



Sustainable mobility along the newest EuroVelo route, the Iron Curtain Trail

WP 4.2 Sustainable transport offers

ERDF PP6

**ANTIGONE –
Information and Documentation Centre on
Racism, Ecology, Peace and Non Violence**

Bike-Bus scheme in Serres region

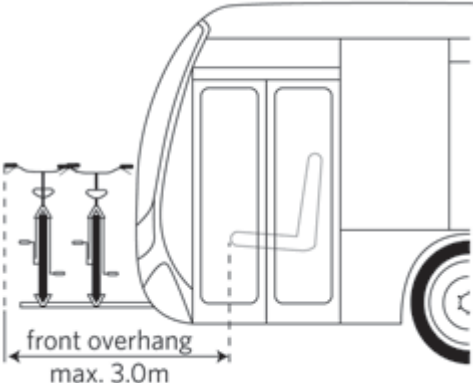
December 2014



Sustainable Transport / Tourism Offers – Template for New Offers

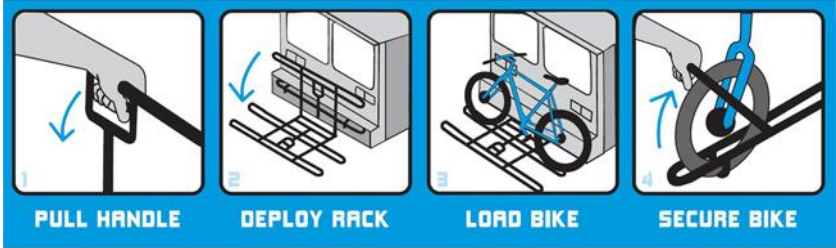
Title:	<i>Bike-Bus scheme in Serres region</i>
Partner:	<i>ANTIGONE, ERDF PP6</i>
<i>Overview</i>	
Country:	<i>GREECE</i>
Region:	<i>Kentriki Makedonia (EL12)</i>
Short description:	<i>Serres prefecture offers many routes for cycling and other activities along the National park of Kerkini lake and themal springs at Sidirokastro and Agkistro along the ICT route. Access to these areas, also to Iron Curtain Trail route in Serres prefecture mainly is by train. Bus services are unfortunately without any provisions for cyclists. The offer will provide special racks for bicycles on 4 bus destinations and racks for bicycles in bus stops and the promotion of the new intermodality service (bus+bicycle).</i>
Objectives	<i>Offer to commuters and tourists the possibility to travel with their bicycles, provide easy access and quality services to ICT area for cyclists tourists</i>
Target groups	<i>The main target group is local community citizens and enterprises together with foreign and Greek tourists in Serres.</i>
Phase	<i>The offer is in the phase of proposal. Contacts have been established with bus operators in the area.</i>
Operator, contact	<i>KTEL SERRON Address: 3 Kerasountos str - P.C.62153 Distance from ICT route: 40 Km Distance from Thessaloniki: 86,2 Km Fax: 2321052312 Site: http://www.ktelserron.gr E-mail: ktelserres@gmail.com</i>
Cost and benefits	<i>Initial investment is estimated at 10.000 Euro for the cost of materials, the assembly to the buses and the promotion of the new service. The initial investment can be recovered in the first 2 years of operation by the increase of number of commuters and tourists in the area using the bus services combined with bicycle to visit the areas. Benefits are much higher than the investment not only for the sustainable mobility but also for the sustainable tourism development in the area.</i>



