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Best practices presented in the report

Studied alpine countries	Best practices examples	Stakeholders and Governance	Product Offer	Access	Urban mobility
All	- Alpine pearls (an the example of Werfenweng)	X	X	X	X
Austria	- Mobile Tyrolean municipalities - Weltgymnaestrada Dornbirn 2007 - Sustainable mobility undertaken by organisations - Ski!Project - Xeismobil - Vislon Rheintal - Transport by bicycle (City of Salzburg, Vöcklabruck) - BestPrice Ticket (Klagenfurt, Wels and Steyr) - ÖBB and Rail Tours packages for city breaks	X X	X X	X	X X X X
France	- Transporting clients directly to sport and leisure centres by coach (UCPA) - Allo p'ti bus - Ski Line Transisère (Skiligne) - Change your approach! - Altibus - Free public transport in the city of Gap - AlpeAutoPartage (Grenoble)	X X	X	X X	X X
Germany	- Community of interest for tourist destinations without car - Berchtesgadener vacation ticket / Spa card - Bayern ticket - Bike, hike and wintersports webportals - Garmischer Ski-Express - E-Bike Region Pfronten	X	X X X	X	
Italy	- Multimodal transport network in the areas of high natural value and multiservice packages – Natural Park Adamello Brenta - By foot through the clouds (A piedi tra le nuvole) - National Park Gran Paradiso - Car sharing (Bolzano) - Car pooling (Bolzano) - Integrated transport systems (STI) for bus, trains and cableways (Province of Bolzano) - Residents reserved parkings in Bolzano - Early warning SMS on traffic limitation and traffic stop due to atmospheric pollutants (Bressanone, Merano, Bolzano) - Ecoincentive for non polluting vehicles (Province of Bolzano) - Traffic limitation in the city centre of Cortina d'Ampezzo - Bus service in Cortina and Courmayeur to surroundings ski tracks - Public transport card in Valle d'Aosta - www.traffico-smuove.it – traffic news and online information system (Merano and surroundings) - special traffic for travelling with bicycle on local transport (Province of Bolzano) - Info traffic service (Merano)		X	X	X X X X X X X X X X X X
Switzerland	- SchweizMobil (Switzerland mobility) - All access card to public transports for incoming tourists – the case of STS and STC - Tourist Railway 'Glarner Sprinter' - Transnational direct alpine regions in Switzerland - Alpine Valley Coach (Alpentäler Bus) - Using the suburban railway to reach the next ski slopes (Zurich) - Mobility Ticket: Hotel in combination with Public Transport Ticket (Basel)		X X	X X X	X X

Good practice examples from “extra-urban” areas

Transnational: Alpine Pearls (with the prototype Werfenweng)



Background information

Under the EU project “Alps Mobility II – Alpine Pearls” the umbrella organisation “Alpine Pearls” was established in January 2006. For the first time, 22 municipalities from the entire Alpine range – in Austria, Germany, Italy, France, Slovenia and Switzerland – formed an association to develop joint holiday solutions which are truly transnational and in the interest of climate policies. “Alpine Pearl” holiday guests do not need a car or to travel by plane. A central element of these attractive holidays is mobility which is environmentally sound combined with attractive tourist offers in beautiful Alpine settings. And what is more, the “Alpine Pearl” soft mobility network connects the whole Alpine range – just like a pearl necklace!

Objectives, motivations

Motorised individual car traffic is one of the major environmental problems especially in the Alps where large traffic volumes affect the attractiveness of many tourist resorts and are becoming one of the main disturbing factors for guests and local residents. Developing soft mobility solutions for holiday-makers and implementing environment-friendly transport solutions are thus important measures to restore, and ensure, high long-term environmental quality (which also reflects on the quality of life as well as on the quality of the holidays) in the Alps.

Descriptive criteria	
Location	Alpine Convention
Date of operation	Since 2006
Mode of Transport	Railway, bus, bus on demand
Stakeholder	22 municipalities in the Alps in Austria, Germany, Italy, France, Slovenia and Switzerland
Target Group	Tourists
Specification of initiative	The “Alpine Pearls” initiative was created under the EU programme Interreg III B, Alpine Space. Previous projects (“Alps Mobility I” and “Alps Mobility II - Alpine Pearls”) were successfully implemented between 1999 and 2006 (with partners from D, F, I, CH and A - and the Austrian Environment Ministry as lead partner) and co-financed by the EU. The starting point for these Alpine projects was the Austrian model project “soft mobility – car-free tourism” (1998-2007) with the Ministries of Environment, Transport and Economy, the model regions Werfenweng, Bad Hofgastein (2005) and Neukirchen am Großvenediger (from 2006) and the province of Salzburg. The focus was on sustainable models for mobility in tourist regions and on combining innovative mobility and tourist options with soft mobility solutions for journeys to and from tourist resorts.
Operation (functionality)	Travel to an “Alpine Pearl” is based on the principle that mobility is guaranteed for journeys to and from the tourist resort as well as for activities in the tourist region, and that this mobility is also highly attractive. The umbrella organisation “Alpine Pearls – promotion of sustainable tourism with ecologically sound mobility” sees to the smooth networking between partner regions and municipalities. Membership of this organisation is based on a catalogue of criteria which considers every facet of an attractive holiday from the viewpoint of soft mobility.
Financing	As a transport network which has become a tourist “label” for soft mobility, it is financed by membership and marketing fees.



Background information

Werfenweng, a model municipality under the “soft mobility – car-free tourism” project since 1998, is one of the founding members of the “Alpine Pearls” organisation. Austria, having recognised the signs of the time at an early stage, has thus been trying successfully to combine attractive tourist solutions with the benefits of ecologically sound mobility within and for journeys to and from tourist resorts. Given the collaboration and financial support from all public authorities, Werfenweng especially has thus become a prototype.

Descriptive criteria	
Location	province of Salzburg/Austria
Date of operation	Since 1996
Mode of Transport	Train, bus, collective taxi on demand, cyclists, pedestrians, electric vehicles, fun mobility (horse-drawn carriage, hiking, cross-country skiing etc.)
Target Group	Tourists, local residents
Stakeholder	Werfenweng, State Salzburg, Federal ministries and partners of realization in the fields transport and tourism.
Specification of initiative	<p>The focus is primarily on an ecologically sound train journey to Werfenweng, which continues to be the most important aspect. Furthermore, guests who come in their own cars are requested to hand in their car keys and use one of the following “SAMO” (= soft mobility) solutions which are free of charge.</p> <p>A group of SAMO hotels has established itself successfully on the market. With the “soft mobility” key guests who arrive without a car or do not use the car during their stay (= who hand in their car keys at the tourist office) 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.). Around 4,000 “soft mobility” keys are handed out to guests every year.</p>
Operation (functionality), Type of operation	<p>Werfenweng shuttle: for return journeys for guests and Werfenweng residents from Bischofshofen to Werfenweng every 2 hours. The numbers of people using this service are rising continually (around 13,000 passengers in 2006).</p> <p>With “ELOIS” and the Werfenweng night-time mobility service SAMO tourists are transported within Werfenweng free of charge (daily service 9-22:00 and 22:00-4:00). Vehicle hire is available on the village square. This alternative mode of transport provides independence and fun in Werfenweng and is made available to SAMO guests free of charge. The range of (funny but still comfortable) vehicles includes electric scooters and cars as well as bicycles and unusual vehicles such as the “Segway” or “Biga”. Werfenweng has one of the first solar-powered filling stations for electric vehicles in Austria. The cycle and walking path network has been extended and signposted and SAMO rest areas are now provided.</p>
Qualitative criteria	
Evaluation - Assessment	The numbers of overnight stays in Werfenweng show that the measures have been successful and that the product is successful on the tourist market. From 163.000 overnight stays in 1997 the numbers increased to 208.000 in 2007.
Condition of success or failure – Strong and weak points	In future the population should be more involved. Thus a project – “SAMO for Werfenweng residents” – is currently being developed to encourage Werfenweng residents to use soft mobility solutions rather than the car. Further action to promote car-free travel is necessary. New guests arrive with new expectations – they are disappointed to find that Werfenweng is just the same as any other tourist resort with roads, car parks etc. There has to be a change in the overall picture of the village.
Transfer possibilities	The project can be applied to other Alpine regions when taking the local conditions into account. See Alpine Pearls.
Changing general mobility behaviour / communication strategy	<p>New design for the village square, establishment of a pedestrian zone.</p> <p>Change the road design - make separate footpaths.</p> <p>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: visualisation within the municipality, car-free events, newsletter etc.</p> <p>Communication and distribution measures for the zero-emission tourism package “climate</p>

