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PILOT FINAL REPORT

Report summarising implementation of
pilot in Ozalj region

Version 1
October 2018

FINAL REPORT

Period March 2018 – June 2018

General data	
Project partner	HŽ Putnički prijevoz d.o.o.
Pilot name	Ozalj tourist trains
Pilot location	Zagreb – Ozalj railway line
Person(s) responsible for pilot implementation	Renato Humić Anka Gašparec Anita Matačić Helena Luketić
Pilot starting date	25.03.2017
Pilot ending date (if applicable)	25.08.2018
Author of the interim report	Helena Luketić

Reported period

Steps undertaken in period March 2018 – August 2018

After the winter break, in March we started with 21st train and field trip of primary school. After presentation about trains and RUMOBIL project in one primary school in Zagreb, teachers embraced the idea of going for a school field trip. They asked for RUMOBIL train to Ozalj to show children this particular rural area. After this one, the 22nd train was repeated story of famous painter and other events in Ozalj. Since RUMOBIL was well known to most of inhabitants of this area, name became brand for train and we had more passengers in trains as well as increased interest in train journeys. City of Ozalj was hosting the Branding conference where HZ PP has participated and promoted RUMOBIL brand name. Also, our external experts, Marketing agency

provided us a TV appearance where we had a chance to present project and remind population on this special trains going to Ozalj almost every Saturday. HZ PP with major of City of Ozalj presented project RUMOBIL on national television and this served as invitation for summer in Ozalj. Every Saturday in July and August, RUMOBIL trains were driving people to Ozalj under the slogan "Summer in Ozalj". City of Ozalj has just finished modernization and reconstruction of swimming area at river Kupa, offering new gatherings and entertainment at bathing area. This pilot project has ended with last Saturday in August and it was 37th train. Originally, 35 trains were planned but few more only showed interest in this kind of tourist attraction.

Official pilot activities have ended; however, people are still showing interest in this kind of service, therefore HZ PP and City of Ozalj will continue collaboration with occasional trains to this city and offer transport service to events and happenings in this area.

Difficulties encountered and solutions found in reporting period

Difficulties were connected to bad weather conditions. Considering that all events are planned for outdoor activities, some trips were not so successful. We have repeated same thematic trains as previous year. Also, with Facebook page named "Vlakom u Ozalj" we have covered all inconveniences that passengers might have. For example, people getting lost at sight or some urgent matters such as where is bus waiting, when train is leaving etc. On FB profile all announcements and news were posted and also answers to all questions that tourists had.

For the first few trains we had to convince stakeholders to invest in promotional materials and provide people with free coffee or snacks, free tour around museum in order to attract them. Seems that people like the idea because some of them has returned again to the same journey.

Final results

Resource requirements (planned versus actual)

Resources planned for pilot action were planned in advance. Since we have expenses on different parts we had to make contracts on different levels. Tendering procedure was published in order to retract marketing agency and also bus operator. Contract was signed with Marsi (marketing company) in June 2017. They were responsible for marketing advertisement of our pilot action. Agency created Facebook page and visual solutions for flyers and promotion materials. Another contract was signed with bus operator in October 2017. This contract was for passenger transportation when railway stations were closed or in case that further service will be needed. Station in Ozalj is closed in afternoon hours and reopening for our needs is more expensive then to organize a bus transportation. For that purpose, we have concluded a contract with bus operator who was providing us with bus service during the summer and whenever was bus service needed. Some events took place rather far away from train station and then we had to compensate service. We provided train service to Ozalj and from Ozalj to different event location with bus (such as vine days and others).

For certain events, city of Ozalj stepped out and waited for tourists at Ozalj train station and then

took them to site visit. Our stakeholder's personnel as well as all events in city of Ozalj was not funded from project. The exact numbers of costs and exact amount of money spent during pilot period will be visible in six-month time frame, when all bills will be paid. So far, we are in line with planned budget.

