



## Sustainable Offer 1

Title:	<i>"Discount for cyclists to reach the Iron Curtain Trail"</i>
Partner:	<i>ERDF PP3 – Hungarian Cycling Alliance</i>
Overview	
Country:	<i>Hungary</i>
Region:	<i>Southern Great Plain</i>
Short description:	<i>Seasonal discount tickets for cyclists provided by the train company in Hungary to reach the city of Szeged and be able to join Eurovelo 13 and Eurovelo 11.</i>
Objectives	<i>To be able to make more people use the Iron Curtain Trail with more attractive means of sustainable transport.</i>
Target groups	<p><i>The <b>geographic definition</b> of the target group:</i>  <i>Non-local tourists coming from other parts of Hungary and Europe via Budapest, the main transport hub of the country</i></p> <p><b><u>Socio-economic status:</u></b></p> <ul style="list-style-type: none"> <li>• <b>Families</b></li> <li>• <i>Young adults without children</i></li> <li>• <i>Young people</i></li> <li>• <i>Fanatics / sports people</i></li> <li>• <i>Elderly (pensioner) generation</i></li> <li>• <i>Festival tourists</i></li> <li>• <b>Foreign biking tourists</b></li> </ul>
Phase	<i>Idea. <b>Consultations</b>/project developments together with MÁV, the local train provider, who are open for a pilot phase</i>
Operator, contact	<i>MÁV – Hungarian Railway Company</i>
Cost and benefits	<i>No cost for introducing the system, as it is already working for other areas in the country (Lake Fertő, Lake Tisza, Lake Balaton) – benefits include increase of cycling tourism in the area and on the compartments of MÁV, gaining economic income.</i>



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Marketing Analysis I.		
"Product" - detailed description of the services	<i>The expansion of seasonal cycling ticket discount for the target area, Szeged, an important crossing point for EuroVelo routes 13 and 11. This system is already working for other touristic destinations, and had been a great success, thus the railway company was interested in the expansion.</i>	
"Place" – market analysis	<p><i>The discount tickets will be valid during the cycling season (March to September) between Budapest and Szeged. Foreign cycling tourists can directly go to Szeged via Budapest, and cycling tourists from Hungary will anyway travel through Budapest because of the centralized railway system of the country.</i></p> <p><i>Szeged is one of the biggest cultural and touristic centre of Hungary, and the most important economical and touristic settlement in the Southeast of the country. The borders with Romania and Serbia also include memorial places connected to the Iron Curtain Trail other than several other cultural and touristic attractions of the region.</i></p>	
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Marketing Analysis II.		
Price	<i>The flat price of the cycling train ticket would be <b>450 HUF</b> (=1,4 Euros) for the Budapest – Szeged fare.</i>	
Sales	<i>At the ticket sales points of MÁV.</i>	
Promotion	<i>Based on the promotion and marketing activities of the main supplier, MÁV – the company already has posters and flyers about cycling with railway, and this offer will be included in it.</i>	
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Implementation plan I.		
Detailed description of the technical solution	<i>The train company has to guarantee sufficient place for the cycles and sufficient trains with cycle transportation services – the current number is enough for starting the pilot phase.</i>	



<b>Actions to take</b>	<p><i>Preparation – <b>project development</b>. Agreement should be made between the several departments of MÁV on the discount and the schedule of the train.</i></p> <p><i><b>Project execution</b>– the execution of the project.</i></p> <p><i><b>Sustaining</b> – on market basis -; traceability, <b>evaluation</b>.</i></p> <p><i>The definition of further <b>follow-up activities</b>.</i></p>
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Implementation plan II.	
<b>Costs of development and operation</b>	<i>No costs of development.</i>
<b>Time plan for the realization</b>	<p><i>Preparation: 2014-2015</i></p> <p><i>Pilot: 2016</i></p> <p><i>Finalizing: 2017-2018</i></p>
<b>Stakeholders and organisation</b>	<i>Main responsible organisation: MÁV.</i>