	<p>new" product providing guaranteed and certified compensation for unavoidable air pollution from tourism by additional climate strategies in other areas. Compensation projects are to be encouraged in the mobility sector.</p> <p>Purchase of two electric vehicles for community services, one to be used by external staff, the other one by administrative staff for business trips.</p> <p>Regular horse-drawn carriage service to tourist destinations including acceptance-promoting measures (make the stops attractive, clean streets properly, hop-on/hop-off system, coachman as entertainer etc.)</p> <p>Purchase of a second hybrid vehicle for soft mobility solutions: one hybrid vehicle is already available to guests for excursions. As demand is growing, a second hybrid vehicle is necessary to ensure mobility for excursions where no public transport is available.</p> <p>Presence on the Internet at: www.werfenweng-austria.com, www.werfenweng.org.</p> <p>Publications:</p> <p>Werfenweng - Sanft Mobil auf neuen Wegen, Karmen Mentil - Fritz Kalteis - Bernhard Bergmann, 2006</p> <p>Homo creativus austriacus II "Kreativität im Tourismus", arge creativ wirtschaft austria, Carina Felzmann, 2006</p> <p>Continuous high profile Press & Public Relations activities</p>
Product innovation	High-profile tourist resort with soft mobility; principle of voluntary participation; use of new technologies
Accessibility	Improved; in the past - connections with Bischofshofen station only 3 times a day; now – a 2 hourly bus service from 07:35 to 22:10.

Fundamental key aspects

This example shows the prototype Werfenweng - as a pioneer within the trans-national "Alpine Pearls" framework.



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Stakeholders and “governance”

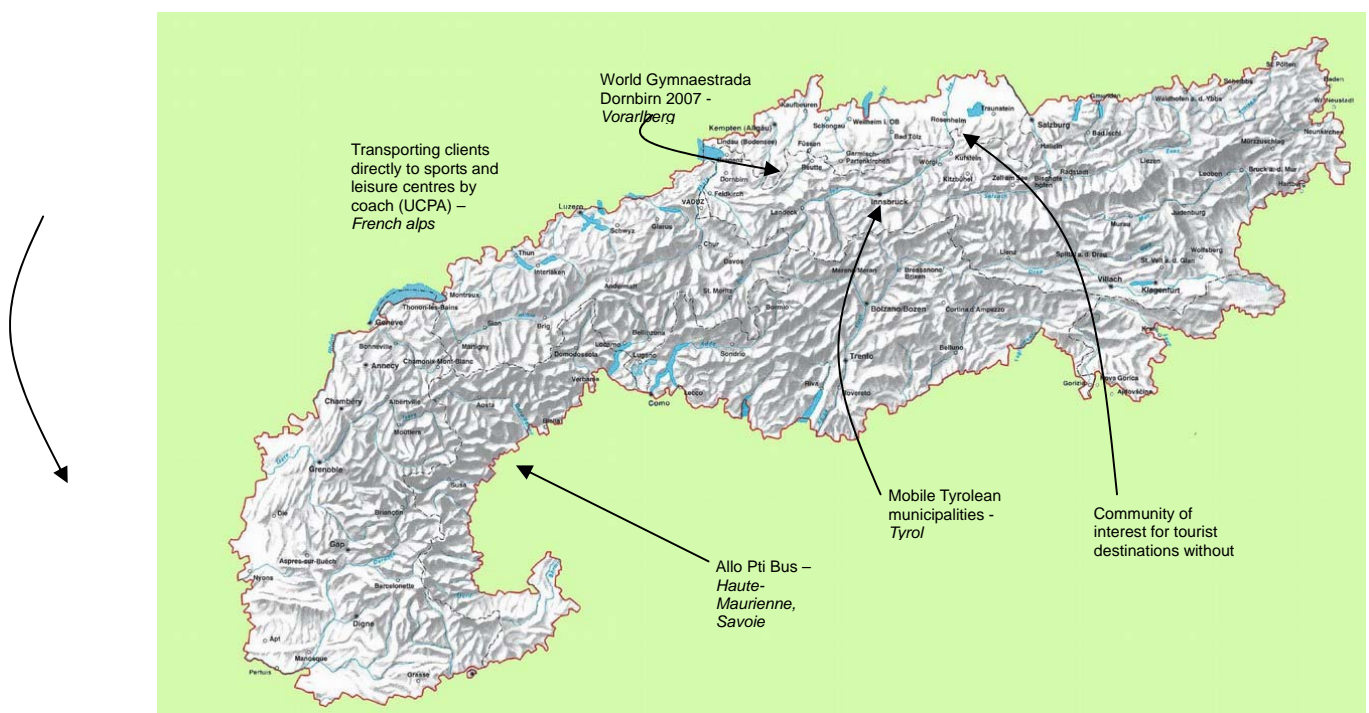
Governance can be defined as the rules, processes and behaviour that affect the way in which individuals and institutions, public and private, manage their common affairs, particularly as regards openness, participation, effectiveness and coherence.

The European Commission established its own concept of governance in the White Paper on European Governance, in which the term "European governance" refers to the rules, processes and behaviour that affect the way in which powers are exercised at European level, particularly as regards openness, participation, accountability, effectiveness and coherence. These five "principles of good governance" reinforce those of subsidiarity and proportionality.

As sustainable mobility depends on the behaviour of all community groups, partnership building between transport decision-makers and other actors is an important part of promoting sustainable mobility.

Participation, consultation, etc. can provide a better understanding of transport problems, help to generate innovative solutions and be a key factor in gaining public support for the final mix of policies needed to deliver a sustainable transport strategy.

Best practices referring to this category



Mobile Tyrolean municipalities

Background information

The pilot project "Tiroler Gemeinden mobil!" (mobile Tyrolean municipalities) was launched in 2006 with the aim to encourage sustainable activities in selected municipalities and thus promote environmentally sound mobility. Local "mobility centres" have been established at municipal offices who are in charge of intense advertising campaigns urging residents to use the local public transport facilities.

In 2007 the project, supported by the province of Tyrol, the Tyrol transport system and Tyrolean transport enterprises, was extended to include 22 Tyrolean municipalities with a particular focus on cycling. In the long term the project is designed to include all areas of the "Umweltverbund" (i.e. an environmentally sound transport system). The project is part of the Tyrolean mobility programme 2008-2012. The project leader is Klimabündnis Tirol (climate association of Tyrol).

Objectives, motivations

The central aim of this project is to encourage lasting activities and thus promote the use of public transport in the participating municipalities. In the long term the project should include all modes of an environmentally friendly transport system. As a result of the project, a lasting shift in the modal split is expected towards environmentally sound transport modes and a corresponding reduction of greenhouse gases, pollutants and noise.

Descriptive criteria	
Location	Tyrol/Austria
Date of operation	Since 2006
Mode of Transport	Currently the focus is on advertising campaigns to encourage the use of local public transport. Also, measures have been taken to improve facilities for cycling. The intention is that in the long term the "mobility centres" will act as information platforms giving necessary impulses for all modes of environmentally friendly mobility.
Target Group	The central objective is to provide up-to-date information on public transport to citizens within the municipalities. Specific information targeted at "new residents", senior citizens or focused on barrier-free access is planned or already being provided. Municipal representatives and their staff act as partners and target group at the same time. Awareness raising and knowledge transfer is achieved through training sessions, networks and by providing relevant information. What is also important is that the municipality sets an example.
Stakeholder	<p>The project leader is the climate association of Tyrol. The project is carried out in cooperation with the province of Tyrol, Dept. of transport planning, under the Tyrolean mobility programme "3*3", as well as Tyrol transport (Verkehrsverbund Tirol) and the Tyrolean transport enterprises ÖBB, Postbus and IVB.</p> <p>Stakeholders of the project are in the first line the municipalities. In addition to them schools, companies and other associations can be included in the process of sustainable mobility in the municipalities. In some points even the citizens themselves can be directly addressed.</p>
Specification of initiative	In response to growing transport volumes measures have been taken, with varying intensity, by Tyrolean municipalities in the last two decades to promote environmentally sound mobility. These measures mainly included transport schemes, traffic-calming infrastructure within the municipalities (for cyclists and pedestrians etc.) and, in some places, measures encouraging the use of public transport. Experience has shown that more measures are required to achieve broad acceptance. Good infrastructure is a prerequisite. Transport experts, however, believe that changes of behaviour within a population are not possible without changes of image and attitude.
Operation (functionality)	Setting up mobility information centres at municipal offices (adaptation of citizen's advice or registration service), financing of various information materials (pocket-size timetables, "taster" tickets ...), creating items on the homepage menu, financing of training sessions, purchasing company bicycles ... Participating municipalities provide the staff resources. Continuous training and further education ensure professional advice.
Type of operation	Information campaign for the use of public transport.
Financing	2006: 30,000€ province subsidy; contribution from transport enterprises: 4,000€; 2007: 60,000€ province subsidy; contribution from transport enterprises: 20,000€; 2008: 21,865€ province subsidy
Qualitative criteria	
Evaluation - Assessment	The effectiveness achieved with the measures, and in particular through the transfer of know-how and raising awareness in the municipality, was already evident during the pilot

