

**Danish Bus and Coach Owners' Association is proud to
nominate Innovator of the Year at Danish Coach Award 2013**

Papuga A/S

**as a candidate for the
IRU Coach Tourism Innovation Award 2013**



Innovative Coach-Road Cycle Tour Benefits Tourism, Health and Coach Operators

With increasing competition from the airplane industry, the tourist coach is struggling to find its place among various modes of tourism and transportation throughout Europe. Papuga A/S has embraced this challenge with their Coach-Road Cycle Tour “Let’s Cycle Together”, which is not only original – it also reveals a market potential that can attract completely new customer segments to the tourist coach market.

It is our pleasure as the national trade organization Danish Bus and Coach Owners’ Association to nominate Papuga A/S as a candidate for the IRU Coach Tourism Innovation Award. Papuga A/S also won the national award as Innovator of the Year 2013 in Denmark with their concept “Let’s Cycle together” – an award given by Danish Bus and Coach Owners’ Association in cooperation with a line of national trade- and tourist organizations (se Appendix C).

The presented application will demonstrate and prove that Papuga A/S with their integrated coach- and road cycle tour “Let’s Cycle Together”...

1. substantially increases the use of coach tourism services.
2. cost-effectively increases the number of tourists transported.
3. takes advantage of technological advances by organizing and campaigning via the social media.
4. benefits public health and support organized sports by offering attractive vacations to the expanding sport of road cycling in Denmark and Europe.

1 Innovative concept improves the attractiveness and use of group tourism by coach

“Let’s Cycle Together” makes it possible for road cycle enthusiasts to fulfill their dream of touring the open roads in Europe. It all started when the company Rynkeby (a Danish cider mill) planned the first road cycling tour from Denmark to Paris in 2002. Papuga A/S handled the logistics and the transportation of baggage and bicycles, and of course the welcomed task of bringing all the exhausted riders back to Denmark in Papuga A/S’ luxury coaches.

After successfully supporting the Team Rynkeby campaign for eight years Papuga A/S decided to make the offer of cycling the open roads in Europe available to the amateur road cyclist. From 2012 “Let’s Cycle Together” has been offered to road cycling clubs, companies and people who want to challenge themselves on the roads and in the mountains.

In order to provide the best service possible, Papuga A/S has specialized in transporting bicycles and equipment with their coaches and vans – a task not to be underestimated as a single bicycle can cost up to € 10.000.

2 Increases the number of coach tourists

One of the most remarkable achievements of the concept, is its ability to attract a much younger and active generation to the coach travel than the well known group above 50 years of age. Hence, Papuga A/S has achieved to bring a modern travel form – where adventure and unique experiences is a part of every vacation – to the classic tourist coach travel. By combining these road cycles tours with coach travel, Papuga A/S makes their customers realize the comfort and social benefits of travelling by coach at a relatively early age, where the coach otherwise seems to be the last choice when going on vacation.

Furthermore the concept reveals a whole new possibility for the tourist coach operators to explore new markets, where you combine active and physically challenging vacation with the social element of travelling by tourist coach. Instead of holding on to the old-fashioned coach travel through Europe to a well known tourist destination, Papuga A/S urges their colleagues to seek new trends – for instance road cycling – and supply their services to a much broader segment of customers than the ‘usual’ 50+ aged coach traveler.

The successful increase in customers and the projects revenue during its only two years of existence can be seen in appendix A. As Appendix A shows “Let’s Cycle Together” is – without any partners or subsidies – an indisputable commercial success.



“Let’s Cycle Together” has been a huge success among a new younger generation of tourist coach passengers. From 2012 to 2013 the number of participants for the trip to Paris alone has increased from 86 to 175.

