





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



Contractor:

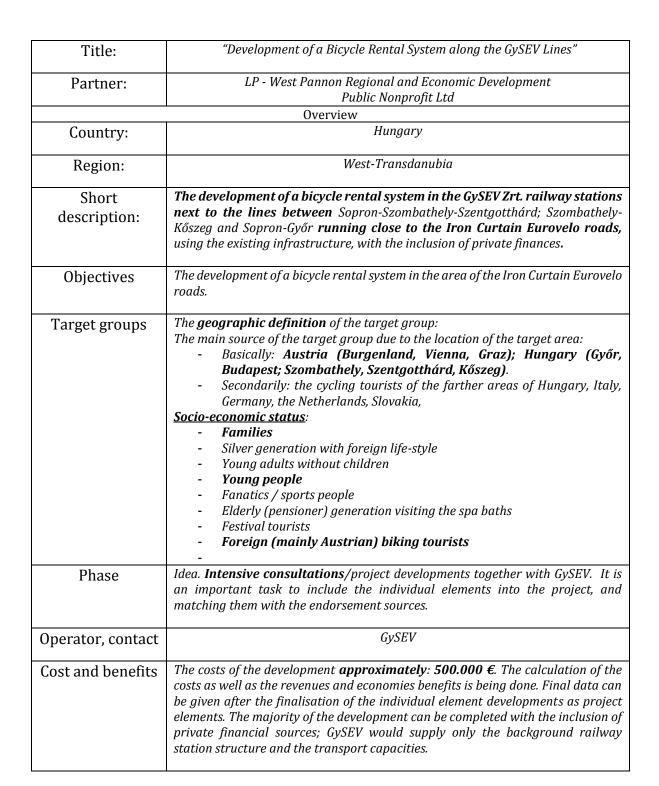
<u>Lenti és Vidéke Fejlesztési</u> <u>Ügynökség</u>





















Title:	"Development of a Bicycle Rental System along the GySEV Lines"
Partner:	LP - West Pannon Regional and Economic Development Public Nonprofit Ltd
Marketing Analysis I.	
"Product" - detailed description of the services	The introduction of a bicycle rental system along the railway lines - The introduction of the bicycle rental services in the GySEV railway stations 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: - Sopron, Harka, Szombathely, Ják-Balogunyom, Körmend, Csákánydoroszló, Szentgotthárd; - Szombathely, Kőszeg; - Sopron, Fertőszéplak-Fertőd, (Győr). - The solution for bicycle transport between the above listed target points by train. - The introduction of an integrated (=included in the ticket system)ticket and allowance system.
"Place" – market analysis	The target area of the services covers the Eurovelo13 in West-Transdanubia. 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-Szentgotthárdbased on the railway systems. 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).