Since infrastructure fees are charged on monthly basis for whole network, we asked HŽ Infrastruktura company to send us bills with RUMOBIL acronym and marked for certain relations, as well as bills for personnel at stations, electricity and traction for trains. Bills were divided so we could calculate how much was railway line alignment, costs of making up the train, cost for station usage, delays on trains, electrical energy used for electric trains, train maintenance costs and costs of diesel fuel for diesel trains providing service.

<i>Pilot implementation costs</i>	<i>Planned</i>	<i>Actual</i>
Infrastructure fee:		
Railway line alignment		10.150,51
Making up train		826,52
Station usage		812,11
Delays		16,46
Energy		577,45
Maintenance costs		6.663,51
Maintenance costs per km		94,62
Diesel fuel		2.162,41
Bus services		3.101,97
TOTAL:	25.875,00	24.405,56
Publicity campaign – Marketing agency	10.500,00	10.405,00

Interfaces and dependencies with other groups – stakeholders

Important stakeholder supporting pilot actions is bus operator, Čazmatrans.

We needed bus services in various occasions. Mostly, bus service was needed during the summer (July and August). Each Saturday RUMOBIL train takes tourists to Ozalj in the morning where they can spend whole day swimming and relaxing. Tourists were taking train at 9:52 from Zagreb Main Station. Due to non-electrified tracks on route Karlovac-Ozalj, tourists had to switch train in

Karlovac and continue journey to Ozalj with small diesel train. In the evening, train station in Ozalj is closed. This is when we had to use bus operator for this short journey, from Ozalj to Karlovac main station where they took the train back for Zagreb. The size of bus is not usually planned in advance. After the train departure from Zagreb in the morning, we receive information from passenger ticket office on how many tickets are sold for RUMOBIL train. Based on those numbers we contact bus operator and decide on size of the bus. We conducted the contract in amount of 10.000,00 EUR, however the whole amount was not used in total. The amount which we have used is 3.101,97 EUR.

Next stakeholder was City of Ozalj. Their influence on dates and organization of events was crucial for successful story. We did not plan any budget for them, however we have funded some activities in a way of paying cost for museum tours for groups since Museum is part of city. City of Ozalj was responsible for attraction organization in their town or local area to provide amusement for passengers/tourist arriving from Zagreb. Prior to train organization, Marketing department of HŽ PP exchanged ideas with tourist board of City of Ozalj and jointly created journey offer for special train. They have arranged time of arrival depending of event in Ozalj, also determine time of departure of trains/buses, entertainment for people, tourist guides etc. collaboration was crucial for success. After creating tourist offer, Marketing agency was responsible for promotion of each event separately. Promotion on Facebook page, radio and tv appearance as well as posting flyers on stands on train station. Posters were also prepared and were visible in trains and other train stops in region. Marketing agency was also involved in planning events, their expertise and knowledge were very helpful. A will to make change and help was beyond imagined.

Risks and risk mitigation

All the activities are planned outside in beautiful nature. If the weather conditions are not suitable for outdoor activities, then tourist are not interested. Trains however are not cancelled despite no passenger's interest. HŽ PP was driving those trains with very few passengers. Number of passengers will be calculated and introduced into our passenger statistics data base. Solving this kind of problems is not possible. Train costs remain the same with or without passengers. However, organization of replacement activities indoors would help and would have a better influence on tourists. If promotion was better in a way that bad weather conditions were announced, perhaps people would be prepared. However, this is only guessing. Other side is stakeholder's participation. If they have organized activities in warm environment (indoor venue) perhaps tourists would come despite the weather. Problem is that small city like Ozalj doesn't have such locations. Nevertheless, lessons have been learned from both sides. Better event organization, results with more tourist arrivals. More tourists means more tickets. And calculation in this case is very simple.

Achievement of pilot project objectives

The objective such as awareness of the necessity of public transport as infrastructure for the region has been identified, even more after pilot implementation. Using buses and trains is very slow and inefficient while cars are much faster and more convenient. Waiting for buses is too long and number of daily trains is only 9 per direction. Local population needs better connections to city centre as well as other locations such as school, hospitals etc.