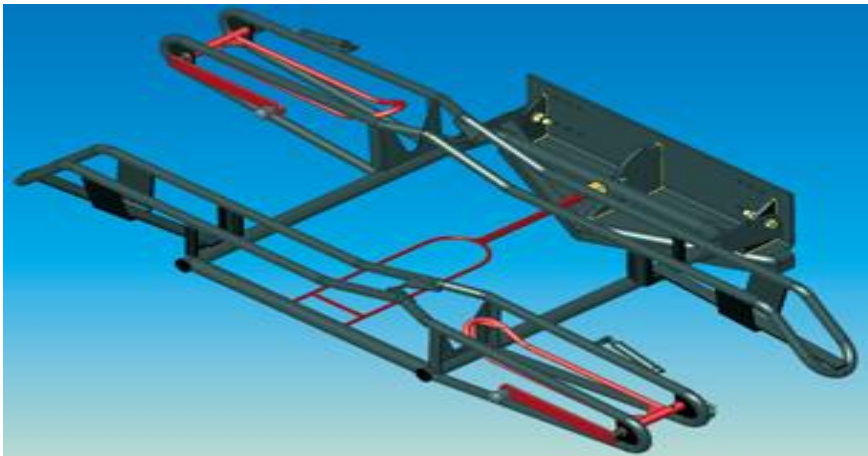

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<i>Marketing Analysis I.</i>	
“Product” - detailed description of the services	<p><i>Serres region in the area of Iron Curtain Trail at Greece-Bulgaria borders is attracting thousands of tourists in Lake Kerkini , one of the most important wetlands in Europe and top European bird watching destinations and in Fort Roupel and Metaxas Fortress Line, a line of defence that was built in 1914 to repel an invasion into Greece from Bulgaria during World War II. Also thermal springs of Sidirokastro and Agkistro and various outdoor activities in the area of Kerkini lake like canoeing, biking, horseback riding or even hiking in the footpaths of the area’s mountain range are attracting active tourists. The service will provide the opportunity to all visitors to discover the area combining public transportation with their bicycles and safe transportation close to ICT route.</i></p> 
“Place” – market analysis	<p><i>The main target of this offer is local tourists. The target group tends to be of all age categories, but usually subscribed by people between 25 and 55 years-old. The main target markets may include individual tourists or members of cycling clubs who visit the area for cycling sport.</i></p>



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<i>Marketing Analysis II.</i>	
Price	Free for bus passenges
Sales	<p><i>The new services will be included in all printed materials of the bus company and local tourism and transport partners. The services will be proposed to partner tour companies operating domestic travel. It will be also present at the partners' websites as well as the website for EuroVelo in Greece as cycle friendly service. The services will be also presented at local and national transport and tourism fairs in Greece.</i></p> <p><i>Destination and bus stops:</i></p> <p>1. Bus Route Iraklia-Sidirokastro</p> <ul style="list-style-type: none"> • Agkistro • Promahonas • Sidirokastro <p>2. Bus Route Drama – Paggaio</p> <ul style="list-style-type: none"> • Ano Vrontou
Promotion	<p><i>The services will be promoted with new printed promotion material in destinations and will be incorporated in all new printed promotional materials for other purposes of bus operator</i></p> <p><i>A detailed description of the service will be published also on bus operator's website and linked from national and European EuroVelo websites. The bus operator will present the product at local and national tourism fairs in Greece. The services will be also promoted on Facebook by sharing with tour operator's partners and publication on EuroVelo 13 page.</i></p>

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<i>Implementation plan I.</i>	
Detailed description of the technical solution	<p><i>For ensuring a satisfactory level of inter-modality, the implementation of any bike-bus service and route needed to originate from / to destinations which offered high-quality infrastructures for cycling (cycle lanes / paths).</i></p> <p><i>Bus stops had to be designed for easily putting on and taking off bikes along the bike-bus route.</i></p> <p><i>Specific attention must paid at bus stops so that the waiting area for passengers with a bike did not block the flow of pedestrians on sidewalks.</i></p> <p><i>Flyer with Map and Information</i></p> <p><i>4 bus destinations and 4 bus stops equipped with bicycle racks</i></p> <p><i>2 bikes maximum capacity</i></p> <p><i>No extra ticket</i></p>  <p><i>Inform the driver, carry on and fix the bicycle</i></p>
Actions to take	<p><i>Stage 1: R&D activities and test</i></p> <p><i>Stage 2: Compliance with legislation</i></p> <p><i>Stage 3: Discussion with stakeholders to fine-tune the service</i></p> <p><i>Stage 4: Launch and promotion of the service</i></p> <p><i>Stage 5: Up-scaling of the service</i></p>



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<i>Implementation plan II.</i>	
Costs of development and operation	<p><i>4 Bicycle racks for buses 4.000 Euro</i></p> <p><i>4 Bicycle racks for parking 1.000 Euro</i></p> <p><i>Research and Communication activities 5.000 Euro</i></p>  
Time plan for the realization	<i>The development process shall take place in 2014 spring and summer. The promotion phase will start in spring 2015.</i>
Stakeholders and organization	<i>Local bus operators, local tourism operators, regional tourism authorities, local authorities, Ministry of Transport</i>

