



Iron Curtain Trail

WP4 Sustainable Tourism Offers

Cycling through Banat County

Proposed Transnational Tourism Package: Subotica (Serbia)
to Timisoara (Romania)

19/11/2014



Description

We envisage a package proposal from Subotica in Serbia to Timisoara in Romania. The section is approximately 240km long. The duration of the final package should be no longer 7 days.

Selection procedure

Initially, the proposals were mapped based on the itinerary outlined in the submissions. It was observed that there was a concentration of proposals along this section of the ICT. The diversity of the submissions as well as their geographic distribution means that these proposals present an ideal opportunity for transnational cooperation. A classification of the submissions was made based on whether they constituted a touristic or a transport offer. Here, we focus on the touristic offers. It was also noted whether the proposals designated a specific operator and whether the proposals were at an idea stage or at a realisation stage.

Subsequently, the proposals were grouped into sections that presented good potential for transnational packages. The criteria for making these sections were recognisability of destinations, feasibility of distances, accessibility and quality of infrastructure. Together these criteria provided a suitable indication of market appeal.

Level of Cooperation

Here, we aim to incorporate the various tours that have been proposed into one offer. Modifying the original proposals to maximise complementarity or continuity can be envisaged. This comes under the third and highest level of cooperation that have been previously outlined.



Section Outline

Highlights

- Szeged – Hungary's fourth city
- Great Bustard Nature Reserve – Mokrin (Serbia)
- Timisoara – Romania's third largest city

Connections

There are three direct trains a day connecting Subotica to Belgrade (4 hours) and two a day connecting it to Budapest (4 hours).

There is a daily direct train from Timisoara to Budapest (5 hours) and Bucharest (9 hours). There are also regular trains to Arad (1 hour) where there is an international airport.

The offer

Covering three cities in three countries, this section of the ICT has good potential for a transnational package. There is currently only one tourism proposal that offers guided and self-guided tours (see table below) and one transport offer. These are individually strong offers but the major problem of this section is the lack of cover of the tourism proposals to for cyclists. In order to create an attractive offer, the partners will have to propose further accommodation and attractions along the way. The price of this package should be approximately €500 and include 6 nights, half-board as well as the option of renting a bicycle. A possible tour operator is S.C. Agnese Holliday

Partner	Number – Name	Start	Stop
ERDF PP13	39 to 42 – Cycling Along the Iron Curtain - in the Subotic-Szeged Region	Subotica (SRB) (Timisoara)	Szeged (HUN)
ERDF PP11	4 – Iron Package	Carpinis (ROM)	Deta (ROM)

S.R.L., from proposal number 4 (see table).



Target audience

Due to the limited connections of the section, the target market of this subsection is limited to the surrounding countries, in particular, the major cities of Budapest and Belgrade. We expect a relatively high interest from inhabitants of the area itself too.

Next step

This stage will require a close collaboration between partners. The initial proposals will have to be adapted to fit the format of the transnational proposals. Technical issues should be identified and a common solution should be proposed. The final product should be a coherent, well defined offer that will appeal to a broad range of tourists. Public transport alternatives should be outlined, particularly for parts of the ICT that are not covered by a tourism proposal for a long distance (upwards of 40km). Accommodation options also need to be included in the package.