	project. The effect achieved from the example set by the municipality should not be underestimated either. Similar results are expected from information packages provided to the population. These packages ensure that information is made available in the municipalities via homepages, leaflets for households, timetables etc. These information campaigns reach the citizens directly and deal with the specific local features of environmentally sound transport.
Condition of success or failure – Strong and weak points	The intensity of care provided by the municipalities should continue to be increased and their range should be extended.
Transfer possibilities	If the services are provided with the necessary intensity of care, the project can be implemented in all areas of the Alpine Convention.
Changing general mobility behaviour / communication strategy	<p>Effective advertising campaigns for activities undertaken by the municipalities in the media at province and district level, continuous public relations activities related to the project via press conferences and information of the press. Intense advertising in local papers, leaflets for households, other texts etc.</p> <p>The project can be found on the homepages of the participating municipalities (www.schwaz.at or www.volders.tirol.gv.at) as well as on the homepages of the province of Tyrol and of "Klimabündnis Tirol" (climate association of Tyrol)</p> <p>Most importantly, the activities resulted in a continuous and intense exchange and transfer of knowledge between the province of Tyrol, transport enterprises, project leaders and municipalities, achieved through training sessions and network meetings, events, newsletters, newspapers etc.</p>
Product innovation	Setting up mobility information centres at municipal offices is a complete novelty. "Tiroler Gemeinden mobil!" is special in that it is a local initiative on the spot. The idea is essentially based on involving political decision-makers and municipal staff. Particular importance is attached to the example set by the municipality.
Accessibility	At the moment 22 municipalities take part on the project. At the end of 2008 the number will rise up to 30. This means that more than 10% of all municipalities of Tyrol will be part of "Gemeinden mobil". In addition to that a co-operation with the province of Bolzano will help to exchange best practises of each region and to help the municipalities to find new solutions of a sustainable mobility.
Process innovation	Having the focus on local problems which can be solved best on a local level the project is established in the municipality itself and not on a higher level. This guarantees a sustainable and long lasting implementation of measures.

Fundamental key aspects

In Austria, mobility centres are still a novelty. And to set up the whole range of a mobility centre within the municipalities – in order to be more directly available for the citizens - is a novelty at international level too.

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A major event: Worldgymnaestrada Dornbirn 2007

Background information

Major events are always associated with large traffic volumes, congestion and considerable nuisance for residents, as well as severe environmental impacts.

At the 13th Worldgymnaestrada in July 2007 around 22,000 participants from 56 countries were registered, as well as more than 85,000 visitors.

Objectives, motivations

Under the “klima:aktiv mobil” programme a package of multi-faceted mobility measures was implemented to encourage an environmentally sound organisation of this major sports festival.

Descriptive criteria	
Location	Dornbirn and surroundings/Austria
Date of operation	July 2007
Mode of Transport	Train, bus, bicycle; pedestrians
Target Group	Worldgymnaestrada 2007 participants and visitors
Stakeholders	City of Dornbirn; The “Landbus Unterland” bus operator and the ÖBB (Austrian Federal Railway) were responsible for the Worldgymnaestrada transport scheme.
Specification of initiative	An important part of the organisation was transport management to the location of the event, in cooperation with railway lines in the vicinity and the Vorarlberg transport system. The event tickets of participants and visitors were also valid for the whole public transport network of Vorarlberg. To ensure that all passengers could be transported, trains and buses were running a lot more often with extended service hours, and double-decker trains were introduced. The reconstruction of Dornbirn station and other stops had been completed by the time the event started.
Operation (functionality)	<p>The whole package of measures was implemented smoothly. The bus network transported up to 250,000 passengers a day, the trains up to 485,000 passengers during the entire event.</p> <p>In the event area, passenger numbers rose from 50,000 to 250,000 a day. For trains, the increase in kilometres travelled between Bregenz and Feldkirch was 35,000 kilometres and for buses 80,000 kilometres.</p> <p>The Worldgymnaestrada was a car-free event where no car parks were provided. The route to Dornbirn was only available by bus or train. Around 60% of the participants arrived by train. Bus services were increased to places without train connections such as Lustenau, Höchst, Gaißau, Fußach and the Bregenzerwald. Within the existing transport system, all country and city buses in the event area were also used as shuttle services to the train stations. The capacity of the transport scheme was designed for transporting all passengers within 2 hours. To spread passengers among several stations for boarding or alighting from trains, and to help participants find their way, the whole Gymnaestrada area was divided into four zones with colour codes. A platform for boarding trains had to be available as well as another platform for alighting from trains.</p> <p>The ÖBB was the main service provider and partner of the event. Trains were running between Bregenz and Feldkirch every 15 minutes and every 5 minutes after the opening and closing ceremonies. Rail cars of the latest model were used as well as double-decker trains allowing passengers to get on and off quickly.</p>
Type of operation	Enhanced public transport intervals
Qualitative criteria	
Evaluation - Assessment	The Worldgymnaestrada 2007 in Dornbirn is considered as a successful example of a major “greening” event, an initiative of the Federal Ministry of Agriculture, Forestry, Environment and Water Management in cooperation with the province of Vorarlberg, Landbus and the ÖBB (Austrian Federal Railways).
Transfer possibilities	The project could be implemented anywhere in the Alps where there is sufficient extendable infrastructure in the short term.
Changing general mobility behaviour / communication strategy	For each accommodation a mobility plan was available indicating the easiest travel route and the travel time. A multi-lingual mobility platform was installed as information point with up-to-date information and mobile terminals. Sign-posted foot and cycle paths, bicycle service stations, bicycle parking facilities and specific HPV paths (human powered

	<p>vehicles such as inline skates, scooters) were attractive features improving non-motorised transport facilities.</p> <p>To enable communication with non-German speaking guests, specific training sessions such as English courses for bus drivers were offered before the event. The train stations Dornbirn, Schoren, Hatlerdorf and Riedenburg were modernised just in time for the Worldgymnaestrada. Additional staff of the ÖBB, of ÖBB Postbus and Landbus was available at the stations to watch over platforms and access to trains and to provide information. Information points and additional infrastructure completed the station design.</p>
Product innovation	The innovative aspect of this project is the smooth running of an event by using only public transport.

Fundamental key aspects

The decision not to integrate motorised car traffic and to use public transport instead to plan and get to a major event is a good example of the "greening event" initiative.

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Transporting clients directly to sport and leisure centres by coach



Background information / Initial situation

When the National Union for Outdoor sport centres (Union nationale des Centres sportifs de Plein Air - UCPA) started to sell sporting stays, the trips of the clients were not managed by the UCPA. Progressively, the UCPA set up a transport strategy from the main French cities and from some big European cities (i.e. Brussels, Ghent). Planes and trains were the only transport modes proposed to the clients. UCPA therefore entered into contract with SNCF and Air France, but the facilities provided were progressively getting less and less interesting. In addition, bad local train services (destinations, frequency, lines) and a big train strike in 1995 led the UCPA to develop its own local, regional, national and international transport network by coach.

Objectives/motivations

- To enhance the accessibility and frequentation of UCPA's sport centres.
- To find solutions to the global decreasing of the quality and interest of train trips.

