ACCESS2MOUNTAIN

Sustainable Mobility and Tourism in Sensitive Areas of the Alps and the Carpathians:

GOOD-PRACTICE COLLECTION FOR MULTIMODAL TRANSPORT

WP 5 | Action 5.1

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Jointly for our common future

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1 SUMMARY

ACCESS2MOUNTAIN aims at analyzing appropriate conditions to increase the sensibility for and accessibility of mountain regions in the Alps and the Carpathians by sustainable transport. The purpose of this good-practice collection is thus to draw conclusions from innovative, sustainable approaches to multimodal transport and soft mobility and show how they can be adapted to the context of regions which aim at starting comparable initiatives. Pilot projects in the framework of ACCESS2MOUNTAIN will be set up by the project partners to improve the access to tourist areas and to foster sustainable local transport and mobility at destinations in the Alps and the Carpathians. Inspiration for these pilot area projects can be drawn from the document at hand.

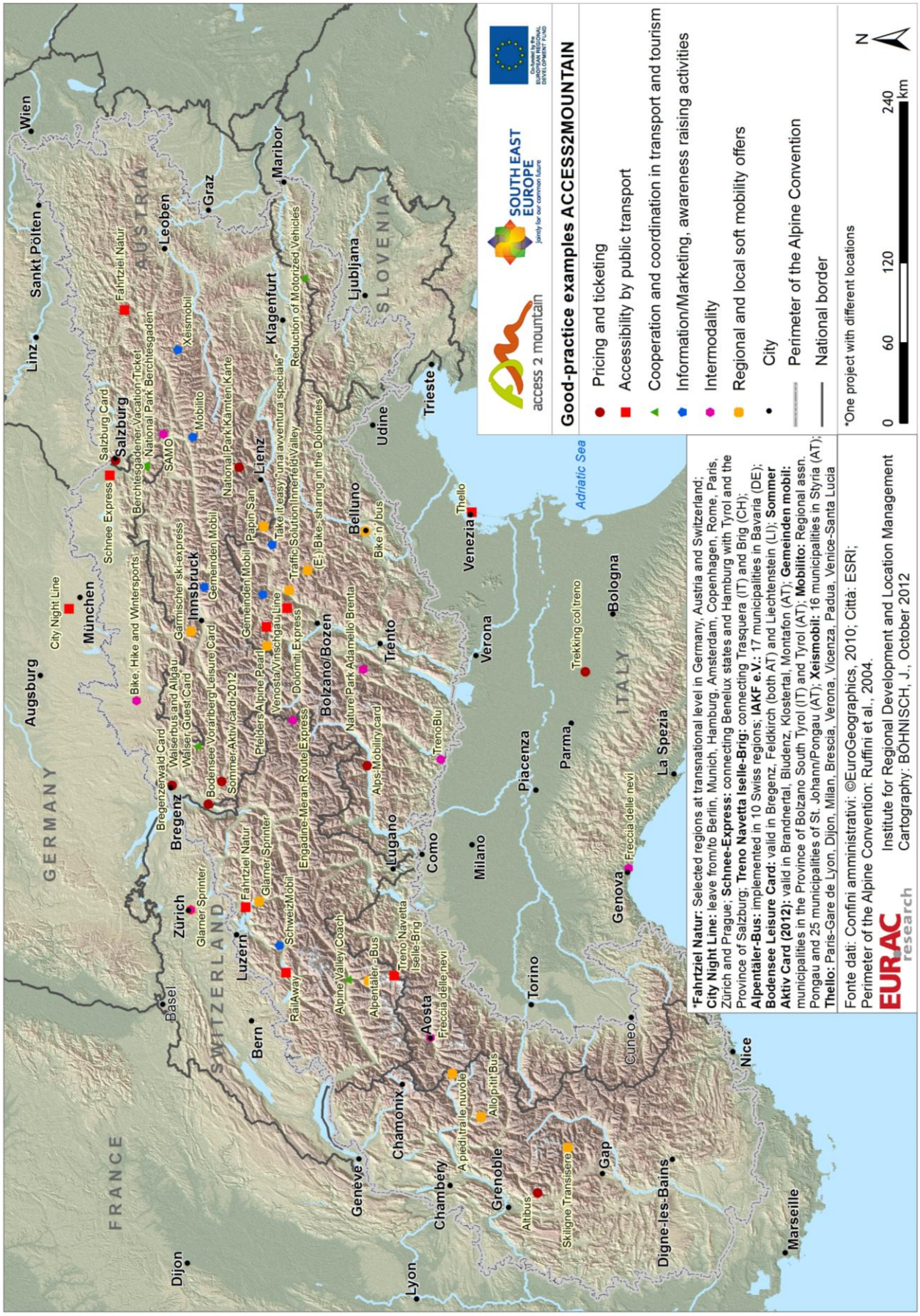
Approach to good-practice selection

Focus in the ACCESS2MOUNTAIN project is on areas that are particularly vulnerable to or highly affected by environmental impacts from transport and tourism (such as noise, air pollution, barrier effects, etc.) due to their location characteristics conditioned by topography, biological and landscape diversity, etc., such as mountain areas and resorts, protected areas, nature parks, etc. The European Commission considers such areas as 'sensitive areas with regard to transport'[1]. The most common way of transport in these areas is the motorized individual (car) traffic (MIT), causing disturbances and damage like noise, emissions or soil sealing. Combined or multimodal transport solutions offer promising opportunities for tourist area managers to render sensitive areas accessible in a sustainable way and reduce MIT in them.

The 51 examples in this collection have mainly been taken from the mountain areas in the Alps and the Carpathians (Figure 1). The criteria developed by the European Commission were considered in the research for good-practices on the provincial (NUTS-4) or even local level (NUTS-3), where vulnerability and environmental impact is measurable. Projects at the regional, national or transnational level, which would have to be considered from a more complex set of criteria regarding their sensibility, were always selected against the background of an environmentally friendly perspective.

[1] European Commission (2003)

Figure 1: Collected good-practice examples



Additionally, to collect practices useful for the partners, the research focused on existing good practice examples matching the planned activities as well as problems of tourism and mobility development in South-eastern Europe. Desk and literature research was carried out to get an overview of existing good-practice compendiums and databases with examples of mobility and multimodal transport in sensitive regions in mountain or peripheral areas.

Good-practice categories

The planned activities and good-practice examples were clustered in six categories, following a classification sketched by the traffic planning office *Trafico Verkehrsplanung*[2]. The categories and sub-categories are:

a) Accessibility by public transport (10 examples)
   (Trans-)national long distance trains; night trains; seasonal and direct train connections; regional/national train and bus connection; normally scheduled public-transit bus
b) Regional and local soft mobility offers (11)
   Transport offers; biking/mountain bike trails
c) Intermodality (8)
   Connection between public transport and final destination/ski resort/accommodation (last mile); service at the railway station; connection between train and local public transport
d) Pricing and ticketing (9)
   Special tourist cards which include public transport system or other special transport offer; all-inclusive cards; pricing of seasonal direct train connection
e) Cooperation and coordination in transport and tourism (6)
   Trans-sector cooperation for transport offer; tourism and transport packages; Integrated/all-inclusive packages
f) Information/marketing and awareness raising activities (7)
   Information in the resort (how to arrive and how to move onsite); Mobility information (centers); Marketing activities; Awareness raising activities.

Details on each selected good-practice example was gathered in a factsheet developed for the purposes of the project to allow a structured comparison. The factsheet pictures both the current situation and the future plans and lists project objectives, background information, problem situation, challenges encountered, and benefits. The key criteria of success of each project were identified with the project's responsible person whose contact information is indicated and who can be consulted for further details.

Main findings

In summary, the following general recommendations for multimodal transport projects can be given, which can be considered as success criteria of implementation:

Use what's there!

- It is important to use existing structures of transportation and combine them with each other and connect a new project with existing regular services or structures in the same region.
- Try to reuse dismissed structures (railway lines, cable cars, etc.).

[2] Molitor, R. et al. (2008)

- When implementing new means of transport pay attention to sustainability and soft mobility.

Cooperation, Organization and Evaluation

- Leadership, visions and commitment from the heads of the project is needed.
- Local solutions are needed to fit the local circumstances.
- Create a simple, easily comprehensive offer with seamless connections.
- Build on proactive partners with shared interests and build up a strong network and cooperation.
- Evaluate and adapt the project regularly.

Sound financing

- Create long-term solutions with a secured financial structure for the future.
- Try to not be dependent on just one financial source.
- Adapt the cost structure to the aimed target group and the offered service.

Awareness raising

- Involve the community at all stages of the project to create shared responsibility and ownership.
- In most of the cases intensive marketing and promotion is needed.

2 APPROACH – ANALYSIS – METHOD

At the centre of the study was the objective to provide a source of inspiration to the partners of the ACCESS2MOUNTAIN project to implement multimodal transport activities in pilot areas in their home regions in the Alps and the Carpathians. The research was carried out according to a problem-centred approach departing from problem situations common to tourism destinations in environmentally sensitive areas. The structure of the study followed the subsequent steps:

1. Analysis of the initial point of departure
2. Definition of the problems and shortcomings/gaps
3. Collection of good practices which deal with similar problems
4. Expert interviews
5. Determination of risks, success criteria and transferability

To collect practices useful for the partners, the research focused on existing good practice examples which match well the planned activities as well as problems of tourism and mobility development in South-eastern Europe according to a set of selection criteria. In a first step, desk and literature research was carried out to get an overview of existing good-practice compendiums and databases with examples of mobility and multimodal transport in environmentally sensitive regions in mountain or peripheral areas. Noteworthy in this context are for example studies generated in the framework of the CIPRA[3], the Alpine Convention Working Group on Transport[4], in the Alps Mobility II project[5], as well as publications of various national public bodies in the fields of transport, mobility and sustainable development. These publications were consulted for their structure and for the examples collected. The initially defined geographic research scope of the Alpine arc was widened in the course of the examination upon agreement with the project partnership to also include examples from beyond the Alps dealing with multimodal transport in environmentally sensitive areas.

[3] http://www.cipra.org/en/future-in-the-alps/questions

[4] Molitor, R. et al. (2008)

[5] http://www.alpsmobility.net

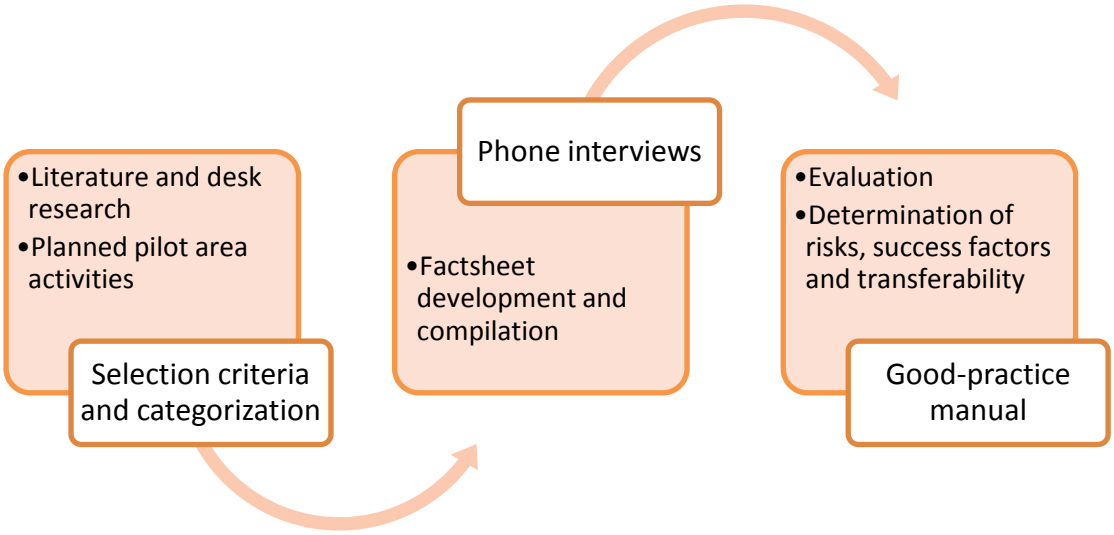


Figure 2: Study approach

Categorization of good practice examples

In the work package on multimodal transport (WP 5), project partners have planned activities to be carried out in various pilot areas in the Alps and in the Carpathians. These planned activities were grouped in six categories (Table 1), following a classification sketched by the traffic planning office *Trafico Verkehrsplanung*[6], which cover different aspects of soft mobility and accessibility, mobility management, and a variety of other service provisions. In turn, sub-categories were deduced from the diversity of planned activities which then built the basis for classifying the collected good-practices examples (Figure 3)[7].

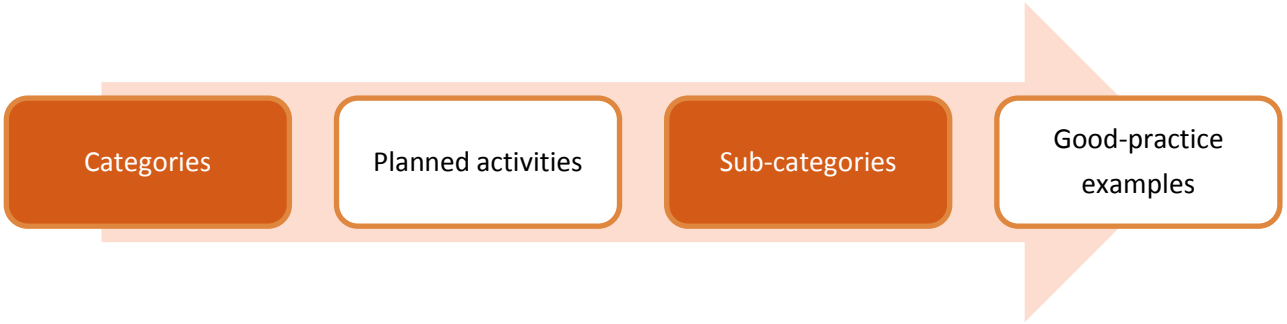


Figure 3: Deduction of sub-categories and categorization of the good-practice examples

[6] Molitor, R. et al. (2008)

[7] Ibid.

Table 1: Assignment of planned activities to the main categories

Category	Planned activity	Sub-category
Accessibility by public transport	• Optimize tourist transfer from Alpine towns to skiing areas	• (Trans-)national long distance trains, • Night trains • Seasonal and direct train connections, • Regional/national train and bus connection, normally scheduled public-transit bus
Regional and local soft mobility offers	• Improve sustainable accessibility • Improve bike infrastructure	• Transport offer (e.g. commune busses, hiking or ski buses, on-demand buses, electric vehicles, fun vehicles, bike services etc.) • Biking/mountain bike trails
Intermodality	• Implement cross-border inter-modal routes • Set up new intermodal transport connections for areas strongly affected by tourism	• Connection between public transport and final destination/ accommodation (last mile); • Service at the railway station • Connection between public transport and ski resort • Connection between train and local public transport
Pricing and ticketing	• Transnational ticketing system of public transport • Visitor packages incl. multiple mobility systems with specific tourism products	• Special tourist cards, which include public transport system or other special transport offer • All-inclusive cards • Pricing of seasonal direct train connection
Cooperation and coordination in transport and tourism	• Improve mobility management in a nature park • Develop concepts and offers for sustainable mobility in strongly frequented tourism areas • Seat reservation systems on a train and organization of luggage and passenger transportation for cyclists • Develop transnational mobility and tourism packages	• Trans-sectoral cooperation for transport offer • Tourism and transport packages • Integrated/All-inclusive packages
Information/ marketing and awareness raising activities	• Increase visitor numbers, widen tourism dissemination, create higher incomes in the region • Software development for a transport and tourism information system • Develop a cross-border tourist map	• Information in the resort (how to arrive and how to move onsite) • Mobility information (centres) • Marketing activities; • Awareness raising activities

Selection criteria for good-practice examples

The 51 examples in this collection have mainly been taken from areas which are sensitive with regard to transport and mobility. As sensitive with regard to transport are considered those areas by the European Commission, to which the two following criteria apply:

(i) the area is particularly vulnerable due to its own characteristics (conditioned by factors such as the population density, the topography, the biotopes in the area etc.);

(ii) there is a high environmental impact from transport (such as noise, air pollution, barrier effects etc.)[8].

These criteria were considered in the framework of the research for good-practice examples on regional level (NUTS-3). Examples from larger areas, i.e. at the regional, national and transnational level, have nonetheless been studied for their challenges, benefits, challenges and risks to assess whether certain aspects can also be implemented in regions with comparative challenges and natural assets. The overall objective has been to offer good-practice examples that serve as an inspiration for creating new innovative good-practice examples in different contexts.

Additionally, examples on multimodal transport were collected which met the requirements set out in the Application Form of the ACCESS2MOUNTAIN project, i.e. examples considered relevant and useful for the planning of the pilot area activities (Table 1) within work package 5 (Action 5.2). To this end, literature and internet research was carried out, e.g. on well-known platforms on sustainable approaches in the tourism sector, such as the Alpine Pearls website, the klima:aktiv platform, or the CIPRA /alpKnowhow knowledge base.

The focus for identifying suitable practice examples lays on the problem(s) which the project partners and stakeholders in the pilot area try to overcome by implementing the activities. Among others, these are:

Local framework conditions

- High motorized individual traffic
- High touristic pressure
- Unrestrained and uncoordinated tourism development of mountain areas

Soft mobility and accessibility

- Limited accessibility to an area by public transport
- Lack of or dissatisfying connection to touristic/ski areas by public transport
- Frequent change of means of transport
- Absence/improve connection with public transports
- Absence of an integrated transport system

Provision of combined transport and tourism services

- Absence of an integrated information platform
- Absence of a common information desk

[8] European Commission (2003). Sensitive areas and transport – progress towards an operational definition at the European level, Minutes of a workshop held by the Commission on 18 November 2003, http://ec.europa.eu/environment/air/pdf/sat/minutes.pdf [06.10.2011]

- Absence of a common ticket or tourist card

The pre-selection of practice examples made by the research team of project partner EURAC (PP 6) was modified in feedback loops with the lead partner and the project management unit as well as with the project consortium which was significant for adding missing projects. For this purpose, the factsheet (see next paragraph) was sent to all project partners and associated partners with the request of delivering good practices from their area (which they are/have been involved in or which they are aware of) in the six categories. Selection criteria were reconstructed after the first sample of examples and the feedback procedures.

The collected good-practice examples have one or a combination of several of the following characteristics:

- from mountain region, from the Alps or the Carpathians but also from other similarly environmentally sensitive areas;
- from an area with high motorized individual traffic and intense traffic flow;
- deals with problems at a specific location (e.g. a touristic site, a natural asset);
- reduces environmental impact on the regional, national or transnational level;
- deals with mobility and mobility management in a nature park;
- copes with transfer to skiing areas;
- deals with cross-border intermodal routes;
- contributes to a reduction in motorized individual traffic (MIT);
- intends to reach various potential users (e.g. tourists, commuters, etc.)

Factsheet development and compilation

According to the categories (Table 1) the selected good practice examples were clustered, each one of them presented in a factsheet designed for the purposes of the project. The selection of aspects to be collected on each practice example was made in small feedback loops with the project's lead partner, the project management unit, the work package responsible as well as project partners involved in the activity. At the occasion of the third project partner meeting in Miskolc/Hungary (18-20 April 2012), the factsheet was discussed within the partner consortium in order to respond to the information needs and expectations of the project partners. The following aspects were considered relevant for getting a good idea of the good practice example:

- Location
- Timeframe
- Description of the project and status of activities
- Objectives and background
- Project leader and stakeholders
- Problem to be solved and motivation
- Means of transport used
- Target group
- Challenges

- Benefits
- Costs/financing
- Awareness raising
- Key factors for success of implementation

Additionally to project details retrievable from the collected materials, further information on activities carried out, on encountered challenges, and on transfer possibilities, was obtained by phone interviews with project managers or persons in positions of similar responsibility and involved in the project. Their contact details are indicated for nearly every project and readers are encouraged to get in touch.

Success criteria of implementation

Success criteria are a (self)-evaluation tool for analyzing outcomes of a project or achievements of an organization that are needed to consider the project a success or to esteem the organization successful. In the discussion on the transferability of a project from one context to another in the framework of the ACCESS2MOUNTAIN project, success criteria can support understanding the role of a specific factor on the planning and implementation process as well as on the outcome of a selected project initiative.

Transferability is thus a main aspect to highlight in the ACCESS2MOUNTAIN project. Success criteria may give a hint of what is relevant of a project which is considered to be an inspiration for another location or region. Departing from the problem which is to be solved in the pilot area, the measures suggested and implemented in similar projects (i.e. good-practice examples) offer approaches, experiences and inspiration to solution. Whether similar aspects may be implemented based on a previous successful project generally has to be considered critically or at least with prudence due to different conditions, actors and endogenous potentials.

In the ACCESS2MOUNTAIN project, individualizing success criteria can thus help analysing, objectifying, influencing, and sensitizing in the pilot areas regarding sustainable accessibility and connection to, between and in sensitive mountain regions targeted to benefit all (potential) users. In the document at hand, the criteria for successful implementation of every good-practice example have been identified with the target to find possible solutions to the challenges in the pilot areas. The criteria, which have repeatedly shown to be decisive in various projects and with that can be considered as crucial for successful project implementation have been listed for every project as well as aggregated in the conclusion of every chapter.

Conclusions for each category

Out of each category the most important factors have been filtered and compared. The collected examples were represented in comparable factsheets. The single lines were opposed to each other and summarized partly in the chapters “Summary and Conclusion” of each category. Some information like the category itself, target group or means of transport were listed in the introduction chapters of each category for a first overview. The key factors for the success of implementation were elaborated out of the given information and can be found next to every example. Within the factsheets also criteria for transferability, which have to be taken into consideration when implementing a similar project, were collected, revised and summarized at the end of each category

Limitations of the research

The main problems encountered in the course of the research and analysis were to identify all aspects of the factsheet for each good-practice. The missing information was deducted by consulting experts of the project team.

3 INTRODUCTION

ACCESS2MOUNTAIN aims at developing appropriate conditions to increase the accessibility of mountain regions in the Alps and the Carpathians by sustainable transport. The project partners will set up pilot projects to improve the access to tourist areas and to foster sustainable local mobility at destinations.

Focus in the ACCESS2MOUNTAIN project is on areas, which are particularly vulnerable to or highly affected by environmental impacts from transport and tourism (such as noise, air pollution, barrier effects, etc.) due to their location characteristics conditioned by topography, biological and landscape diversity, etc., such as mountain areas and resorts, protected areas, nature parks, and so on. The most common way of transport in these areas is the individual motor car traffic, causing disturbances and damage like noise, emissions or soil sealing. Combined transport solutions offer promising opportunities for tourist area managers to render such environmentally sensitive areas accessible in a sustainable manner and to reduce individual motorized traffic in them.

However, lacking awareness for and knowledge on how to avoid respectively steer individual motorized traffic and offer attractive public transport instead, is a challenge in many areas. This results in a lack of offers which would attract tourists and allow them to travel to, in or around environmentally sensitive areas by more sustainable means of transport, such as by bike, by shuttle bus, by train – or a combination of that. Even where train or bus infrastructures are in place, for example, there can be gaps in the connection between them. These need to be filled by alternative transportation modes. When travelling ‘car-free’, it is decisive for a tourist to have the possibility at the final destination to get from the train or bus station to the holiday accommodation, i.e. to cover the so-called ‘last mile’. In this regard, a need is apparent in areas for better information and coordination of means for public transport, also between tourism source regions and destinations. Besides, attracting people to an area, even if not yet fully developed as tourist destination, and making it accessible by innovative transport solutions can generate income and create employment.

To sensitize stakeholders as well as the local population for multimodal transport offers, good practices of multimodal transport have been collected. 51 good practices from various regions have been grouped in six categories (Chapter 5) providing examples on accessibility of nature parks or ski resorts, traffic solutions for highly frequented mountain/hiking destinations, bike-and-bus packages, on-demand bus services, etc. These will provide a common knowledge base and visions for starting work in the different pilot regions.

