



VELOCITTÀ

SZEGED



Framework/location

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Description of Bicycle Share System

Name: CityBike Szeged

in operation since: October 2013

operator: Sund Magyarország Ltd

Subcontractors: PayU Ltd (paying system); Applicates Ltd (IT background); Pidera Ltd (Security)

hardware supplier: the operator itself

contract duration: not applicable, private company

financing of the contract: no available data. It is an independent business with no financial support from the municipality.

Operational aspects

Technology: Station, mobile phone & bankcard based

Registration: On the website www.citybikeszeged.hu. The scheme is available to registered members only

1. Give the information asked for, pay registration fee (300 HUF = € 1) and rental fees through bank account
2. The user will get an e-mail with a lifelong registration (4 digit number)
3. Call the console number
4. Enter 4 digit identification code
5. Enter the number of the bike
6. Fee is charged depending on rental time

Tariffs

1 hour: 200 HUF = € 0,66 / 3 hours = 600 HUF = € 2

Not bringing back the bike and gathering by the subcontractor, user has to pay 10000 HUF = € 30

Penalty in case of loss or damage 90000 HUF = € 300

Penalty fee (returning back after opening hours) 5000 HUF = € 15

4 hours till a day: 1800 HUF = € 6

2 hours: 400 HUF = € 1,30

Registration fee: 300 HUF = € 1

Operational key figures

Year	Stations	Bikes	Users	Rentals
October 2013	12	100	232	472

Advanced operation figures

Year	Registrations	Average rental duration	Average trip length
October 2013	34	1,5 hours	8 km

City profile

Szeged is located in the Southern part of Hungary, Szeged is the third largest city of Hungary with a population of around 163.000. It is known as the "City of Sunshine", because it has the highest number of sunny days throughout the year. Szeged is the main city in Csongrád county and serves as a commercial and cultural center of the region. Today's Szeged is an important university town and a popular tourist attraction. Approximately 206.000 tourists visit every year. The University of Szeged is the main employer in the city. Szeged is one of the centres of the food industry in Hungary, especially known for its paprika and salami. The industry consists otherwise of chemical industry, oil, gas exploitation, production of machinery,

textiles, clothes, shoes, the leather industry, china production, building industry.

modal share:

- Car: 22%
- Walking: 22%
- Cycling: 9%
- Public Transport: 47%

Source: household survey by "Szeged helyi közösségi közlekedéshez kapcsolódó háztartásfelvétel, COWI Magyarország" (2009)

Marketing & Communication

User Profile

Age distribution	Gender		Education		Profession	
18-30	43,0%	Male	58,0%	Lower secondary	Education	
31-45	43,0%	Female	42,0%	Upper secondary	Employed	
46-65	12,0%			Post-secondary	Unemployed	
65	2.0%			Bachelor or equivalent	Retired	2,0%
				Master or equivalent		
				Doctoral or equivalent		

Main target groups: Tourists, students, residents and commuters

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September 2015

www.velo-citta.eu

The VeloCittà project runs from March 2014 – February 2017. It brings together the urban Bike Sharing Schemes (BSS) from London (UK), Krakow (PL), Burgos (SP), Szeged (HU) and Padua (IT). They will increase the levels of use by implementing campaigns for specific target groups and by executing operational improvements. The project also aims to support other BS schemes across Europe to increase their user numbers and efficiency by providing a knowledge and experience base on communications and operational approaches, in the form of a permanent online Bike Sharing workspace.