Descriptive criteria	
Location	France
Date of operation	1995
Mode of Transport	Coach
Target Group	UCPA clients are under 40. A major part of the client is coming from works councils.
Stakeholder	UCPA was working and conceiving alone its coach network at the beginning. The increasing involvement of a transport operator progressively led to the constitution of a specific intercompany management syndicate (GIE – Groupement d'Intérêt Economique) which is now very active in the transport service (conceiving, functioning, assessment, evolution, etc.). It is constituted of 23 regional transport operators.
Specification of initiative	40 towns are accessible by coach from Paris, and all UCPA centres are accessible from these towns. The network structure is based on the main locations where the clients come from. The « transport platform » for the Alpine region is in Chambéry. An « assistance call service » is available each week-end. It provides a continuous link with the drivers, clients and sport centres. An assistance staff is present on each transport spots (arrival, departures, transfer spots). The same centres are served by the same drivers in order to increase the security along the trips (especially along alpine tricky roads). The GIE has to respect very strict mobility specifications which are based on the official transport laws. A 5 years contract has been signed with the GIE, on the basis of an annual minimum number of "transport hours" provided to the operators.
Operation (functionality)	The network is working to full capacity during 5 months (February, March, June, July, August) and partly in January. The lines and timetables are the same along the year. Only the numbers of clients are changing. Intermediary stops are possible only if a big group asks for it along the trip. Transport operators can subcontract some trips during rush periods. Departures from main cities are planned on Sunday mornings or late on Saturday evenings. Coaches come back on Saturday. Only night trips are provided within a « back to back » system. Trip length: from 8 to 20h maximum. Prices depend on the number of people in the coach and include the cost of an assistance employee onboard. Special offers can be provided for sponsored clients.
Type of operation	The service is a mix of a sport-leisure/tourism offer and a transport offer. It is composed of a sporting stay and of the round trip to the sport centre.
Financing	UCPA « Road transport sector » turnover: 4 Mio€/year. Security criteria are getting stricter and fuel is more and more expensive. Driving rules evolved a lot. The "driving" item is getting always bigger in the UCPA budget while the international concurrency is getting stronger. UCPA is loosing market shares.
Qualitative criteria	
Evaluation - Assessment	<p>Annual average of people transported by UCPA : 30000 young people - 33000 adults</p> <p>Modal distribution of transported customers (annual) : Railway: 12000 – planes: 25000 – buses: 26000</p> <p>There is none of such devices in France currently.</p> <p>Customers' satisfaction is medium but transport is the least pleasant part of the stay. 65% of the customers are satisfied from the global product they bought. Since February 2007 a new plan has been launched to improve the service on board. The network works well due to an important human logistics (on the model of freight transport companies). A</p>

	transformation is planned for the 2009 winter in order provide more direct buses and to reduce the travel time. Bus lines will only be available during school Holiday periods, to improve the economic profitability of the network. Synergy with other transport means is taken into account. The breaking bulks (change a bus towards a local shuttle for example) are ensured by the conveyors. In Bourg St Maurice, the departures and arrivals of the shuttles towards the centre of les Arcs are coordinated with the trains. A redefinition of the network is currently in hand, in response to the rationalization of its costs objectives. UCPA wants to mutualize its network with other operators, like the Union Federation of Youth Hostels (FUAJ) which remunerates the UCPA for it.
Conditions of success or failure – Strong and weak points	<p>Weak point: The UCPA can't « resell » empty seats to tour operators. An official transport licence (like travel agencies) is required to do so. The association status allows selling sporting services and leisure but not « transport ». The cost of this device is relatively important and the UCPA estimates to waste money with this service. But it improves centres' occupancy (with a contribution to the local economy) and also consolidates the stay offers for young people. It also reinforces the conveyors' activity.</p> <p>Strong points: the GIE and the partnership between tourism/sport-leisure and transport operators. The initiative comes from the 23 transport operators, which didn't know each other at the beginning. Taking into account the specificity of each conveyor was fundamental during the construction of the GIE. It was created especially for the UCPA and no other tourist operator provides such a service, with such a bus filling.</p>
Transfer possibilities	Transfer is possible if a similar partnership between operators is set up and if a minimum customers' volume is available.
Changing general mobility behaviour / communication strategy	Since this service has been working, it is noticed that UCPA's staff children take more and more coaches to go to the holiday centres. The share of road displacements compared to the other modes is growing. Specific transport services are asked more and more and set up by the conveyors for made up groups, apart from the usual lines.
Product innovation	Linked with the GIE, the UCPA sets up « package offers » including transport and the sporting stay. It allows quicker and new direct transport service to the sport centres.
Accessibility	The maximum accessibility of the transfer spots is sought by the conveyors.
Process innovation	The most important point in terms of innovation refers to the integrated management system (governance) built up with the GIE.
Analysis of charge capacity	Traffic jams in Paris can cause important bus delays on the scheduled departures and returns due to the "back to back" system. When a bus to Chambéry is leaving late Paris, it blocks the departures of all local buses from Chambéry to the centres since they will wait for its arrival. This is not the case in February when more buses are scheduled for the same centre or group of centres in the same area.

Fundamental key aspects

The elaboration of the GIE and the partnership between this GIE and UCPA is the fundamental key aspect of the project. "Everybody believed in the operation and played the game". Others similar attempts were made by others economic actors, but it did not work out. The operators in the GIE are very professional, reactive and represent "human size" enterprises which really know the trips, the local stakeholders, etc. The operators are really involved in the product, in its adjustment and appropriateness to the clients and to the local areas. All transport companies and drivers are visited two times per year. An "UCPA spirit" is shared through the partnership.

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Initial situation

A shuttle service (Ski Bus) for 50 persons was previously making several rotations per day and but it ran empty during certain hours.

Objectives/motivations

- To make more profitable the shuttle service and especially to reduce the cost of the service,
- To preserve local environment and quality life with public transport,
- To increase client satisfaction.

Descriptive criteria	
Location	France ; Canton of Lanslebourg Mont-Cenis - Haute Maurienne Vanoise (7 communes) and the local authority of Aussois
Date of operation	winter 2006/2007 and 2007/2008
Mode of Transport	mini-bus 9 seats
Target Group	Tourists travelling during day time in the valley. The service is nevertheless open to everybody, skier or non, local or tourist population. The service does not operate between the train stations and ski resorts.
Stakeholder	The implementation of the Allo p'tit Bus service has been decided by the community of municipalities of Haute Maurienne Vanoise (CCHMV) as a result of an audit aimed at a reorganisation of the territory's common transportation offer during the winter season for ski tourists who do not have vehicle or who do not wish to use theirs during their stay. This audit has been realized with the involvement of all the persons concerned by topic. They have been associated to the project right at its beginning through several interviews and collective work sessions.
Specification of initiative	Since several years the community of municipality of Haute Maurienne Vanoise manages the « ski bus » service that allows tourists and inhabitants to travel between the different ski resorts (7 villages spread out linearly over 33 km). But the shuttle service was circulating empty during certain winter periods. Consequently, an audit of the ski bus service has been decided to optimise the service and to master the public expenditure. The aim was to redefine the objectives for the service and its functioning mode. This audit leads to maintaining the ski bus service with a readaptation of the schedule and the setting up of a transportation call service (allo p'tit bus) instead of the ski bus during low demand periods.
Operation (functionality)	Transportation modalities: Allo P'tit bus is an "on-demand" transportation service. The trip needs to be booked at latest the evening before (before 18h). 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 ; the scheduled departures of Allo p'tit bus are announced in advance to the users ; Allo p'tit bus is not a taxi service
Type of operation	Specific mobility offer
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 Vanoise and by the local authority of Aussois.
Qualitative criteria	
Evaluation - Assessment	Allo p'tit bus is an original initiative. The service worked for the first time during the winter season 2006/2007. The first year, the price paid by the client for the service was the same as for the ski bus. 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. The gratuitousness of the "ski bus" and "Allo p'tit bus" services led to a significant growth of their use. The tourists can travel free of charge within the territory during the whole winter season.
Conditions of success or failure – Strong and weak points	More time is needed to evaluate the performance of the operations « ski bus + Allo p'tit bus ». Adaptations will be necessary each year. The right balance between responding to the clients' expectations, protection of the environment and the control of costs has to be found out every year. Currently, the principal difficulty lies in financing this operation. One of the most important reasons of success of the common transportation is its gratuitousness. In case of an important increase of the number of clients, the maintenance of the transportation on-demand service could prove to be non relevant anymore during certain periods as it might be more expensive than a bus with a larger capacity.