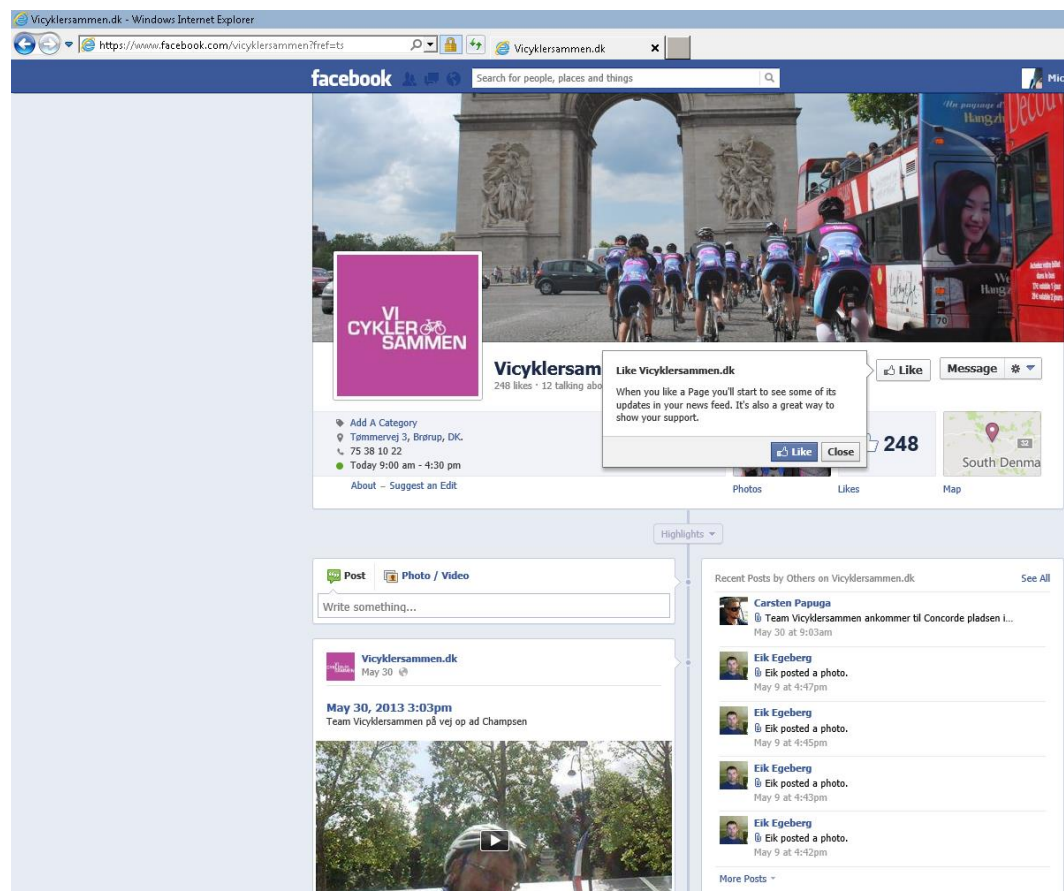
3 Engaging the passenger through social media

It is not only the innovative idea of combining road cycling with coach travel that makes “Let’s Cycle Together” an obvious candidate for the IRU Coach Tourism Innovation Award. Encircling the whole concept is a prospective marketing strategy that includes www as well as facebook.com.

Through the website Vicyklersammen.dk (letscycletogether.dk) the customer can study the particular trips and finish his purchase in a matter of minutes. But even more promising “Let’s Cycle Together” has its own Facebook-site, where the participating cyclists can arrange training sessions and exchange experience and ideas before the final bicycle trip to Paris, Berlin, the Alps etc. Each team that Papuga A/S sends out on the open roads has an appointed team leader and its own Facebook-group, where the team can communicate.

This way customers gain a considerable feeling of a shared ownership of the trip, and it makes every trip with Papuga A/S a unique experience, as the participants are co-planning the trip and give valuable feedback to the operator via Facebook.

Furthermore, Papuga A/S’ Facebook-approach has opened an opportunity for cost effective viral marketing – exploiting the social networks in distributing knowledge about their unique product in Denmark. As Papuga A/S launched the line “Last call for signing up for the bicycle trip to Paris 2013” more than 2000 people paid attention to the Facebook-site. A strategy that Papuga A/S has successfully implemented in other activities in the company’s business.