4 OBJECTIVES

The aim of the ACCESS2MOUNTAIN project is developing appropriate conditions to increase the accessibility of mountain regions in the Alps and the Carpathians by sustainable transport. Environmental sustainability is a major component of this project as the use of existing transport infrastructure is to be promoted and mobility gaps are to be closed with sustainable means of transport. Thus, the harm tourism transport causes to the environment is avoided or better mitigated. One important result of the project will be the raised share of (new) car-free (-reduced) tourism. The project partners will set up pilot projects to improve the access to tourist areas and to foster sustainable local mobility at destinations. A first step in developing those pilot activities is the collection of a database consisting of 51 good-practice examples.

The present document aims at providing an overview of good-practice examples from the Alps and other high and low frequented tourist destinations concerning multimodal transport. It aims to serve as a source of inspiration not only for the partners in the ACCESS2MOUNTAIN project but also for actors in tourism development to determine which mobility and/or tourist activity could be launched in their region. In this way, the compendium can be understood also as a decision-making tool for stakeholders involved in tourism development.

Another goal of the collection is to analyze the compiled examples and learn lessons from the projects already in operation. Challenges and mistakes can be filtered out and later be taken into account in the pilot activities that are conducted by each ACCESS2MOUNTAIN partner. This should help to make a future progress towards a vision of a working intermodal travel with a good customer satisfaction. In this intermodal travel vision passengers can use a well promoted, transparent system using more than one mode of transport. One output of the paper at hand is some general recommendations for multimodal transport which can be derived from the collected and the evaluated good-practice examples.

In the course of awareness raising and training activities organized within the ACCESS2MOUNTAIN project (work package 6), the compendium will be a useful instrument for reaching a common knowledge base with stakeholders/actors in the Carpathians and the Alps at different levels. Integrated in the project's communication activities, the good practice collection supports the partners' efforts to reach potential users for soft mobility and sustainable tourism solutions in environmentally-sensitive areas.

5 GOOD-PRACTICE EXAMPLES

Good-practice examples can be understood as outstanding, innovative and well-working creations, solutions or methods in practice. The solution for a problem that was tested and turned out to work well for one project can also be a guideline for another one. This is why a catalogue of such examples can act as a helping manual for all ACCESS2MOUNTAIN project partners but also for external readers, who want to get to know the project landscape of multimodal transport in Europe and want to get ideas of good practices to create ideas and solutions for their own regions. In this collection, good practices on multimodal transport from highly frequented (mountain) tourist destinations in the Alps, in the Carpathians as well as other regions have been collected. The reader of this collection can find out a lot of facts about working projects in Europe and can try to compare the projects amongst each other.

The collected good practices are made visible in factsheets factsheet in order to keep transparency and comparability. Each factsheet contains a full description of the good practice example including the location, the time frame, objectives and background of the project, problems that have occurred, the motivation, etc. Good practices are sorted according to the following categories which are at the same time the headings of the consecutive six chapters:

- Accessibility by public transport
- Regional and local soft mobility offers
- Intermodality
- Pricing and ticketing
- Cooperation and coordination in transport and tourism
- Information/marketing and awareness raising activities

To cover the various aspects and situations of the six categories and offer a wide spectrum of activities to the project partners, good-practice examples are further classified according to sub-categories which are mentioned in the introduction of each category and stated in the factsheets. Some projects might also be related to more than one category and sub-category. In that case they are put in the category which seems to represent the example most.

The examples will not be transferable as they are, but lessons can be learned and some aspects can be used in other projects to achieve successful development and innovation. In developing such a successful project, of course the financial means have to be available and the actors have to follow the same goal and communication and cooperation between all actors has to be strong. The examples here can be seen as a reference point for the partners in the ACCESS2MOUNTAIN project and for actors in tourism development to find out which mobility and/or touristic activity could be the best for their region or area. For most of the still running projects not only a description of the activities is given, but also planned future steps are stated.

5.1 Accessibility by Public Transport

5.1.1 Introduction

Central to this category of good practices is how to arrive at and how to move around in an environmentally-sensitive destination with different modes of transport. As usually the quality and quantity of services concerning the transport of tourists has deficits within the investigated area, the following good practice examples show how these deficits are balanced. Generally, the private car is the means of traffic used the most by tourists within regions which are not so well accessible, especially within the Alps and the Carpathians. Public transport has in most of the counties a very low share in the modal split.

Problems dealt with in the projects of this chapter of the good-practice collection cover a new or re-use of unused trains, a lack of connections during the night, to overcome bad weather conditions and a lack of cooperation between the regions. The examples in this chapter now deal with connecting different areas or regions, mainly to improve accessibility against the background of sustainable transport.

The examples in this chapter now deal with connecting different areas or regions, mainly to improve accessibility against the background of sustainable transport. The collection contains examples of the following sub-categories:

- (Trans-)national long distance trains, night trains (3)
- Seasonal Train connection (3)
- Regional and national train and bus connection, direct train connection (4)

Four examples additionally belong to the intermodality category (sub-categories Connection between train and local public transport and service at the railway station).

Nine of the ten good practice examples stated here use train as the means of transport (one car-carrying train); two of the nine also include buses or shuttles and one example deals with coach transportation. The target groups are in most cases inhabitants of the regions or tourists, as well as commuters or business travellers.

5.1.2 Examples

5.1.2.1 Fahrtziel Natur

Description

Location	Selected regions at transnational level in Germany, Austria and Switzerland.
Time frame	2001 – running. It is operative throughout the year.
Description of the project and status quo of activities	The project falls in the category of transnational long distance trains. Fahrtziel Natur is a cooperation between the German national railway company "Deutsche Bahn" and the three major environment associations in Germany to improve the connectivity between 20 different natural/protected areas in three countries. The initiative is still operating and Fahrtziel Natur is already an established brand for sustainable and responsible tourism of European railway companies and environmental organizations.
Objectives, background	The objective is to shift more leisure traffic from the roads to public transport and to strengthen environmentally friendly mobility in the destinations to protect natural landscapes. It is aimed at connecting and making accessible 20 Nature Parks in Germany, Austria and Switzerland by train.
Project leader and stakeholders	Project leader and stakeholders in this project are BUND (Friends of the Earth Germany), NABU (NATURE AND BIODIVERSITY CONSERVATION UNION) and VCD (an association for sustainable mobility) and German Railway (DB). Once in a while there is cooperation with economic partners, such as Staufen-Demmler or Globetrotter. This project is recognized by the German tourism associations.
Problem to be solved and motivation	Tourists were used to take the car to arrive in Nature Parks. The motivation was to foster the protection of the natural heritage and biodiversity by promoting sustainable tourism and inviting travellers to explore selected natural landscapes by public transport.
Means of transport used	Train
Target group	Nature and outdoor tourists, staying more than one day, (walkers/hikers, cyclists, etc.), nature friends and inhabitants.
Benefits	The cooperation offers a varied scope of attractive travel offers to explore distant locations but also nearby destinations. Fahrtziel Natur and its tour operator Ameropa offer CO_2-free rail journey (the railway uses 100% green electricity) – without any extra costs for the customers. In addition, some of its destinations – number increasing – provide free public transportation (which is included e.g. in a guest card), offering the guests and travellers an easy and comfortable way of exploring the region without car.
Challenges	Developing public transport in and accessibility of the nature parks takes time and requires different concepts for every destination.
Costs / Financing	The project leaders/stakeholders bear the costs.

Awareness raising	The project is promoted by brochures, (which are available in DB travel centers and on the website), a website, by the cooperation partners, by partners in the destinations, via newsletters, on Facebook, on events in touristic and political environment etc. Brochures and further information are available on the website: www.bahn.de/regional/view/mdb/pv/deutschlanderleben/_ahrtziel__atur/z_pdfs/MDB99433-Fahrtziel_Natur_Gesamtbrosch__re_2012.pdf Newsletter: www.bahn.de/regional/view/fzn/allgemein/newsletter.shtml#anmeldung
Status quo of activities	The project is still operating and Fahrtziel Natur is already an established brand for sustainable and responsible tourism of European railway companies and environmental organizations.

Key points for success of implementation

- Strong cooperation between environmental NGOs and the national railway company.
- Mobility management to enable the target group to travel car-free.

Contact details

Project responsible	**Dr. Kathrin Bürglen, Ricarda Volk, Julia Horn** DB Vertrieb GmbH, Fahrtziel Natur, P.DVB 4 (P) **E-Mail:** fahrtziel-natur@bahn.de, kathrin.buerglen@deutschebahn.com **Phone:** +49-(0)692 655 6663 (Dr. Kathrin Bürglen) +49-(0)692 655 9492 (Ricarda Volk) +49-(0)692 655 9408 (Julia Horn) **Dr. Norbert Franck** Bund für Umwelt und Naturschutz Deutschland (BUND) e.V. Bundesgeschäftsstelle **E-Mail:** Norbert.Franck@BUND.net **Phone:** +49-(0)30-275 86 469, +49-(0)30/ 275 86 40

Figure 4: Fahrtziel Natur Logo

Fahrtziel natur
Erholen. Erleben. Erhalten.

BUND FREUNDE DER ERDE NABU VCD Verkehrsclub Deutschland DB BAHN

Source: http://www.bahn.de/regional/view/mdb/pv/deutschlanderleben/_ahrtziel__atur/z_pdfs/MDB99433-Fahrtziel_Natur_Gesamtbrosch__re_2012.pdf, www.fahrtziel-natur.de

5.1.2.2 City Night Line

Description

Location	Main European cities (transnational).
Time frame	1995 – running
Description of the project and status quo of activities	Long distance night trains from/to Berlin, Munich, Hamburg, Dresden, Amsterdam, Florence, Copenhagen, Vienna, Rome, Paris, Zürich, Basel, Prague. Sleeping car and couchette car with different levels of comfort. There are special compartments for women in the couchette car. It is also possible to transport bikes. Timetables are constantly updated. Several night train connections had to be reduced due to higher fees.
Objectives, background	The objective is to reach the following European cities travelling by night: Berlin, Munich, Hamburg, Amsterdam, Copenhagen, Rome, Paris, Zürich and Prague.
Project leader and stakeholders	The project leader is the DB Autozug GmbH and stakeholders are German Railways (DB) and Federal Swiss Railways (SBB).
Problem to be solved and motivation	Frequent train changes reduce the comfort of arrival. The motivation was to enhance and facilitate transnational mobility by train across the Alps.
Means of transport used	Train
Target group	Private travellers
Benefits	Transnational high speed night trains enhance the quality of a tourism journey to a destination. high accessibility of international-known tourism regions
Challenges	The challenge is that many travellers prefer cheap airline flights or the Inter-City Express (ICE) instead of the night trains. However, there was neglect on the part of the operators because the fast ICE trains could easily overtake the night trains.
Costs / Financing	German Railways (DB) invests approximately 60 Million Euros.
Awareness raising	Brochure available on the website: http://www.citynightline.de/citynightline/view/mdb/citynightline/city_night_line_neu/info/MDB98494-webbrosch__re_en_2012.pdf. Newsletter: http://www.citynightline.de/citynightline/view/en/info/newsletter_en.shtml. A Facebook fan-page exists and videos can be found on YouTube.

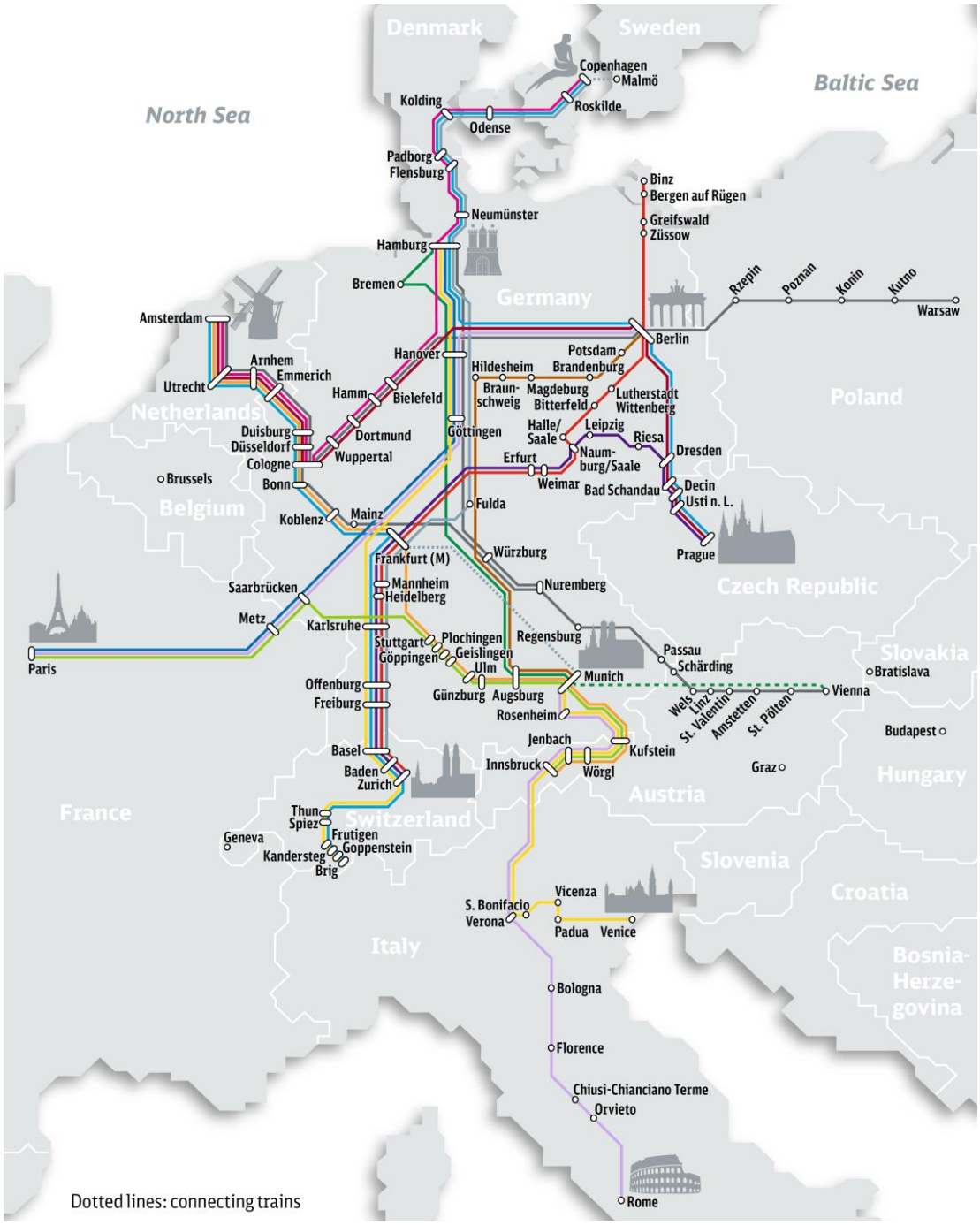
Key points for success of implementation

- Wide railway network with attractive destinations that can be reached over night.
- Mobility management to enable the target group to travel car-free.

Contact details

Project responsible	**Christian Brambring, Guntram Nehls** DB AutoZug GmbH, Königswall 21 44137 Dortmund **E-Mail:** christian.brambring@deutschebahn.com **Phone:** +49 (0) 231 7293392

Figure 5: City Night Line – all connections at a glance



Source: http://www.citynightline.de/citynightline/view/mdb/citynightline/city_night_line_neu/info/MDB98494-webbrosch__re_en_2012.pdf

5.1.2.3 Dolomiti Express

Description

Location	Trentino, Italy / Val di Sole
Time frame	05/2003 – running
Description of the project and status quo of activities	The seasonal train Dolomiti Express (train line Trento/Malè/Marilleva) stops next to the skiing areas' cabin lifts of the valley. Between December 2010 and January 2011 the number of users was 17.190 (3.318 more users than in the previous period 2009-2010)[9]. To encourage guests to use the train, parking spaces at the train station in the city of Trento, in Malè and Marilleva are free of charge.
Objectives, background	Objective of the Dolomiti Express is to connect the provincial capital Trento with skiing areas in Val di Sole to facilitate access to the recreational area. The valley has more than 15.000 inhabitants. Overnight stays: 2.219.776 during the Winter season 2009 and 1.486.069 during the Summer season 2009[10].
Problem to be solved and motivation	No comparably adequate connection between Trento and the skiing areas of Val di Sole. The motivation is to reduce car-/bus traffic, mitigate parking space problems,
Project leader and stakeholders	The project is led by Trentino Trasporti. Stakeholders are Trentino trasporti, Funivie Folgarida Spa, Trento funivie SpA, Pejo Funivie SpA.
Means of transport used	Train
Target group	Inhabitants (local, regional), tourists (day tourists, tourists staying more than one day, ski tourists).
Benefits	Direct access from Trento to the ski area. Guests save money since the price for the return journey is deducted from the fee for the day ski pass.
Costs / Financing	Trentino Trasporti
Status quo of activities	Operating

Key points for success of implementation

- Cooperation among cabin lifts and train operators.
- Easy access of the train station in Trento for (inter-)national visitors.

Contact details

Project responsible	**Donatella Detassis (segretaria presidente)** Trentino Trasporti **E-Mail:** donatella.detassis@ttspa.it **Phone:** +39 0461 82 10 00

[9] http://www.ttgitalia.com/stories/incoming/65068_il_dolomiti_express_si_conferma_iniziativa_di_successo

[10] http://www.statistica.provincia.tn.it/

Figure 6: Project Logo

Source: http://www.valdisole.net/IT/dolomiti-express-treno-e-bici/?s=8&

Figure 7: Dolomiti Express

Source: http://www.valdisole.net/IT/Dolomiti-Express

Figure 8: Dolomiti-Express

Source: http://www.valdisole.net/IT/Dolomiti-Express

5.1.2.4 RailAway

Description

Location	Switzerland
Time frame	1999 - operating
Description of the project	RailAway provides leisure day trips and multi-excursion offers with additional services in Switzerland for individuals as well as group passengers. RailAway is a tourist marketing organization, which is responsible for the conception and production for the Swiss Federal Railways (SBB) and the public transport. Cooperation between train, bus and different ski-areas (or other tourist attractions), panorama-trains. Special offers for tourist groups. Almost a quarter of Swiss men and women used combined offers from RailAway to make the most of their leisure time in 2010. Around 2,5 million travellers during 2010 and 8,8 million travellers between 1999 and 2009. With over 50 new rail-ticketing agents the sales volume has doubled of CHF 20 million in 2011. Since 1 July 2012 the RailAway-combi-tickets are bookable online. Furthermore RailAway provides combi-offers for railway travels and hotel stays of several days' duration. The project is an example of national train connection. It also belongs to the category of intermodality as connection between train and local public transport.
Objectives, background	The objective is to increase the traffic revenue from public transport.
Project leader and stakeholders	The project leaders are the RailAway AG and the SBB (Swiss Federal Railways). It is a national project. There are commercial and media partners (stakeholders) such as *Atupri*, *emmi*, *Hallenstadion*, *Reka, myswitzerland*, *stv-fsg*, *Thalia*, *UBS*, *Unilever*, *5gegen5*, *Lautundspitz*, *Sporthilfe*, *Via* and *Login*.
Problem to be solved and motivation	Sustainable tourism and public transport for leisure activities should be fostered. The motivation is to offer sustainable tourism, to improve the offer to discover alpine landscape with public transport services.
Means of transport used	Train and bus
Target group	Individual travellers and groups
Challenges	The difficulty is to forecast the guests'/groups' travelling habits, the more so under difficult economic circumstances.
Benefits	Special offers for train, bus, ship, luggage service; Snow'n'Rail; Hotels;
Costs / Financing	The SBB, the ferrovie ticinesi, the Südostbahn and the Rhätische Bahn finance RailAway. The total business expenses in 2011 accounted for 19,8 Million Swiss Francs. By 2015 RailAway will be generating an annual turnover of 100 million via leisure offers.
Awareness raising	Brochures available on the website http://www.railaway.ch/english/advertising-with-railaway/ and in all major stations; they are also actively given out by counter staff and used specifically in sampling campaigns. Newsletter: http://www.sbb.ch/en/meta/sbb-newsletter-subscription.html Cooperation with external companies to promote the ticket sales and vouchers.

Key factors for success of implementation

- Strong cooperation with tourism organizations, event organizers and other partners in marketing leisure time activities.
- Development of the highest sales network density in Switzerland.

Contact details

Project responsible	**Nina Jordi (stv. Geschäftsführerin, Leiterin Marketing)** RailAway AG Schweizerische Bundesbahnen SBB Zentralstrasse 7 6002 Luzern **E-Mail:** nina.jordi@railaway.ch **Phone:** +41-(0)51-2 27 33 81

Figure 9: RailAway

Source: www.railaway.ch/english/welcome-to-railaway

5.1.2.5 Schnee-Express

Description

Location	Transnational between Benelux states and Hamburg, Germany and Tyrol and Province of Salzburg, Austria
Time frame	The project has been operating since 2004. Every year it is operative from 21 December to 8 March.
Description of the project and status of activities	Direct touristic weekend night train from the Benelux states and Hamburg to ten Austrian Resorts in Tyrol and Salzburg. Departures are every Friday evening between 21 December and 8 March. Return journeys are every Saturday evening between 29 December and 9 March. It is also possible to book a bus ticket to cover the last mile and get from the train station to the resort (service at the railway station). From the train stations of Innsbruck, Imst and Zell am See the transfer to the ski resort is free of charge. No further steps are planned for the time being.
Objectives, background	Connect Hamburg and other main German cities to Austrian ski areas in Tirol and Salzburg.
Project leader and stakeholders	The project leader is Müller Touristik. It is a regionally organized project with transnational offers. The stakeholders are Müller Touristik, several Austrian tourism associations, Veltins, Euro-Express, AVN train service, Austrian marketing, Nord West Bahn, Westfalenbahn and the Pinzgauer Lokalbahn.
Problem to be solved and motivation	In order to make use of standing unused trains the Schnee-Express was coined. The motivation is to offer a night train to increase tourists' comfort and their stay in the ski areas.
Means of transport used	Train
Target group	Tourists
Challenges	There were no difficulties according to the project responsible.
Benefits	The tickets comprise a shuttle bus service to the different ski areas.
Costs / Financing	Müller Touristik is responsible for the financing.
Awareness raising	The project was promoted by the website, brochures, the tourism associations and self-marketing.

Key factors for success of implementation

- Development of a direct train offer.
- Strong cooperation between stakeholders.

Contact details

Project responsible	**Mr. Maik Dillmann** Schnee-Express **E-Mail:** info@schnee-express.com or dillmann@euro-express.eu **Phone:** +49(0)251-500 62 09

Figure 10: Schnee-Express

Source: www.schnee-express.com

5.1.2.6 Thello

Description

Location	Selected cities at transnational level between Paris, France – Venice, Italy
Time frame	12/2011 – running
Description of the project and status of activities	(Trans-)national long distance night trains running from Paris to Venice. Stops are Dijon, Milano, Brescia, Verona, Vicenza and Padova. The train leaves in the evening and arrives in the morning. Three different levels of comfort. 64.000 travellers in the first month of operation. 40% of the users bought tickets online, 30% people travelled paying a discounted price, so-called special offers. The project is operative; no further steps are planned for the time being.
Objectives, background	Night trains between Paris Gare de Lyon and Venezia Santa Lucia railway station.
Project leader and stakeholders	Project leaders are TVT (Trenitalia Veolia Transdev) in a joint venture with *Veolia Transdev* and Italian state owned railway company *Trenitalia.* Veolia Transdev and Trenitalia are the stakeholders.
Problem to be solved and motivation	No direct night train running between Paris and Venice. The motivation was to connect Italian and French cities with a night train.
Means of transport used	Train
Target group	Tourists (day tourists, tourists staying more than one day)
Challenges	The website is just available in French language. Privatization can become a negative factor for the traveller in the future due to the increasing competition of the service. The tourist has to search good offers and book in advance, otherwise the service is expensive.
Benefits	Travelling by night allows saving a whole day on the train. Departures and arrivals are in the city center (main train stations). More comfort on board than in a regular train.
Costs / Financing	Joint venture between Veolia Transdev and Italian state owned railway company Trenitalia.
Awareness raising	French project website, information on website of Trenitalia, online ticket sale. Newsletter: https://www.thello.com/.

Key factor for success of implementation[11]

- High demand for the route by tourists, e.g. inter-rail tourists between Paris and Venice, who prefer train travel over airplane or bus/car-travel.

[11] This key success crtierion was deducted hypothetically by a consulting expert of the project team on the basis of knowledge gained through study of comparable initaitives.