Cost efficient and convenient is car journey because for many people, a journey by bus or train seems more expensive (value for money) than the same journey by car, because only the petrol cost is taken into consideration. This is the vicious circle: the poor service is not well used, and the cost of improvements cannot be justified because of the lack of demand. Inhabitants and potential users, according to which buses and trains should be available always and everywhere, without delay are expecting more from community. With this pilot implementation we have showed people from city centre of Zagreb and other Zagreb areas that natural rural areas exist, and we showed them the beauty of it. On local population and inhabitants of city of Ozalj remains the good will for producing more local products and remain in this area while trying to make profit with own manufacturing services. Our pilot action showed that there is interest for this particular area, tourists will come if offer is tempting and interesting enough.

Lessons learnt and recommendations.

During this pilot implementation, good lesson was to learn how to coordinate transport offer, cooperate with different stakeholders and how to create interesting event. Special tourist trains are always excellent idea, except, the content at destination is also important. Without interesting entertainment to fulfil time between arrival and departure, the whole journey will be in vain. After planned event and organized transportation, crucial next step is marketing. Excellent advertisement sells product. In our case, we should announce events in city of Ozalj much sooner so that people could hear the idea and organize the day in advance. In our case, pilot action was something like last minute offer. If marketing was better organized, then our trains would have much more people.

Every positive comment was nice news especially from tourists who went to take trip few times. Recommendation and praises from passengers were the nicest ones and they will remain as reminder of well-done job. Since some tourists liked experience we have offer them, they were following our offers on daily basis and was able to join the next journey on time.

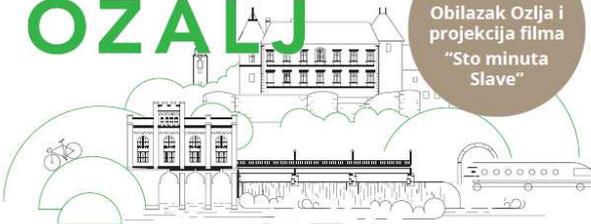
But there was also and negative ones. People sometimes needs more help than expected as well as assistance with everything. Not every train has same time table nor itinerary, so people concluded wrong and was disappointed at the end. This has created bad image which unfortunately stayed. However, according to social media, every comment is good comment and advertisement in other hand as well.

Photos

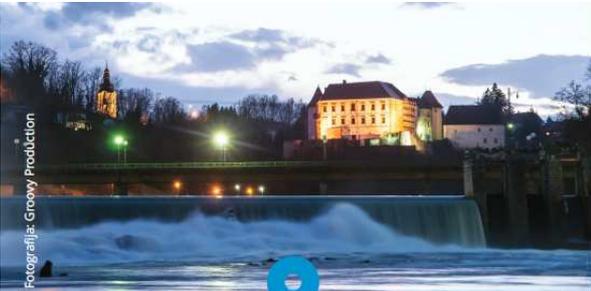
Figure 1: 22nd train named Slava Raškaj and the movie projection

RUMOBIL VLAKOM U OZALJ

24. ožujka
Obilazak Ozlja i
projekcija filma
"Sto minuta
Slave"




Slika: Sana Vitas



Fotografija: Groovy Production

Obilazak Ozlja i projekcija filma „Sto minuta Slave“ 24. ožujka 2018.

Prvi ovogodišnji izletnički vlak RUMOBIL vodi Vas u obilazak grada Ozlja i na projekciju igranog filma Dalibora Matanića „Sto minuta Slave“. Mjesec ožujak u ozaljskom kraju posvećen je sjećanju na stvaralaštvo Slave Raškaj, jedne od najvažnijih slikarica na prijelazu 19. u 20. stoljeće.

Po dolasku vlaka u Ozalj u pratnji vodiča proći ćete turističku rutu „Tešlinim svjetlom tragovima Slave Raškaj“ koja je za putnike RUMOBIL vlaka besplatna.

U 19.00 sati u prostoru Zavičajnog muzeja Ozalj čeka Vas projekcija filma, na kojoj će biti glumica i producentica Sanja Vejnović, koja u filmu tumači Slavu Raškaj.

Cijena ulaznice za Zavičajni muzej iznosi 10,00 kn.

