



Sustainable Tourism Offers – Zala county



WP 3: Responsible Partner:

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



Lenti és Vidéke
Fejlesztési Ügynökség

Contractor:

[Lenti és Vidéke Fejlesztési
Ügynökség](#)



Title:	<i>Cycling Along the Iron Curtain – in the Area of the Three Borders</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 to develop and offer a complex cycling touristic package based on the current touristic features of the Hungarian – Croatian border area. The package offering a one-week long stay also provides the tourists with other supplementary offers besides the accommodation and transport facilities – e.g. bicycle rental services cycling tour offers cyclist friendly accommodation et. The target groups of the touristic programme packages: families young and pensioner tourists foreign cycling tourists.</i>
Objectives	<i>The usage of the valuable but mainly uncovered features of the triple border of Hungary Slovenia and Croatia the development of unique high quality touristic products y linking the different touristic appeals with the development of service packages suitable for the needs of the different target groups.</i>
Target groups	<i>The potential target groups: the foreign cycling tourists; the families living in the area (25-50), young hobby bikers sportsmen the elderly generation visiting the spa baths. (60+).</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><u>Accommodation possibilities:</u></p> <ul style="list-style-type: none"> - Bonne Chance Hotel and Restaurant; 8887 Bázakerettye, Fő u.72.; GPS: 46.51579, 16.727157; Tel.: +36 93 348 051; www.bonnechance.hu - Zalagyöngye Pension; 8887 Bázakerettye, GPS: 46.52038, 16.73261; Tel.: +36 30 9977 867, www.zalagyongve-panzio.hu - Fortuna Restaurant and Guest House; 8868 Kistolmács, Petőfi u. 43., GPS: 46.493804, 16.743324, Tel.: +36 93 343 750, www.kistolmacs-fortuna.hu (Bicycles can be placed in a locker room.) - Hostel Csömödér; 8957 Csömödér, Vasút út 2., GPS: 46.606614, 16.642022, Tel.: +36-30 5113213, www.zalaerdo.hu/hu/turistaszallo.php, (bike rental) - Kabala Pension/Hostel; 8951 Gutorfölde-Rádiháza, GPS: 46.653940, 16.772939, Tel.: +36 92 375 003, www.radihaza.hu - Gosztola Gyöngye Wellness Hotel; 8978 Gosztola, Fő út 16., GPS: 46.587653, 16.527280, Tel.: +36 92 701-353, www.wellnesshotel-gosztola.hu (bike rental) - Hubertus Hostel; 8960 Lenti, Harangláb út 30., GPS: 46.60.592, 16.54.003, Tel.: +36 92 551 102, www.hubertusfogado.hu (bike rental) - Silvanus Pension; 8960 Lenti, Táncsics u. 14., GPS: 46.618745, 16.531504, Tel.: +36 92 352 119, www.silvanus-panzio.hu (bike rental) - Abbázia Country Club; 8976 Nemesnép, Határ u. 3-7., GPS: 46.697258, 16.430912, Tel.: +36 83 531 981, www.abbazia-nemesnep.hu (dog-friendly services) - GÓNA Leisure Center - Szentgyörgyvölgy 8975 Szentgyörgyvölgy, Farkasi utca, 46.730081, 16.398572; Tel.+3630 9971 523 www.go-na.hu (bike rental) - Lenti Castrum Thermal Pension and Camping, 8960 Lenti Táncsics M. u. 18-20., 46.617905, 16.531609, Tel.: +36 92 351 368, www.lentifurdo.hu (bike rental).



	<p><u><i>Bicycle rent and service:</i></u></p> <ul style="list-style-type: none"> - Lenti Thermal Spa and St. George Energy Park, 8960 Lenti, Táncsics M. u. 18-20., 46.6147436, 16.530568, Tel.: +36 92 351 368, www.lentikemping.hu/hun/kerekpar - LentiBike's Bike Rental, 8960 Lovarda u. 1., 46.617083 16.524915 Tel.: +36-30-210-3063, www.konkolylovarda.x3.hu - Bike Rental Kerka-Sziget Commercial, Restaurant, and Service Provider LLP, 8879 Szécsisziget, Kossuth u. 6. - Tourism and Bicycle Centre Lispeszentadorján, +36 30 779 3123 (Lorschy Andras); delzala.skanzen@citromail.hu - T.Z. Bicycle Service, Horváth Zoltán, 8960 Lenti Petőfi u.; 46.623038, 16.545377. <p><u><i>Sights:</i></u></p> <ul style="list-style-type: none"> - Lenti Thermal Spa and St. George Energy Park, 8960 Lenti, Táncsics Mihály út 2/a, 46.619718, 16.532741; http://www.lentifurdo.hu/ - Arborétum in Budafapuszta, 8888 Kiscsehi, 46.506634, 16.699755; Tel.: +36 93 544 900, http://www.zalaerdo.hu/hu/budafa.php - The ancient beeches in Vétym, Tormafölde-Maróc, 46.555732, 16.633373, http://www.budafaluus.hu/index.php?option=com_content&view=article&id=54&Itemid=68 - Exhibition entitled Treasures of Göcsej, the Forest and the Tree, Lenti, Táncsics u. 11/A, 46.620124, 16.530933, +36-92 579-033, www.zalaerdo.hu - The Hill of Lenti; GPS.: 46.591732, 16.550927 - Páka - Öveges House (Physicist Öveges József's birthplace), 8956 Páka, Kossuth L. u 41.; 46.59493, 16.649635; +36 92 378 014, www.paka.hu - The Hungarian Maginot line, bunkers, 8960 Páka, 46.60026, 16.632203, +36 30 213 7137, www.paka.hu - Szécsisziget Szapáry Castle, 8879 Szécsisziget, Kossuth u. 27.; 46.575254, 16.594902, +36 20 491 87 08, www.szecsisziget.hu - Csesztreg Shepherds House, the House of Traditions, Free-time Activity Park - Lendava Castle, 9220 Lendva, Bánffy tér 1., 46.567172, 16.452821, Tel.: + 386 2 578 92 60, www.gml.si/hu/ - Lendava Hills, Mihael Hadik's mummy, 9220 Lendava Hills, 46.560151, 16.461775, Tel.: +386 2 578 83 90, www.lendava-vabi.si - Theater and Concert Hall, Lendava, 9220 Lendva, Zala György tér 1., 46.564831, 16.451323, Tel.: + 386 (0) 2 577 60 20, www.zkp-lendava.si <p><u><i>Sustainable transport:</i></u></p> <ul style="list-style-type: none"> - Governmental Forest Railways in Csömödér, 8957 Csömödér, Vasút út 2., +36 92 579-033, http://www.zalaerdo.hu/hu/erdeivasut.php - MÁV (Hungarian Railway Company), with the end-point of distance transport of bikes at Zalaegerszeg.
Cost and benefits	See the detailed elements of the pricing – on the whole the proposed selling price of the developed package is approximately. 600-660 €/person. The product development estimation is appr. 2.000 €; yearly costs to offer the package is estimated to 2 200 euros.