Contact details

Project responsible	**Albert Alday** Thello **E-Mail:** albert.alday@thello.com **Phone:** +33-(0)171-75 06 38

Figure 11: Thello Logo

Source: http://www.thello.com

5.1.2.7 Train des Neiges des Alpes du Sud

Description

Location	Southern French Alps, from Marseille to Briancon, France
Time frame	2002 – ongoing
Description of the project and status of activities	Seasonal train on winter weekends (Saturday and Sunday) from 9 January to 28 March, outside of school holidays, which connects 26 ski areas in the Southern French Alps. Acquisition of the train ticket allows customers to get discount on ski passes, rental services and a range of winter sport activities. The service is operative.
Objectives, background	The objective is to connect ski areas in the Southern French Alps via train and shuttle and to reduce car traffic.
Project leader and stakeholders	The national initiative is led by TER SNCF (Transport express régional Société nationale des chemins de fer français). Stakeholders are the French Railway Company (SNCF) in association with the region Provence-Alpes-Côte d'Azur (*PACA*).
Problem to be solved and motivation	Since there was no connection by public transport between the ski areas, project leader and stakeholders were motivated to connect ski areas in the Southern French Alps via train and shuttle.
Means of transport used	Train, shuttle bus
Target group	Inhabitants (local, regional, cross-border), tourists (day tourists, tourists staying more than one day, ski tourists, mountain climbers, walkers/hikers, etc.).
Benefits	The ticket, comprising the return and shuttle bus service to one of the 26 ski areas of the Southern French Alps, permits customers to get discounts at stores, rental agencies, etc.
Costs / Financing	SNCF French Railway Company

Key factors for success of implementation[12]

- High demand for the train connection.
- Service offer covers a large area (26 ski areas).
- Cooperation with service providers in the ski areas allows providing attractive offers on rental services, ski passes etc., creating an added value.

Contact details

Project responsible	**Contact:** http://www.tendemerveilles.com/french/contact.html **Phone:** +33-(0)891-70 30 00

[12] These key success crtieria were deducted hypothetically by a consulting expert of the project team on the basis of knowledge gained through study of comparable initaitives.

Figure 12: Train des Neiges des Alpes du Sud

Source: http://www.evous.fr/Train-des-Neiges-Alpes-du-Sud,1144563.html, http://www.regionpaca.fr/index.php?id=6911

5.1.2.8 Treno Navetta Iselle-Brig (Car-Carrying Train)

Description

Location	Selected destinations at transnational level: Trasquera (Province of Verbano-Cusio-Ossola, Piedmont, Italy), Brig (Canton Valais, Switzerland)
Time frame	2004/2005 – operating
Description of the project and status of activities	Car-carrying train (direct connection) between Brig (CH) and Iselle di Trasquera (IT) on the railway line Lausanne–Domodossola. Trains each 2 hours from 4:22 a.m. until 11:36 p.m. (Brig) and from 5:21 a.m. until 0:18 a.m. Cross-border workers can also leave the car in a parking lot next to the stations and travel as passenger on the train. In 2005, 67.309 vehicles were transported, while in 2008 the number reached 139.597 units.[13] The car-carrying service is offered at the respective railway stations. The service is operating. Project leaders want to improve the project allowing the transport of vans and busses between the airport of Malpensa (Milan, IT) and Brig (CH).
Objectives, background	The objective is the integration and improvement of infrastructure and transport systems. The railway passes through the Simplon Pass which is the border between Italy and Switzerland. The Province of Verbano-Cusio-Ossola has 163.247 inhabitants; 2.396.805 overnight stays during 2010 and 2.467.761 during 2011. Brig has 12.254 inhabitants.[14]
Project leader and stakeholders	The INTERREG III project is led by the Province of Verbano-Cusio-Ossola (VCO) and the Canton of Valais. Stakeholders are the Province of Verbano-Cusio-Ossola, Valais, Swiss Federal Railways (SBB), BLS Lötschbergbahn AG**,** Ferrovie dello Stato (FFS).
Problem to be solved and motivation	The Simplon Pass, which has to be surmounted by the offered service, can be closed due to bad weather conditions. The service was cancelled in 1993 because it was not profitable and not sufficiently used by tourists. Before the year 2000 there was no strong cooperation between the two regions. The motivation was manifold: to offer a more rapid and safe way to cross the Alps; to Increase the capacity of the railway Brig–Domodossola; to transfer road traffic to the railway; to decrease pollution.
Means of transport used	Car-carrying train
Target group	Inhabitants (local, regional, cross-border), commuters, cross-border workers, tourists
Challenges	Difficult cooperation with the Italian National Autonomous Roads Corporation (ANAS) and the Italian Railway Network (Rete Ferroviaria Italiana, RFI), due to incomprehension, different interests, and poor proactivity.

[13] http://www.interreg-italiasvizzera.it/interreg/uploads/media/Navetta_Iselle-Briga_Como20mag09_01.pdf

[14] http://www.provincia.verbania.it/index.php?option=com_content&view=article&id=1464:turismo-vco-nei-primi-9-mesi-2011--296&catid=34:comunicati-stampa&Itemid=118

Benefits	Travellers can travel cross the Simplon in 20 minutes and relax, avoiding bad weather and traffic.[15]
Costs / Financing	Total costs € 1.240.000. The project is part of the European Community Initiative INTERREG III, which has made a public contribution of € 729.900 to finance part of the work, while the remaining self-funding has been guaranteed by the contribution from the Canton Valais.[16]
Awareness raising	There is a lack of promotion from the Italian Province of Verbano-Cusio-Ossola. Canton Valais and BLS Lötschbergbahn AG promote through: websites, collaboration with the press and magazines (travel, car, sports car, and motorcycle), cards and pricing advantages.

Key factors for success of implementation

- Sustainable, comfortable and easy way to travel by car from Brig-Glis to Iselle di Trasquera.
- Good (low) price level and rapidity and continuity of the service offered.

Contact details

Project responsible	**Luigi Formoso** Settore VI: Politiche Territoriali Infrastrutture Trasporti, Provincia di Verbano Cusio Ossola **E-Mail:** formoso@provincia.verbania.it **Phone:** + 39-0323-4 95 02 46

Figure 13: Treno navetta Iselle-Brig (car-carrying train)

Source: http://www.sbb.ch/en/station-services/car-bike

[15] http://www.sbb.ch/content/sbb/de/desktop/bahnhof-services/auto-velo/clever-kombinieren/autoverlad-simplon/_jcr_content/relatedPar/contextmenu_1304945859434/downloadList/brosch_re_autoverlad.spooler.download.pdf

[16] http://www.euro-pa.it/premi05/iqu/progetti/comune_verbano/scheda.pdf

5.1.2.9 Union Nationale des Centres Sportifs de Plein Air (UCPA)

Description

Location	France
Time frame	1995 – operating
Description of the project and status of activities	40 French towns are accessible by coach (scheduled public-transit bus) from Paris, and all UCPA sports centers *(Union nationale des Centres sportifs de Plein Air)* are accessible from these towns. An assistance staff is present at each transport spot (arrival, departure, transfer spots). The network is working during five months (February, March, June, July, and August) and partly in January. The service is a mix of a sport/leisure/tourism offer and a transport offer. It is composed of a round trip to the sport center and a sporting stay. Annual average of people transported by UCPA: 30.000 young people and 33.000 adults. 65% of the customers are satisfied from the global product they bought. At present, security criteria are getting stricter and the price of petrol is increasing. Driving rules have become more stringent. The costs for the coaches continuously increase in the UCPA budget while international competition is getting stronger. UCPA is losing market shares. Since February 2007, a new plan has been launched to improve the service on board.
Objectives, background	The objective is to enhance the accessibility and frequentation of the sports centers of the *Union nationale des Centres sportifs de Plein Air* (UCPA) and transport clients directly to sport and leisure centers by coach. Bad local train services led the UCPA to develop its own local, regional, national and international transport network by coach.
Project leader and stakeholders	Union nationale des Centres sportifs de Plein Air (UCPA) leads the project, Groupement d'Intérêt Economique (GIE) is the second stakeholder.
Problem to be solved and motivation	National Corporation of French Railways (SNCF) and Air France facilities provided were progressively getting less and less interesting. Bad local train services (destinations, frequency, lines) and a big train strike in 1995. Project stakeholders were motivated to find solutions for the global decreasing of the quality of and interest in train trips.
Means of transport used	Coach
Target group	UCPA clients are under 40 years old. A majority of the clients come from work councils.
Challenges	The UCPA cannot resell empty seats, which it has not sold to costumers, to other tour operators to avoid income loss. An official transport license (like travel agencies) is required to do so. The association status allows selling sporting services and leisure but not "transport". The UCPA wastes money with this practice.
Benefits	UCPA's staff children take more and more coaches to go to the holiday centers. The share of road displacements compared to the other modes is growing.

Costs / Financing	UCPA "Road transport sector „turnover: € 4 million/year
Awareness raising	Linked with the GIE, the UCPA sets up "package offers" including transport and the sporting stay. It allows quicker and new more direct transport services to the sport centers.

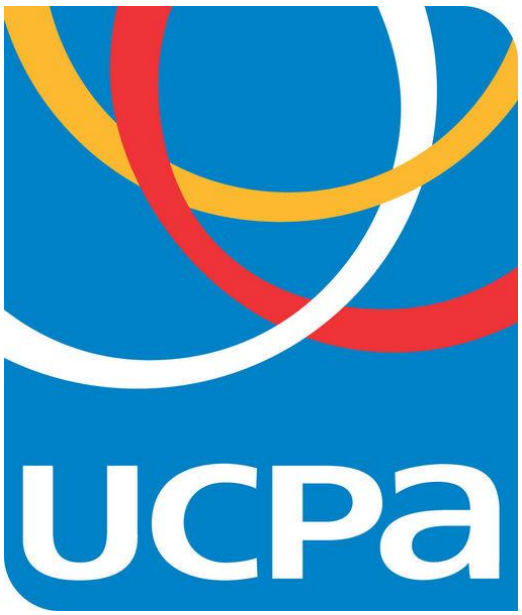
Key factors for success of implementation

- Strong partnership between tourism/sport-leisure and transport operators.
- Openness on the part of transport operators and good mix of different offers within the organization UCPA.

Contact details

Project responsible	**Frédéric Cosmes – Directrice du pôle Transport** UCPA 17 rue Rémy Dumoncel 75698 Paris Cedex 14 FRANCE **E-Mail:** fcosmes@ucpa.asso.fr **Phone:** +33 (0)1 45 87 49 80 **Nathalie Noirot – Responsable Transport routier** **E-Mail:** nnoirot@ucpa.asso.fr **Phone:** +33 (0)1 45 87 49 89

Figure 14: UCPA Logo



Source: http://www.ucpa-vacances.com/

5.1.2.10 Venosta/Vinschgau Line

Description

Location	Alto Adige – Südtirol – South Tyrol, Italy / Val Venosta - Vinschgau
Time frame	05/2005 – operating
Description of the project and status of activities	Regional trains run hourly from 5:00 am until 7:00 pm from Malles to Merano and stopping at all stations. After 7:00 pm a bus service connects the two stations until 9:00 p.m. Departures of busses (PostBus) from Malles to Zernez (Engadine Valley, Switzerland). Connections with the Scuol – Nauders – Landeck (AU) service have now been improved thanks to an hourly Malles – Nauders service. 2,2 million passengers during 2008. It is difficult to count exactly the number of passengers because many use local public transport tickets which are not needed to be obliterated. 1.221.842 passengers with ticket in 2006; 952.838 passengers with ticket in 2011. At selected train stops there is a 'service at the railway' station: By using the *bikemobil Card*, a combined ticket for bus, train and rental bike, passengers can rent a (e-)bike which they can afterwards return at another contracted bike rental station. Passengers can also take their own bike on the train, obliterating a special bike-train ticket.
Objectives, background	The objective is to connect Merano and Malles (two terminal railway stations in Val Venosta/Italy) and to connect Italy and Switzerland with a bus (direct line) passing through Val Venosta and the Engadin Valley. The bus is a service offered at the train station of Mals/Malles and at Zernez. Val Venosta has more than 35.000 inhabitants and counted 2.159.111 overnight stays during the season 2010/2011 (summer and winter).[17]
Project leader and stakeholders	Project leader is the Aunomous Province of Bolzano/Bozen and cooperates with the stakeholders SAD Trasporto Locale S.p.A, Strutture Trasporto Alto Adige (STA), Rete Ferroviaria Italiana (RFI).
Problem to be solved and motivation	In the beginning of June 1990, Ferrovie dello Stato (Italian government-owned holding managing the railway network) dismissed the line, because it was considered as non-profitable. The motivation was to provide a direct and rapid connection between the municipalities of the valley and to connect two touristic regions (Val Venosta and Engadine Valley) of Italy and Switzerland through regional trains and buses.
Means of transport used	Train, bus, bike
Target group	Inhabitants (local, regional, cross-border), commuters, tourists

[17] http://www.provinz.bz.it/astat/it/default.asp

Challenges	The trains can transport maximum 15-18 bikes, so there are problems of taking the bike along when the train is filled with regular passengers. On the bus, bike transport is not always possible. It is suggested to ask the day before the departure. For lines 107 and line 118, the obligatory seat reservations can be made up until 5:30 p.m. the day before. The Venosta Valley railway and the PostBus have two different means of financing for the means of transport: the first public and the second private. It is not possible anymore to buy on board of the PostBus tickets for the Venosta Valley railway
Benefits	Convenient, competitive transport solution for commuters and occasional travellers.
Costs / Financing	€ 116 million invested by the Province of Bolzano/Bozen to restore the line in 2005. The Province authorized Strutture Trasporto Alto Adige (S.T.A.) an investment of € 59 million for eight new trains.
Awareness raising	Touristic websites, municipalities' websites, brochures, local and national print media, sport magazines.

Key factors for success of implementation

- Sound financing by public body (provincial government).
- Efficient awareness raising activities go attract tourists and occasional travellers.
- High demand on the part of commuters for the train-bus-connection between Mals and Zernez.

Contact details

Project responsible	**Maurizio Chiusa (Direttore Divisione Ferroviaria)** SAD Trasporto Locale SpA **E-Mail:** segret@sad.it **Phone:** +39 0471 45 02 75

Figure 15: Venosta/Vinschgau Line

Source: http://www.vinschgauerbahn.it/en/554.asp

5.1.3 Summary and Conclusion

All the stated projects are in operation and have an overall positive outcome for the concerned regions. Six of the ten projects have provided information about strong and weak points of the project and three of them have even done an evaluation already by themselves. Stated strengths were:

- A railway which uses 100% green electricity
- The local mobility is fostered
- Business area events
- No need to change the trains
- Low price
- Rapidity of service
- Continuity of service
- Efficient reuse of a dismissed railway line

Most projects are described as transferable to other contexts and regions, of course under certain circumstances like:

- The holiday destination has to be nature.
- Traffic mobility on location has to be assured.
- Environment association's criteria have to be fulfilled.
- Leisure tickets have to be individually redeemable, cheap and provide an entertaining leisure offer.
- There has to be a corresponding demand for the service offered.
- The catchment area, the management of infrastructures, regulatory and cooperation aspects need to be taken into account.
- A minimum of customers' volume has to be available.

No project is completely immune against occurring difficulties during the project's running time. Thus, some risk factors were stated, though it is worth mentioning that most projects are seen throughout positively.

- Dependency on the weather
- Infrastructure problems
- Empty seats in coaches resulting in additional costs
- High costs for users
- A competitive situation with cheaper offers
- Difficulties in cooperation between regions and organizations

5.2 Regional and Local Soft Mobility Offers

5.2.1 Introduction

This category focuses on examples on how users of public transport can move within the region feeling that they are being well informed and looked after for a car-free holiday. A major goal of the project ACCESS2MOUNTAIN is fostering sustainable multimodal transport within the project area, to reduce individual car transport as far as possible. Solutions for implementing car-free holidays exist all over Europe, some of them being stated as good-practice examples in this chapter.

New solutions had to be found in the evaluated area of highly frequented (mountain) tourist destinations in the Alps, in the Carpathians as well as other relevant regions because of for instance high touristic pressure, high waste loads or empty-running ski buses. Additionally no or bad accessibility of mountain villages and recreational destinations and a lack of financing on the part of the states or regions can be seen as reasons why the projects have been implemented.

This chapter contains good practices on regional transport offers (local bus services, e.g. commune buses, hiking or ski buses, on demand buses, electric vehicles, touristic railways, dial-a-ride-bus and taxi system, bike services, etc.) promoting car-free tourism.

The collection contains examples of the following sub-categories:

- Transport offers (8)
- Biking/MB trails (3)

One example additionally falls into the category Information/marketing and awareness raising activities (sub-category Awareness raising activities).

The means of transport of the ten projects described in this chapter are mainly the bus, as well as three examples which include the train and three examples which include the bike. All projects are still operating and are perceived as a benefit for the single regions, towns or areas. The strongest target groups are again tourists and local inhabitants of the single regions, as well as cyclists and commuters.

5.2.2 Examples

5.2.2.1 A Piedi tra le Nuvole

Description

Location	Ceresole Reale/Colle del Nivolet, Torino, Italy
Time frame	2002 – operating
Description of the project and status of activities	The National Park Gran Paradiso promotes soft mobility by encouraging walking and cycling. The park is located between two regions: Valle d'Aosta and Piemonte and its surface of 71.000 ha comprises five valleys, 13 municipalities and 83.000 inhabitants (300 within the borders). Around 1,5 million tourists visit the Park, especially during Summer season[18]. To regulate traffic the following measures were taken: road closing on Sundays in July and August and on 15 August; creation of parking spaces; provision of a shuttle between Ceresole Reale and Colle del Nivolet also on weekdays when the traffic is not regulated. The measures are complemented by awareness activities and supply of sustainable activities and services. Due to the service offered and after introduction of a bike rental service and shuttle which can carry bikes, the Community of Ceresole Reale was entitled an *Alpine Pearl*[19] in 2012. In 2011 the project was also rewarded with the European Council Landscape Prize.
Objectives, background	The aim was to mitigate the high touristic pressure and to reduce high waste loads.
Project leader and stakeholders	National Park Gran Paradiso is project leader, while local associations and operators constitute the stakeholders.
Problem to be solved and motivation	High touristic pressure and high waste loads in the national park motivated project leader and stakeholders to take action aimed at protecting the natural landscape and its value as natural habitat and recreational area.
Means of transport used	Bike, shuttle, walking
Target group	Inhabitants, tourists (day tourists, tourists staying more than one day, mountain climbers, walkers/hikers, cyclists, etc.)
Challenges	Ten years of debates and exchanges with the local communities, the regulation would keep tourists away in the most important months for the local economy; cultural differences and communication difficulties, low willingness; constant lack of funds.
Benefits	• 90% reduction in private cars in the most delicate area of Nivolet due to the regulation; • Change of visitor's profile towards those who are most sensitive to environmental issues and ready to pay for the park services; • Reduction of waste left by tourists (cost incurred by the Municipality of Ceresole Reale).

[18] http://www.pngp.it/

[19] http://www.alpine-pearls.com/

Costs / Financing	Province of Turin (owner of the roads and public transports; financing shuttles) € 13.000; Park Institution (animation activities + printing activities € 50.000), by means of a yearly contribution from the Piemonte Region for around € 80.000
Awareness raising	• yearly circulation of 50.000 copies of the brochure • presence on institutional sites and on main references for parks, nature tourism and mountain; • around 150 press articles every year in local and national newspapers, high circulation weekly magazines and information periodicals • newsletter • videos on YouTube and presence on Facebook and Twitter

Key factors for success of implementation

- A wide communication and cooperation between local and public actors.
- In the long-term the introduced measures safeguard the park territory without negatively affecting the local economy.
- Regular meetings to evaluate the project statistics/results in order to adapt the offered services.

Contact details

Project responsible	**Patrizia Vaschetto** Parco Nazionale Gran Paradiso Via Della Rocca 47 10123 Torino ITALIA **E-Mail:** segreteria@pngp.it **Phone:** +39-(011)-8606209

Figure 16: A piedi tra le nuvole Logo

Source: http://www.pngp.it/nivolet/index.html

5.2.2.2 Allo p'tit Bus

Description

Location	Canton of Lanslebourg Mont-Ceni, Haute Maurienne Vanoise (seven communes), France
Time frame	Winters 2006/2007 and 2007/2008 – operating
Description of the project and status of activities	Allo P'tit bus is an "on demand" transportation service. The trip needs to be booked at the latest the evening before (before 6:00 p.m.). If no reservation has been done, no vehicle is going to circulate. The stops of the Allo p'tit bus are the same as for the ski bus, which is a regular transport between the municipalities of Bramans and Bonneval. Since 2007/2008 the services 'ski bus' and 'Allo p'tit bus' are free of charge due to a decision of the Community Council of Aussois and of the Council of the Community of Municipalities. Since the 'ski bus' and 'Allo p'tit bus' are free of charge services their use increased significantly. The tourists can travel free of charge within the territory during the entire winter season.
Objectives, background	The objective is to preserve local environment and quality life with public transport
Project leader and stakeholders	Community of municipalities of Haute Maurienne Vanoise (CCHMV)
Problem to be solved and motivation	Motivated by the fact that the ski bus ran empty at certain hours, the shuttle service was to be rendered more profitable to reduce costs.
Means of transport used	Bus
Target group	Inhabitants (local, regional, cross-border), tourists (day tourists, tourists staying more than one day, ski tourists, mountain climbers, walkers/hikers, etc.)
Challenges	Adaptations will be necessary each year, the principal challenge lies in financing this operation. The service Allo p'tit Bus is often full and sometimes saturated. The right balance between responding to the clients' expectations, protection of the environment and the control of costs needs to be found year per year.
Benefits	Accessibility of the valley could be improved. Since the "ski bus" and "Allo p'tit bus" are free of charge services for all users (tourists as well as inhabitants), their use increased significantly. The tourists can travel for free within the territory during the entire winter season.
Costs / Financing	Only the journeys activated and carried out are paid to the service provider. Allo p'tit Bus (as the ski bus) is financed by the community of municipalities of Haute Maurienne.

Key factors of success for implementation

- Increased demand for the offered service since it has been offered for free.
- Yearly evaluation enables project leaders and stakeholders to optimize the offered service and improve costs management.
- Cooperation of local authorities to work for sustainable mobility.

Contact details

Project responsible	**Hélène Suiffet** Communauté de Communes de Haute Maurienne Vanoise (CCHMV) **Phone:** +33 (0)479 05 49 26

Figure 17: Allo p'ti Bus Logo

Source: Communauté de Communes de Haute Maurienne Vanoise (CCHMV)

5.2.2.3 Alpentäler-Bus

Description

Location	Four mountain regions: Binntal (Valais Canton), Gantrisch (Canton of Berne), Greina (Canton of Graubunden) und Moosalp (Valais Canton), Switzerland
Time frame	2005 - operating
Description of the project and status of activities	There are commune busses which provide access to (seven) peripheral regions in the Swiss Alps and the Jura Mountains as well as an information platform and contact point for people interested in the service to reach destinations close to nature. Since the implementation in autumn 2005 approximately 14.000 customers have used the alpine valley coach until the end of 2006. There were more than 25.000 passengers in 2006 and 2007; the regions made additional added value of ca. 2 million Swiss francs; the project received awards in 2007 and 2008. The next steps are integrating further regions and consolidating the offer.
Objectives, background	The objective is to provide public transport service within the rural alpine region with regard to tourist places.
Project leader and stakeholders	The *Schweizer Arbeitsgemeinschaft für die Berggebiete* (SAB, Swiss Working Group for mountain areas) is the project leader. It is a regional project. The stakeholders are municipalities, tourism operators, various transport providers and nature parks. The national partners formed a part of the executive board. The other organizations were responsible for the marketing activities.
Problem to be solved and motivation	The problem was that there is no or bad accessibility of mountain villages and recreational destinations; no financing on the part of the state or Cantons. The motivation was to increase accessibility to the scenic regions by public transport and reduce motorized individual traffic having considerable effects for the area on peak days.
Means of transport used	(Shuttle) bus
Target group	Inhabitants (local, regional), Nature- and Geo-tourists
Challenges	The offer is highly dependent on the funding and supporting of local partners.
Benefits	As a result of alpine valley coaches the regions are not solely reachable by car. Particularly with regard to nature tourists it contributes to a decision for public transport. 30% of passengers transferred from car to public transport. Strengthening the public transport decreased CO_2-emissions by 100t.[20] The regions profits from this project due to the improvements in the public transport sector and in the touristic offer. Improved image of the territory; the Alpentäler Bus provides an interesting mode of transport to reach isolated regions in Switzerland.
Costs / Financing	Yearly budget of 30.000 Swiss francs, supported by Schweizerischen Arbeitsgemeinschaft für die Berggebiete (SAB), Vekehrs-Club der Schweiz (VCS), Schweizer Alpen-club SAC (SAC), PostAuto Schweiz AG;

[20] http://www.busalpin.ch/de/verein-bus-alpin.html

Awareness raising	The project was promoted by means of advertisements in printed tourism catalogues, tourism web-pages, community web pages; various information brochures and contributions in transport specialized press. About 200 media reports on the Alpentäler Bus initiative were published with an edition of 12 million.

