



Iron Curtain Trail

WP4 Sustainable Tourism Offers

Cycling Along the Drava River

Proposed Transnational Tourism Package: Koprivnica
(Croatia) to Villány (Hungary)

19/11/2014



Description

We envisage a package proposal from Koprivnica in Croatia to Villány in Hungary. The section is approximately 260km long. The duration of the final package should be no longer than 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

- The Drava River
- Winehouses of Villány

Connections

The city of Koprivnica has good rail cover. There are regular trains to Zagreb (under 1 hour and a half) where there is an international airport, there is a daily service to Budapest (5 hours) and there is a train with one connection linking to Pecs (under 4 hours).

The village of Villány is quite remote but has a train station with good local connections. There is a regular service to Pecs (45 minutes). Pecs is 3 hours from Budapest by train and it is a 4 and a half hour train journey from Zagreb; other cross-border connections are not so developed.

The offer

The key touristic feature of this part of the ICT is the Drava River which runs along the length of this section. There are currently three tourism proposals that offer guided and self-guided (see table below). We propose that they combine to form a new offer. There is also a transport offer that can be incorporated into this package (see table). The guide price for the package, including 6 nights at half-board, is €650. The suggested tour operator is the Bicycle Oasis from proposal number 8.

The fact that practically the whole section of the ICT is covered by a proposal between these two destinations is an advantage. It is nonetheless advisable to

| Partner | Name | Start | Stop |
|-----------------|--|---------------|-------------------|
| ERDF PP7 | 24 – Iron Curtain Boat and Bicycle Programme | Zakany (HUN) | Dravasztara (HUN) |
| ERDF PP7 | 25 – Iron Curtain Electric Bike Tour | Mohacs (HUN) | Villany (HUN) |
| ERDF PP7 | 23 – Drava solar train and bicycle programme | Villany (HUN) | Szentloring (HUN) |

outline public transport connections between the beginning and end points.



Possible Lenti Extension

There is also a good possibility of extending the section to Lenti in Hungary. This would allow for a much broader cooperation proposal and would be the opportunity to include four more proposals. It would add approximately 80km to

| Partner | Name | Start | Stop |
|-----------------------|--|--------------------|-------------------------|
| ERDF PP4 | On demand transportation service for cyclists in Pomurje region | Felsozsolnok (HUN) | Pince (SLN) |
| LP Westapannon | Cycling along the Iron Curtain - The area of the Three Borders | Kistolmacs (HUN) | Szentgyorggyvolgy (HUN) |
| LP Westapannon | Sustainable Transport Development in the Zala Section of the Iron Curtain Bicycle Road | Lenti (HUN) | Kotoriba (HUN) |
| ERDF PP1 | Rafting Mura-Drava | Lendava (SLN) | Torcec (CRO) |

the distance. Because of tight time restrictions, the maximum duration is fixed to 9 days.

Target market

Due to the connections and recognisability of the subsection, the target market of this subsection is limited to the surrounding countries, in particular, the major cities of Zagreb and Budapest.

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. It is not necessary to make the whole section guided but it must be clear what the transport alternatives are for those parts which are not. 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.