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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>- Travel costs (y train and the transport of the bikes): Budapest-Lenti there and back: 40 € / person, and Zalaegerszeg-Lenti there and back (without bikes): 5 € / person; plus the biker's ticket Budapest-Zalaegerszeg 7,5 € / person.</i> <i>- The transport of the bikes y trailers (Zalaegerszeg-Lenti): 100 €/trailer or bicycle rent in Lenti: 7€/item/day,</i> <i>- Accommodation costs for 6 nights with breakfast: 220 € / person,</i> <i>- Meal price for 7 days: 160 € / person</i> <i>- Ticket price for the narrow gauge railway there and back with bicycle transport: 7 € / person</i> <i>- entrance fees: depending on the elements of the package, appr. 60 € / person/7 days</i> <p><i>Total real costs: appr. 540-600 € / person.</i> Proposed package price: 600-660 € / person. <i>Naturally some of the tourists do not arrive from 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 countries around Hungary – first of all the bikers of Austria, Slovenia and Croatia, - as well as of Germany, the Netherlands, and Slovakia, and the Hungarian bikers compose the main target groups. The main motivation factors are provided by entertainment and flexible transport in case of young people, the trips with life-long memories as well as the quality time spent together in case of the families, and in case of the elderly generation the healthy lifestyle, and the natural sights.</i></p>



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Marketing Analysis II.	
Price	<i>Proposed package price:</i> 600-660 € / person. (reduction can be given depending on the size of the group)
Sales	<i>Sales of the developed packages are fulfilled by the tourist agencies, the travel agencies, as well as the service providers included in the package (mainly the hotels and the attractions). The potential target group is supplied with information mainly via the internet using the website of EuroVelo13 as well.</i>
Promotion	<i>Popularisation of the touristic packages are competed via the EuroVelo13 and the national biker websites, on the community sites of the internet, as well as in promotional events, building the individual elements of the package on the organising bodies. Reference of the triple border in the slogan; like 'Cycling round trip along the Iron Curtain in three countries', 'Pleasant countryside along the Iron curtain', etc.</i>



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Implementation plan I.	
Detailed description of the technical solution	<i>After getting the necessary information about the needs the travel organising integrator helps the organisation of the whole trip, preparing the route planning, booking accommodation, and the usage of other touristic services (entrance tickets, leaflets, maps). He negotiates with the transport suppliers about getting to the target area. He recommends different travel programme packages depending on the age group for individual tourists and groups. The definition of the concrete package elements are done for the different tourists / groups individually based on the given information.</i>
Actions to take	<i>The travel organising integrator collects information on the touristic demands and offers, based on this information he continually renews the individual elements of the one week long package. After the sales he follows up the trips and prepares final analyses based on the information.</i>



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Implementation plan II.	
Costs of development and operation	<i>The costs of the development are constituted by mainly the organisational costs, the costs of keeping the relationships, which appear in lower range during the operation; however these costs are also present due to the renewal of the offers during the operation phase as well.</i>
Time plan for the realization	<i>The development process shall take place in autumn 2014. The promotion phase will start in spring 2015. The first groups may be organized for 2015 tourist season depending on the demand for the tour.</i>
Stakeholders and organisation	<i>The travel organiser coordinates the whole trip, he keeps contact with the other suppliers, however also the suppliers of the accommodation can fulfil tour operator activities, they can offer touristic services directly to the tourists. Besides, the self-governments, civil and biker organisations are also involved, who coordinate the free-time activities (festivals, organised trips, etc.), and the supply biking services as well.</i>