Key factors for success of implementation

- Cooperation between national responsible and widely supported funding bodies/organizing institutions in the bus alpine region.
- Intensive marketing of this product is a huge benefit for the success of the public transport service.
- Overlapping objectives and starting positions on the part of all actors' touristic and traffic-planning aims.

Contact details

Project responsible	**Samuel Bernhard** Hohlstrasse 489, 8048 Zürich, Schweiz **E-Mail:** busalpin@busalpin.ch **Phone:** +41 (0)44 430 19 31

Figure 18: Alpentäler-Bus Logo

Source: http://www.busalpin.ch, http://www.cipra.org/competition/sabe

Figure 19: Alpentäler-Bus

Source: http://www.sab.ch/fileadmin/user_upload/Bilder/Laufende_Projekte_der_SAB/MO_04_20_21.pdf

5.2.2.4 (E-)Bike-sharing in the Dolomites

Description

Location	Alta Badia, Alto Adige/Südtirol/South Tyrol, Italy
Time frame	2012 – operative
Description of the project and status of activities	Four e-bike rental points have been installed at the mountain and valley lift stations on and around the plateau above the villages of Alta Badia. Every bike is linked to a power point where batteries can be recharged. Users have a card that allows them to take a bike and use it in the whole local area. The card can be used at the four rental points to recharge the bike, or for rental and deposit. Bikes can be used by people aged 12 and older (up to 18 years with an adult only) at a price of € 14-16 for half a day and € 28-30 for a whole day.
Objectives, background	The area is engaged in improving the sustainable mobility and leisure offers in the tourism area in order to increase the capacity/utilization by tourists in the summer months since in winter tourism infrastructure reaches its capacities. Bike Sharing as a public bike service is commonly operative in large cities where it is a fast, easily accessible and convenient means of transport. Users can get from one location to another by renting a bike that can be easily returned at the arrival point without having to take it back to the point of departure. Alta Badia in the Dolomites has introduced this system, adapted to the mountain reality of South Tyrol, i.e. combined it with the local lift system. The functional small region Alta Badia is composed of five municipalities with ca. 10.690 inhabitants and more than 2,6 million overnight stays in 2011[21].
Project leader and stakeholders	Skicarosello Corvara Consorzio, Dolomiti Superski. Stakeholders are the various lift operators who make up the lift consortium.
Problem to be solved and motivation	The project is embedded in the initiative Dolomiti Supersummer which aims at extending the accessibility of mountains in the area of Alta Badia as well as enlarging the offer of sustainable leisure time activities in the mountains.
Means of transport used	Cable car, E-Bike, Bike, electric vehicles
Target group	Inhabitants (local, regional), tourists (day tourists, tourists staying more than one day)
Challenges	In the planning and initial phase, the need for this new leisure time activity and related costs were not considered necessary by some stakeholders. A challenge in the operation phase is to stop unwanted downhill biking beside the path, i.e. on the meadows, to protect the landscape.
Benefits	Leisure time bikers with little experience in mountain biking are more encouraged to go/try biking in the mountains.
Awareness raising	The bike-sharing service is advertised on the website of the tourism association of Alta Badia (www.altabadia.org). A travel magazine has learnt about the project and reported on it in a German regional newspaper (ca. 76.000 copies sold).

[21] Autonome Provinz Bozen – Südtirol, Landesinstitut für Statistik – ASTAT (2011). Gemeindedatenblatt.

Key factors for success of implementation

Since the project started only recently, success criteria cannot yet be listed with affirmation (2012). However, electric bike tourism is a strong trend observed in the bike tourism sector and demand for e-bikes increases not only as a vehicle for everyday life but also for touristic purposes.

Contact details

Project responsible	**Stefan Costa** **Skicarosello Corvara Consorzio** http://www.skicarosello.it/ **E-Mail:** **Phone:** +39-0471-05 24 33

http://www.altabadia.org/en-US/bike_sharing_alta_badia.html

Figure 20: (E-)Bike-sharing in the Dolomites

Source: http://www.altabadia.org/en-US/bike_sharing_alta_badia.html

5.2.2.5 Bike 'n' Bus

Description

Location	Province of Belluno, Italy
Time frame	08/2005 – operating
Description of the project and status of activities	Bus service to carry bikes in the Dolomites' area of the Province of Belluno (the bus route is that of the cycling route "Long way of the Dolomites": it departs at set times from the train station Calalzo, goes via Cortina d'Ampezzo until Misurina and returns via Auronzo with a total of 16 stops). The bus is permitted to drive along the sections of the route which are closed to traffic. The bus' timetable is adjusted to that of the trains arriving from Venice, Treviso and Padova to Calalzo, ensuring a smooth transition for passengers from train to bus. People without a bike can use/book the service as well. Service planning (timetable and routes), organization and preparation of the means of travel, opening of a booking center is provided by the Province of Belluno – Sectors of Transport and Tourism. The bike/biking service started in 2005, from 1 August until 4 September a total of 549 passengers and 286 bikes were transported (an average of around 16 passengers and eight bikes per day). During the year 2010 (4. July – 5 September), 4.117 passengers (average of 64 per day) and 2.924 bikes (average 46 per day) were transported. During 2011 the number decreased to 51 passengers per day and 39 bikes per day. Each year, the Province of Belluno and Dolomitibus decide whether to go ahead with the project. It depends on the financial situation.
Objectives, background	The objective is to promote the use of public transport and encourage visitors to favor the access by bike over motorized individual traffic. The Province of Belluno has around 213.000 inhabitants, is divided into 69 municipalities and counted 4.253.432 overnight stays in the year 2011.[22]
Project leader and stakeholders	The initiative is led by Province of Belluno within the scope of the international project Alps Mobility II. Stakeholders are the Province of Belluno, Settori Trasporti e Turismo, and Dolomitibus S.p.A.
Problem to be solved and motivation	High volume of motorized individual traffic. Railway line ends in Calalzo, but there was no transport service for bikers until Cortina d'Ampezzo and Dobbiaco. Encourage visitors to favor access by bike to an area of great scenic and environmental importance; to promote the use of public transport by daytrip-makers who make up a segment of mobility demand traditionally inclined to use private means of travel.
Means of transport used	Bus, bike
Target group	Cyclists (local, regional inhabitants and tourists)

[22] http://www.istat.it/it/

Challenges	The project started functioning with the season about to begin and there was not enough time for a proper communication campaign. It is not possible carrying bikes from all stops. Financial management and planning problems. The trend and the good results of the service offered depend strictly on the weather.
Benefits	An overall number of 132 runs, carrying a total of 399 passengers plus their bikes, were totted up during the first year.
Costs / Financing	€ 46.000 including VAT (Euro) within the program INTERREG IIIB Alpine Space.
Awareness raising	The service is promoted by Dolomitibus and the Province of Belluno through brochures, sport magazines, websites of mountain destinations and of the Province of Belluno. Survey conducted during summer 2010: more than 30% of the users knew about the service through friends, 28% through printed materials and 24% through internet.

Key factors for success of implementation

- The service is offered along a well-known, highly frequented panoramic biking trail with existing demand for a (bike) transport service.
- Coordination with train arrivals and departures at the departure station of the bus.
- Good quality and maintenance of the busses and sufficient number of vehicles to guarantee an efficient service.

Contact details

Project responsible	**Fiorenzo De Col** Provincia Belluno, Servizio Mobilità e Trasporti 5, via S. Andrea 32100 Belluno (BL) **E-Mail:** f.decol@provincia.belluno.it **Phone:** +39 0437 959 341

Figure 21: Dolomitibus

Source: http://www.muoversiinformati.it

5.2.2.6 Garmischer Ski-Express

Description

Location	Garmisch Partenkirchen, Munich, Germany
Time frame	Winter 2007/2008 – between December and April – operative
Description of the project and status of activities	New train platform 200m from Hausbergbahn base station which is furnished in Winter on Saturdays and Sundays by „Garmischer Ski-Express“ train from Munich central station + all inclusive offer” – train journey + one day ski pass. The combi-ticket was then offered every day and thus increased the number of passengers significantly. The service operates in the winter season (December to April). Until 2014 the offer will remain the same, but in 2014 there will be a restructuring in Werdenfels/Garmisch-Partenkirchen. Necessary changes in Garmisch will be accomplished then.
Objectives, background	The objective is to provide a transport offer/access to the ski area by public transport.
Project leader and stakeholders	The project leader is the „German Train region stock exchange“. It is a regional project headed by the Free State of Bavaria and the Bavarian railway station. Stakeholders are the DB-Regio, the Bavarian ”Zugspitzbahn”, the Free State of Bavaria and the Bavarian railway association.
Problem to be solved and motivation	The ski area is highly frequented by ski tourists on weekends that arrive by car. The motivation is to reduce traffic jams, reduce car use, provide access to public transport and to provide an all-inclusive offer.
Means of transport used	Train
Target group	Ski tourists especially from the Munich area (young urban professionals, students)
Challenges	In 2008, the ticket sale took place only at the Munich station. Customers are comfortable with the travelling time and ticket price but not with the purchasing options. In the beginning, the ski ticket was only offered on weekends. Another challenge was to reach the Munich market, as there was little marketing budget at disposal.
Benefits	The benefits are the direct accessibility of a base station by train, a Ski pass, which is handed out in the train and reductions on ski- and snowboard rental service for rail travelers.
Costs / Financing	The project is financed by the customers.
Awareness raising	The project was promoted by brochures, the website and newsletters.

Key factors for success of implementation

- Direct accessibility of a base station by train, a Ski pass, which is handed out in train and reductions on ski- and snowboard rental service for rail travelers.
- Creation of a combined ticket (train ticket and ski pass).
- Engagement and cooperation on the part of public bodies and transport offering institutions.

Contact details

Project responsible	**Martin Loibl** Regio Bayern **E-Mail:** martin.loibl@deutschebahn.com **Phone:** +49-(0)89-13 08 67 89

Figure 22: Garmischer ski-express

Source: http://www.zugspitze.de/en/winter/skigebiet/zugspitze/garmischer-skiexpress.htm

5.2.2.7 Glarner Sprinter

Description

Location	Glarus, Zürich, Switzerland
Time frame	2004 – operative
Description of the project and status of activities	The aim of the transport offer was to provide a connection from Zürich to the tourist region of Glarus in less than one hour. The railway schedule is well coordinated with public bus services in the tourist region of Glarus (Postauto). On weekends, the train runs twice a day and every two hours a day on weekdays to the tourist region Glarus. The train connection leads to a reduction of traffic loads on the motorways towards the direction of the tourism region *Heidiland* and Canton of Glarus. There was a significant increase in ticket sales, but no data is available.
Objectives, background	The railway connects a tourist region and a work commuter place with the well-connected city of Zurich in less than one hour. The Canton of Glarus has around 38.600 inhabitants and provides 761 rooms and 1.570 beds in hotels, holiday flats and youth hostels. According to recent statistics, rooms have an annually occupancy rate of 28,7%. The hotel industry is mainly frequented by Swiss citizens.
Project leader and stakeholders	The project leader is the Swiss Federal Railways (SBB). It is a regional project. The stakeholders consist of the Swiss Federal Railways (SBB), the Glarus association of work commuters (*Pendlerverein*) and the Governments of the Canton of Glarus and the Canton Schwyz.
Problem to be solved and motivation	The problem was the lack of a direct connection between Zürich and its hinterland. The intention of this railway is to connect a tourist region and a commuter place with the well-connected city of Zürich in less than one hour.
Means of transport used	Train
Target group	Commuters, tourists
Challenges	In 2004 it was planned that the trains should operate every hour. This plan was rejected due to financial and capacity reasons. However, a two-hour interval is considered insufficient to satisfy passengers' needs. Then again, trains are not equally occupied along the route; there are more passengers near to the city of Zürich than in the hinterland. In the implementation phase the financing accounted for 2/3 of the total budget for the Canton Glarus and for 1/3 for the Canton Schwyz. Four years ago, the Cantons financed the project to equal amounts. The Cantons are indispensable in terms of financing – thus, the offered service rises and falls with the financing of the Cantons.
Benefits	The Glarner Sprinter provides a decent connection for a city trip to Zürich, useful for tourists spending their holidays in the Canton of Glarus as well as for inhabitants.
Costs / Financing	The Swiss Federation finances the Glarner Sprinter to 65% (until a certain financial limit), the Canton Glarus pays 52%, and the Canton Schwyz 48%, which hinges on the number of stops registered in each Canton.

Awareness raising	In the run-up to the project, the commuter association *Pendlerverein* promoted the initiative among the population to effectuate its approval for the transport offer. The service is advertised by brochures, website. The "Glarner Sprinter"-homepage provides plenty of information on leisure time activities in the City of Zürich. In conjunction with the internet portal http://www.railaway.com there are plenty of packages including mobility tickets and leisure time activities in Glarus.

Key factors for success of implementation

- Recognition of the demand on the part of commuters (association) for a fast connection between a large town and its hinterland.
- Comfortable connection without the need to change trains.
- Considerable amount of people demanding the service (commuters, tourists) to improve accessibility.

Contact details

Project responsible	**Ernst Grünenfelder** Abteilung Tiefbau, Kanton Glarus **E-Mail:** ernst.gruenenfelder@gl.ch **Phone:** +41-556-46 64 19

Figure 23: Glarner Sprinter

Source: www.sbb.ch/sbb-konzern/sbb-als-geschaeftspartnerin/kantone/regionalverkehr/ostschweiz/glarnersprinter.html

5.2.2.8 Papin San Candido/Innichen – Lienz

Description

Location	San Candido/Innichen (Italy) – Lienz (Austria)
Time frame	1987 – operating
Description of the project and status of activities	Cyclists can rent a bike in one of eleven specific rental points and return it at another one on the way from San Candido to Lienz. Thus, tourists using this biking offer can travel back by train or with the bus. With a contribution of 5€, Papin Sport will transport the bike back to the station in S. Candido[23]. During 2005, 95% of the tourists making use of the service were satisfied with it. Only 45,5% used their own bikes. More than 120.000 cyclists during 2007. The next step is to expand the service to other areas like the cycle path of the Dolomites (Dobbiaco-Cortina, Brixen).
Objectives, background	The aim is to offer a bike shop and rental service. San Candido/Innichen has around 3.200 inhabitants, while Lienz has around 12.000 inhabitants. San Candido-Lienz (distance 43 km) is the European most popular cycle path. Around 140.000-150.000 cyclists during summer. Peak of 4.000 cyclists per day during August.
Project leader and stakeholders	Project leader is Papin Sport srl, which constitutes the stakeholders together with tour operators, bars and restaurants.
Problem to be solved and motivation	As there was no/hardly and cycling tourism in the area, the motivation was to offer services for cyclists.
Means of transport used	Bike, bus, train
Target group	Cyclists
Challenges	During summer weekends, the cycle path can be congested.
Benefits	Cyclists find many rental points and assistance on the way.
Costs / Financing	Self-funding in all years. Example for 200 bikes: rental costs € 36.000, contributions to operators € 25.000, transportation costs € 9.000.
Awareness raising	Website, brochures, 100.000 depliants to hotels in the area, flyers, GPS tracks to download, sport magazines (cycling), word-of-mouth advertising The San Candido-Lienz cycle path has a fan page on Facebook.

Key factors for success of implementation

- Good positioning on the market (as only bike rental service) and good infrastructures.
- Cooperation with bars, restaurants and other already existing activities to minimize costs and concentrate on the quality of the service.

[23] http://www.papin.it/it/san-candido-lienz/punti-noleggio-lienz/

Contact details

Project responsible	**Thomas Schmidhofer** Papin Sport srl, Via Freising, 9 I-39038 San Candido (BZ) **E-Mail:** info@papinsport.com **Phone:** +39 0474 913450

Figure 24: Papin Sport Logo

Source: www.papin.it

5.2.2.9 Pfelders Alpine Pearl

Description

Location	Pfelders, Passeier Valley, Alto Adige – Südtirol – South Tyrol, Italy
Time frame	2007 – operating
Description of the project and status of activities	Innovative mobility ideas/transport offers were implemented to ensure that guests experience a stress-free holiday in the Texelgruppe Nature Park. Only locals and guests of Pfelders' accommodation facilities are allowed to drive in town. Softly mobile summer activities include horse-drawn carriage rides, mountain bike tours, gliding through the lofty heights in the "Grünboden Express" cable car and numerous guided nature walks. During the winter months, the "Dorf-Express" bus and two city buses ensure hustle-free shuttle between car parks, town center, and lift facilities.
Objectives, background	Innovative mobility ideas were implemented to ensure that guests experience a stress-free holiday. Pfelders (170 inhabitants) is a fraction of the municipality of Moos (more than 2.160 inhabitants and 97.140 overnight stays).[24] The municipality is located along the well-known Via Alpina – Yellow Trail European long-distance hiking trail no. 5, *Tiroler Höhenweg*, the "Tyrolean high-altitude trail".
Project leader and stakeholders	Department of Mobility of the Autonomous Province of Bolzano, the municipality of Moos, touristic association of the Passeier Valley and the Skilift Pfelders GmbH
Problem to be solved and motivation	Since there was high traffic in the protected area where Pfelders is located, project leaders and stakeholders were motivated to develop a transport offer following the slogan "No cars – no stress – only nature!".
Means of transport used	Cable car, bus
Target group	Inhabitants (local, regional), tourists
Benefits	Since 2007, traffic has been reduced to a minimum in Pfelders.
Costs / Financing	The project has been financed by the Department of Mobility of the Autonomous Province of Bolzano, the municipality of Moos, touristic association of the Passeier Valley and the Skilift Pfelders GmbH and tourists.
Awareness raising	Information on the website of "Alpine Pearls"[25] and in brochures.

Key factors for success of implementation

- Sound financing on the part of the stakeholders (public and private bodies).
- Combination of various innovative soft mobile ideas.

[24] http://www.provinz.bz.it/astat/it/default.asp

[25] http://www.alpine-pearls.com/en/pearls-of-the-alps/italy/moos.html

Contact details

Project responsible	**Gufler Maria** Info Office Pfelders **E-Mail:** infopfelders@rolmail.net; Maria@tourismusmanagement.it **Phone:** +39 0473 64 67 92 **Tourismusverein Passeiertal** **E-Mail:** info@passeiertal.it **Phone:** +39 0473 65 61 88

Figure 25: Pfelders Alpine Pearl

Source: http://www.pfelders.info/it/plan-nella-val-passiria/Mobilità-dolce-a-Plan-news-129551-1.asp

Figure 26: Soft mobility in Pfelders, Alpine Pearl

http://www.alpine-pearls.com/perlen/italien/moos/bildergalerie.html

5.2.2.10 Skiligne Transisere

Description

Location	Isere, France
Time frame	2002 – operating
Description of the project and status of activities	Regular transport offer/bus lines (55 seats) serving 12 ski resorts only during the winter season. All the *Skiligne* busses leave around 8:00 a.m. and return around 6:00 p.m.. Implementation of a combined product (Transisere round-trip ticket + ski pass) + regular bus lines for ski resorts. The service is highly appreciated, especially by young people in Grenoble who can easily access the ski resorts at lower price. 12.995 tickets were sold during the winter 2007/2008. Revenues for the ski resorts: € 193.593. Revenues from transport: € 124.583. Total revenue: € 318.176. No quality follow-up and no network coordination are set up.
Objectives, background	The objective is to provide access to the major tourist winter sites in Isère by public transport.
Project leader and stakeholders	Municipalities of Haute Maurienne Vanoise (CCHMV)
Problem to be solved and motivation	Motivated by bad public transports and connection to ski resorts as well as the occurrence of traffic jams, stakeholders aimed at reducing car use and provide access by public transportation of the skiing area.
Means of transport used	Bus
Target group	Tourists (ski tourists day tourists, tourists staying more than one day, students), inhabitants (local, regional)
Challenges	Archaic selling system, no online sale service. Considering that no tickets can be previously sold, people have to come very early to take a bus but sometimes find no place and thus have to wait (sometimes more than an hour) for the next departure.
Benefits	Positive environmental impact / creation of an economic added value.
Costs / Financing	The department of Isère is financing the transportation part. The revenues of the transportation are completely handed to the local authority. The revenues of the ski resorts are handed directly to the ski resorts.
Awareness raising	Websites of bus company and ski resorts, brochures. Although there has been no big marketing done on this product, more and more people living in Grenoble use this service instead of their own car. Tickets available at the central bus station and at the VDF agency in Grenoble (only at the central bus station at the beginning).

Key factors for success of implementation

- High demand for the offered connection on the part of inhabitants and tourists.
- Cooperation between transport offer and ski resort enables offering a combined ticket for train and skiing.

Contact details

Project responsible	**Noémie Ghersallah** Skiligne **E-Mail:** noemie.ghersallah@veolia-transport.fr **Phone:** +33 (0)438 02 27 55

Figure 27: Skiligne Transisere

5.2.2.11 Traffic Solution for the Innerfeld Valley / Nature Park Sextener Dolomiten (Feasibility Study)

Description

Location	Innerfeld Valley (Val Campo di Dentro), Trentino-Alto Adige/Südtirol/South Tyrol, Italy
Time frame	2009 introduction of the shuttle; in 1996 the Alpenverein had the idea; in 2007 the urban plan was modified to prepare for the shuttle
Description of the project	From July until September the valley is served by a shuttle bus/transport offer from 9:00 a.m. to 6:00 p.m. The shuttle goes every 30 minutes with a break at lunchtime. The valley has been closed to motorized individual traffic but from 9:00 a.m. to 10:00 a.m., and from 4:00 p.m. to 6:00 p.m. access is possible for a limited number of cars to a parking lot in the valley. Farmers and managers of the refuge in the valley are exempted from the ban. At the entrance of the valley, a large car park and a bus stop have been created. Valley access regulations have been gradually tightened up; control mechanisms to ensure compliance with regulations have been introduced; parking capacities have been gradually moved down to the valley entrance; a public transport service has been introduced and connected with existing regular services. The next step is to enlarge the car park in the valley for 50 cars.
Objectives, background	The objective is to reduce the individual traffic in the valley inside the Nature Park. The valley has no inhabitants. There are just some farmers who work their land and a refuge (Rifugio Tre Scarperi).
Project leader and stakeholder	The Municipality of San Candido and the National Park lead the project. Stakeholders are the Municipality of San Candido with the Alpenverein-section *Drei Zinnen* and the Department for Nature Parks (*Amt für Naturparke*) of the Autonomous Province Bozen-South Tyrol.
Problem to be solved and motivation	High traffic volume in summer season incompatible with protection function of nature park. The motivation is to maintain the valley as a popular destination and starting point for hikes and preserve the protection function of the nature park.
Means of transport used	Shuttle
Target group	Tourists (nature, walkers, etc.)
Challenges	Changing the idea and the perception of the local inhabitants. Long transaction between the development of the idea and concrete actions. 2011 the road was closed by a bar because visitors were driving although the regulations. So far, the valley could not be closed entirely. The parking lots are too small to absorb the cars at the valley entrance points.
Benefits	A strong reduction of private cars has been observed. The introduced solution is a combination of a reduction of traffic and an attractive offer for the tourists, to leave the car on a parking area. It can improve the image and the quality of the valley and of the whole Nature Park.

Costs / Financing	All these measures have been financed with resources of the Ministry of Environment, with the contribution of nature and environment department of the Province of Bolzano, the support of the roads service department of the Province of Bolzano and finally with the own contributions of the municipality of San Candido/Innichen. € 250.000 for the car park and a pedestrian road; € 290.000 for the renovation of the valley road and its adaptation to the shuttle bus.
Awareness raising	Brochures of the Nature Park and touristic agencies, e.g. of San Candido/Innichen, and other associates.

