



Sustainable Transport Offer 3

Title:	<i>"Development of Cycling Accessibility of the Railway Station of Szeged"</i>
Partner:	<i>ERDF PP3 – Hungarian Cycling Alliance</i>
Overview	
Country:	<i>Hungary</i>
Region:	<i>Southern Great Plain</i>
Short description:	<i>Development of bicycle facilities at the railway station of the city of Szeged, the main transport accessibility hub of the region.</i>
Objectives	<i>To give better accessibility of the train for the local people and the tourists who would like to visit Szeged by train.</i>
Target groups	<p><i>The geographic definition 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, as well as local cyclists who travel between Hungary and Serbia.</i></p> <p><u>Socio-economic status:</u></p> <ul style="list-style-type: none"> • Families • <i>Young adults without children</i> • <i>Young people</i> • <i>Fanatics / sports people</i> • <i>Elderly (pensioner) generation</i> • <i>Festival tourists</i> • Foreign biking tourists • Local cyclists
Phase	<i>Idea. Consultations/project developments together with MÁV, the local train provider.</i>
Operator, contact	<i>MÁV – Hungarian Railway Company</i>
Cost and benefits	<i>Approximately 40.000 euros. The price was calculated comparing other similar projects at railway stations.</i>



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Marketing Analysis I.		
"Product" - detailed description of the services	<i>The development of a bicycle rental station for tourists and commuters and the cycling-friendly development of the train station at the city of Szeged, including bicycle racks and lockable boxes for bicycles.</i>	
"Place" – market analysis	<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> <p><i>The increase of cycling tourists in the city also require better cycling facilities for the main mean of access with sustainable transport, the railway and its station. The development of bicycle rental services can also attract tourists who only want to visit the city (which already has a quite good cycling infrastructure system) and commuters who come and go to the city on a daily or weekly basis.</i></p>	
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Marketing Analysis II.		
Price	<i>The prices of the rent and the stands will be defined during the project execution after the local market analysis.</i>	
Sales	<i>At the ticket sales of the Szeged station and the bicycle renting shop; promotion of "train and bike" promoted at the website and national flyers of MÁV.</i>	
Promotion	<i>Local promotion with flyers in the city of Szeged</i>	
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Implementation plan I.		
Detailed description of the technical solution	<ul style="list-style-type: none"> - <i>1 bicycle renting facility at an already existing space with 10 bicycles as a start</i> - <i>31 more bicycle locking stands (currently there are 4)</i> - <i>5 closed lockable and rentable box for bicycles (with space for development if feasible)</i> 	



	- development of the stairway to make it bike-friendly (the entrance of the station is floor below the
Actions to take	<p>Preparation – project development. Agreement should be made between the several departments of MÁV. An analysis of funding possibilities and a pre-investment study is needed.</p> <p>Project execution – the execution of the project.</p> <p>Sustaining – on market basis -; traceability, evaluation.</p> <p>The definition of further follow-up activities.</p>
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Implementation plan II.	
Costs of development and operation	Approx. 400.000 euros
Time plan for the realization	<p>Preparation: 2015-16</p> <p>Finalizing: 2017-2018</p>
Stakeholders and organisation	Main responsible organisation: MÁV. Other partners to include: City Municipality of Szeged, Regional Development Agencies