



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**

Mobile Bicycle Rental and Repair Unit

December 2014



Sustainable Transport / Tourism Offers – Template for New Offers

Title:	<i>Mobile Bicycle Rental and Repair Unit</i>
Partner:	<i>ANTIGONE, ERDF PP6</i>
<i>Overview</i>	
Country:	<i>GREECE</i>
Region:	<i>Kentriki Makedonia (EL12), Anatoliki Makedonia, Thraki (EL11)</i>
Short description:	<i>A mobile repair and rental unit for bicycles on demand along Iron Curtail Trail route sections around Greek Bulgarian borders. This part of the route lacks of bicycle shops or any bicycle repair shops.</i>
Objectives	<i>Offer to local citizens, commuters and tourists the possibility to rent or repair their bicycles, provide quality services along the ICT area for cyclists tourists. Services can be delivered also for cycling holiday packages from local tour operators and networks of cycle friendly services</i>
Target groups	<i>The main target group is local community citizens and enterprises together with foreign and Greek tourists in Serres, Drama prefecture. "Cyclists Welcome Hellas", the official cycle friendly services network in Greece can also be act as user or as operator of the unit.</i>
Phase	<i>The offer is in the phase of proposal. Contacts have been established with local tour operators and accommodation networks in the area.</i>
Operator, contact	<i>Greenways Social Cooperative Enterprise: greenwayscoop@gmail.com</i>
Cost and benefits	<i>Initial investment is estimated at 20.000 Euro for the materials 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 mobile repair unit. 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 and Drama regional units have unique mountain routes for hiking, cycling and offers many sports activities, national parks, rivers and lakes for rafting and canoeing, even ski resorts. Access to these areas, also to Iron Curtain Trail route along Greece-Bulgaria borders is far away from tourism and transport hubs, unfortunately without any provisions for cyclists.</i></p> <p><i>Users of services using the Call center can use the pick-up services from their starting point for transportation of their bikes and luggage to the desired location. Also possibility to use the services for guided tour, with information and maps provided for points of interest along the ICT route. On demand, the mobile unit can offer repair services to citizens or tourists in the area.</i></p>
"Place" – market analysis	<i>The main target of this offer is local citizens and tourists. The main target markets may include individual tourists or members of cycling clubs who look for fully organized transport and repair services.</i>



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<i>Marketing Analysis II.</i>	
Price	<i>Price will be defined at the end of implementation phase according to number of partners and type of funding. Prices will be different for tour operators and for end user according to contracts (days, users, distance, services)</i>
Sales	<i>The package will be included in the product catalogue of the tour operating companies and local partners. The tour 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 bookable offer. The package will be also presented at tourism fairs in Greece.</i>
Promotion	<p><i>All members of cycle friendly services network like "Cyclists Welcome Hellas", other touristic facilities, like hotels, spa areas, and restaurants will promote the services.</i></p> <p><i>Promotion material (website, posters, stickers)</i></p> <p><i>Detailed description of the product will be published on tour operator's website and linked from national and European EuroVelo websites. The tour operator will present the product at tourism fairs in Greece and Germany. The offer 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>To implement the services for a common mobile bicycle unit, is needed strong cooperation between partners of cycle friendly services network with other partners from the fields of transport and tourism, such as taxi and mini-bus operators, destination managements, touristic operators and accommodation facilities.</i></p> <p><i>Crucial technical part of the offer is organization and maintenance of the common uses of van and call center. The main role of the call center is receiving the calls and dispatching them to the operator of the mobile unit</i></p> 
Actions to take	<p><i>Special agreement for the common use of the van.</i></p> <p><i>Special agreement for the operation of the call center.</i></p> <p><i>Public awareness in order to promote services among the tourists in the region and service providers.</i></p> <p><i>Promotion in order to promote services and include the services in local and region development plans.</i></p>



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<i>Implementation plan II.</i>	
Costs of development and operation	<p><i>Estimated costs:</i></p> <p><i>Van with indoor place and bicycle racks on the top: 10.000 Euro</i></p> <p><i>Cycling repair equipment (tools, parts): 2000 Euro</i></p> <p><i>Call center: 5.000 Euro</i></p> <p><i>Marketing – promotion activities: 3.000 Euro</i></p>
Time plan for the realization	<i>The development process shall take place during 2014. The mobile unit can be tested during 2015 while necessary arrangements for the operational structure and funding options will be organized during 2015 in order to be ready for 2015 tourist season depending on the demand for the tour.</i>
Stakeholders and organization	<p><i>Ministry of Tourism</i></p> <p><i>Local and regional authorities</i></p> <p><i>Local tour operators, accommodation and restaurants</i></p> <p><i>Cycle friendly services network</i></p>