Key factors for success of implementation

- Strong cooperation with a public transport service and with the municipalities.
- Awareness of the traffic problems on the part of residents.
- Cooperation with residents.

Contact details

Project responsible	**Wilhelm Feichter** Cassa Rurale I-39038 S.Candido/Innichen **E-Mail:** wf@innichen.eu **Phone:** +39-0474-91 25 36

5.2.3 Summary and Conclusion

Nine of the eleven stated projects have given information about the strengths and also risks of the projects and some of them already conducted an evaluation themselves, e.g. by making evaluation meetings twice a year or an analysis through a diploma paper. One project (5.2.2.1, A piedi tra le nuvole) was even rewarded in 2011 with the landscape Prize by the European Council.

Summed up the strengths of the projects conducted within this chapter are:

- Safeguard the territory of the park without affecting the local economy
- Better image of the territory
- The direct accessibility of a base station by train
- Improved accessibility for tourists
- No need to change the trains
- Positive environmental impact
- Economic value added (especially for ski resorts)
- New recreational area has been created, positive image.

The transferability of the projects to other regions is described as possible in nearly all cases, a main point here is that the communication and cooperation between the actors is of big importance to make the project a success. Other points are:

- Intensive marketing of the product.
- Financial resources and organizational capacity of the company managing the service.
- Touristic and traffic-planning aims and starting positions of all actors must coincide.
- Good quality and maintenance of busses.
- Cooperation with already existing infrastructure and local authorities.
- Strong cooperation with a public transport service, the municipalities and the residents.

Nevertheless, each project also shows some risks which can also be considered “a lesson to be learned” or challenges that have to be faced:

- Not all local actors are participating due to their lack of interest or knowledge
- Difficulties to change the idea and the perception of the local inhabitants
- Discussions with the local communities
- Financial problems
- Difficulties with maintenance and adaptations
- Trains are not equally used (short seasons, weekends, etc.)
- Car park is too small
- No online sale service
- There is often a long time between the idea of a project and concrete actions

Generally throughout the projects a lesson learned was that with engagement it is possible to reach a goal, and that such an offer has to be provided for several years. Also a direct train connection is not possible in every region but a regular bus connection can be an alternative.

5.3 Intermodality

5.3.1 Introduction

This category covers good practices on how public and tourists transport are coordinated and synchronized to provide intermodal links between the railway station and the final destination/accommodation. Intermodal transport or travelling in middle Europe is not always given, the lack of direct connections in this context is a key deficit in most areas.

The chapter contains examples related to the connection between train and local public transport to manage the 'last mile' to the accommodation, coordination of timetables between international, national, regional and local connections. Tourist's trains and buses are connected to other public transport.

The collection contains examples of the following sub-categories (three projects can be assigned to more than one sub-category):

- Connection between public transport and final destination/accommodation (last mile) (3)
- Service at the railway station (4)
- Connection between public transport and ski resort (2)
- Connection between train and local public transport (2)

One example additionally falls into the category of pricing and ticketing, one example into the regional and local soft-mobility offers category (sub-category Transport offers) and Cooperation and coordination in transport and tourism (sub -category Tourism and transport packages) and one example additionally falls into the category of accessibility by public transport (sub-category Regional and national train and bus connection).

In all eight examples the target groups include tourists, the second very strong target group being the inhabitants of the region. In three cases commuters also play a role. The means of transport used here are naturally mainly the bus, train and bike but also taxi, the cable car, boat or fun mobility.

As stated in the following examples challenges, barriers and problems occur in nearly every project. Challenges can be in fields of policy, planning, cooperation, legal issues or finances. Examples are:

- Difficulties in putting user (tourists, locals, etc.) needs into practice
- Problem of networks and cooperation with actors like companies or also accommodation
- Difficult cooperation in a complex multi-stakeholder and competitive environment
- Lack of successful business models for intermodal transport, thus lack of funding
- No high sensibleness of locals, difficult acceptance by local operators
- Problems of utilization of the services

5.3.2 Examples

5.3.2.1 SAMO

Description

Location	Werfenweg, Austria
Time frame	1996 – operative
Description of the project and status of activities	Guests leaving their car key at the tourist center can use the shuttle service "Werfenweng" free of charge and enjoy a wide array of benefits (e.g. personal e-taxi and night-time mobility service, pick-up service, use of e-mobility service, e-bicycles, excursions, entrance fees etc.) by using a “soft mobility” key. The offer is a connection service between train and local public transport. Around 4.000 “soft mobility” keys are handed out to guests every year. Around 13.000 shuttle passengers were counted in 2006. From 163.000 overnight stays in 1997, the numbers increased to 208.000 in 2007.
Objectives, background	The objective of this project was to foster soft mobility – car-free tourism.
Project leader and stakeholders	The City of Werfenweg leads the project. The stakeholders are Werfenweng, the State of Salzburg, Federal Ministries and partners of realization in the fields transport and tourism.
Problem to be solved and motivation	The problem was the high individual traffic volume primarily caused by tourists. The motivation was the implementation of soft mobility and car-free tourism.
Means of transport used	Train, bus, collective taxi on demand, bike, pedestrians, electric vehicles, fun mobility (horse-drawn carriage, hiking, cross-country skiing etc.)
Target group	Inhabitants (local, regional, cross-border), eco-friendly tourists
Challenges	The population should be more involved. Further action to promote car-free travel is necessary. There has to be a change.
Benefits	The benefits are the free of charge shuttle, the reduction of individual traffic and free rental of electric bikes.
Costs / Financing	Around € 8 million from EU Commission, Bundesministerien für Wissenschaft und Verkehr, für Umwelt, Jugend und Familie, Land Salzburg, Werfenweg
Awareness raising	Car-free travel to and soft mobility options within Werfenweng are a key element of the Werfenweng advertising campaign. Extensive communication and public relations campaigns have been launched: visualization within the municipality, car-free events, newsletter etc. Communication and distribution measures for the zero-emission tourism package “climate new” product providing guaranteed and certified compensation for unavoidable air pollution from tourism by additional climate strategies in other areas. Presence on the internet.

Key factors for success of implementation

- Cooperation at the location ensures smooth mobility.
- The location is accessible by train and bus and is located nearby a large street.

- Development of a strong market image.

Contact details

Project responsible	**Peter Brandauer** Tourismusverband Werfenweng Weng 42 5453 Werfenweng Salzburger Land, Austria **E-Mail**: bgm-werfenweng@salzburg.at, buergermeister@werfenweng.gv.at, tourismusverband@werfenweng.eu, info@werfenweng.eu **Phone:** +43 (0)664 213 6867 +43 (0)6466 4140

Figure 28: SAMO Logo

Source http://www.werfenweng.eu/de/home/

5.3.2.2 Freccia delle Nevi

Description

Location	Genova - Pila, Val d'Aosta, Italy
Time frame	Winter 1996/97 – operative
Description of the project	The service offered is an example for a connection between public transport and ski resort as well as for pricing and ticketing. The ticket comprehends bus transport + ski pass (tourist can also book hotel in Aosta). Bus + ski pass costs 39€ on Tuesdays, Wednesdays and Thursdays; 50€ for a weekend ticket. The station is part of the Turin-Milan/Chiasso-Aosta line and is integrated with a cable car to reach the ski resort. Departures from Genova at 5:45 a.m., 6:00 a.m., 6:10 a.m. During Winter 2011/2012, around 3.200 tickets were sold by travel agencies (around 1.500 more than 3 years before)[26]. The next step is to reconnect Milan to with the ski resort since the connection had been suspended due to lack of interest of travel agencies.
Objectives, background	The original objective was to connect the cities of Genova and Milan with the ski resort in Pila via bus. Pila has 13 modern ski tows which transport 19.700 people per hour.
Project leader and stakeholders	Pila S.p.A., different travel agencies
Problem to be solved and motivation	Motivated by the high car traffic volume from Milan and Genova to Pila ski resort, stakeholders and project leaders aimed at integrating the public transport system based on the complement of bus and cable car, and as a consequence reduce greenhouse gas emissions.
Means of transport used	Bus, cable car
Target group	Ski tourists
Challenges	Sometimes it is difficult to cover the bus costs when the full capacity (55 seats) is not reached. Travel agencies can provide smaller shuttles when there are less than 20 passengers, or Pila S.p.A can reduce the price of the ski pass. The connection with Milan has been cancelled due to a lack of interest of travel agencies.
Benefits	Integration of bus and cable car transport
Costs / Financing	Customers through ski pass and tickets
Awareness raising	Local newspapers, brochures, ski magazines, Pila website

Key factors for success of implementation[27]

- Cooperation of a significant number of travel agencies interested in the bus service.
- The offer meets a high existing demand for connection of two large towns with a skiing area.

[26] http://www.pila.it/vacanze/trasporto/

[27] These key success crtieria were deducted hypothetically by a consulting expert of the project team on the basis of knowledge gained through study of comparable initaitives.

Contact details

Project responsible	**Ufficio Gare e Biglietteria Di Pila** Fraz. Pila 16 11020 Gressan (AO) **E-Mail:** info@pila.it **Phone:** +39 0165 23 51 30

5.3.2.3 TrenoBLU

Description

Location	Iseo Lake, Bergamo and Brescia, Lombardy, Italy
Time frame	1994 – operative
Description of the project	A steam train runs during specific event days (for the year 2012: 9 and 25 April, 1 and 27 May, 17 June, 9 and 23 September, 11 November) from the stations of Bergamo, Milano or Brescia (service at the railway station). The train runs on the railway line Palazzolo s/O-Paratico Sarnico five times per day. From Paratico Sarnico is possible to have a boat trip on the lake. Train and boat tickets can be bought on the train.
Objectives, background	To develop an environment-friendly tourism with old and unused railroads. 16 municipalities are located in the lake area with a total number of around 51.200 inhabitants.[28]
Project leader and stakeholders	FBS (Ferrovia del Basso Sebino) and Ferrovie dello Stato. Since 1998, stakeholders are FTI (Ferrovie Turistiche Italiane), a voluntary association comprehending FBS and other two historic railway associations; Cooperativa Sociale Il Nucleo Onlus; Ferrovie dello Stato; local entities.
Problem to be solved and motivation	The railway line Palazzolo s/O-Paratico Sarnico (10km of length), has been closed for almost 30 years until 1994 because it was considered non-profitable. This encouraged project leader and stakeholders to safeguard the railway heritage by rediscovering the fashion of old trains for touristic purposes.
Means of transport used	Train, boat
Target group	Inhabitants (local, regional), tourists (day tourists, tourists staying more than one day)
Benefits	Tourists can benefit the fashion of an old train and leave the car at home. Old railways are re-used for touristic purposes.

Key factors for success of implementation

- Cooperation of railway companies and (voluntary) associations.
- The service is offered on selected days only so that its financing is facilitated.

[28] http://www.lagoiseo.it/costa_bresciana.htm; http://www.lagoiseo.it/costa_bergamasca.htm

Contact details

Project responsible	**Silvio Cinquini (Pres. FTI)** Associazione F.T.I. - FERROVIE TURISTICHE ITALIANE Via Marconi, 100 25036 PALAZZOLO s/O (BS) **E-Mail:** sicinqui@tiscali.it **Phone:** +39 030 7402851 or +39 338 8577210 **Giuliano Rossini (Pres. FBS)** **E-Mail:** giuliano.rossini@infinito.it

Figure 29: TrenoBLU map

Source: http://www.ferrovieturistiche.it/p.asp?p=trenoblu.asp

5.3.2.4 Bike, Hike and Wintersports Webportals – East Allgäu

Description

Location	East Allgäu, Germany
Time frame	The project has been operating since 2006
Description of the project and status of activities	The initiative is a service at the railway station and an example of information/marketing activities. It concerns free entrainment of bicycles in busses (since September 2007) of all East Allgäu and in all local trains of the Allgäu. Busses partially equipped with bicycle racks. The 'bicycle taxi' is a hotline which can be called in case of technical breakdown. Cooperation with local transport companies. Three different websites: "Radportal Ostallgäu", "Wanderportal Ostallgäu" and "Winterportal Ostallgäu"[29]. Very positive evaluation by users; number of users is not quantifiable; very good service for bicycle tourists. The portals won the creative award (*Kreativpreis*) awarded by the "Bund für Steuerzahler" and the region was second best of Germany's most favored cycle touring regions. Local bus companies could denote a four times higher number of bicycle-transports. The next step is to extend the information offer to the entire Allgäu area.
Objectives, background	The objective is to increase East Allgäus' attractiveness for bikers and hikers. The East Allgäu region is a district in Bavaria with about 133.979 inhabitants and counted 952 800 overnight stays in the year 2011.[30]
Project leaders and stakeholders	Landkreis Ostallgäu and its municipalities. It is a regional project.
Problem to be solved and motivation	Since no such service existed in the entire Allgäu area, project leaders were motivated to increase East Allgäus' attractiveness for bikers and hikers.
Means of transport used	Bike, bus, train, taxi
Target group	Inhabitants, tourists
Challenge	One problem is the journey to the vacation spot by public transport.
Benefits	Free entrainment of bicycles in public transport means. A well-organized public transport for example in the case of technical breakdown.
Costs / Financing	Total costs of about € 290.000. Financed by Landkreis Ostallgäu, and the municipalities of East Allgäu. Co-financed by European Union in the Leader plus program.
Awareness raising	Three different website with all necessary information for bikers including GPS tracks for download.

[29] http://www.rad-ostallgaeu.de/; http://www.wandern-ostallgaeu.de; http://www.winter-ostallgaeu.de; general online portal: http://www.freizeit-ostallgaeu.de/

[30] www.statistik.bayern.de/statistikkommunal/09777.pdf; http://de.wikipedia.org/wiki/Landkreis_Ostallg%C3%A4u

Key factors for success of implementation

- Development of an interactive portal encouraged visitors to exchange information, with that maximizing their experiences in the region, increasing the probability to return to the area.
- Cooperation between public/political bodies went well, albeit working among tourist experts would have facilitated the project planning and implementation.

Contact details

Project responsible	**Robert Frei** Tourismusverband Ostallgäu Schwabenstrasse 11 87616 Marktoberdorf **E-Mail:** tourismus@ostallgaeu.de **Phone:** +49-(0)83 42 91 14 92

5.3.2.5 Engadine – Meran Route Express

Description

Location	Zernez, Engadine Valley, Switzerland – Malles, Val Venosta – Vinschgautal, Alto Adige – Südtirol – South Tyrol, Italy
Time frame	05/2005 – operative
Description of the project and status of activities	To mark the re-opening of the Venosta Valley railway, the Zernez – Münster/Müstair (CH) postal bus service was extended to provide an hourly connection to Malles through the Ofenpass (service at the railway station, normally scheduled public-transit bus). Bikes transport is not always possible. It is better to ask the day before the departure. For line 107 and line 118, the obligatory seat reservations can be made up until 5:30 p.m. the day before. Regional trains run hourly all day long from Malles to Merano and stopping at all stations. Connections with the Scuol - Nauders – Landeck (AU) service have now been improved thanks to an hourly Malles – Nauders service, and a service operating once every two hours to Scuol in lower Engadine and Landeck, and then on to the Arlberg line. 40.000 - 50.000 passengers per year. Before 2005 just 8.000 – 9.000 passengers per year. The next step is to implement PostBus rides for an hourly service.
Objectives, background	Connect Italy and Switzerland (Val Venosta and the Engadin Valley) via bus and train The Engadine Valley has more than 24.000 inhabitants. The Venosta Valley has more than 35.000 inhabitants and counted 2.159.111 overnight stays during the season 2010/2011.[31]
Project leader and stakeholder	PostBus Switzerland Ltd, Province of Bolzano/Bozen, Graubünden
Problem to be solved and motivation	In the beginning of June 1990 Ferrovie dello Stato (Italian government-owned holding managing the rail network) dismissed the line. PostBus was connecting only Zernez with Müstair and there were no direct connection to Malles and Venosta Valley in Italy. Project leaders were motivated to connect two neighboring touristic regions of Italy and Switzerland through regional trains and busses.
Means of transport used	Bus, train, bike
Target group	Inhabitants (local, regional, cross-border), commuters, tourists
Challenges	The Venosta Valley railway and the PostBus have two different means of financing for the means of transport: the first public and the second private. It is not possible anymore to buy on board of the PostBus tickets for the Venosta Valley railway. Uneven loading of the bus since more tourists travel from Engadine to Venosta Valley than in the other direction (except when returning to Engadine Valley in the afternoon).

[31] http://www.provinz.bz.it/astat/it/default.asp

Benefits	Convenient, competitive transport solution for commuters and occasional travellers.
Awareness raising	Newspapers, flyers, touristic websites, regional websites

Key factors for success of implementation

- Cooperation with neighboring well-functioning train or bus lines.
- Regularity of the service offered.
- The neighboring regions are similarly strong touristic areas.

Contact details

Project responsible	**Riet Denoth** PostBus Switzerland Ltd Graubünden Region, Engadin Office 7550 Scuol **E-Mail:** scuol@postbus.ch **Phone:** +41 58 453 28 04 **Südtirol Bahn** **E-Mail:** http://www.ferroviavalvenosta.it/en/kontakt.asp **Phone:** Infomobilität 840 000 471

Figure 30: Engadine – Meran Route Express

Source: http://www.autopostale.ch/en

Figure 31: Vinschgauerbahn

Source: http://www.vinschgauerbahn.it/en/554.asp

5.3.2.6 Nature Park Adamello Brenta

Description

Location	Trentino, Italy (Val Genova, Val di Tovel, Vallesinella, Malga Ritort, Val Rendena, Valli Giudicarie, Val di Sole, Val di Non and high plateau of Paganella).
Time frame	2003 – operative
Description of the project	The offered service is considered an example of a regional/local transport offer, for a tourism and transport package and a connection between public transport and final destination/accommodation (last mile). The project leaders organized a collective transport network; Multimodal transport opportunities connecting the peripheral park zone with the inner valleys. The busses are equipped with roof-racks and bike holders/carriers. Shuttle services inside the park with regular departure times, stopping at the principal villages at the park's periphery. Connection with Trento-Malé train line, linking the Brenner line to the Val di Non and Val di Sole. Between 2003 and 2011, a total of 954.364 passengers were transported with shuttles (294.257 in Val di Genova, 272.455 in Val di Tovel, 205.284 in Vallesinella, 182.368 from/to Malga Ritort); 366.059 visitors parked their car in the park's parking lots. The Park and the municipalities want to expand the system connecting different areas of the valleys. Increase the number of local student workers in the park to ensure local economic development. More integration of local people (encounters, partnership agreements, surveys, questionnaires done by experts). There is a need to deepen the cooperation. Development of a transport/hitch-hiking system for the park's employees and the residents. The model is transferable but it has to be adapted to the topography of the area and to its carrying capacity. It is necessary to integrate all the municipalities which offer the service in the beginning; later on the service is managed by the Park.
Objectives, background	Creation of a network of existing transports within the park and in its periphery. The surface of the park is about 620,51 km^2 and comprehends the territory of 40 municipalities. The park counted in the year 2009, 970.741 arrivals (13% foreign arrivals) and 6.907.673 overnight stays (growth by 14% comparing to year 2000). [32]
Website	http://www.pnab.it/vivere_il_parko/come_muoversi.html
Project leader	Nature Park Adamello Brenta, Municipalities at the valley
Problem to be solved and motivation	The problem of strong automobile frequentation, lack of regulation concerning access to the valleys and a lack of public transport motivated to regulate the access, to limit the number of cars and to improve management of collective transport.
Means of transport used	Bus, shuttle bus, train, touristic train, bike and taxi;
Target group	Inhabitants (local, regional), commuters, tourists (day tourists, tourists staying more than one day, ski tourists, mountain climbers, walkers/hikers, cyclists, etc.)

[32] http://www.pnab.it/

Stakeholders	Municipalities in the valleys and Trentino Trasporti
Challenges	Difficult acceptance by local operators, hybrid vehicles are not found to be convincing. High costs of the project: no funding from the public administrations, only self-funding. Complexity of administrative practices.
Benefits	Environmental, cultural, didactic and social
Costs / Financing	Education and promotion activities € 1.011.454; preservation and maintenance operations and requalification of the territory € 1.569.668; unscheduled work on facilities € 636.958; planning € 389.502; scientific research € 119.568; other expenditures € 143.000. Budget for each valley: € 100.000 (receipts/spending). Transports at the park's periphery: about € 40.000 (counting as well a small contribution of the tourism promotion societies – private and public). By the park: shuttle buses in the protected area. Self-funding thanks to the tickets, the parking costs, different activities and sponsors.
Awareness raising	Publication of posters and specific leaflets for each valley. Special page on the park's homepage. Information in the tourist offices and in the hotels for the holiday without car package. Presentation of the experience in schools and to visitors.

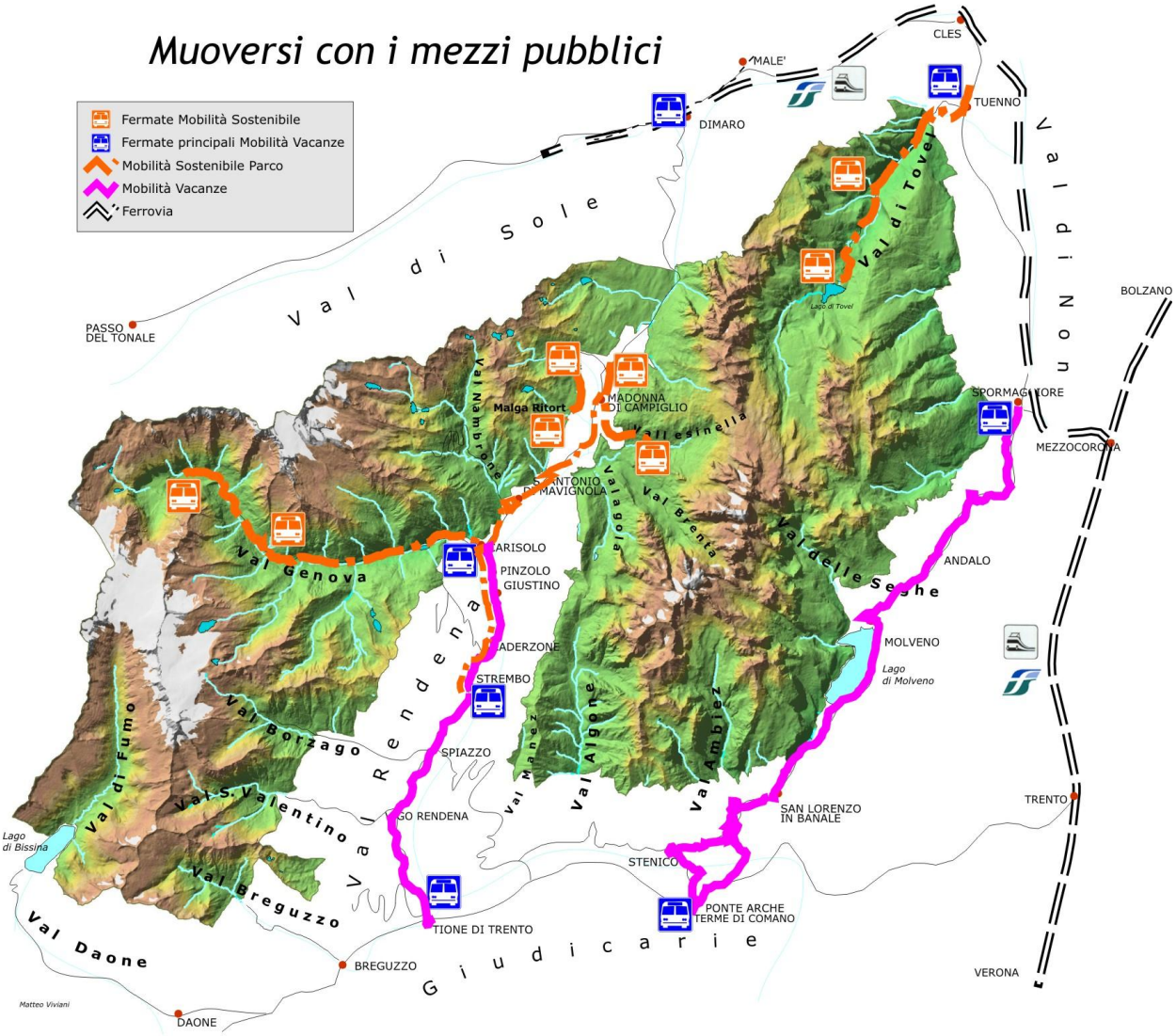
Key factors for success of implementation

- Creation of working places for young local students.
- Good knowledge of the territory and the environment, good technological knowledge and awareness.
- Constant monitoring of the traffic.

