


NR.	SECTION	DESCRIPTION
0	Photograph	
1.	Title of the practice	West - Pannon Regional Bicycle Rental System (P10)
2.	Precise theme/issue tackled by the practice	The main issue intended to tackle by this practice is to increase the number of tourists and local residence using bicycle through enhancing the attractive force of the cycling region.
3.	Objectives of the practice	<p>Overall objective is to improve service conditions of cycling → make cycling more popular.</p> <p><u>Direct objectives:</u></p> <ul style="list-style-type: none"> • Establishing the technical terms of the regional bicycle rental system consisting of 10+1 points. • Establishing the cooperation network of touristic and cycling organisations. • Developing the safe and exemplary informatics system of the rental system. • Carrying out common cycling and touristic promotion activities of the rental system and the Region.
4.	Location	<p>- Country: Hungary</p> <p>- Region/district/municipality: West Transdanubia/Kőszeg sub-region (centre, but sub-centres throughout the region)</p>
5.	Detailed description of the practice	<p><u>Origin:</u></p> <p>The Region is not as much well-known and popular in the circle of cycling target group as would be appropriate.</p> <ul style="list-style-type: none"> • Touristic destinations are known ↔ only few people take into consideration the cycling opportunities. • Advantages and facilities of cycling throughout the Region needed intensive regional marketing and promotion. <p><u>Timescale:</u></p> <p>01.04.2005 - 30.09.2006 (18 months)</p> <p>First 5 years after the project closure: make possible to take and give back bicycles in different places (among 10 sub-centres) → free of charge.</p> <p><u>Bodies involved/implementation:</u></p> <p>Cycling Association of Kőszeg (project owner)</p> <p>Organisations operating sub-centres → service providers (i.e.</p>

		<p>accommodation, cycling association or club, bicycle shop and servicing).</p> <p><u>Process and detailed content of the practice:</u></p> <ul style="list-style-type: none"> • Project implementation period: <ul style="list-style-type: none"> - Developing the organisation (cooperation network between Cycling Association of Kőszeg (project owner) and organisations operating sub-centres). - Business planning. - Involving subcontractors, partners. - Establishing the technical and ICT background → developing the rental system. - Promoting the region regarding cycling facilities (map of rental places, cycle routes and touristic attractions). • Maintenance period: <ul style="list-style-type: none"> - Promoting cycling opportunities through providing services (renting, guiding, etc.) - First 5 years after the project closure: make possible to take and give back bicycles in different places (among 10 sub-centres) → free of charge. - Nowadays: extra fee for transporting back the bicycle to the point of departure. <p><u>Legal framework:</u></p> <ul style="list-style-type: none"> • Cooperation agreement between the Cycling Association of Kőszeg (project owner) and organisations operating sub-centres. • Setting the organisational and operational rules. • Applying lease contract with users renting a bicycle. <p><u>Financial framework:</u></p> <ul style="list-style-type: none"> • Cost of whole project: 519 116 EUR (EU fund: 467 204 EUR, own contribution: 51 912 EUR) <p><u>Use degree (%): users/total population:</u></p> <p>600-800/year (after the years following the project closure → intensive marketing and usage resulted in investing own bicycle by regular cyclists) → 300-500/year nowadays</p>
6.	Evaluation	<p><u>Possible demonstrated results (through indicators):</u></p> <ul style="list-style-type: none"> • Technical terms of the regional bicycle rental system

		<p>consisting of 10+1 points</p> <p><i>Environmental impacts:</i></p> <ul style="list-style-type: none"> • Contribution to implementing the principles of sustainability in the field of tourism and everyday life through promoting cycling as a sustainable mode of transport. <p><i>Social-Economic impacts:</i></p> <ul style="list-style-type: none"> • People who like cycling among local residents and tourists get more information on cycling destinations and better cycling services and possibilities (maps, guided tours, renting, servicing). • Increasing demand for services offered by local suppliers (e.g. accommodation). <p><u>Possible success factors:</u></p> <ul style="list-style-type: none"> • Cooperation network of touristic and cycling organisations. • Common cycling and touristic promotion activities of the rental system and the Region. • Improving service conditions of cycling. <p><u>Difficulties encountered:</u></p> <p>Operation depends on the weather circumstances → there is a high season (from the end of March-beginning of October).</p>
7.	Lessons learnt from the practice	<p>Main goal of bicycle rental network: to promote cycling opportunities in the Region.</p> <p>Cycling became more popular and facilitated in the Region → intensive marketing through the bicycle rental network and their services provided.</p> <p>Increasing number of cyclists among tourists and local residents</p> <p>Culture of cycling came into general use due to the promotion</p> <p style="text-align: center;">↓</p> <p>People started using their own bicycles instead of renting</p> <p>Bicycle rental network: keep promoting cycling facilities with offering further services (incomes for operation).</p>
8.	Contact information	<p>Ferenc Stampf</p> <p><i>President of Cycling Association in Kőszeg</i></p> <p>stamy@freemail.hu</p>
9.	Other possible interesting information	<p>Website: www.pannonbike.hu</p>