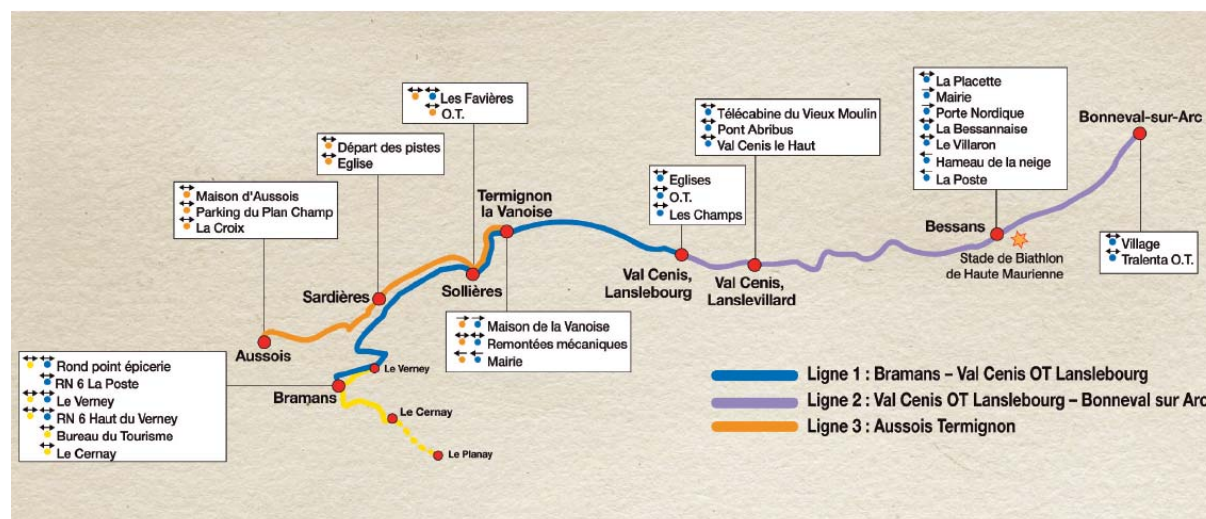
Transfer possibilities	The same operation is transposable towards each territory where local authorities are convinced to collectively work for sustainable mobility. The most important restraints are the costs the local authorities have to afford.
Changing general mobility behaviour / communication strategy	The gratuitousness of the services « ski bus » and « Allo p'tit bus » and their functioning during the whole winter season facilitate the tourists' mobility in all the territory (7 villages spread out linearly over 33km). Some users admit to have used these services more than once during their stay even though they did not intend to travel within the valley at the beginning.
Product innovation	Tariff: gratuitousness for all users Communication : clients have to dial a free call number to book their trip Distribution : the gratuitousness of the services ski bus + Allo p'tit bus is a selling argument of the whole territory
Accessibility	Due to the Allo p'tit bus service, the accessibility of the valley and of the different locations is better and moreover free for everybody.
Process innovation	The implementation and the improvement of the services are due to a governance procedure (audit) which involved all the persons concerned by the services (users, local electives and technicians, etc.).
Analysis of charge capacity	The service Allo p'tit Bus is often full and sometimes saturated

Fundamental key aspects

This soft mobility product is very interesting as its different solutions are adapted to different circumstances of capacity utilization. Moreover this product addresses tourists as well as inhabitants. However, the main challenge of this initiative is to reduce its costs while there are currently too important and lower the transfer possibilities. Different solutions should be discussed and attempted as covering the costs partly by the visitor's tax for instance.

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Community of interest for tourist destinations without car – (Interessensgemeinschaft autofreier Kur- und Fremdenverkehrsorte - IAKF)



Background information

The IAKF comprises actually 22 health- and tourist resorts from all over Bavaria. It was founded the 4th February 1993 at suggestion of the Bavarian Ministry for Environmental Development.

The Aim is to "promote the reduction of traffic-related environmental impacts for cure and recovery areas and town centres including the precincts and low-emission transports".

For reaching this aim the IAKF is an opportunity for the members to share experiences and ideas.

Objectives, motivations

Every member resort has developed a concept which suits its specific Situation. Main objectives are :

- to transfer non-local traffic outwards the town,
- to create peripheral parking lots,
- to install consistent car-park management in the town centres,
- to create a good offer of public transport and finally
- to free the town centres from individual traffic and increase attractiveness for pedestrians and cyclists.

Successful are only tailor made concepts for every city it einem Bündel von Maßnahmen.

Descriptive criteria	
Location	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
Date of operation	Since 1991
Mode of Transport	Public transport, Bicycle, pedestrians
Stakeholder	Bavarian State Ministry of the Environment, Public Health and Consumer Protection
Target Group	Tourists and inhabitants
Specification of initiative	Progressive municipalities began to keep free the town centres from motorized individual traffic and thus reduce noise and pollutants. In the alpine region these are the municipalities Bad Aibling, Bad Kohlgrub, Bad Reichenhall, Bad Tölz, Bad Wiessee, Berchtesgaden, Fischen im Allgäu, Garmisch Partenkirchen, Hindelang, Lindau, Mittenwald, Oberammergau, Oberaudorf, Oberstaufen, Oberstdorf and Ruhpolding. For example in Bad Reichenhall 1991 a discharge concept were already converted, which is characterized by parking lots in the periphery, by consistent car park management and a pendulum bus system in close frequency. Appropriate is valid for the project "car-free Oberstdorf".
Operation (functionality)	Comparative countings have shown, that 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 6.3 t Carbon monoxide, 1.5 t of hydrocarbons, 6.8 t of nitrogen oxides as well as 200 t of the greenhouse gas carbon dioxide per year).
Type of operation	Members of IAKF meet 2 – 4 times every year to exchange experiences. All participating municipalities worked out different packages of measures to reduce individual car traffic in the town centres.
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 program.
Qualitative criteria	
Evaluation - Assessment	The past results show that the offer of zero emission and low emission alternatives are well accepted. The peripheral parking lots are very well occupied and partially already overcrowded. Thus for example in Oberstdorf up to 3.300 movements per day in and from the principal place are avoided.
Condition of success or failure – Strong and weak points	An attractive offer of public local transport to the places of excursions must be available in the region. This must be supported with an attractive pricing. Main Problem is the journey to the vacation spot. For this attractive offers by Raylway companies are necessary (e. g. Bayernticket)

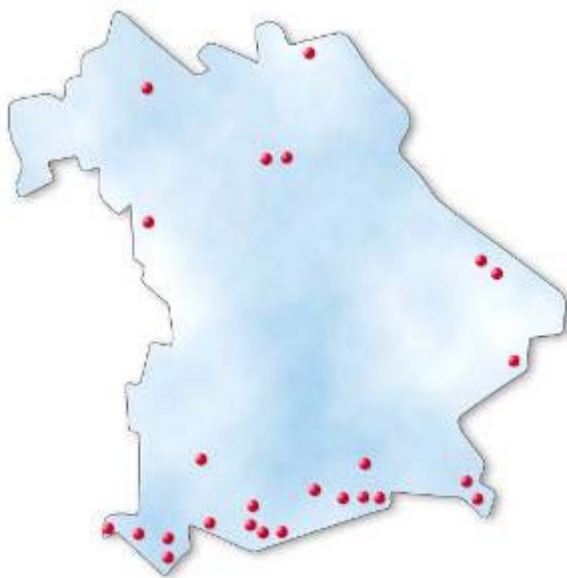
Transfer possibilities	The GAST (Swiss community of car-free Tourist-Sites) was example for the IAKF. IG Sanfte Mobilität in Austria was founded after the models GAST and IAKF. NETS, the Network of European tourism and soft Mobility was founded by GAST, IAKF and IG Sanfte Mobilität together with three national offices.
Changing general mobility behaviour	All participating municipalities took measures for the implementation of Soft Mobility.
Product innovation	Depends on the measurements of the municipalities. Bad Reichenhall for example is pioneer in the field of natural gas busses.
Accessibility	The IAKF is rarely known in public.
Process innovation	Collaboration and possibility for exchanging ideas of different municipalities in the field of sustainable transport.

Fundamental key aspects

The IAKF is a good platform for exchanging ideas in the field of sustainable urban mobility. The participating municipalities developed tailor-made solutions to amend the traffic conditions.