Contact details

Project responsible	**Matteo Viviani** Sede Amministrativa Via Nazionale 24 38080 Strembo (TN) **E-Mail:** matteo.viviani@pnab.it **Phone:** Tel. 0465.80.66.49

Figure 32: Map of the Nature Park Adamello Brenta



Source: http://www.pnab.it/vivere-il-parko/come-muoversi/con-i-mezzi-pubblici.html

5.3.2.7 IAKF – Interessensgemeinschaft für autofreie Kur- und Fremdenverkehrsorte in Bayern e.V.

Description

Location	Bavaria, Germany (Bad Aibling, Bad Kohlgrub, Bad Reichenhall, Bad Tölz, Bad Wiessee, Berchtesgaden, Fischen i. Allgäu, Füssen, Garmisch Partenkirchen, Hindelang, Lindau, Mittenwald, Oberammergau, Oberaudorf, Oberstaufen, Oberstdorf und Ruhpolding).
Time frame	1991 – operative
Description of the project	Progressive municipalities (spa and resort towns in Bavaria) began to free the town centers from motorized individual traffic and thus to reduce noise and pollutants. Members of IAKF meet two to four times a year to exchange experiences. All participating municipalities worked out different packages of measures to reduce individual car traffic. The initiative can be considered as connection between public transport and accommodation (last mile). The traffic-affecting measures decrease traffic in the pilot municipalities massively. In Oberstdorf and Berchtesgaden the motorized traffic has halved in the town, and reduced in the car-free town center by approximately 90%. Measurements of air quality reflect these positive results. A marked decrease of all pollutants were established (in Oberstdorf for example of about 6,3t Carbon monoxide, 1,5t of hydrocarbons, 6,8t of nitrogen oxides as well as 200t of the greenhouse gas carbon dioxide per year), up to 3.300 movements per day.
Objectives, background	The objective is to free the town centers from individual traffic and increase attractiveness for pedestrians and cyclists and to create a good offer of public transport.
Project leader and stakeholders	The regional project is led by the Bavarian State Ministry of the Environment, Public Health and Consumer Protection.
Problem to be solved and motivation	The problem is the individual traffic and high traffic-related environmental impacts for cure and recovery areas. The motivation is to transfer non-local traffic outwards the town, create peripheral parking lots, install consistent car-park management in the town centers, create a good offer of public transport.
Means of transport used	Bus, natural gas busses, bike and pedestrians
Target group	Inhabitants (local, regional, cross-border), tourists;
Challenges	Main problem is the journey to the vacation area itself. Attractive offers by railway companies are necessary (e. g. Bayernticket).
Benefits	Reduce noise and pollutants, reduced in the car-free town center by approximately 90%.
Costs / Financing	The operational business of the IAKF is financed through membership fees. The projects of the participating municipalities often are co-financed through different support (e.g. BavarianFederal State)
Awareness raising	The IAKF is a good platform for exchanging ideas in the field of sustainable urban mobility. The project was promoted by the website.

Key factors for success of implementation

- Implementation of soft mobility measures by **all** participating municipalities.
- Provision of peripheral parking.

Contact details

Project responsible	**Christian Staudacher** Stadt Bad Reichenhall **E-Mail:** christian.staudacher@stadt-bad-reichenhall.de **Phone:** +49/8651 775234

Figure 33: IAKF Logo

Source: www.iakf.de

5.3.2.8 Suburban Railway to reach the next Ski Slopes

Description

Location	City of Zürich to Unterterzen (Flumserberg), Switzerland
Time frame	2005 – operative; from end of November until mid-April
Description of the project and status of activities	Due to a direct suburban railway connection from Zurich to Unterterzen, the tourist region Flumserberg is the first Swiss skiing area with a suburban railway connection (service at the railway station). The suburban railway stops directly in front of the cable car station. Therefore, the suburban railway number S2 was extended. The Swiss Railway Company (SBB) issues so-called 'Snow 'n' Rail' tickets, a combined-ticket offer for train travel and ski pass. On weekends and on public holidays the suburban railway commutes three times a day between Zurich and Unterterzen (Flumserberge). Moreover, the trains commute on weekdays two times in autumn and winter. The cable car company Flumserberg AG receives the second innovation award provided by the Swiss Mountain Award 2006. The extension of the suburban railway to Unterterzen has led to an 80% increase of tourists during winter time. Moreover, this has led to a 50% increase of sold 'Snow & Rail'-Tickets to the skiing region Flumserberg. In the future, the project should be extended to run all year round.
Objectives, background	The objective is to promote the use of public transport to reach ski area, especially regarding daily trips from Zurich. Zurich has 370.000 inhabitants.
Project leader and stakeholder	The project leader is the local BB Flumserberg. The stakeholders are the Canton of Zurich, the Canton of St. Gallen, the Canton of Schwyz, the Canton of Glarus, the Swiss Federal Railways and the cable car company Flumserberg AG. The Cantons just had to give their consent and the Swiss Federal Railways and the cable car company Flumserberg AG is responsible for the marketing.
Problem to be solved and motivation	The problem consisted in unused capacity at the weekend, and that was why the trains were operating from Zurich to Unterterzen subsequently. Thus the motivation was to promote the use of public transport to increase the skiing area's accessibility.
Means of transport used	S-train, cable car
Target group	Local skiers, ski tourists
Challenges	The weak point is that the direct connection is only provided on weekends and during winter time.
Benefits	The journey is easy, smooth and enjoyable. Traffic and emissions are reduced.
Costs / Financing	In the beginning, the costs of 35.000 Swiss Francs were separated equally to 1/3 each among the Canton St. Gallen, the Flumserberg Luftseilbahn and the Seilbahn Flumserberg. Now the Canton St. Gallen is responsible for the financing. The cable car company Flumserberg AG pays the marketing fees.
Awareness raising	The project was promoted by brochures, website of the ski area, marketing actions from cable car company Flumserberg AG.

Key factors for success of implementation

- Cooperation among cantonal governments, public transport providers and cable car company.
- Direct connection from large town to skiing area without need to change train/means of transport.

Contact details

Project responsible	**Flumserberg Tourismus CH-8898 Flumserberg** **E-Mail:** info@flumserberg.ch **Phone:** +41 (0)81 720 18 18 **Heinrich Michel Tannenboden** Mountain Railways Flumserberg corp CH-8898 Flumserberg **E-Mail:** info@flumserbergbahnen.ch **Phone:** +41 (0)81 720 15 15

Figure 34: Suburban railway to reach the next ski slopes

Source: www.flumserberg.ch/winter/en/region/anreise/bahn.htm

5.3.3 Summary and Conclusion

Some projects have already been evaluated and show an overall positive outcome and that the goals have been reached. Those projects can state some lessons learned lessons, but an overall conclusion is that it is always worth fighting for a project with potential. Summed up, the following strengths can be conducted:

- Price competitiveness
- Welcome service at train stations
- Direct connection to the ski resort from a big city
- Integrated ticket (bus + ski pass)
- Image and marketing of the territory
- Working places for young local students.
- Regularity and strength of service

All projects are still operating and most of them include parts that can possibly be transferred to other areas as well. For one project it is stated that it can be transferred without any specific prerequisites. Of course, in this case several circumstances have to be taken into account:

- Efficient cooperation between local actors.
- Enough travel agencies have to cooperate and be interested in the bus service.
- A good knowledge of the territory and of the environment.
- Constant monitoring of the traffic.
- Technological knowledge and awareness.
- The location has to be reachable by train and bus, and be located nearby a big street.
- Cooperation with neighboring well-functioning train or bus lines.
- The neighboring regions have to be two similar strong touristic areas.

Only one project (5.3.2.8) states to not be transferable to other regions especially abroad because there have to be many stops between the start and the final station.

Concrete problems in the evaluated area of highly frequented (mountain) tourist destinations in the Alps, in the Carpathians as well as other relevant regions were also found in this category. The good practice examples stated in this chapter have dealt with these problems and mostly overcome the deficits.

- A general lack of services
- High costs, funding
- Every rural district has its own interactive portal
- No efficient public transport
- Complexity of administrative practices
- Different distribution of frequencies of tourists, not always a full use
- A lack of regulation concerning access to valleys

5.4 Pricing and Ticketing

5.4.1 Introduction

Good practice examples in this category deal with how to combine transport and tourism sights with a coordinated system and attractive special offers. The costs are always a main factor for the user whether to use or not to use a means of transport. Concrete problems of the examples presented in this chapter are the absence of common tickets for all means of transport, disused railway lines or cancelled bus connections as well as a poor access to information and travel possibilities by means of public and/or soft transportation. That is why this category contains several examples of special offers or cards in order to make using multimodal and sustainable transport more attractive.

This chapter contains good practices concerning the transparency of pricing and combined offers for public transports and access to sights and points of interest, such as special tourist cards, which include public transport system or other special transport offer. These offers are all running activities which are described as very successful.

The collection contains examples of the following sub-categories:

- Special tourist cards (4)
- All-inclusive cards (4)
- Pricing of seasonal direct train connection (1)

One example additionally falls into the category Accessibility by public transport (sub-category Seasonal and direct train connections).

Of course, the public transport, including bus (in eight cases) and train (in four cases) plays the major role within the means of transport in this good practice projects. Also the bike, taxi, cable car and ship are mentioned as means of transport in this chapter. In that nine projects again the main target group lies in tourists, directly followed by inhabitants, in one case also commuters are stated.

5.4.2 Examples

5.4.2.1 Alps-Mobility Card

Description

Location	Lombardy Valtellina, Italy
Time frame	1998 – operating
Description of the project and status quo of activities	Integration of touristic offer, creation of an Alps Mobility Card valid 8 days. Special tourist cards offer the free use of all public transport and a wide range of public facilities at reduced prices (such as thermal baths, lift installations, cultural events, museums, athletic facilities, etc.). it offers free connection between ski areas and interregional connections, particularly into Switzerland (bus connections between Livigno and Zernez (CH) and Livigno and Ospiz Bernina (CH) to bolster the link to the railway system in Engadin). More than 60,000 passengers were transported per season. The project is now operating a new card for all touristic services, and new optical technology.
Objectives, background	The objective is to promote use of all public transport and a wide range of public facilities at reduced prices. 24.000 inhabitants, divided among 6 urban centers: Bormio, Livigno, Sondalo, Valdidentro, Valdisotto, Valfurva. 60.000 guests during the high season. 2.500.000 overnight stays per year.
Project leader and stakeholders	Comunità montana/Bergverband Alta Valtellina is the project leader and a stakeholder together with Consorzio Turistico Valtellina and the touristic services companies.
Problem to be solved and motivation	High touristic pressure - lack of public transit connections (The nearest railway station (Tirano) is 40 km away and the nearest airport is 200 km away.). The motivation is to improve the quality of life by reducing private traffic.
Means of transport used	Bus, bike, taxi
Target group	Inhabitants (local, regional, cross-border), commuters, tourists
Benefits	Integration of all (not merely transit-related) tourist services into a single strategy. Better tourism connections between the region's various urban centers.
Challenges	No compatibility between Bus card-reader and readers of the cable transport facilities. Financial problems to ensure a wide service.
Costs / Financing	Comunità Montana invests round € 300.000 per year to implement the number of bus-rides. Public and private actors invest € 9.000 for the cards
Awareness raising	Brochures, info-point, hotels

Key factors for success of implementation

- Financing by public/administrative bodies and private actors.
- Reduction of private vehicles
- Facilitating public transport for all tourists

Contact details

Project responsible	**Silvio Baroni** Comunità Montana Alta Valtellina Via Roma 1 I-23032 Bormio (SO) **E-Mail:** silvio.baroni@cmav.so.it **Phone:** +39/0342 912316

Figure 35: Alps-mobility card

Source: http://www.bormioprenotazioni.it/hlaricebianco/welcome_card/ita.html

5.4.2.2 Bayern-Ticket

Description

Location	Bavaria, Germany
Time frame	The ticket can be used the whole year.
Description of the project and status quo of activities	Information on mobility (network maps) + solution for service packages are available. The special tourist card is valid for all means of public transport within the free state of Bavaria. There has been an increasing demand for the Bavarian ticket. The project is operative, and it was an enormous success, because there were 23,8 million tickets sold between 1997 and 2008. The next steps were the implementation of the single ticket and a night ticket. The tickets for families have been reduced, whereas other target groups have to pay more.
Objectives, background	The project was implemented in Bavaria and the aim was to have a regional ticket in order to use all public transport within the region. The reason for the implementation was the raising demand for a simple ticket for many persons, who can travel at low costs. There are 12.538.696 inhabitants in Bavaria in 2011 and the overnight stays account for 80.956.617.[33]
Project leader and stakeholders	As a regional project, railway companies and local public transport companies are the main stakeholders.
Problem to be solved and motivation	The absence of a common ticket for all public transports in the Bavarian region. The motivation was to address new target groups to fill the trains and to be more environmental-friendly.
Means of transport used	Train, bus
Target group	Tourists, inhabitants
Challenges	The difficulty was the Internet selling, because the tickets must be ordered 3 months in advance.
Costs / Financing	The project is financed by the customers. The earnings are divided between the rail and bus companies in a demand-oriented manner (based on passenger counting). The implementation costs are not known.
Awareness raising	The project was mainly promoted by means of advertisement campaigns.

Key factors for success of implementation

- Project mainly promoted by means of advertisement campaigns, and financed by customers
- Simple, comprehensible offer
- Have a regional ticket in order to use all public transport within the region

[33] https://www.statistik.bayern.de/statistik/tourismus/;
www.statistikdaten.bayern.de/genesis/online?language=de&sequenz=TabelleErgebnis&selectionname=12411-001

Contact details

Project responsible	**Andreas Fuhrmann** **E-Mail:** andreas.fuhrmann@deutschebahn.com **Phone:** +49 (0)30 297-60016

Figure 36: Deutsche Bahn Logo

Source: http://www.bahn.de/p/view/index.shtml

5.4.2.3 Bodensee Vorarlberg Leisure Card

Description

Location	Bregenz, Feldkirch, Liechtenstein
Time frame	2009 – operative. The card ids valid from April to October.
Description of the project and status quo of activities	The card was implemented due to the absence of an all-inclusive cardin this region compared to other regions. The Bodensee Vorarlberg Card was modeled on the Bregenzerwald Card. The aim of the card is not to gain profits but rather to persuade the guests to prolong their stay. The sold cards rose from 200 in 2009 to 2.000 in 2012. The state of the project is operative. The contracts with the partners had to be signed but there were no clear aims in this project.
Objectives, background	The objective of this project is to enhance the ticket sales and to gain more partners. Another main goal is the recharging of the card for environmental purposes.
Project leader and stakeholders	It is a regional initiative. Museums, swimming baths, cable cars, public traffic service are the stakeholders in this project, which register each card and get a provision of 1€/card by the tourist association.
Problem to be solved and motivation	The card was not brought into life in order to solve a problem but rather to offer a special tourist card. The motivation for the stakeholders to carry out the project is promotion purposes.
Means of transport used	Bus and train
Target group	Tourists
Benefits	The tourism companies profit on the short term and the region itself profits on the long term. Tourists profit because the card offers a wide range of leisure activities plus the public traffic service at a low price.
Challenges	The difficulties of this project were in the implementation phase, because the ticket sale had to be organized.
Costs / Financing	The card is financed by the tourists, who buy the card. The costs for the card account for 16€/adult and 8€/child, but the earnings by means of the card for the partners are not as high as through an entrance fee. This is why the partners don't profit from this card financially but they have a promotion effect. Generally this system can only be upheld until there is no significant increase in ticket sales. If there was a further increase the partners would not be able to compensate the financial loss anymore.
Awareness raising	The project was promoted by the website, folders and by employees of the tourism association.

Key factors for success of implementation

- The area covered by the all-inclusive card is larger than the one of other cards and in addition, the service is better and the costs are lower.
- Focus on enhancing ticket sales and on gaining more partners.
- Promoting leisure activities and public transport service at a low price.
- Use of the card for public transport service.

Contact details

Project responsible	**Julien Senamaud** Bodensee-Vorarlberg Tourismus Postfach 16 6901 Bregenz / Österreich **E-Mail**: julien.senamaud@bodensee-vorarlberg.com **Phone:** +43 (0)5574 - 434 43-0

5.4.2.4 Bregenzerwald Card

Description

Location	Bregenzerwald, Austria
Time frame	The Bregenzerwald card is available between 1 May and 31 October and it is designed for tourists.
Description of the project and status quo of activities	The offered service is guests who are staying at least three nights and holding the Bregenzerwald card. They can perform leisure activities and use regional cable cars and public transport free of charge. The project is operative. The seasonal card for inhabitants can be used through the whole year. For inhabitants there is a summer season card, which does not include the public transport service.
Objectives, background	The main objective for implementing the card in 1999 was the decline in summer night stays. Consequently the public transport service was not working at full capacity and the summer trains had to close down their service. That's why the Bregenzerwald card was implemented. It is an all-inclusive card and comprises the free use of the public transport service, the swimming baths and the mountain trains. There are 30.041 inhabitants in the Bregenzerwald in 2010[34].
Project leader and stakeholders	It was a regional initiative. Bregenzerwald Tourismus, the cable cars, the municipalities and the public transport service are the stakeholders. The municipalities and the public transport service sustain the system.
Problem to be solved and motivation	The summer night stays should be enhanced. The motivation was to reduce the private traffic and to improve the summer tourism.
Means of transport used	Public transport service (e.g. Bus)
Target group	Tourists
Benefits	The Stakeholders and the hotels profit from the project due to the increase of guests.
Challenges	The difficulty in this project was the persuasion of the municipalities to collaborate in the project.
Costs / Financing	There were no costs in the implementation phase. At the end of the season the stakeholders get a percentage of the profit by the Bregenzerwald Tourism earned through the all- inclusive card and the season card.
Awareness raising	The project was promoted by the press and folders.

Key factors for success of implementation[35]

- Promote sustainable transport and reduce the private traffic.
- Enhance summer night stays.
- Only the basic infrastructure is included in the card.

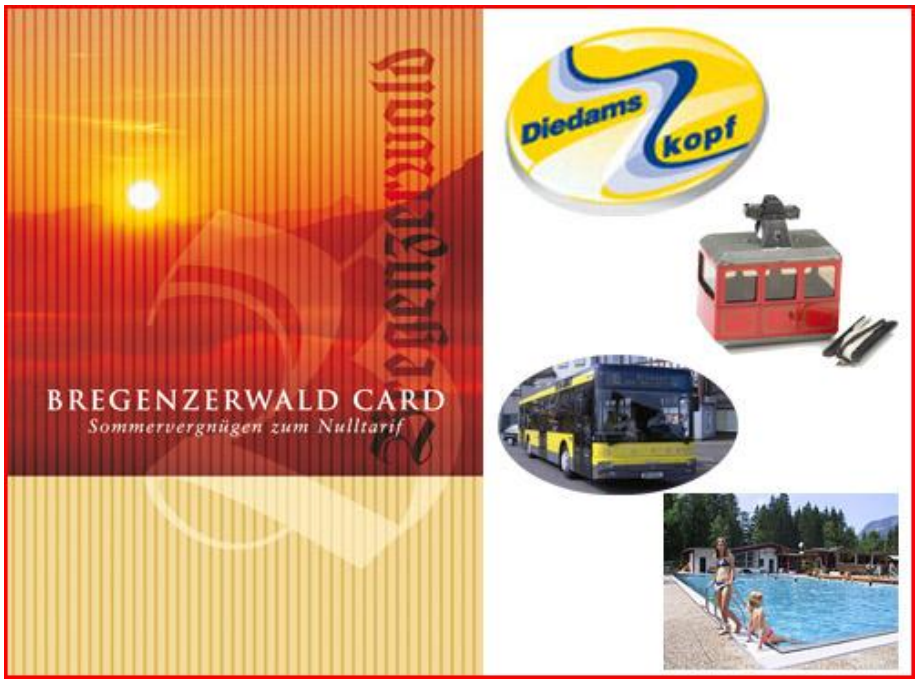
[34] http://de.wikipedia.org/wiki/Bregenzerwald

[35] These key success crtieria were deducted hypothetically by a consulting expert of the project team on the basis of knowledge gained through study of comparable initaitives.

Contact details

Project responsible	**Bregenzerwald Tourismus** Gerbe 1135 A-6863 Egg **E-Mail:** info@bregenzerwald.at **Phone:** +43 (0)5512 2365

Figure 37: Bregenzerwald Card



Source: http://www.ruef.cc/sommer.html

5.4.2.5 National Park Kärnten Karte

Description

Location	Heiligenblut, Großkrichheim, Mörtschach, Winklern, Rangersdorf, Stall, Mallnitz, Obervellach, Reißeck, Austria
Time frame	2005 – operative
Description of the project and status quo of activities	In recent years a couple of measures have been implemented in order to attract more landlords and providers. The number of landlords, who offered the card as an all-inclusive card rose from 62 to 112. Regional providers such as the "Großglockner Hochalpenstraßen AG" could be reached. Guests are now able to pass the Großglockner without paying road charge. Another implementation was the inclusion of the regional transport system into the card. Guests are now able to use the National Park "Wanderbus" without having to hold another card. The status of the project is operative. The next step is the implementation of the National Park Card 2.0 in order to restructure the system of the card.
Objectives, background	The National Park Card Carinthia was brought into being by the landlords and the regional tourism association. The aim was to provide an additive offer for the guests, which was directly included into the overnight price.
Project leader and stakeholders	It is a regional project, which is based on the Carinthia Card, but provides more regional offers. The stakeholders in this project are the regional tourism association, landlords and representatives of the region and the IG Carinthia Card, which was the basis, completed by additional offers in the region.
Problem to be solved and motivation	The Card was launched in order to provide an added value for the guests. The motivation was the implementation of an all-inclusive card, which had not existed before.
Target group	Tourists
Benefits	Every guest profits from the card.
Challenges	The difficulty laid in the explanation of the recently changed technical system of the cards to the landlords. A few years ago the card operated via chip code, but since 2010 the system was changed to a barcode.
Costs / Financing	The tourism region and the landlords pay a fee to the Carinthia Card and the regional providers.
Awareness raising	The project was promoted by means of the website, folders, press releases, online-marketing.

Key factors for success of implementation

- Promoting overnight stays together with sustainable transport.
- Introduction of an all-inclusive card, which had not existed before.

Contact details

Project responsible	**Marlies Thaler** Hof 4 9844 Heiligenblut Österreich **E-Mail:** m.thaler@nationalpark-hohetauern.at **Phone:** +43 (0) 48 24/2700-12

Figure 38: National Park Kärnten Karte

Source: http://www.nationalpark-hohetauern.at

5.4.2.6 Salzburg Card

Description

Location	Salzburg, Austria
Time frame	1995 – operative
Description of the project and status quo of activities	The Salzburg all-inclusive card offers free entrance to museums, free use of public transport service as well as the use of the Salzach-ship and the "Untersberg"train. Since its introduction the number of sold cards increased steadily. The status of the project is operative. Recently the online booking system has been implemented.
Objectives, background	The objective was to satisfy guests' needs concerning comfort and market orientation, to ease their stay and getting around the city of Salzburg. There are 148.521 inhabitants in Salzburg in 2012 and the overnight stays account for 23.949.914.[36]
Project leader and stakeholders	It is a local initiative. The stakeholders are the sightseeing spots, the Tourism association Salzburg and the regional traffic transport service.
Problem to be solved and motivation	There was no all-inclusive card in Salzburg. By means of this project the guests can have free access to museums and reductions to other sightseeing places in combination with free use of transport service. The motivation was to increase the number of visitors.
Means of transport used	Cable car, ship, "Untersberg"train and bus;
Target group	Tourists, Inhabitants
Benefits	The stakeholders profit from this project, as there are more visitors.
Challenges	Difficulties were not encountered.
Costs / Financing	The guests can purchase the card online, in hotels and card offices. At the end of the year the stakeholders get a certain percentage by the tourism association.
Awareness raising	The project was promoted by brochures, the tourism association and a press conference.