Papuga A/S' Facebook-concept opens new possibilities for marketing strategies.

4 A great societal initiative

Needless to say, “Let’s Bike together” does not only bring a new sort of tourist coach travel to the market. It also benefits public health and provides amateur cyclist with the opportunity to practice road cycling in an organized manner with at specific team (usually amateur cycling is practiced individually at bigger bicycle events).

The riders also pass areas less familiar with tourists, which benefits the respective local tourist industries.

Apart from being an environment friendly and social mode of transportation when going on vacation, “Let’s Cycle Together” also reveals the potential of the coach, when it comes to combining group travels with the expanding trend of physical vacation. As the concept proves, the coach is a unique device to promote both tourism and physical vacation, as it can deliver both the transport and social involvement that these new physical trends acquire.



In 2012 the trip to Paris ended on Camps-Elysées – just in time for the cycle enthusiast to see the Tour de France arrive a few days later.

5 Summery

Papuga A/S fulfills the criteria of winning the IRU Coach Tourism Innovation Award because they...

- correspond to the core values and the objective of the Smart Move campaign to increase substantially the use of coach tourism services. Papuga A/S offers a new sort of coach tourism and thereby increases the potential number of tourist coach costumers – among these younger generations and active travelers who constitute a huge market potential.
- demonstrate a sustained and cost-effective increase in the number of tourists transported (see Appendix A).
- they have created innovative new services for amateur cyclist and other active travelers.
- they have launched promising information and marketing campaigns including Facebook and www. Visit the Facebook-page www.facebook.com/vicyklersammen or www.vicyklersammen.dk. Papuga A/S also uses Youtube as a viral media to promote their product. Type in 'team papuga' or 'team vicyklersammen' on Youtube.com to see more.

We hope to have convinced the jury that Papuga A/S' concept "Let's Cycle Together" benefits tourists, society and operators with a future potential for the tourist coach. Danish Bus and Coach Owners' Association and Papuga A/S will be happy to answer any questions you might have concerning the application above.

Kindest regards



Steen Bundgaard,
secretary general of Danish Bus and Coach Owners' Association (member of IRU)



Appendix A – Economy and number of costumers

Selected key figures from Papuga A/S that describes the economy in “Let’s Cycle Together” in 2012 (documentation can be provided if requested).

2012

Number of bicycle riders to Paris:	86
Number of relatives participating in the coach:	35
Employed for the whole project:	½ worker
Mode of sale:	100 % online
Expenditures for marketing in 2012:	kr. 5.500,00 (€733) + VAT
Turnover from “Let’s Cycle Together” in 2012	kr. 1.153.613,80 (€153.815)
Expenditures in 2012	kr. 916.133,43 (€122.151)
Contribution margin in 2012	kr. 237.480,37 (€31.664)

2013

Number of bicycles riders to Paris:	175
Turnover so far from “Let’s Cycle Together” in 2013 (all trips*):	kr. 1.331.127 (€177.484)

*due to the success Papuga A/S has also arranged trips to Berlin, the Alps and other destinations in 2013.

Appendix B – Customers satisfaction survey

The data below is collected from Papuga A/S' costumers after the trip to Paris in 2012. As the data shows, the trip to Paris has resulted in magnificent revues regarding the coach trip and the trip as a whole. Also the level of information has a remarkable high score – not surprising when you consider the modern marketing strategy with www and Facebook.

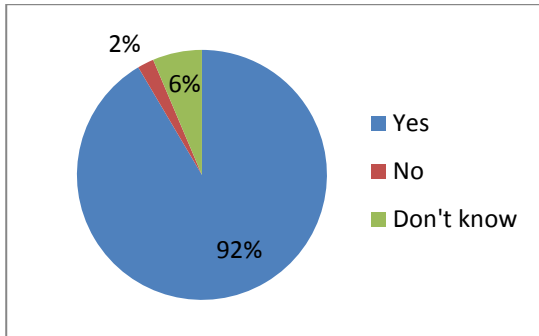


Figure 1 Are you satisfied with the trip as a whole?

