



Iron Curtain Trail

WP4 Sustainable Tourism Offers

The Pan-European Picnic Cycle Tour

Proposed Transnational Tourism Package: Bratislava
(Slovakia) to Szombathely (Hungary)

19/11/2014



Description

We envisage a package proposal from Bratislava in Slovakia to Szombathely in Hungary passing through Austria. Our suggestion is that this proposal be broken down into two sub-sections, the first going from Bratislava to Sopron (HU) and the second from Sopron to Szombathely. The two subsections are approximately 160km and 120km long respectively. A maximum duration of 5 days is appropriate for each of the two subsections presented here.

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

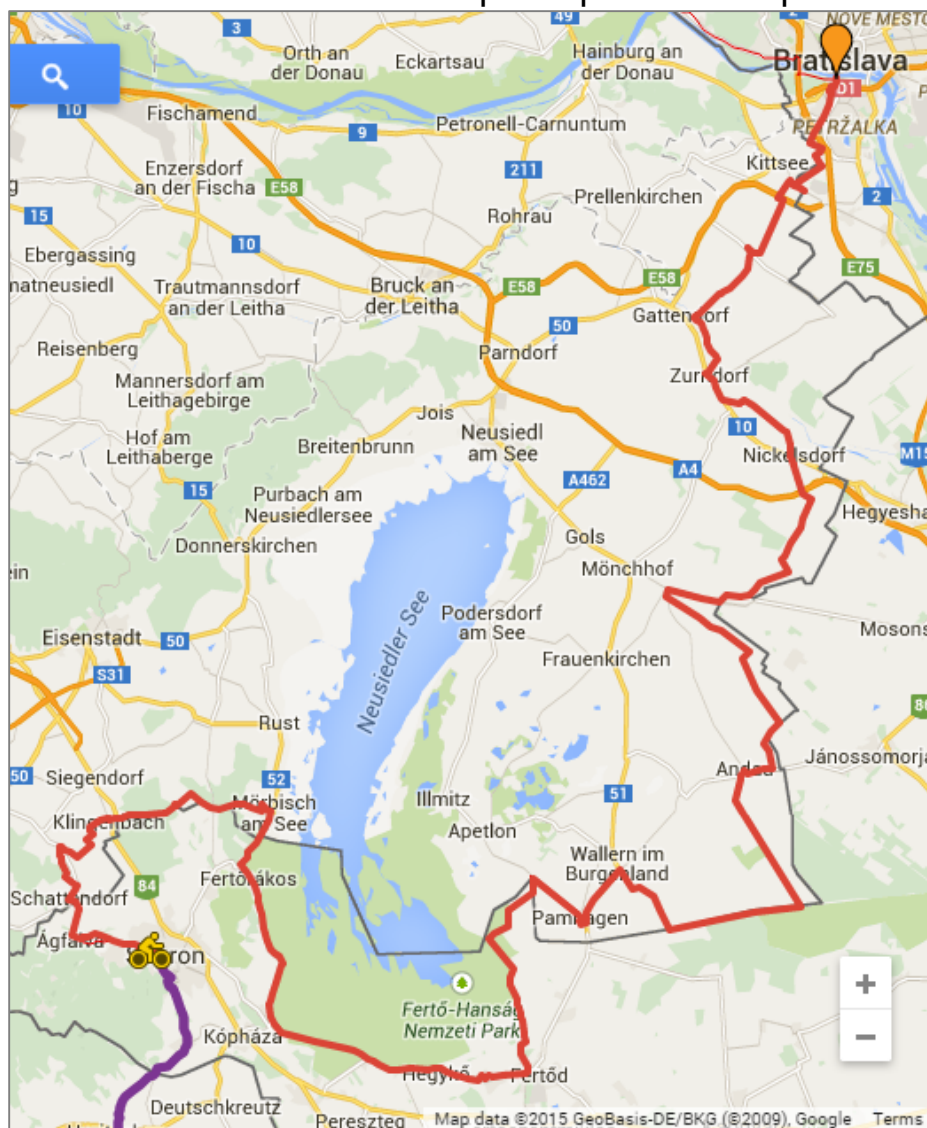
Here, we aim to incorporate the various tours that have been proposed into one offer. Modifying the original proposals to maximise complementarity or continuity can be envisaged. This comes under the third and highest level of cooperation that have been previously outlined.

Subsection 1: Bratislava to Sopron

Highlights

- The key touristic features in this section is the Neusiedler See - Seewinkel National Park (AUS) and the Fertő-Hanság National Park (HUN)
- The city of Bratislava, capital of Slovakia
- The Hungarian city of Sopron is central to the section's identity as it was in its outskirts that the Pan-European picnic took place on the 19th of

August
1989.





Connections

Bratislava has an international airport and is one hour away from Vienna's international airport by train. Both airports have regular flights to the whole of Europe and beyond. Bratislava is also very well connected by train to the rest of Europe: 1 hour from Vienna, under three hours to Budapest and 4 hours from Prague.

Sopron is well connected to the surrounding transport hubs by train with hourly departures to Vienna which is an hour away. Budapest takes slightly under three hours to reach by train and Bratislava, two and a half.

The offer

The national parks are situated along the same part of the ICT on either side of the Austro-Hungarian border. There are currently two tourism proposals that offer guided and self-guided tours of the parks (see table below). We propose that they combine in the new offer. There is also a transport offer that can be incorporated into this package (see table). The price of this package should be approximately €550, 5 nights, half-board and have the option of renting

Partner	Name	Start	Stop
ERDF PP12: RMD	7 – Guided Cycle Tours Seewinkel-Hansag	Pamhagen (AUS)	Morbisch am see (AUS)
LP Westpannon	36 – In the Area of Lake Fertő by Bicycle	Pamhagen (AUS)	Morbisch am see (AUS)
LP Westpannon	33 – Integrated Sustainable Transport Offer Package in the Area of Sopron/Niesiedlersee	Sopron (HUN)	Lake Fertő (HUN)

bicycles (final night in Sopron). The suggested tour operator is the Sopron Region Tourist Centre from proposal number 36.