Key factors for success of implementation

- Strong cooperation and wide support among tourist associations and transport providers.
- Increased number of visitors, with a consequent increased stakeholders profit.
- Attractive and good value offer promoting culture sites and sustainable mobility transport.

[36] www.statistik.at/web_de/statistiken/tourismus/beherbergung/ankuenfte_naechtigungen/index.html; http://de.wikipedia.org/wiki/Salzburg

Contact details

Project responsible	**Stefan Stabauer** **E-mail**: cards@salzburg.info **Phone**: +43 (0)662 88 9870.

Figure 39: Salzburg Card

Source: http://www.salzburg.info/de/sehenswertes/salzburg_card

5.4.2.7 Sommer Aktiv Card 2012 (Montafon Silvretta)

Description

Location	Brandnertal, Bludenz, Klostertal, Montafon, Austria
Time frame	1996 – operative
Description of the project and status quo of activities	The all-inclusive SummerAktiv-CARD (pricing and ticketing enables users in the above-mentioned area to unrestrictedly use cable cars, enter museums and outdoor swimming pools and use public transport 3, 5, 7, 10 or 14 consecutive days. The cardholder can benefit from additional services and various discounts. Since the implementation of the card the sales raised from 4.500 to 26.000. The project is operative, and the prospective goal is to enhance the frequency.
Objectives, background	The aim of this project was to foster the touristic summer offer because the guests expect a bundle of infrastructure and a budget security.
Project leader and stakeholders	It is a regional initiative. Cable cars, outdoor swimming pools, museums and the public transport service are the stakeholders in this project. Their duty is to effect services, which are charged proportionately.
Problem to be solved and motivation	The aim of the project was not to solve a problem but rather to satisfy the guests' needs concerning comfort and market orientation. The stakeholder's motivation was to raise the transport frequency in the mountains and to enhance the guests' overnight stays.
Means of transport used	Cable car, chairlift and the public transport service
Target group	Sporty tourists
Benefits	Each stakeholder profits from this initiative as the frequencies and the sales rose.
Challenges	The difficulties in the implementation phase were that each partner wanted to make the most of the situation in financial terms.
Costs / Financing	There were no implementation costs, and since the implementation the card has been financed by the guests.
Awareness raising	In order to promote the project all means of communication were inserted by the Montafoner tourism.

Key factors for success of implementation

- Sound financing and financial security provided for.
- Willingness on the part of tourists to pay a respective price for the offered all-inclusive card.

Contact details

Project responsible	**Arno Fricke** MONTAFON TOURISMUS GMBH –BERGBAHNEN Montafonerstr. 21 A-6780 Schruns Austria **E-Mail:** bergbahnen@montafon.at **Phone:** +43 (0)5556 75440-0

Figure 40: Arlberg

Source: http://www.arlberg.com/index.php?id=130

5.4.2.8 Trekking col Treno

Description

Location	Emilia Romagna, Toscana, Italy
Time frame	1991 – operating
Description of the project and status quo of activities	The project connects trekking activities with the use of train as transport modality; it concerns the categories seasonal and direct train connections and pricing of seasonal direct train connection. Excursions start on the 4 March and end on the 9 December. Tourists can buy an integrated ticket including shuttle bus ride, assistance, and tasting of local products. Tourist groups of at least ten people can benefit a 10% discount on train ticket price (Trenitalia trains). 2011 results: 50 excursions with a total number of 2.500 participants (more than double comparing to the previous year). The project is operative, and has increased the number of the excursions (from 50 in 2011 to 56 in 2012).
Objectives, background	The objective is to enable trekking activities and reach the starting point by train.
Project leader and stakeholders	The CAI (Club Alpino Italiano) Bologna is the project leader, while Trenitalia, Italian Alpine Club, Provincia di Bologna, ATC Bologna, Ferrovie dell'Emilia-Romagna are the stakeholders.
Problem to be solved and motivation	Too many railway lines were disused in the area of Bologna. Increase use of train among hikers and knowledge of the territories in a sustainable way.
Means of transport used	Train, bus
Target group	Inhabitants (local, regional, cross-border), tourists (day tourists, tourists staying more than one day, walkers/hikers)
Benefits	Different excursion offers for different types of hikers.
Challenges	Tourists have to search for timetables and prices of trains and busses before the excursion begins. Sometimes trains and busses can be cancelled.
Costs / Financing	No special financing activities. Province of Bologna finances the promotion activities. Participation fee: 2€ for CAI members and 5€ for non-members. Train tickets are not included in the price.
Awareness raising	Brochures at touristic agencies (Apt), calendar of excursions can be downloaded from internet and on the telephone.

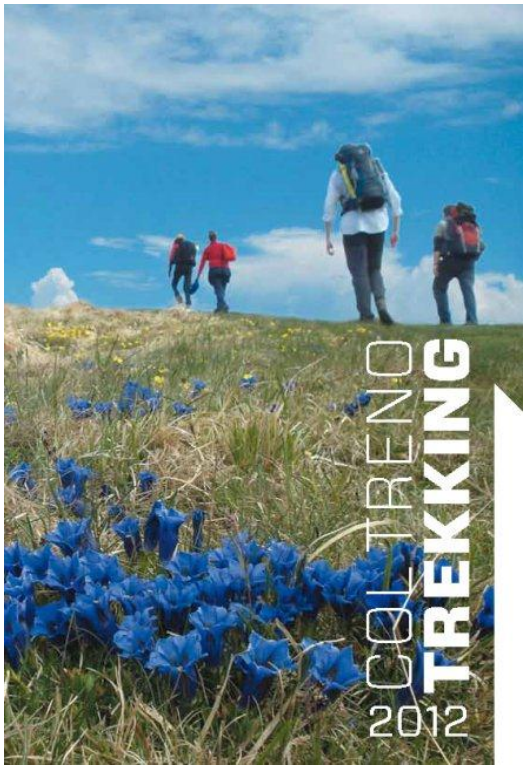
Key factors for success of implementation

- Spontaneous and voluntary project.
- Sufficient availability of public transport and coordination.
- Increased use of train among hikers and knowledge of the territories in a sustainable way.

Contact details

Project responsible	**Sergio Gardini** CAI - Club Alpino Italiano - Sezione Mario FANTIN di Bologna. **E-Mail:** cai-bo@iperbole.bologna.it sergiootp-er@libero.it **Phone:** +39 338/749 13 22 (Gardini) +39 051/23 48 56 (CAI Bologna)

Figure 41: Trekking col Treno



Source: http://www.cittadarte.emilia-romagna.it/bologna/eventi/trekking-col-treno-2012.html

5.4.2.9 Altibus

Description

Location	Savoie, Haute Savoie, Isere, Hautes Alpes, France
Time frame	From 1999 – operating
Description of the project and status quo of activities	Setting up of a reservation system of bus tickets (Special tourist cards)for all clients through a web site and a call center service. Creation of a unique web portal for the alpine region dedicated to the client. The project is operative, and is recording a regular growing number of web visits. In 2007 around 4.000/day.
Project leader and stakeholders	TransDev is the main and unique actor. TransDev realized this initiative without any coordination of other involved people or structures.
Problem to be solved and motivation	Poor access to information and travel possibilities by means of public and/or soft transportation. The motivation is to modernize the bus ticket selling system towards ski resorts and to diffuse information to clients before their departure to their destination.
Means of transport used	Public transport services
Target group	Inhabitants (local, regional, cross-border), commuters, tourists
Benefits	In winter time about 85 ski resorts are served by coaches from the main alpine towns (big and middle size towns).
Challenges	Not addressed to inhabitants and workers
Costs / Financing	Regione Lombardia, European Union

Key factors for success of implementation

- Creation of a unique web portal for the alpine region dedicated to the client,.
- Modernized bus ticket selling system.
- Diffuse information to clients before their departure to their destination.

Contact details

Project responsible	**Paul Santaella** TransDev **E-Mail:** paul.santaella@transdev.fr **Phone:** +33 (0)4 79 68 32 67

5.4.3 Summary and Conclusion

Nine projects are listed in this chapter, dealing with pricing and ticketing. One of the nine projects already conducted an evaluation (5.4.2.1) which concluded that the project runs in a good performance for 15 years (regrettably there is no information about the kind of evaluation stated here). But all projects show their strengths which in this case greatly differ from each other depending on the perspective looked at. Summed up, the following points are more general:

- Reduction of private vehicles
- Ensuring public transport for all tourists
- Simple, comprehensible offer
- Increase in the overnight stays
- Financial security
- Spontaneous and voluntary project
- All-inclusive offer

The lessons learned are that it is crucial to be up to date concerning the technical systems and also that in case of a good service offer the guests are willing to pay the card. All good practice examples can be transferable, in the case that the organizing region or stakeholders are in funds, because such projects are always connected with rather high costs (e.g. for software, developing and producing cards, giving discounts, etc.).

- A sufficient essential public transport service is needed.
- Considering different prices and different characteristics (pricing-policy).
- Enough money for the project management and the software development.
- There should be more than one “big player” included.
- All stakeholders should act in concert.

Nearly all projects ran in a completely positive way, though six of them also had to deal with challenges and difficulties like:

- Collaboration with the municipalities
- Financial problems
- Problems with the cooperation of stakeholders
- Technological and internet problems
- Full trains
- The manifold array of cards in Vorarlberg and their positioning
- The number of partners in the public transport sector
- Voluntary activities can have alternate trends

5.5 Cooperation and Coordination in Transport and Tourism

5.5.1 Introduction

This chapter deals with good practices on how to improve the system of integrated/all-inclusive packages providing a combination of public transport and tourist offers at a destination. In this topic it is important to strengthen the cooperation amongst and the coordination between different organizations and the tourism sector. Here of course the factor “providing information” to the users plays an important role, so combined packages between the tourism sector and the transport sector can be developed. Problems dealt with in this chapter are lacking connections between rural villages, lack of financing resulting in too little public transport, limited accessibility for disabled people, parents with baby carriages or elderly people or a needed reduction of traffic.

The collection includes examples of cooperation and coordination between the sectors of transport and tourism at different spatial and organizational levels. The cooperation focuses on providing information about how to reach the final destination by sustainable transport modes and on promoting sustainable travel during the stay.

The collection contains examples of the following sub-categories:

- Transport offer (4)
- Tourism and transport packages (1)
- Integrated/All-inclusive packages (1)

Two of the six examples in this chapter are not working anymore ore have been finished within the last years. The other projects are still running successfully. The main means of transport are buses, but also the train and electric vehicles are used. The projects are designed for tourists and inhabitants, one project especially for disabled or elderly people and families.

5.5.2 Examples

5.5.2.1 Alpine Valley Coach

Description

Location	Region Alp Flix, Region Bergün, Landscape Park Binntal, Regional Park Chasseral, Nature Park Gantrisch, Region Greina, Region Huttwil, Region Moosalp, Park Jura vaudois; Switzerland
Time frame	2005 – ongoing. The buses only operate in the summer and in the winter. There is no bus service in autumn and spring, because it is designed for tourists in the summer and in the winter season.
Description of the project and status quo of activities	It is a national group formed up to support public coach services to and in rural alpine regions. The frequencies of the buses were adjusted due to higher tourists' demand and the CO_2 emission could be reduced. The project is active. A recent step was the extension to ten regions operating in this project.
Objectives, background	The aim of this project is to provide public transport to rural areas which are of interest for nature tourism, and are not connected to the public transport system. These areas are Binntal, Gantrisch, Greina, Alp Flix, Bergün, Chasseral, Huttwil and Moosalp.
Project leader and stakeholders	It is a national initiative. There are stakeholders on the national as well as on the regional level. The national stakeholders are the following: Swiss Working group for Alpine regions (SAB), Swiss Automobile Association (VSC), Swiss Alps association (SAC) and the Post Auto Schweiz AG. Furthermore each region has stakeholders as tourism associations or municipality associations. The national stakeholders were responsible to get the project started and had to organize the media. The regional stakeholders were in charge of the implementation of the schedules.
Problem to be solved and motivation	Rural villages in alpine Switzerland are not well connected to the public transport system, as the state doesn't pay for the maintenance of public transport service, in case there are less than 100 inhabitants/municipality. The scope of this project is to provide public transport service in touristic areas, which are not connected to the public transport system.
Means of transport used	Coach
Target group	Tourists
Benefits	It increases the accessibility of the valley for the tourist travelers in Switzerland.
Challenges	The offer is highly dependent on the funding and supporting of local partners.
Costs / Financing	The overall budget is 30.000 CHF, which is financed by the 4 national stakeholders as well as the regions themselves. The regions have to contribute a fee of 2.000 CHF a year.

Awareness raising	A huge benefit to the success of the public transport service contributes an intensive marketing of this product. This includes various advertisements in printed tourism catalogues, tourism web-pages, community web pages; various information brochures, contributions in transport specialized press and so forth.

Key factors for success of implementation

- Regional anchoring of the project.
- Transferability of the project to other regions with a potential for nature tourism, which are not well-connected to public transport.
- Increasing of the valley accessibility for the tourist travellers in Switzerland.

Contact details

Project responsible	**Thomas Egger** Schweizerische Arbeitsgemeinschaft für die Berggebiete SAB Seilerstr. 4 Postfach CH-3001 Bern **E-Mail:** thomas.egger@sab.ch **Phone:** +41 (0)31 382 10 10

Figure 42: Alpine Valley Coach

Source: Moosalp - Moorlandschaft © Peter Salzmann, Viège

5.5.2.2 Berchtesgadener Vacation Ticket

Description

Location	Berchtesgaden, Germany
Time frame	The project has been operating since 1994 and runs the whole year.
Description of the project and status quo of activities	The "Berchtesgadener vacation ticket" (an integrated/all-inclusive package) which was implemented in 1994, offers the use of public means of transport in the Berchtesgadener Land as well as in the Euregioverbund with the Austrian neighbors at an attractive price. Since 2008 the guests do not need to pay for the means of transport anymore in the entire area except for trips to Salzburg (4€) and Bad Reichenhall (2€). In 2008 the ticket system has been renewed, as the guests did not have to pay for using the public transport service anymore. The number of trips has been enforced since then starting from 60.000 up to 550.000 sold tickets. The status of the project is operative. Now that has been established a train service between Berchtesgaden and Bad Reichenhall, the guests have shorter waiting time.
Objectives, background	The objective was to increase use of public transport services in the area of Berchtesgaden. In Berchtesgaden there are 7.597 inhabitants in 2010, and in the year 2010 the overnight stays accounted for 611.201 (in 2010).[37]
Project leader and stakeholders	This project is a regional initiative. The stakeholders in this project are the Regionalverkehr Oberbayern and the Tourist Region Berchtesgadener Land, which has to handle the financial situation, whereas the Regionalverkehr Oberbayern provides the line network.
Problem to be solved and motivation	The traffic should be decreased and the use of public means of transport should be enhanced. Furthermore the CO_2-emissions should be limited. The motivation was to promote the use of public means of transport, as the region Berchtesgaden is a so called Spa area.
Means of transport used	Bus, train
Target group	Tourists (elderly people and families with children)
Benefits	The guests profit, because they no longer have to pay for the use of the public transport service. The Regionalverkehr Oberbayern profits because the proportion of guests has increased. The hotels profit, because they use the vacation ticket as a means of marketing. And the state profits as well because the hotels have to register the guests in advance, and thus decreased the number of "forgotten" registrations.
Challenges	The problem in this project was the financial situation. The stakeholders had to agree, who has to pay how much for this project.

[37] www.statistikdaten.bayern.de; http://extranet.berchtesgadener-land.com/ext/live/extdom/psfile/docfile/88/copy4fccca4fcccab788a2f.pdf

Costs / Financing	The municipalities pay 1-2€/guest for the running costs. The initial costs were paid by the increase of the vacation ticket. (+0,30 Cent) and by the municipalities.
Awareness raising	The awareness of this project was reached by the dissemination of flyers, publications in print media and press releases.

Key factors for success of implementation

- Good cooperation among the stakeholders, especially with bus companies.
- Fair collaboration between the stakeholders, and the pressure from outside regarding the increase of the frequency.
- Car(e) free travelling for tourists.

Contact details

Project responsible	**Tourism Region Berchtesgaden-Königssee (Guest service)** Königsseer Str. 2 D-83471 Berchtesgaden **E-Mail:** info@berchtesgadener-land.info **Phone:** +49 8652 967-0

Figure 43: Berchtesgadener vacation ticket

Source: http://www.alpine-pearls.com

5.5.2.3 Harz.EE-Mobility

Description

Location	Harz, Germany
Time frame	2009 – 2011
Description of the project and status quo of activities	The project is about collaboration and integration of a wide range of scientific knowledge, advance technologies and recent developments in the areas of energy systems, vehicle management and information- and communication technologies. The project finished in 2011.
Objectives, background	The project Harz EE-mobility is an extension of the E-Energy project RegModHarz, which is also financed by the BMU. The model region Harz is coined by the use of electric vehicles, which use power by regenerative resources. The vehicles are designed for users, who want to contribute to an eco-friendly environment.
Project leader and stakeholders	The project is a regional initiative. The stakeholders in this project are universities, research institutes and enterprises. The University "Otto-von-Guericke", the high school Harz and the institute for solar energy supply engineering provide scientific findings. In the area vehicle management the German railway stock company and the Fraunhofer Institute collaborate. The Siemens stock company and the Vodafone Group are hold of the Information- and Communication technologies. Siemens also provides its expertise concerning energy management systems. E.On Avacon stock company, the Halberstadtwerke, the Stadtwerke Blankenburg, Quedlingburg and Wernigerode are hold of the networking operation. The regenerative Kraftwerke Harz GmbH&Co KG are responsible of the networking operation in the area renewable energies. The drive system for electric vehicles is managed by the Krebs&Aulich limited company. The in power limited company is in charge of the business model development
Problem to be solved and motivation	The range of today's electric vehicles does not match that of cars with combustion engines. Electro mobility is considered a part of the energy supply network. Smart grids should increase the share of an eco-friendly power generation.
Means of transport used	Electric vehicles
Target group	Environmental friendly inhabitants
Benefits	Representative transport and electricity infrastructure and user profiles (industry, tourism, residential structures) are specified and analyzed with a fleet of 25 electric cars.
Costs / Financing	The German Federal Ministry for Environment, Nature Conservation and Reactor Safety as well as the industrial partners finance the project, whose costs account for € 12 million.
Awareness raising	The project was promoted by the press.

Key factors for success of implementation

- More than 60% of the energy supply comes from renewable sources.
- Support by the population and the politics as well as the collaboration of all regional municipalities, net-providers and the public utilities.
- Sound financing by public/administrative bodies.

Contact details

Project responsible	**Prof. Dr.-Ing. Zbigniew A. Styczynski** Otto-von-Guericke-Universität Magdeburg Institut für Elektrische Energiesysteme **E-Mail:** sty@ovgu.de **Phone:** 0049/(0)391 67-18866

Figure 44: Harz.EE-mobility Logo

Source: http://www.harzee-mobility.de/index.php

5.5.2.4 Model Management Accessibility (barrier free) National Park Berchtesgaden

Description

Location	Berchtesgaden, Germany
Time frame	2005 – 2007 (project development), project is still operative
Description of the project and status quo of activities	The whole area offers barrier free access without stairs or gradients. Barrier free involves unlimited access in the National Park area, but does not subsequently mean wheelchair accessible. The development phase ended in 2007 but the offered service is still operative.
Objectives, background	This project was implemented to guarantee better access for the elderly or handicapped visitors of the National Park, because there had been obstacles and gradients in the NP area. In Berchtesgaden there are 7.597 inhabitants (in 2010), and in the year 2010 the overnight stays accounted for 611.201.[38]
Project leader and stakeholders	It is a local initiative. The stakeholders in this project are disabled persons associations, regional working groups, the regional association Oberbayern and the municipalities Ramsau and Schönau am Königssee.
Problem to be solved and motivation	The limited accessibility for handicapped people and/or parents with baby carriages, elderly, or people with heavy backpacks should be solved. The scope is to do justice to the motto "A National Park for All", to pay tribute to the older growing society and to reach the future tourism target group, which consists of elderly people and children.
Means of transport used	Wheelchair friendly bus
Target group	Handicapped people, elderly persons and families with children. The target group was fully reached by means of this project.
Benefits	It is a possibility for handicapped people (or persons with a baby carriage) to get access to the National Park.
Challenges	The difficulty in the implementation phase was the financing.
Costs / Financing	The German Environment Foundation and the Bavarian Environment ministry financed the project with 50%. There are no running costs.
Awareness raising	The project was promoted by dint of the website, a project report to the disabled persons associations and a press conference.

Key factors for success of implementation

- Solve the limited accessibility to the nature park for handicapped people and/or parents with baby carriages, elderly or people with heavy backpacks.
- First Management Plan implemented in a mountainous region by the nature park.

[38] www.statistikdaten.bayern.de and http://extranet.berchtesgadener-land.com/ext/live/extdom/psfile/docfile/88/copy4fccca4fcccab788a2f.pdf

Contact details

Project responsible	**Dr. Michael Vogel** Nationalparkverwaltung Berchtesgaden, Doktorberg 6 83471 Berchtesgaden **E-Mail:** poststelle@npv-bgd.bayern.de **Phone:** +49 (0) 86 52 / 96 86 - 0

Figure 45: Geschäftsbereich Lebensministerium Bayern Logo

Source: http://www.nationalpark-berchtesgaden.de

5.5.2.5 Reduction of Motorized Vehicles in the Park

Description

Location	Municipalities Solčava, Krajinski park Logarska dolina, Naturpark Robanov Kot, Slovenia
Description of the project and status quo of activities	Regulation for the tourist-frequency; phasing-in of sustainable transportation (bus, bike, carriage, etc.). The project is operative. Admission to the Logar Valley is charged for motor vehicles: motorcycles, passenger cars, vans, busses pay between € 5 (motorcycle) and € 25 (bus) entry fee. Entry is free for anyone entering the park without a motorized vehicle, e.g. on foot, bike, roller skates, electric vehicles, etc.
Stakeholders	Municipalities Solčava and Luče, the Ministry for Environment and Spatial Planning, European Union, Logarska d.o.o.
Problem to be solved and motivation	Random parking, motorized individual traffic; traffic was annoying for residents and visitors. The motivation is the reduction of the motorized individual traffic of tourists, to secure the nature.
Benefits	Development of an infrastructure in public transport service. Visitors of the Logar Valley make a significant contribution to the preservation and nature-friendly development of the landscape park
Costs / Financing	The initial financing was covered by the Municipalities Solčava and Luče, the Ministry for Environment and Spatial Planning, and the European Union. Logarska d.o.o. operates on a non-profit basis and devotes the income from entry fees to: • the operation of the supervision and information service, • the management of the municipal and tourist infrastructure, • the preservation of the natural and cultural heritage, • the education of locals, • the preparation and implementation of sustainable development programmes for the Solčavsko region, • compensation for the concession, • cooperation with institutions and individuals engaged in sustainable development

Key factors for success of implementation[39]

- Reducing motorized individual traffic of tourists, and phasing-in of sustainable transportation.
- Development of an infrastructure in public transport service.

[39] These key success crtieria were deducted hypothetically by a consulting expert of the project team on the basis of knowledge gained through study of comparable initaitives.