Program:

- 15.00 – 19.00 turistički obilazak Ozlja
- 19.00 – 20.40 projekcija filma "Sto minuta Slave"

Vozni red:

Polazak iz Zagreb GK redovitim vlakom 4054 u 13.14, dolazak u Karlovac u 14.04 sati. Polazak posebnoga vlaka iz Karlovca je u 14.20, dolazak u Ozalj u 14.46 sati.

U povratku autobus iz Ozlja polazi u 21.00 sat, polazak redovitog vlaka iz Karlovca u 21.28 i dolazak u Zagreb GK u 22.18 sati.

Cijena prijevoza na relaciji Zagreb – Ozalj – Zagreb iznosi 40 kn, a Karlovac – Ozalj – Karlovac 20 kn. Djeca do 6 godina putuju besplatno.



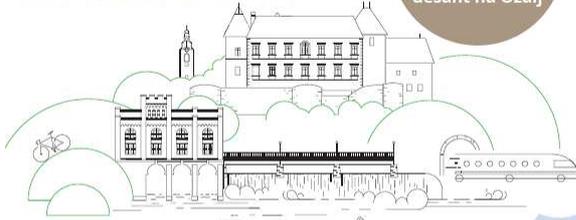


Figure 2: 23rd and 24th train - Sprang weekend and Old school descent at Ozalj

RUMOBIL VLAKOM U OZALJ

28. travnja

Sprang vikend i
8. Old school
desant na Ozalj



Obilazak Ozlja, okupljanje oldtimera i Sprang vikend – izložba čipke u Ozlju
28. travnja 2018.

Zadnji vikend u travnju posjetite Ozalj i sudjelujte u bogatom programu:

- ♦ 8. okupljanje ljubitelja oldtimera na Gradskom kupalištu (uz predstavljanje lokalnih OPG-ova)
- ♦ Sprang vikend – 4. izložba čipke i kreativne radionice u Zavičajnom muzeju Ozalj, svečano otvorenje u 18.00 sati.

Obilazak Zavičajnog muzeja Ozalj i razgledavanje Starog grada Ozlja (fakultativno).



Vozni red:

Polazak iz Zagreba redovitim vlakom u 11.40, dolazak u Karlovac u 12.31 sati.
Polazak autobusa za Ozalj po dolasku vlaka.

U povratku autobus iz Ozlja polazi u 20.00 sati, polazak redovitog vlaka iz Karlovca u 20.34 i dolazak u Zagreb u 21.15 sati.

Cijena karte na relaciji Zagreb – Ozalj – Zagreb iznosi 40 kn, na relaciji Karlovac – Ozalj – Karlovac 20 kn, a uključuje prijevoz vlakom i autobusom.

Djeca do 6 godina putuju besplatno.

Figure 3: Trains in July and August - Summer in Ozalj

RUMOBIL VLAKOM U OZALJ

srpanj
i kolovoz
2018.



Ljeto na Gradskom kupalištu u Ozlju je počelo!

Polasci RUMOBIL vlakova iz Zagreb GK svake subote tijekom srpnja i kolovoza.

Polazak:

Zagreb GK 9.52, dolazak u Karlovac 10.46, presjedanje na vlak koji iz Karlovca polazi u 11.07, dolazak u Ozalj u 11.35 sati.

Povratak:

Polazak autobusa iz Ozlja u 20.00, polazak vlaka iz Karlovca u 20.34, dolazak u Zagreb je u 21.15 sati.

Cijena karte na relaciji Zagreb GK – Ozalj – Zagreb GK iznosi 40 kn, a Karlovac – Ozalj – Karlovac 20 kn.

Djeca do 6 godina putuju besplatno.

Posjetite Stari grad u kojem se nalazi Zavičajni muzej Ozalj (fakultativno), prošetajte putevima Slave Raškaj ili se osvježite uz Kupu.

Uz ugostiteljsku ponudu, na Gradskom kupalištu organizirani su rekreacijsko-animacijski programi (glazbeni program, odbojka, mali nogomet, frizbi...).

Posjetite i Etno park Ozalj, uz stručno vodstvo 14. i 21. srpnja te 4. i 11. kolovoza.





