



Sustainable Transport Offer

The Development of a Bicycle Rental System along the GySEV Lines



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:	"Development of a Bicycle Rental System along the GySEV Lines"
Partner:	LP - West Pannon Regional and Economic Development Public Nonprofit Ltd
Overview	
Country:	Hungary
Region:	West-Transdanubia
Short description:	The development of a bicycle rental system in the GySEV Zrt. railway stations next to the lines between Sopron-Szombathely-Szentgotthárd; Szombathely-Kőszeg and Sopron-Győr running close to the Iron Curtain Eurovelo roads, using the existing infrastructure, with the inclusion of private finances.
Objectives	The development of a bicycle rental system in the area of the Iron Curtain Eurovelo roads.
Target groups	<p>The geographic definition of the target group: The main source of the target group due to the location of the target area:</p> <ul style="list-style-type: none"> - Basically: Austria (Burgenland, Vienna, Graz); Hungary (Győr, Budapest; Szombathely, Szentgotthárd, Kőszeg). - Secondly: the cycling tourists of the farther areas of Hungary, Italy, Germany, the Netherlands, Slovakia, <p>Socio-economic status:</p> <ul style="list-style-type: none"> - Families - Silver generation with foreign life-style - Young adults without children - Young people - Fanatics / sports people - Elderly (pensioner) generation visiting the spa baths - Festival tourists - Foreign (mainly Austrian) biking tourists -
Phase	Idea. Intensive consultations /project developments together with GySEV. It is an important task to include the individual elements into the project, and matching them with the endorsement sources.
Operator, contact	GySEV
Cost and benefits	The costs of the development approximately: 500.000 € . The calculation of the costs as well as the revenues and economies benefits is being done. Final data can be given after the finalisation of the individual element developments as project elements. The majority of the development can be completed with the inclusion of private financial sources; GySEV would supply only the background railway station structure and the transport capacities.



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Marketing Analysis I.	
"Product" - detailed description of the services	<p><i>The introduction of a bicycle rental system along the railway lines</i></p> <ul style="list-style-type: none"> - <i>The introduction of the bicycle rental services in the GySEV railway stations</i> along the Iron Curtain Eurovelo13 road along the railway lines between Sopron, Szombathely and Szentgotthárd, Szombathely and Kőszeg and Sopron and Győr mainly in the following railway stations: <ul style="list-style-type: none"> ○ Sopron, Harka, Szombathely, Ják-Balogunyom, Körmend, Csákánydoroszló, Szentgotthárd; ○ Szombathely, Kőszeg; ○ Sopron, Fertőszéplak-Fertőd, (Győr). - <i>The solution for bicycle transport</i> between the above listed target points by train. - <i>The introduction of an integrated</i> (=included in the ticket system) ticket and allowance system.
"Place" – market analysis	<p><i>The target area of the services covers the Eurovelo13 in West-Transdanubia.</i></p> <p><i>The introduction of the new service may result in the development of a unique, new and innovative bicycle rental system in the areas Lake Fertő and Sopron, as well as Sopron-Szombathely/Kőszeg-Szentgotthárd based on the railway systems.</i></p> <p><i>The service may build on both the nearby Austrian touristic market and the favourable national touristic image of the target area. (Lake Fertő, Sopron, Őrség, Alpokalja).</i></p>



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Marketing Analysis II.	
Price	<i>The prices can be defined matching the price development and business policies of GySEV, which is the main supplier, as well as the similar international and national examples – the latter refers to mainly the pricing policies and practice of BuBi, and later its operational experiences can be taken into account. Estimated pre-calculated price: 10-15 €/24h/piece + km – dispatch price depending on the distance, (in case it is not dispatched on the same station, where it was rented). The price system can match the pricing practices of GySEV, thus in an ideal situation in case the tourist travels together with the bicycle, separate bicycle transport fee does not have to be paid.</i>
Sales	<i>It has to be defined matching the existing sales activities of GySEV, which supplies the main activities.</i>
Promotion	<i>Based on the promotion and marketing activities of the main supplier, GySEV– see, e.g. Bicycle transport marketing campaign in 2014 ('visiting us by train and bike' 'by train and bike with us', by train and bike to Austria).</i>



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Implementation plan I.	
Detailed description of the technical solution	<ul style="list-style-type: none"> - Infrastructural investments in the railway stations that are suitable for the purpose, for the introduction of the bicycle rental services: <i>Sopron, Harka, Szombathely, Ják-Balogunym, Körmend, Csákánydoroszló, Szentgotthárd; Szombathely, Kőszeg; Sopron, Fertőszéplak-Fertőd.</i> - Business based rental of the developed infrastructure to private service suppliers – probably own (GySEV) operation. - Solution for the railway transport of the bicycles between the above mentioned places. - The introduction of an Integrated rental price system.
Actions to take	<p><i>Preparation – project development. The importance of the phase is given by the several elements of the package that can be financed from differential sources, have differential costs, and can be projectised on differential ways.</i></p> <p>Project execution – the execution of the individual section projects.</p> <p>Sustaining – on market basis -; traceability, evaluation.</p> <p><i>The definition of further follow-up activities.</i></p>



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Implementation plan II.	
Costs of development and operation	<i>Proposed development price: 500.000 €. The prices are being actualised; final data can be given after the finalisation of the concrete project.</i>
Time plan for the realization	<p><i>Preparation: 2014-2015 Development/Project: 2015-2018 Pilot: 2018-2020.</i></p> <p><i>The individual governmental investments can be scheduled basically upon the availability of the external sources, - while we have to take the fact into account that a given critical number of railway stations should be included to start the action, since its power lies in its regional effect. The inclusion of Sopron, Szombathely, (Kőszeg), Kőrmend, Szentgotthárd is recommended as a minimum objective.</i></p>
Stakeholders and organisation	<i>Main responsible organisation: GySEV. Other partners: self-governments; cycling and other civil organisations, operating for-profit enterprise(s).</i>