Contact details

Project responsible	**Turistično društvo Solčava** **E-Mail:** info.solcava@siol.net **Phone:** 03 839 07 10

Figure 46: Reduction of motorized vehicles in the park

Source: http://www.slovenia.info/?kul_zgod_znamenitosti=2223&lng=3; http://www.logarska-dolina.si

5.5.2.6 Walserbus and Allgäu Walser Guest Card

Description

Location	Mittelberg / Kleinwalsertal, Austria
Time frame	1996 – operative
Description of the project and status quo of activities	The busses, five different bus lines, pass through the valley area in 7,5-minute intervals during the peak season or in seasonally weak periods in 15- or 30-minute intervals and also operate a number of secondary lines in the suburbs. The status of the project is operative. The next step is to find way to relieve the Walserbus since it is overcrowded especially in the winter season. In winter season the mountain railway could transport guests as well. The use of the Walserbus is free when combined with the Allgäu Walser Guest Card. Persons not in possession of a guest card must pay for a ticket. Travelers on the Walserbus are on German territory from the Walserschanz (Austrian border) through to Oberstdorf and are therefore required to pay an additional fee to complete the bus trip. With the Allgäu Walser Guest Card travelers receive a special tariff for this journey. Adult one way € 3,00 / roundtrip € 5,50.
Objectives, background	The project was implemented in 1996 in order to promote environmental-friendly transport service. Since 1998 the Walserbus has been operating on all lines in the valley. Mittelberg accounts for 4.987 inhabitants (2012) and 199.404 overnight stays.[40]
Project leader and stakeholders	It is a regional project. The Community of Mittelberg and the "Regionalverkehr Allgäu" are the stakeholders of this project, in charge of the financing.
Problem to be solved and motivation	The traffic should be reduced. The motivation to carry out the project was economic interests.
Means of transport used	Bus
Target group	Tourists, inhabitants
Benefits	Each costumer can profit from the project since the Allgäu Walser Guest Card offers a variety of price reductions and free offers, e.g. on guided tours, special events, museum entry fees, internet access, etc. Also, the use of the Walserbus is free when combined with the Allgäu Walser Guest Card.
Challenges	The difficulty was the implementation phase because it included the risk of not working properly. Now the problem is the capacity of the busses due to the higher guests demand.
Costs / Financing	The project is financed by means of the Allgäu Walser Guest Card, the state, the country and the municipality. The total costs account for € 4,5 million a year.
Awareness raising	The project was promoted by folders and the website.

[40] http://sdb.statistik.at/superwebguest/login.do?guest=guest&db=debevstand; www.vorarlberg.at/pdf/2_kalenderjahr2011.pdf

Key factors for success of implementation

- The bus experiences a high acceptance and has a consequent traffic-reducing effect.
- Reduce the traffic in Kleinwalsertal, destination of massive tourism attendance, and consequently reduce the damages to the human being and to the environment.

Contact details

Project responsible	**Mr. Kinzel** Kleinwalsertal Tourismus Walserstrasse 264 A-6992 Hirschegg **E-Mail:** info@kleinwalsertal.com **Phone:** +43 (0)5517 / 531 52 24

Figure 47: Allgäu Walser Logo

Source: http://www.kleinwalsertal.com/aktuell/walserbus.htm

Figure 48: Walserbus timetable summer 2012

Source : http://www.kleinwalsertal.com/uploads/media/Walserbus_Sommer_2012_01.pdf

5.5.3 Summary and Conclusion

Six projects are listed in this chapter, dealing with cooperation and coordination in transport and tourism and they state some strengths and/or risks concerning the single projects. One of the projects has already run through an evaluation procedure (5.5.2.6). The acceptance of "Walserbus" is extremely high, a total of about 15.000 people per day are transported (approximately 2,2 million persons per year). The traffic-reducing effects of the new bus system are clearly evident in this case. Further strengths of the other stated projects are:

- Increased number of tourists, local producers and local income
- More than 60 % of the energy supply comes from renewable sources
- The initial costs are low
- Support by the population and the politics as well as the collaboration of all regional municipalities, net-providers and the public utilities
- The first Management Plan for barrier-free accessibility in a mountainous region (Nature Park) was implemented
- Creation of new jobs

All projects can be seen as transferable in certain matching areas, in one case even without any special knowledge. Just one project stated the need of an adequate financing model as a circumstance for a transfer of the project to another region.

Nearly no potential risks could be found within the stated projects. The described projects only had to fight with the following few difficulties, like:

- Problems with funding and supporting of local partners
- Financial problems
- Difficulties with stimulating the development of eco-tourism infrastructures
- Problems occurring in the implementation phase
- Low frequency

5.6 Information/Marketing and Awareness Raising Activities

5.6.1 Introduction

The focus of this category is on public relations and marketing measures (on-location as well as via online sources) aimed at informing tourists about and motivating them to choose the existing public transport offer over motorized individual traffic. Providing information to tourists and also local people is a must to make the frequent use of public transport services possible and thus make any project in this area successful. The sub-categories in this chapter go along with important factors that need to be considered in terms of additional information.

Topics dealt with in the evaluated area of highly frequented (mountain) tourist destinations in the Alps, in the Carpathians as well as other relevant regions were a lack of public transport or access to the region, a high volume of individual traffic, no managing authority or organization managing public transport and thus no common plan and organization.

The examples show how to offer detailed information on transport services provided by transport operators but also by local institutions at the resorts; local public transport services in the resort, about services during the trip or about the services at the intermodal nodes.

The collection contains examples of the following sub-categories:

- Awareness raising activities (1)
- Awareness raising campaign (2)
- Information in the resort (1)
- Mobility information (center or platform) (3)

The inhabitants of the concerned regions are the main target groups in this chapter. Also tourists and commuters play a role. A variety of means of transport are dealt with in these good practice examples: public transport (bus, train), shuttle, bike, e-mobility and even skates or canoes;

5.6.2 Examples

5.6.2.1 Take it Easy "Un'avventura speciale"

Description

Location	Val Genova, Trentino, Italy
Time frame	2003 – operative. The project is carried out every summer.
Description of the project and status quo of activities	Awareness and communication activities. The project privileges the tourist who leaves the car parked at the bottom valley and uses the shuttle; it privileges groups of tourists with cheaper tickets. Shuttles run in the morning and in the evening to stimulate the whole-day visit of the park. Integrated offers for a sustainable holidays and for active sport activities. Guided tours in the park and activities for kids Understand tourists needs, introduce regulations, provide alternatives; new regulations, new services, New marketing, new philosophy. Between 2003 and 2011 a total of 294.257 passengers were transported with shuttles in Val Genova. The status of the project is operative. The next step will be the introduction of a wheel-train with a capacity of 58 persons, one more shuttle in the middle hours to connect the whole valley.
Objectives, background	The objective is to communicate a soft and slow holiday. Genova Valley is located within the borders of the Nature Park Adamello Brenta, which counted 970.741 arrivals and 6.907.673 overnight stays in the year 2009.
Project leader and stakeholders	The project leader, and the only stakeholder, is Nature Park Adamello Brenta.
Problem to be solved and motivation	Narrow valley with only one access / no public transport / high private car traffic. The motivation is to reduce car impact on the valley
Means of transport used	Shuttle, bike
Target group	Inhabitants (local, regional), tourists (day tourists, tourists staying more than one day, mountain climbers, walkers/hikers, cyclists)
Benefits	Increased awareness and knowledge of the visitors, promotion of soft mobility and sustainable holidays.
Challenges	Graphic production of brochures and depliants is handled and financed by the Park, so their quality is not always effective. But an external production would increase the costs.
Costs / Financing	Self-funding. Education and promotion activities € 1.011.454; Preservation and maintenance operations and requalification of the territory € 1.569.668; Unscheduled work on facilities € 636.958; Planning € 389.502; Scientific research € 119.568; other expenditures € 143.000;
Awareness raising	Brochures and depliants about all activities at the park and at all municipalities. A magazine is sent to all families of the municipalities and to tourist agencies. Park's website and newsletter.

Key factors for success of implementation

- Raise the awareness of the visitors about soft mobility and sustainable holidays.
- Reduce motorized vehicles emissions and parking surface.

Contact details

Project responsible	**Matteo Viviani** Organization: Sede Amministrativa Via Nazionale 24 38080 Strembo (TN) **E-Mail:** matteo.viviani@pnab.it **Phone:** 0465.80.66.49

Figure 49: Take it Easy Un'avventura speciale

Source: http://www.pnab.it/vivere-il-parko/come-muoversi/con-i-mezzi-pubblici/mobilita-val-genova.html

5.6.2.2 Awareness Raising Activities for Cycling in Varna

Description

Location	Varna, Bulgaria
Time frame	2007 – 2010
Description of the project and status quo of activities	In order to foster the eco-friendly transport service a newly built cycling path was promoted by an awareness raising campaign in the schools of Varna. The modal shift in favor for the bicycle raised from 37% to 59%. The project is not working anymore.
Objectives, background	In the last decades the traffic situation in Bulgaria became even worse due to the rapid traffic development in this area. The consequences of this development are pollution, accidents as well as fast destructions of the roads. Especially in Varna the situation is crucial because of its rapid population growth in the last years. By means of this project the awareness of the youth concerning environmental friendly transport service should be raised. Varna has 334.870 inhabitants in 2011.
Project leader and stakeholders	It is a local initiative. The stakeholders in this project were 20 schools in Varna, the educational directorate of Varna municipality, the Municipality of Varna and the Black Sea Regional Agency for Energy Management. Their responsibility was the awareness raising among the students.
Problem to be solved and motivation	By means of this project the economic, social, healthy and business life of the citizens in Varna should be improved, which is now affected negatively due to the traffic situation. The motivation was to change the youth's travel behavior regarding cycling and to motivate them to use the newly built cycling path.
Means of transport used	Bike
Target group	Teachers and students as well as adults between 25 and 55
Benefits	In the beginning 39% of the students were informed about the existence of the cycling path, and in the end of the campaign 61% were knew about the cycling path. The population profits from the project, because the air pollution will be reduced.
Challenges	The awareness raising in the older generation caused problems, due to their daily habits. Another difficulty was the conviction of the headmasters to allow the collaboration between the BSRAEM members and the children.
Awareness raising	The project was promoted by informative days, bicycle trainings and a "Day without Cars" Campaign.

Key factors for success of implementation

- Convincing presentation of the project and its goals, convincing dissemination materials.
- The personal attention paid to the students, the rewarding and involvement of the students.

Contact details

Project responsible	**Milena Nalbancheva** BSRAEM **E-Mail:** energy@ubbsla.org **Phone:** +359 88 8319523

Figure 50: Added value Logo

Source: http://www.eu-added-value.eu/index.phtml?ID1=1256&id=1256&sprache=en

5.6.2.3 Awareness Raising Campaign for Sustainable Mobility

Description

Location	Funchal (Madeira), Portugal
Time frame	2008 – 2012
Description of the project and status quo of activities	Funchal has implemented restricted access zones and the city parking policy has been renewed. The project is operative and will be finished in 2012 and has been accompanied by an awareness raising campaign .
Objectives, background	The car ownership in Funchal has increased in the last years, whereas the public transport use has decreased steadily. The goal is to protect the city center of the vast traffic situation and to make the population aware of the impact of their transport choices. Funchal has 112.015 inhabitants and the overnight stays account for 3.688.713.[41]
Project leader and stakeholders	Civitas Mimosa (=Making innovation in mobility and sustainable actions) is a transnational project with Funchal being one of the five participating cities. The stakeholders in this project are the commuters to Funchal, the citizens of Madeira, the visitors, active and health aware people as well as students. The commuters form the core part of the stakeholders, and the rest are direct stakeholders. There is an indirect part of stakeholders, which consist of the city hall and urban planners for example.
Problem to be solved and motivation	The city center should be protected from excessive amounts of traffic. The motivation is to promote sustainable mobility habits among citizens and to improve the urban environment and quality of the city.
Means of transport used	Public transport services
Target group	Drivers, wider public
Awareness raising	The project was promoted by four competitions and one public transport campaign.

Key factors for success of implementation

- A good knowledge of the territory and of the environment and the constant monitoring of the traffic.
- Technological knowledge and awareness.

[41] http://de.wikipedia.org/wiki/Funchal; www.ine.pt/xportal/xmain?xpid=INE&xpgid=ine_unid_territorial&menuBOUI=13707095&contexto=ut&selTab=tab3

Contact details

Project responsible	**Armando Ribeiro** Project Manager (Local Diss.& Policy Manager) Praça do Município 9004-512 Funchal Portugal **Phone**: +351 291211000 **E-Mail:** armando.ribeiro@cm-funchal.pt

Figure 51: Civitas Mimosa Logo

CiViTAS
Cleaner and better transport in cities
MIMOSA

THE CIVITAS INITIATIVE IS CO-FINANCED BY THE EUROPEAN UNION

Source: www.civitas-mimosa.eu/main/index.php?option=com_content&view=article&id=93&Itemid=358

5.6.2.4 Gemeinden mobil

Description

Location	Province South Tyrol Bolzano (Italy), Tyrol (Austria)
Time frame	2006 – operative
Description of the project	Various awareness raising activities: networking and information exchange between project partners, municipal responsible and mobility advisors of municipalities, workshops and trainings for responsible mobility have been held. The project will end in 2012.
Objectives, background	The project was initiated in Tyrol with ten municipalities, and it extended its working area due to good working experience and the support of the land Tyrol. The goal was to count for more than 50 municipalities in 2011, which had been realized before.
Project leader and stakeholders	It is a transnational project between Tyrol and South Tyrol. The stakeholders in this project are the Province South Tyrol, Tyrol and the climate alliance Tyrol.
Problem to be solved and motivation	The traffic volume in the participating municipalities should be reduced. The resonance from the municipalities was overwhelming. Hence the project has then been funded by the INTERREG project since 2008.
Means of transport used	Public transport service, bike and e-mobility
Target group	Inhabitants
Benefits	The municipalities benefit from this project.
Challenges	There were no financial difficulties as the project was funded with means of the INTERREG project.
Costs / Financing	The project has been co-financed by the European Union.
Awareness raising	The project has been promoted by the website, articles in municipality journals, and press releases.

Key factors for success of implementation

- The project is “close” to the inhabitants since it takes their needs into account and keeps them informed.
- Good cooperation among the project partners, municipal responsible and mobility advisors of municipality.

Contact details

Project responsible	**Anna Schwärzler** Land Tirol, Abteilung Verkehrsplanung Eduard-Wallnöfer-Platz 2 A-6020 Innsbruck, Tirol **E-Mail:** verkehrsplanung@tirol.gv.at **Phone:** +43 512 508 4081

Figure 52: Gemeinden Mobil Logo

Source: http://www.gemeindenmobil.at/de/kontakt.asp

5.6.2.5 Mobilito

Description

Location	Regional association Pongau and 25 municipalities of St. Johann/Pongau, Austria
Time frame	2000 – operative
Description of the project and status quo of activities	Provision of public transport management and different kind of integrated tickets for tourists (train & bus + games, zoo, bike, etc.). The project is operative, even if it was supposed to be active only until 2006. Since 2006 the project finances itself and just 10% is financed by the municipalities.
Objectives, background	The project was implemented in 2 municipalities in Salzburg and then more municipalities took part. The aim of this project was to foster sustainable tourism service in the region.
Project leader and stakeholders	It is a local initiative. The stakeholders are the 25 municipalities, which are the owners, three ministries and one regional government authority, which financed the project.
Problem to be solved and motivation	The problem was the absence of an organization, which managed the public traffic. The motivation is to establish an incoming center for tourists, inhabitants and enterprises for sustainable mobility.
Means of transport used	Bus, train
Target group	Inhabitants, tourists and municipalities
Benefits	The municipalities and the guests profit by this project.
Challenges	There were financial problems in the implementation phase.
Costs / Financing	The project was financed by the EU, the province and the federal government with 410.000 (350.000+60.000). The implementation costs were paid by the associate. Since 2006, the municipalities are responsible for the financing.
Awareness raising	The project was promoted via folders, internet and the municipalities.

Key factors for success of implementation

- Regional organization for the public traffic.
- Foster sustainable tourism in the region.
- The project represents an added value for the municipalities that profit by this project together with the guests.

Contact details

Project responsible	**Stefan Maurer** **Email:** info@mobilito.at **Phone:** +43 (0) 6462/33030

Figure 53: Mobilito Logo

Source: http://www.ve-design.net/Mobilito_CMS/neuigkeiten.php

5.6.2.6 SchweizMobil

Description

Location	Switzerland
Time frame	2008 – operative
Description of the project and status quo of activities	An online platform providing various mobility packages, car rental services, lodging, luggage transport services was implemented. The project is operative. The next step is to consolidate the offer.
Objectives, background	The project Schweizmobil has been implemented in 2008, and it arises out of the Foundation Veloland Switzerland and the Swiss hiking paths. Its goal was to establish a national route-network for slow traffic. There are 7.952.600 inhabitants in Switzerland in 2011. The overnight stays account for 35.486.256.[42]
Project leader and stakeholders	The project is a national initiative. The stakeholders in this project are the Federal Office for Energy, the Federal Office for Health, the Federal Office for culture, the Federal Office for country topography, the Federal Office for space development, the Federal Office for Sport, the Federal Office for Streets, the Federal Office for Environment, the state secretary for economy, 26 Cantons, the princedom Liechtenstein, private organizations and national sponsor.
Problem to be solved and motivation	The intention was to create something new. The motivation was the good integration of Human Powered Mobility into travel chain.
Means of transport used	Fun mobility like mountain bikes, inline skates, velo driving ,canoes and walking paths
Target group	Swiss population
Benefits	Public transports profits from its popularity.
Challenges	The difficulty was the collaboration between 26 Cantons.
Costs / Financing	The project costs accounted for 12,5 Million Swiss francs, and were funded by the State, the Cantons and private sponsors.
Awareness raising	The project was promoted by the website, folders and the various partners.

Key factors for success of implementation

- Attractiveness of e-commerce-solutions.
- Establish a national route-network for slow traffic.
- A web platform providing various mobility packages, transport services with assistance of an extensive web portal.

[42] www.bfs.admin.ch/bfs/portal/de/index/themen/10/03/blank/key/01/01.html

Contact details

Project responsible	**Martin Gutbub** Stiftung SchweizMobil Spitalgasse 34 3011 Bern **Mail:** info@schweizmobil.ch **Phone:** +41 (0) 31 318 01 28

Figure 54: Schweiz Mobil

Source: http://www.schweizmobil.org/web/schweizmobil/de/home.html

5.6.2.7 Xeismobil

Description

Location	16 municipalities in Styria, Austria
Time frame	2002 – 2007
Description of the project and status quo of activities	Four local mobility centers connected to the touristic information centers (Information platform) were opened. Ever since that time the number of sold tickets has increased. The project is not operating anymore.
Objectives, background	The railway was teeter on the brink of collapse and the public transport service should be reduced. That is why Xeismobil was brought into being in order to guarantee the public transport service in the region and to combine environmental sound traffic service and touristic offers.
Project leader and stakeholders	The project was a regional initiative. The stakeholders in this project were the 16 municipalities, the Styrian transport association, the federal ministry of transport, innovation and technology, the "Lebensministerium", the ministry of agriculture, water economics and the National Park Gesäuse. The stakeholders funded the project and in the course of the project the infrastructure was provided.
Problem to be solved and motivation	The problem was the cross-linking between the means of transport from bus on demand, railway and buses. The aim was to agree on the schedules and organizational issues. The motivation was the fear that the public traffic service could be closed down and used less by passengers.
Means of transport used	Bus, Railway
Target group	Inhabitants, commuters and tourists but also the non- scheduled services
Benefits	The transport companies, the municipalities and the inhabitants as well as the touristic associations profit from this project.
Challenges	The difficulty was the acceptance among the different target groups as well as the accessibility.
Costs / Financing	The project was funded by the European Union and the municipalities, the country Styria and the ministries. The total amount of the project was € 800.000.
Awareness raising	The project was promoted by a press conference, exhibitions and citizen information.

Key factors for success of implementation

- Overall inclusion of different stakeholders, target groups and transport associations.
- Guarantee the public transport service in the region.
- Profound information of the population, inhabitants and tourists, fully reached.

Contact details

Project responsible	**Werner Huber** Hieflauerstraße 29a A-8790 Eisenerz **E-Mail:** werner.huber@twin.at **Phone:** +43 (0)664 8219506

Figure 55: Xeismobil

Source: http://www.xeismobil.at

5.6.3 Summary and Conclusion

Five of the seven described projects in this chapter dealing with information/marketing and awareness raising are not operating anymore or finishing in 2012 due to ending project periods. The remaining three projects are still operating (one of them is also evaluated), and have got positive feedback from the users or visitors. As follows, success factors are summed up from the tables above:

- Reduced motorized vehicles, emissions and parking surface
- Increase of visitors using coaches
- The dissemination materials
- Personal attention
- Rewarding and personal responsibility and involvement of the students
- Added value for the municipalities
- Overall inclusion of different stakeholders, target groups and transport associations

Most of the projects seem to be transferable to other regions or contents, facts that need to be taken into account are:

- A good knowledge of the territory and of the environment.
- Constant monitoring of the traffic.
- Technological knowledge and awareness.
- Same structures.
- Tourism should be better developed and there are should be more inhabitants.
- The inhabitants should be sensitive towards themes like climate change and environment in general.

Naturally some weak points can be found, and also lessons to be learned, like the overall consideration of transport service systems and the profound information of the population. Every project has to deal with difficulties as stated here:

- Financing
- Problems with the budget and a reasonable distribution
- Difficulties with awareness rising at the older generation of inhabitants
- Collaboration difficulties with headmasters, or also between several different regions
- Problems with the acceptance within different target groups
- Continuation of the project
- Dependence of the public hand
- Non-existing acceptance in tourism associations

6 OVERALL CONCLUSIONS

This collection of good practice examples from sensitive areas and tourist destinations in the Alps, in the Carpathians as well as from other relevant regions provides a good overview of still running but also closed activities in six different categories. The collection acts as a manual for a successful implementation of mobility projects and highlights strengths and potential risks as well as benefits of projects from various topics.

Most of the projects do have active future plans, which is a fact underlining their success so far. Some services had to be cut but some others were enlarged. Evidently, not all projects have run without difficulties right from the start but evaluation results show that after adaptation, all projects found their way to a prosperous implementation. Nonetheless, the running projects should regularly be evaluated and adapted to the user's needs and expectations and possibly changing financial situations. Single projects plan to consolidate their offers or expand the services to other regions.

Many issues need to be taken into account if a future progress should be made towards a vision of a working multimodal travel with a high customer satisfaction. This vision includes a well promoted, transparent system for passengers using more than one mode of transport. ACCESS2MOUNTAIN project partners as well as external readers can draw lessons concerning the implementation of multimodal transport projects from several successful projects stated in this manual.

The risks the several projects within the evaluated area of sensitive areas and tourist destinations in the Alps, in the Carpathians as well as other relevant regions had to face in project implementation are widespread and dealing with financing, economic problems, communication difficulties or frequency and management risks. The good practice examples have tried to cope with these challenges and risks and have mostly overcome the deficits. The following recommendations for multimodal transport are elaborated considering the most important risks and challenges out of the single examples in this report and try to sum up recommendations for the start-up of new projects, which can help to draw lessons concerning the implementation of successful multimodal transport projects. Summarized, the following general recommendations for multimodal transport can be given:

- Leadership, visions and commitment from the heads of the project is needed.
- Local solutions are needed to fit the local circumstances.
- Create a simple, comprehensive offer.
- Create long-term solutions with a secured financial structure for the future
- Try to not be dependent on just one financial source.
- It is important to use existing structures of transportation and combine them with each other and connect a new project with existing regular services or structures in the same region.
- Try to reuse dismissed structures (railway lines, cable cars, etc.).
- In case of the implementation of new means of transport it is important to turn attention to sustainability and soft mobility.

- Adapt the cost structure to the aimed target group and the offered service.
- Build on proactive partners with common interests.
  Build up a strong network and cooperation.
- Involve the community at all stages of the project, so shared responsibility and ownership can be created.
- In most of the cases intensive marketing and promotion is needed.
- Evaluate and adapt the project regularly.

The external good practice examples presented in this manual matched with the internal experiences and findings gained as a result of the activities developed within WP 5 (pilot projects and activities, etc.) will be collected in the synthesis report (or final good practice collection).

7 INDEX

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9 BIBLIOGRAPHY

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10 PROJECT PARTNERS

Lead partner
U-AT - Environment Agency Austria, AT

ERDF partner
bmvit - Federal Ministry of Transport, Innovation and Technology, AT

ERDF partner
Gesäuse - National Park Gesäuse, AT

ERDF partner
Mostviertel - Mostviertel-Tourism Ltd., AT

ERDF partner
Miskolc Holding - Miskolc Holding Local Government Asset Management Corporation, HUN

ERDF partner
UNICAM - University of Camerino, IT

ERDF partner
EURAC research – European Academy of Bolzano/Bozen, IT

ERDF partner
CJIT Maramures - County Center for Tourism Information, RO

ERDF partner
ARR-KE - Agency for the Support of Regional Development Kosice, SK

20% ERDF partner
RARR-PL - Rzeszow Regional Development Agency, PL

10% partner
TIMOK -Timok Club, RS

10% partner
CFUA - Carpathian Foundation Ukraine, UA

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