



Sustainable Tourism Offer

Experience on Two Wheels - Along the Iron Curtain Trail in County Vas



WP 3: Responsible Partner:

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



Contractor:

[Lenti és Vidéke Fejlesztési
Ügynökség](#)



Title:	<i>Experience on Two Wheels - Along the Iron Curtain Trail in County Vas</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 Szombathely-Kőszeg. The target groups of the touristic programme packages: the foreign visitors mainly from Austria, and the young adults without children, as well as the elderly tourists visiting the spa baths and health resorts.</i>
Objectives	<i>The integrated usage of the touristic opportunities in the wider area of Kőszeg-Szombathely – including the links on the Austrian side of the border – by the development of the cross-border touristic offers, building on the relevant prior project activities. . (Cycling AT-HU, Naturkulinarium, etc.).</i>
Target groups	<i>The potential target groups: the foreign – mainly Austrian - cycling tourists; the young adults (without children), and the families, as well as the elderly generation visiting the spa baths (mainly Bük-Fürdő, Locsmánd)</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 following two organisations play a major role in the organisation of the touristic offers of the region:</i> <i>Savaria Tourism Nonprofit Llc. and the Írottktő Nature Park Association:</i></p> <ul style="list-style-type: none"> - <i>Savaria Turizmus Nonprofit Kft., Szombathely, Király u. 1-3., +36 94 317 269; 47.230979, 16.624097</i> - <i>Írottktő Natúrparkért Egyesület, Kőszeg, Rajnis u. 7., +36 94/563-121, 47.389728, 16.539817; www.naturpark.hu</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> <p><i>Accommodations:</i></p> <ul style="list-style-type: none"> - <i>Hotel Írottktő, Kőszeg, Fő tér 4., +36 94 360 373, 47.388202, 16.542464 ; www.hotelirottktko.hu; Keresztkúti Erdei Pihenőhely 47.401878, 16.483253; http://www.keresztkut.hu/pihenohely.html</i> - <i>Park Hotel Pelikán, Szombathely, Deák Ferenc u. 5.; 47.23736 / 16.62288, http://www.hotelpelikan.hu</i>