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Product offer

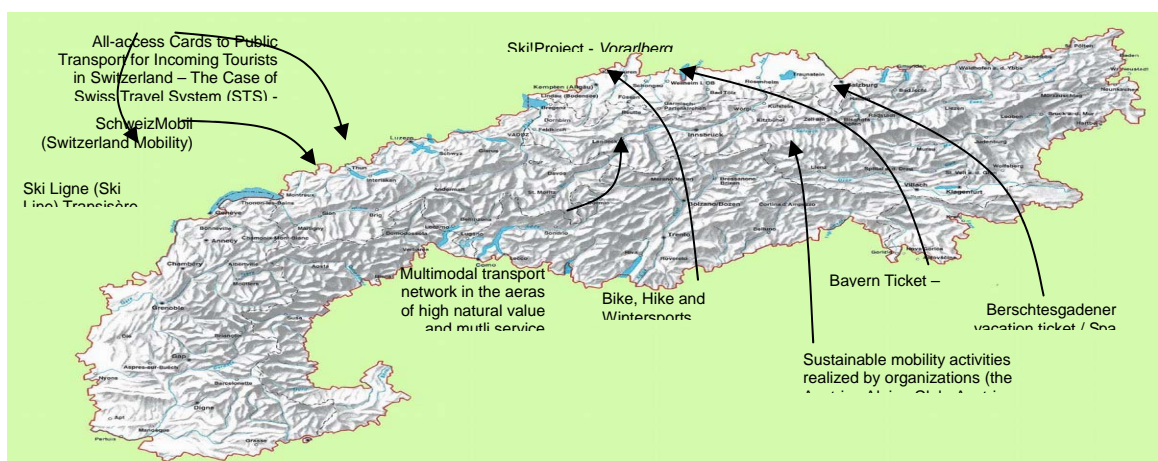
The best practice here presented show how priority must be given to more sustainable mobility products, which must become more efficient and attractive.

These products have to fit to different needs and to different customers' ways to use transport modes. For commuters as for tourists, for teenage school boys and girls as for businessmen or women, mobility is now part of our daily life and thus has to be totally integrated to our way of life. Sustainable mobility products do not have to provoke disadvantage for the realisation of our common or exceptional tasks, and moreover should provide us facilities to accomplish them while they are combined to cultural, leisure, sports, etc. products and activities.

At the same time, it appears through these examples that specific organisation methods and innovative technologies in terms of energy saving and environment protection must be introduced.

It is moreover crucial to raise awareness among citizens about the effect of their choice of transport mode on the quality of urban environment. But it is also the duty of local authorities to provide real alternatives for people to walk, cycle and use public transport instead of driving alone and to promote intermodality.

Best practices referring to this category



Skiligne Transisère (Ski line Transisère)



Background information / Initial situation

The frequentation of ski resorts in Isère is really important, especially during winter holidays and the week ends. But most of them suffered from bad public transports services and connections. People thus mainly use their car to access to ski resorts, and consequently generate important traffic jams in the valleys and in the surroundings of Grenoble at the end of the week end.

Objectives/motivations

- To reduce traffic jams,
- To reduce car use,
- To provide an access by public transport to the major tourist winter sites in Isère

Descriptive criteria	
Location	France ; Isère – transportation network of the département - Transisère
Date of operation	since 2002
Mode of Transport	bus
Target Group	The habitants of Grenoble and its surroundings : people visiting the ski resorts et people without any mean of transportation (mainly young people, students)
Stakeholder	Council of the département of Isère : organising authority of the Transisère network (validation of tariffs, schedule, decision on upcoming needs/means/resources, ...) Transisère Services (VEOLIA Transport) : dealing with tariff definition ; choice of participating ski resorts ; tariff negotiations ; product creation and marketing ; Service provider (SemVFD and Cars EYRAUD) : service exploitation ; driving the buses, adjustment of means (number of buses)
Specification of initiative	Implementation of a combined product (Transisère roundtrip ticket + ski pass) sold at the central bus station. The prices of the ski passes are negociated with ski resorts at a special price
Operation (functionality)	Regular bus lines (55 seats) serving 12 ski resorts only during the winter season. All the Skiligne buses are leaving around 8:00 in the morning and come back around 6:00 in the evening. 2 or 3 departures are proposed in the morning (7:45, 8:30, 10:00) for the nearest ski resorts from Grenoble (Chamrousse, Lans en Vercors). The travel times depend on the ski resorts – between 1 and 2 hours - (ski resorts in Oisans are the furthest away, the travel time is long and the service is less often contrary to Chamrousse and Prapoutel which are close to Grenoble).
Type of operation	Combined product : transportation by bus + ski pass (exists also with the train of La Mure during the summer season)
Financing	The département of Isère is financing the transportation part as part of the network Transisère. 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.
Qualitative criteria	
Evaluation - Assessment	No quality follow-up, no network coordination are set up. But the service is really appreciated, especially by young people in Grenoble who can easily and access to 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: 318176€
Conditions of success or failure – Strong and weak points	Strong points: <ul style="list-style-type: none"> - Non measured but obvious positive environmental impact - Non measured but obvious creation of an economic added value (especially for ski resorts) Weak point-difficulties : <ul style="list-style-type: none"> - Archaic selling system: tickets available at the central bus station and at the VDF agency in Grenoble (only at the central bus station at the beginning). No online sale service is possible as it is difficult to foresee the demand and consequently to adapt the number of buses for this type of offer
Transfer possibilities	Very few obstacles for a development of such a product on another territory, especially since transport organisation and functioning are delegated to private structures in other

	French departments. These private structures are thus interested in earning money. Nevertheless the great attractiveness of the product lies in its very low price, because prices are based on a tarification grid applied to the network of the department of Isère. Other tourism sites and installations also wish to benefit from this initiative, like the touristic train of La Mure. A similar combined offer is provided during the summer season (train trip including access to tourism sites).
Changing general mobility behaviour / communication strategy	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.
Product innovation	In addition to the combined offer provided through this initiative, an important pricing innovation is proposed to the customers as this combined offer (bus roundtrip + ski pass) costs less than a single full price ski pass is several ski resorts. In the concerned ski resorts, the ski pass is always less expensive when bought in combination with the bus ticket.
Accessibility	The accessibility of the service is good as all the buses leave from the bus central station, located next to the railway station and served by all urban buslines and tramways. The departure and arrival times of the buses allowed many customers who are coming from Lyon to have a good train connection.
Analysis of charge capacity	In winter time the service is often saturated during the weekends and during the holidays. 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.

Fundamental key aspects and global assessment

Combining soft mobility transportation with a special tariff for ski passes is a very good initiative as prices for both petrol prices and ski passes are on the rise. Thus the economic advantage is easily visible and very often a point that can convince people to use public transportation instead of their own car.

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STATION	HEURE DE DÉPART	HEURE D'ARRIVÉE	PREMIER DÉPART	DERNIER DÉPART
Chamrousse	08 h 05	17 h 15	08 h 05	17 h 15
La Mure	08 h 05	17 h 00	08 h 05	17 h 00
La Plagne	08 h 05	17 h 00	08 h 05	17 h 00
Les Deux Alpes	08 h 05	17 h 00	08 h 05	17 h 00
Méribel	08 h 05	17 h 00	08 h 05	17 h 00
Morillon	08 h 05	17 h 00	08 h 05	17 h 00
Peise-Vaeyres	08 h 05	17 h 00	08 h 05	17 h 00
Pralognan	08 h 05	17 h 00	08 h 05	17 h 00
Tignes	08 h 05	17 h 00	08 h 05	17 h 00
Val d'Isère	08 h 05	17 h 00	08 h 05	17 h 00
Val Thénard	08 h 05	17 h 00	08 h 05	17 h 00
Val de Vanoie	08 h 05	17 h 00	08 h 05	17 h 00

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La Mure	08 h 05	17 h 00	08 h 05	17 h 00
La Plagne	08 h 05	17 h 00	08 h 05	17 h 00
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Méribel	08 h 05	17 h 00	08 h 05	17 h 00
Morillon	08 h 05	17 h 00	08 h 05	17 h 00
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Pralognan	08 h 05	17 h 00	08 h 05	17 h 00
Tignes	08 h 05	17 h 00	08 h 05	17 h 00
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Val Thénard	08 h 05	17 h 00	08 h 05	17 h 00
Val de Vanoie	08 h 05	17 h 00	08 h 05	17 h 00

Sustainable mobility activities undertaken by organisations

Background information

Thinning public transport in the last few years has made the car the most frequently used mode of transport for leisure activities in many of the classic walking- and mountaineering areas. Two organisations are taking action against this trend - in the interest of the environment and sustainable mobility, expecting a multiplying effect with new schemes and information campaigns through their members and guests alike.

