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Press release

Strong partnership to enjoy soft mobility holidays

The Alpine Pearls and the Alpine Convention are defining together the guidelines of sustainable tourism in the Alps

“Holiday pleasure through soft mobility”, here is the future slogan for the cooperation between the Alpine Pearls and the Alpine Convention. During the SuperAlp!3 event, Marco Onida, Secretary General of the Alpine Convention, and Peter Brandauer, President of the Alpine Pearls, signed a Memorandum of Understanding (MoU).

Supporting sustainability in tourism

One of the main aims of this MoU is to support sustainable tourism in the Alpine space. At the same time, communication and networking on the theme of sustainable development, with an accent on soft mobility in the whole of the Alpine space, must be strengthened. The focus is also on the continuous, high-standard growth of the Alpine Pearls as well as on knowledge improvement and implementation of the Alpine Convention on regional and local level. “The cooperation with the Permanent Secretariat of the Alpine Convention is another meaningful step towards the expansion of the soft mobility and sustainable development concepts in the Alps. Together, we have the new and exciting opportunity to disseminate our model”, explains Peter Brandauer, President of the Alpine Pearls network.

Exchange and common appearance

For this, exchanging the results of the work of the organs of the Alpine Convention, more particularly of the Working Group on Transport, is necessary. Common appearances with shared exhibition stands and advertising material, or financing common partners, such as new municipalities or railway companies, are also included.

Amongst other things, there will be in each Alpine Pearl an information point about the Alpine Convention in which material provided by the Permanent Secretariat will be displayed in order to touch the largest audience possible. The Permanent Secretariat will also provide information on the Alpine Convention, more particularly in the form of

special informational events which will be organised jointly with Alpine Pearls representatives.

Stronger partners!

In May 2009, in the framework of the Nature Friends European conference under the heading of "Getting There – Nature Friends point the way to soft mobility", the Alpine Pearls have already signed an agreement with Nature Friends International. At the centre of this alliance is the support for soft mobility in the Alps.

The Alps, incomparable and worth-protecting

The Alps are one of the largest single natural territories in Europe and count about 14 million inhabitants. According to the Alpine Convention, they cover an area of 190.959 km². They start at sea level and their highest summit is the Mont Blanc at 4.807m. Eight countries share this mountain world without comparison: Austria, Italy, France, Switzerland, Germany, Slovenia, Liechtenstein and Monaco. In this unique area of unspoiled nature live 30.000 animal species and 13.000 plant species, some of which are threatened with extinction. Moreover, 388 plant species are endemic to the region. The Alps have been for 150 years one of the world's favourite tourist destination, attracting over 100 million people a year.

Alpine Pearls are the brand for soft mobility in the Alps. 21 Pearls in seven Alpine countries offer the opportunity to enjoy a holiday without car and also guarantee full mobility from each location. If you are interested, you can order the Alpine Pearls catalogue on www.alpine-pearls.com. It contains a small presentation of each town with their soft mobility holiday offers.

The Alpine Convention is an international Treaty for the comprehensive protection and sustainable development of the Alps. Since 1991, this single international Treaty guarantees the reinforcement and support of sustainable development as well as the protection of Alpine nature and cultural heritage. More information is available on the following website: www.alpconv.org.

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