 711003; 47.462500, 16.662098, www.sonnengolf.com - National Park Fertő-Hanság – „Kőcsagvár - Egret castle” (visitor center), 9435 Sarród, Rév-Kőcsagvár; +36 99 537 620; 47.638874, 16.863275; www.ferto-hansag.hu/ <p>Sustainable transport:</p> <ul style="list-style-type: none"> - Széchenyi Castle and Museum, Museum Railways, 9485 Nagycenk, Kiscenki út 3.; +36 99 360 023; 47.608764, 16.706027; http://www2.gysev.hu/muzeumvasut/127 - Drescher Shipping Company's Harbour, 9421 Fertőrákos, kikötő; +36 99 355 361; 47.721099, 16.691755; www.fertotavihajoutak.hu (NextBike Point.)
Cost and benefits	<p>The average price of the package regarding adult customers is approximately 660 € / person. The accommodation costs are 220 €, the services cost 160 €, meal (lunch) costs are 180 € from the amount. The costs of the development of the package including the identification of the possible suppliers, the development of the qualifying system, and its introduction, as well as the coordination of the transport connections is estimated about 1800 €. The operational costs contain the checking of the quality system, tracing the possible changes in the data base system, and its updating, as well as the continuous connection to the suppliers, which are 1500 € / annum.</p>



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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>Public transport costs</i> <ul style="list-style-type: none"> • <i>by train from the direction of Vienna, based on the fees of the VOR (Eastern Region Transport Association), with local transport in Vienna, the return ticket costs 33,6 € / person, plus the bicycle daily fee is 5 €; or with an Einfach-Raus_Ticket (for groups of 2 to 5 people with bicycle transport) 44 € / group;</i> • <i>by train from the direction of Budapest the return ticket costs 33 € / person, plus the bicycle return ticket costs 6 € / person..</i> - <i>Accommodation costs for 6 nights with breakfast: 220 € / person</i> - <i>entrance fees: (castles, rural cottages, spa bath with cure 60 € / 6 days</i> - <i>Guided tours (7 € / tour)</i> - <i>Fishing ticket (10 € / fishing)</i> - <i>Usage of the golf court (25 € / usage)</i> - <i>Horse riding (10 € / riding)</i> - <i>Wine tasting (18 € / tasting event)</i> - <i>Boating tour (25 € / boating event)</i> - <i>Museum railway (5 € / trip)</i> - <i>Meal prices(lunch, dinner): 180 € / 6 days / person</i> <p><i>Total real costs: appr. 590-600 € / person.</i> <i>Proposed package price: 660 € / person.</i> <i>Naturally some of the tourists do not arrive from the direction of Vienna or Budapest by train, but 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	<p><i>The main foreign market of the destination is composed first of all by Austria (mainly Vienna), secondly by the west European countries, as well as by Slovakia and the Czech Republic. Very important internal sender market is constituted by Budapest (and Győr connected to it). The main feature of the sending markets is the high culture of the bicycle tourism. The average conditions for overcoming the routes in the target area, as well as special equipment (clothing) are necessary. The participation of the biking tourists coming directly from the neighbouring border areas either by bicycles or by cars should be counted on as well.</i></p>



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Marketing Analysis II.	
Price	<i>Proposed package price for adults: 660 €/fő.</i>
Sales	<i>Sales of the developed package offers can be fulfilled by different players, like the local players that systematise the touristic offers of the area, the local TDM organisation Sopron Region Touristic Non-profit Llc.), the Directorate of the Fertő-Hanság National Park, the Alpokalja-Fertő táj Rural Development Association, the Napnyugat Touristic Association, and the Fertő-táj World Heritage Association. The rural development association coordinates the local producers, craftsmen and services, as well as the local biker-friendly service network that operate in the local quality trade mark system.</i> <i>The potential target group, and the international markets are supplied with information by these organisations on the one hand on a direct way, on the other hand via the national organisations that provide touristic offer organisation (e.g. Hungarian Tourism Llc.), and via the internet using the website of EuroVelo13, and GySEV Llc. as well.</i>
Promotion	<i>The promotion of the touristic package is completed mainly along the buzzwords introduced in the marketing strategy of the Iron Curtain Bicycle Road. These buzzwords are the following: Iron Curtain, Fertő-táj world heritage, spa baths, active tourism. The marketing products making the packages popular have to be built upon the following buzzwords: e.g. Alpokalja-Fertő táj on two wheels, In the west on bikes, World heritage on bikes, Bicycle adventures on the Pannon culture countryside</i>



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Implementation plan I.	
Detailed description of the technical solution	<p><i>Some tourists that come from the nearby areas (mainly from Vienna) arrive by bicycle or taking their own bikes by train. The main concern for them when booking accommodation is not where to rent bikes, but where to store them. Mainly this target group requires the bicycle service possibilities in the target area. Regarding the target groups we have to differentiate upon the distance of the sending areas from the target area, since the tourists arriving from farther areas are expected to arrive by plane, mainly to Schwechat Airport. The destination management organisations are responsible to organise their trip to the target area, mainly by assuring the train tickets.</i></p> <p><i>The task of the tour organiser is to keep in touch with the booked accommodations, and the attractions, to organise the renting of the bicycles, and to coordinate the accomplishment of the whole package.</i></p> <p><i>The tour organiser assures the bicycle renting, accommodation and other services for the tourists that arrive individually, by cars as well.</i></p>
Actions to take	<p><i>The package is offered with pre-defined elements and costs, that is why it is important to define the exact prices and details of the individual elements (services). The offer organiser is responsible for the quality check of the services and the accommodations. The time schedule of the tours is also important, the time demand changes of the individual elements can be controlled by the changes and the expansion of the services.</i></p>



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Implementation plan II.	
Costs of development and operation	<i>The costs of the development of the package contain the labour input of the offer organiser organisation (material costs and wages), as well as the marketing costs. The execution of the packages contains the costs of the labour input of the offer organiser and the fees of the tour guides. The direct costs of a tour are increased by those fix costs that contain the costs of the area marketing tools, and the offer organisation. The latter contains the costs of the internet sites operation, the communication costs, and the travel costs.</i>
Time plan for the realization	<i>The development process shall begin in 2014 autumn. The promotion phase will start in summer 2015. The first groups may be organized for 2016.</i>
Stakeholders and organisation	<i>The main actors are the local players that systematise the touristic offers of the area, the local TDM organisation (Sopron Region Touristic Non-profit Llc.), the Directorate of the Fertő-Hanság National Park, the Alpokalja-Fertő táj Rural Development Association, the Napnyugat Touristic Association, and the Fertő-táj World Heritage Association. Besides, the services, accommodations, the GySEV Railway Company, the operators of the different attractions, the Drescher Shipping Company and the bicycle organisations, which take part in building up the package have to be considered as main stakeholders.</i>