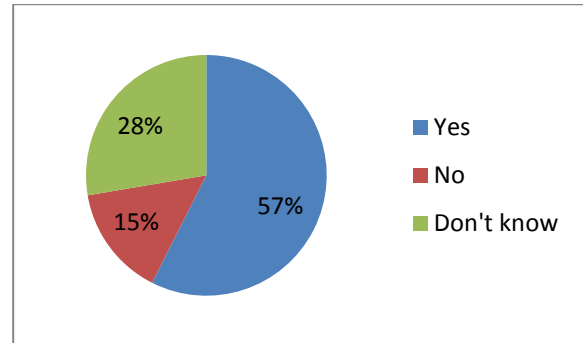


Figure 4 Are you satisfied with the standard of the coach?

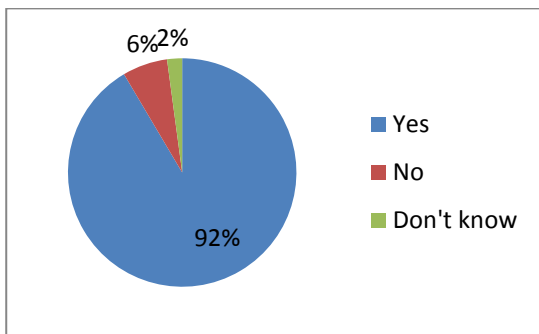


Figure 2 Have you been satisfied with information regarding the trip to Paris?

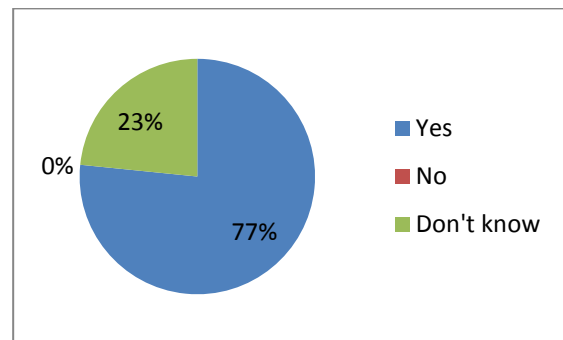


Figure 5 Are you satisfied with the coach-driver?

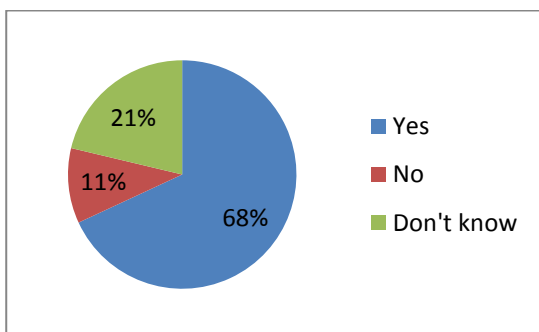


Figure 3 Are you content with the coach trip and the route?

Appendix C – Danish Coach Award 2013

Papuga A/S was awarded Innovator of the Year 2013 at the Danish Coach Award 2013. The award is given by Danish Bus and Coach Owner's Association in cooperation with the following organizations and companies:

- Union of Danish Travel Agents
- Danish Bureau of Trade Analysis
- The Danish Chamber of Commerce
- Copenhagen Business School – Department of Tourism and Culture
- German National Tourist Board
- Tourism in Skåne / Malmö Turism



Statement of the jury:

““Let’s Cycle Together” is an offer for everyone who wants to live out their dream of bicycling to Paris, Berlin, the Alps ect.. With “Let’s Cycle Together” Papuga A/S has created a popular niche in the tourist market that attracts completely new customers to the tourist coach industry. All communication and other activities are handled digitally, so also in this area Papuga A/S raises the standard within the developing coach industry.”

Appendix D – Facts about Papuga A/S

Papuga A/S was founded in 1971 by Merete and John Papuga in Brørup, Denmark.

Today their two sons Carsten and Ole run the business.

The company consists of a tourist coach company and a travel agency. In 2012 “Let’s Cycle Together” was launched with a remarkable success.

The company has approximately six employees and a range of drivers for their six tourist coaches.

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