There remains a gap between Bratislava and the start of the first guided tour. This accounts for approximately half the distance of the subsection (80km). As the main sights in this package are in and around the national parks, the time spent travelling through this stretch should be kept to a minimum. A self-guided manual for those that want to cycle this section should be put together and



include available accommodation options. For a stretch of this length it is advised that clear indications of the public transport alternatives be provided too.

Target market

Due to the good connections of both the starting and finish cities, the target market for this subsection extends to beyond the surrounding countries. German, Czech, Swiss, Dutch and Polish tourists are good target clients.

Subsection 2: Sopron to Szombathely

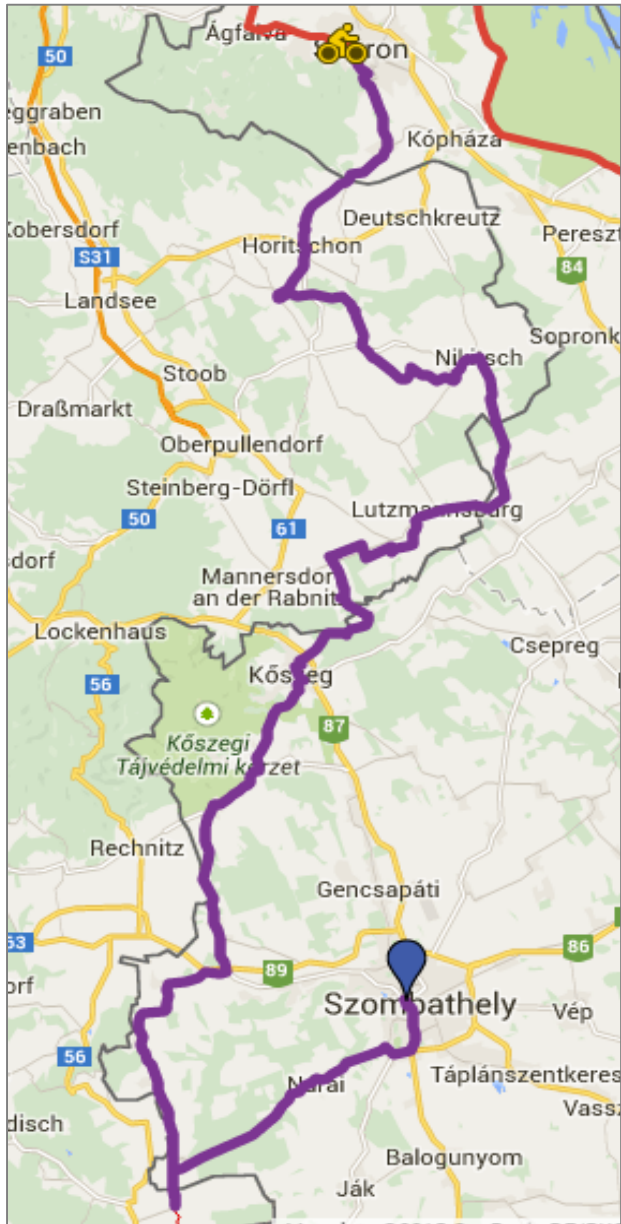
Highlights

- Kőszegi Landscape Protection Area is a cultural landscape steeped in tradition.
- Szombathely – Hungary's tenth city, it has a roman and medieval heritage.

Connections

Szombathely is three and a half hours away by train to Bratislava, two and a half to Vienna and under three hours to Budapest.

Sopron is well connected to the surrounding transport hubs by train with hourly departures to Vienna which is an hour away. Budapest takes slightly under three hours to reach by train and Bratislava, two and a half.





The offer

This subsection currently comprises two tourism proposals (37, 8) and one transport proposals (34). Another two proposals (6, 9) can be taken into account in putting together a transnational package. There are good public transport provisions along this part of the ICT route which should be incorporated to the package. A duration of 5 days would be sufficient to complete the 120km of ICT at a leisurely pace. For this subsection, a guide price of €450 for 4 nights' half-board can be set. The proposed tour operator is Savaria Turizmus proposed in proposal number 8 (see table).

The two tourism proposals are located in the southern half of the subsection closer to Szombathely. It is possible that people will choose to cycle the distance between Sopron and the starting point of the first tourist proposal but the package should include a public transport alternative as the distance is large (40km).

Partner	Name	Start	Stop
LP Westpannon	34 –The Development of Bicycle Rent System along the GySEV Lines	Sopron (HUN)	Szentgotthard (HUN)
LP Westpannon	37 – Experience on Two Wheels - along the Iron Curtain in County Vas	Szombathely (HUN)	Koszeg (HUN)
ERDF PP12: RMD	8 – Cycle Tours with historial background: Bildein-Eisenberg	Horvatlovo (HUN)	Bildein (AUS)
ERDF PP12: RMD	6 – BikeMobility Südburgenland	Horitschon (AUS)	Szentgotthard (HUN)
ERDF PP12: RMD	9 – Paper Chase - hop on hop-off service on trains	Horitschon (AUS)	Felsozolnok (HUN)

Target market

Due to the connections and recognisability of the subsection, the target market of this subsection is more focussed on the surrounding countries, in particular the major cities of Vienna 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.