Hiking bus within the Hohe Tauern national park

In the area of the National Park High Tauern in Eastern Tyrol the problem of restricted accessibility was approached by providing a National Park bus service for walkers as an attractive solution for guests under the soft mobility scheme. A folder has been provided which includes the timetables within the Tyrolean area of the National Park as well as the most important public transport routes into Eastern Tyrol.

Descriptive criteria	
Location	Osttiroler Nationalpark Hohe Tauern (National Park Hohe Tauern in Eastern Tyrol)/Austria
Date of operation	Since 2006
Mode of Transport	Bus
Target Group	Tourists; mountain climbers and walkers
Stakeholder	The Austrian Alpenverein (the Austrian Alpine Club), ÖBB Postbus company
Specification of initiative	On behalf of the Tyrolean National Park Fund High Tauern, the ÖBB Postbus company extended its timetable to include three more starting points. Apart from the basic routes, the bus service is now better coordinated with walking tourism and runs also at weekends. The local taxi company Bstieler (also on behalf of the Tyrolean National Park Fund) has meanwhile taken over the former Postbus route from Matrei (Eastern Tyrol) to the Matrei Tauern House during the summer months.
Qualitative criteria	
Evaluation - Assessment	In 2006 and 2007, 8,302 passengers were transported on the routes specified above within the Tyrolean National Park region - an increase by 5,308 (+177%) over 2005.
Changing general mobility behaviour / communication strategy	The Austrian Alpenverein tries beforehand to provide information on public transport to potential guests/mountain climbers and walkers and to promote the performance and service quality as well as activities in the region. A specifically designed folder thus includes the timetables within the Tyrolean area of the National Park and the adjoining Mölltal as well as the most important public transport routes into Eastern Tyrol. The National Park bus for walkers has been presented on the Internet, the local radio and in various publications of the contracting parties. Apart from improved bus timetables, a map is now showing possible routes across the mountains. As in 2006 and 2007, the current information folder includes the main train connections with Lienz, starting from Vienna, Linz, Bregenz and Munich as well as with Kitzbühel and the express bus line over the Felbertauern to Matrei in Eastern Tyrol and Lienz. The brochure "Salzburg ski tours with train and bus" is addressed to those with an interest in the environment. It suggests around 30 tours within the near and far surroundings of Salzburg, with extensive information on how to get there and back. Preference is given to tours where the use of public transport is a definite advantage, namely ski tours across the mountains or tours where a bus saves some of the climbing uphill. Possible ski tours (depending on snow cover) as well as walks and cycling tours are also suggested on the Internet.

Contact

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www.alpenverein.at/naturschutz/Nationalpark_Hohe_Tauern/Nationalpark-Wanderbus/Wanderbus.shtml / www.alpenverein-salzburg.at



“hop on the train, before you hop up the mountain” (“umsteigen vorm aufsteigen”) – the climate-friendly mountain experience

Descriptive criteria	
Location	Austria
Date of operation	Since 2007
Mode of Transport	Bus, train
Target Group	Tourists; mountain climbers and walkers
Stakeholder	Naturfreunde Österreich (Austrian Friends of Nature)
Specification of initiative	<p>In the course of the Austrian Friends of Nature campaign "climate protection now" routes for walkers and tours have been prepared which are feasible with public transport. All elaborated routes will be refurbished in a fascinating and interesting way and published in the Friends of Nature media nationwide and on the internet. Furthermore all suggested routes will be published in an extra brochure (with the planned publication in 2009).</p> <p>Exciting tours – ranging from a Sunday walk to a three-day walk at the weekend - are on offer which are family-friendly and environmentally sound and which do not necessarily have to end at the same car park where they started but may lead from one bus or train station to another - via a Naturfreunde house. The advertisement will not follow a moralistic approach but will highlight the new mountain experience with an environmentally friendly behaviour. Maybe a little bit slower, therefore more contemplative, exploratory and relaxing, in any case climate- and environmentally friendly.</p>
Qualitative criteria	
Evaluation - Assessment	In 2006 and 2007, 8,302 passengers were transported on the routes specified above within the Tyrolean National Park region - an increase by 5,308 (+177%) over 2005.
Changing general mobility behaviour / communication strategy	<p>Naturfreunde magazines, which are published four times a year, have a circulation of around 215,000 copies and are read not only by members but also by many other people. These magazines are going to specifically advertise the above walks, as well as climate policies in the leisure sector in general. All routes will be available on the internet under http://www.naturfreunde-huetten.at matching the relevant Naturfreunde hut. Through information materials such as folders and brochures or cooperation with local tourist offices, the media etc., non-members can also be reached and encouraged to join walks under the soft mobility scheme. Campaigns to raise awareness and provide specific information (suggestions for walks and tours incl. timetables for getting there from the nearest conurbations) should make it easier to switch from the car to public transport.</p>

Fundamental key aspects:

The innovative aspect of these examples is that an organisation or interest group uses the multiplying effect of promoting sustainable mobility through its members.

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Background information

Ski!Projekt is a ski school and seminar enterprise which, in co-operation with the Snowsport-School Au-Schoppernaut and other local partners in the Bregenzerwald (in the Austrian province of Vorarlberg), develops new, innovative and environmentally friendly schemes for skiing holidays. A key issue is environmentally friendly mobility for guests.

The decision of taking the car to go on skiing holidays is often made at home during packing – the amount of luggage, the prospect of having to change and wait in the cold and a lack of information regarding the infrastructure available at the holiday resort (distance to ski hire service, bottom station of the ski lift, grocers and the availability of local transport) are decisive factors when it comes to taking the car. Ski!Projekt addresses exactly these issues.

Objectives

- Ski!Projekt is aimed at reducing individual motorised traffic on the valley road leading through this unique cultural landscape, at avoiding exhaust fumes and noise and at reducing the amount of space used up for local parking, not least for optical reasons.
- More comfort for the guests to allow them to fully concentrate on the workshops they attend. Any distracting or unnecessary jobs like driving on black ice and snow, putting on chains, searching for a parking space, changing of shoes, long walking distances from the car park to the ski lift etc. are no longer necessary.

Descriptive criteria	
Location	Au-Schoppernaut in the Bregenzerwald, Silvretta-Bielerhöhe in the Montafon – Vorarlberg/Austria
Date of operation	Since 2002
Mode of Transport	Train, bus, pick-up service
Target Group	Ski tourists
Stakeholder	Ski!Projekt cooperates with the “Verkehrsverbund Vorarlberg”, the public transport system of Vorarlberg, the planning association “Regio Bregenzerwald” and local sports shops providing ski hire, the community with the tourist office as well as partner organisations offering local accommodation.
Specification of initiative	Ski!Projekt actively encourages guests to use public transport to get to their destination. In addition to information available from railway and transport enterprises, Ski!Projekt advises guests on how to make their journey as easy as possible, how to best handle their luggage and about the local infrastructure.
Operation (functionality)	<p>There is a pick-up service from the bus station. Where public transport is not possible, or difficult, Ski!Projekt organizes car sharing.</p> <p>Holders of ski passes or guest cards can use the local busses free of charge. Course times are co-ordinated as much as possible with the bus timetables.</p> <p>To minimize the amount of luggage and thus make travelling by public transport easier, Ski!Projekt offers a package of services (Ski!Service Package) in cooperation with local sports shops, which allows guests to drop off their skiing equipment at the sports shop on the day of their arrival and have it delivered to their accommodation after the end of their course. Thus guests can count on having their skiing gear available wherever they need it (depots close to ski runs), and it saves them the trouble of having to carry around their luggage or of having to use the car. In addition, the safe functioning of the skiing equipment is thus automatically checked.</p> <p>Guests arriving by train/bus can arrange for their skiing equipment to be picked up from their hotel/accommodation. For those who prefer to hire their equipment, the package includes a pick-up service from the hotel/guest house. Ski!Projekt actively advocates the hiring of skiing equipment with the slogan “rent rather than buy”.</p> <p>Local mobility is guaranteed by mountain bikes made available free of charge and by providing a good bus system. In case there is snow on the road and extra transport capacity is needed, guests can be transported by taxi or a Ski!Projekt bus.</p> <p>As an incentive to use this service, Ski!Projekt awards bonus points (e.g. for using public transport for journeys to the holiday destination) which can then be converted into a private skiing lesson (as part of the course), a day on the course free of charge or a sizable reduction of course fees.</p>
Type of operation	With a range of services offered, Ski!Projekt encourages guests to travel by public transport.