	<ul style="list-style-type: none"> - Hotel Liget Szombathely (Bike rental), Szombathely, Szt. István park 15., +36 94 509 323; 47.229456 16.603351 <p>Services / attractions:</p> <ul style="list-style-type: none"> - Herényiek Háza (Bike rental); Szombathely, Béke tér 7., (94) 900 015; 47.262656, 16.602098 - Kőszegi Kerékpáros Centrum (Bike rental); Kőszeg, Kálvária u. 20.; +36 94 561-599, 47.398209, 16.534340 - Bechtold István Nature Conservation Visitor Centert (Exhibition centre of the Őrségi National Park); Kőszeg, Aradi vértanúk parkja, +36 94 563-174; 47.3852317, 16.5298955, http://onp.nemzetipark.gov.hu/?pg=menu_2512 - Holdfényliget (amusement park), Gyöngyösfalu, Liget u. 1., +36 30/600-6303, ; 47.318582, 16.569652; http://holdfenyyliget.hu/hu/ - Cellar Line in Cák (Open-air ethnografic museum), Cák, Gesztenyés u. 3.-6.; +36 20 246 0180; 47.357964, 16.515603. - Kámoni Arborétum (botenical garden), Szombathely, Szent Imre herceg u. 84/b, +36 94 500-343; 47.252699, 16.607076; http://www.kamoniarboretum.hu/ - Jurisics Castle Kőszeg, Kőszeg Rajnis u. 9., +36 94/360-113, 47.389629, 16.538541 http://jurisicsvar.hu/ - Iseum Savariense, Szombathely, II. Rákóczi Ferenc u. 6-8.; +36 94 501 709; 47.228781, 16.621791; http://www.iseumsavariense.hu/ - Járdányi Paulovits Romkert (Ruin garden), Szombathely, Mindszenty József tér 1., +36 94 313 369; 47.232137, 16.616730 http://www.savariamuseum.hu/?a-muzeumrol,25 - Other offers: <ul style="list-style-type: none"> ○ the elements of the Naturkulinarium project concerning the area (www.naturkulinarium.hu), connected to the East-Styrian attractions; ○ the tour circles of the AT-HU Cycling project, mainly the 'Wondering uphill and downhill' tour circle.
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 200 € 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>The programme package contains the following elements which can be varied and linked according to the actual needs:</p> <ul style="list-style-type: none"> - Public transport costs <ul style="list-style-type: none"> • by train to Szombathely from the direction of Budapest the return ticket costs 33 € / person, plus the bicycle return ticket costs 6,5 € / person.. • by train to Szombathely from the direction of Vienna, the return ticket costs 25 € / person, plus the bicycle daily fee is 6,5 €; • between Szombathely and Kőszeg the return ticket costs 2,5 €, / person, plus the bicycle return ticket costs 1,5 € / person.. - Accommodation costs for 6 nights with breakfast: 200 € / person - entrance fees: (Jurisich castle, rural cottages, spa bath with cure 60 € / 6 days - Guided tours (7 € / tour) - Horse riding (10 € / riding) - Meal prices(lunch, dinner): 200 € / 6 days / person - visiting the other attractions along the Eurovelo13 in the area of Szombathely-Kőszeg, based on the attractions offered in the Projects: Naturkulinarium and Cycling AT-HU – free. <p>Total real costs: appr. 590-600 € / person. Proposed package price: 660 € / person. Naturally some of the tourists arrive directly to the area on the Eurovelo13 road, or with own organisation (by car), thus the Proposed package price can be decreased with the costs of the train journey, the same way as the individual elements can be increased or decreased upon request..</p>
“Place” – market analysis	<p>The offer mainly builds on the closeness of the Austrian touristic market, as well as the above mentioned internal target groups. The closeness of the spa baths is also an important feature – first f all Bükk Fürdő, and Locsmánd, the tourists visiting these places could also be involved.</p> <p>The group of businessmen visiting Szombathely for a few days for business purposes could also be a special target group of the package, who could use a smaller segment of the package.</p> <p>August is a special time period, when there is the Savaria Carnevale. The biking tourists arriving from the nearby border areas also have to be counted on.</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 Savaria Touristic Non-profit Llc., the Irottkő Nature Park, the Győr-Sopron-Ebenfurt Railway Company. Concerning the cross-border importance of the project the organisations of the Tourismusregionalverband Oberwart, as well as the Oststeiermark Tourismus may play important roles. The task of these organisations could be to offer these packages to the international market either directly or via the national level touristic organisations (e.g. Hungarian Toursm Llc.) and the official website of EuroVelo13</i>
Promotion	<i>The promotion of the touristic package is completed mainly along the buzzwords introduced in the marketing strategy of the ICT Project. These buzzwords are the following: Iron Curtain, Fertő-táj world heritage, spa baths, active tourism, Memories of the Roman Age. The marketing products making the packages popular have to be built upon the following buzzwords: e.g. Adventures on two wheels along the Iron Curtain in County Vas, Roman Memories on Two Wheels, etc.</i>



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Implementation plan I.	
Detailed description of the technical solution	<p><i>The package strongly bases on the possibilities offered by the long distance bicycle transport in the rail way mobility – since Szombathely as a long-distance bicycle transport centre can be reached by GySEV both from the direction of Budapest and Vienna (via Sopron).</i></p> <p><i>Besides the tourists arriving by train the tourists arriving by their own organisation (and by their own cars / bicycles) constitute a separate segment. Their amount will most probably be increasing in the near future after the official introduction of the Eurovelo 13 route, since this road constitutes the main line of the package as well.</i></p> <p><i>The task of the tour organiser is different regarding the different target groups, but in all cases it contains the organisation of the bicycle services (offering rent, service or the biker-friendly services).</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 organisations, the Savaria Touristic Non-profit Llc., the Irottkő Nature Park, the Győr-Sopron-Ebenfurt Railway Company. Concerning the cross-border importance of the project the organisations of the Tourismusregionalverband Oberwart, as well as the Oststeiermark Tourismus. Besides, the services, accommodations, the operators of the different attractions, and the bicycle organisations, which take part in building up the package have to be considered as main stakeholders.</i>