Qualitative criteria	
Evaluation - Assessment	<p>Consistent promotion of ski rentals and related services creates added value for local sports shops, from which shopping markets in urban centres would increasingly benefit otherwise.</p> <p>Hotels and guest houses have also realised that the project makes sense economically, as there is less parking space required as well as less clearing of snow and, rather importantly, the optical appearance of the hotel itself is not impaired by cars parked next to it.</p>
Transfer possibilities	The project can be implemented in all areas with suitable ski and public transport infrastructure.
Changing mobility behaviour / communication strategy	Customers automatically receive information on the best and easiest transport options by bus and train when booking their holiday. Information on a large variety of holiday offers which include public transport is also provided by a website and a folder.
Accessibility	Around 70% of "Ski!Projekt" guests have meanwhile arrived by train, bus or various forms of car sharing. 50% of the guests hire their skiing equipment at their holiday resort, which reduces much of the pollutants and disposal costs associated with the production, transport and disposal of skiing equipment.
Product innovation	"Ski!Projekt" develops new, innovative and environmentally friendly schemes for skiing holidays including environmentally friendly mobility for guests.
Process innovation	To enable the smooth functioning of services for the guests, good cooperation is needed between municipality, transport system, ski rental, accommodation and ski instructors. As an incentive to use this service, Ski!Projekt offers private skiing lessons which are paid for with Ski! bonus points and a specifically created finance fund.

Fundamental key aspects

"Ski!Projekt" promotes travel by public transport by including local business to improve the general conditions of public transport, by integrating public transport into its "Ski!Projekt" programme and by adjusting the programme accordingly.

Contact

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Background information / initial situation

After seven years of planning and conception SchweizMobil, a large-scale project for sustainable mobility, has been started in April 2008 in Switzerland. Its main focus lies on Human Powered Mobility (HPM) - which includes pedestrian traffic, hiking, cycling as well as getting around on vehicle-type devices (such as inline, roller skates, canoes and so forth) – in conjunction with public transport.

Objectives, motivations

SchweizMobil aims at a good integration of HPM into the travel chain, mainly with regard to public transport services as well as leisure time activities and tourism. In general, its objective is the coordination and promotion of non-motorized traffic, in particular for leisure and tourism in Switzerland. Moreover, SchweizMobil provides various mobility packages on their web platform.

Descriptive criteria	
Location	Various mobility services, leisure time activities, and tourist attractions in Switzerland along the network of public transport and HPM accessible routes.
Date of operation	Start: 27th April 2008
Target group	Tourists and Swiss population which are interested in Human Powered Mobility
Modes of transport	Pedestrian traffic, hiking, cycling and vehicle-type devices such as inline, roller skates, canoe and so forth in connection with public transport.
Specification of initiative	SchweizMobil provides various information on hiking, cycling, mountainbiking, skating, and canoeing in conjunction with information towards public transport, leisure time activities and tourist attractions in Switzerland.
Operation (functionality)	SchweizMobil suggests approximately 20.000 km of attractive routes in Switzerland which are highly suitable for various forms of Human Powered Mobility. These routes can be divided into 22 national and 147 local routes. Furthermore, the routes are separated into the following five strands: Hiking (6300 km), cycling (8500 km), mountainbiking (3300 km), skating (1000 km), and canoeing (330 km). Moreover, MobilSchweiz distinguishes between 757 daily trips and 500 trip localities.
Type of operation	The suggested routes of SchweizMobil are equipped with signposting in order to guide the travellers. The homepage of SchweizMobil suggests public transport services to destinations, car rental services, lodging, luggage transport services and plenty of information about tourist attractions/ places of interest.
Financing	Administrative bodies such as federal offices and cantons, transportation companies, providers of leisure facilities, tourism, and sports. Moreover, the principality of Liechtenstein is committed to the organisation of SchweizMobil. Overall, this project was funded with 12.5 Million Swiss francs. This amount is divided in a public-private partnership as follows: 45% Federal Offices; 45% administrative bodies of the canton and 10% private institutions. According to current forecast, the services of SchweizMobil shall produce up to 400 to 500 Millions of Swiss francs added value in the field of transport and tourism a year. 1.4 Million of extra stays are forecasted due to the implementation of SchweizMobil.
Qualitative criteria	
Evaluation - Assessment	In general, SchweizMobil shows the attractiveness of E-commerce-solutions in both tourism marketing and tourism mobility including transportation concerns.
Condition of success or failure – Strong and weak points	Start in May 2008 no information yet
Changing general behaviour/communication strategy	Supporting HPM in conjunction with public transport
Product innovation	Due to the range of Human Powered Activities-based leisure trips which are promoted in conjunction with public transport by MobilSchweiz, public transport profits from its popularity. This is mainly supported by an excellent web-appearance of SchweizMobil (http://www.schweizmobil.ch), providing various information on public transport for tourists in Switzerland.
Accessibility	Approximately 20.000 km of attractive routes in Switzerland were signposted and

	promoted via internet and brochures.
Process innovation	Web-based travel information with assistance of an extensive web portal.

Fundamental key aspects

With the assistance of SchweizMobil there is an improvement in the combination of public transport and Human Powered Mobility. Both the Swiss population and foreign travellers take advantage of the issue of leisure time activities and HPM in conjunction with the information how to get there by train, coaches and so forth. SchweizMobil combines tourism with public transport. Therefore, it enhances the service chain of tourism by including elements of tourism.

The Innovation of this large-scale project is the provision of car-less leisure and tourist activities on a nation-wide level in combination with suggestions for Human Powered Mobility. Particularly the interactive web page is one of the major advantages of this concept.

SwissMobil extensively promotes Switzerland as a HPM-friendly destination.

Contact

<http://www.schweizmobil.ch/en/welcome.cfm>

http://www.switzerlandmobility.org/en/index_en.html



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All-access Cards to Public Transport for Incoming Tourists in Switzerland – The Case of Swiss Travel System (STS) and its UK companion side Swiss Travel Centre (STC)



Background information / initial situation

Swiss travellers are able to choose from a wide range of public transport tickets which provide access to Swiss public transport services to different degrees. Swiss travel cards can be divided into local and Swiss-wide offers. There are, among others, local cards, such as Engadin-Card, Goms-Card, Matterhorn-Gotthard-Bahn-Card, Gstaad easyaccess card, Euregio Lake Constance card, and Tell Pass. On a Swiss-wide level, there are cards, such as Swiss Pass, Swiss Flexi Pass, Swiss Youth Pass, Swiss Half Fare Card, and Swiss Travel System. For the latter case web-based platforms, such as the Swiss Travel System (STS) and Swiss Travel Centre STC are points of sale to offer plenty of public transport tickets.

These services mainly focus on purchasing tickets in the pre-trip phase of a planned tourist activity. In this example, the focus lies on the *Swiss Travel System* (STS) and its UK companion side *Swiss Travel Centre* (STC).

Objectives / motivations

The various offers aim at meeting the particular needs and individual travel plans of the tourists.

Descriptive criteria	
Location	Whole Switzerland
Date of Operation	The tickets are valid within a specific period of time, year-round within the Swiss public transport system.
Target Group	Incoming tourists. The tourist travel cards are neither available for permanent residents of Switzerland nor the Principality of Lichtenstein.
Modes of Transport	Trains, coaches, and boats inside of Switzerland and the Principality of Lichtenstein. Furthermore, a 50 % reduction for cable car tickets is often included.
Stakeholder	STS Swiss Travel Systems and STC Switzerland Travel Centre are companies owned by Swiss Railways (SBB) and the Swiss Tourism board (Switzerland Tourism). Moreover, STS and STC also collaborate with the association of the Swiss public transport companies (Verband öffentlicher Verkehr).
Specification of initiative	STC and STS are the largest resellers of Swiss rail passes in Europe. The most popular public transport ticket offered by STC and STS is the Swiss Pass, by which free access to all the Swiss trains, coaches, and boats is provided. The validity of the ticket is eligible for 4, 8, 12 or 15 days. The ticket includes a 50 % reduction for cable car tickets and free-access to approximately 450 Swiss museums. Further tickets are available, such as the Half Fare Ticket, by which the tourist get half fare tickets for one month; Swiss Transfer Ticket which is valid from airport/border to any destination and back to airport/border; Scenic Routes by which tourists have access to ride on one of Swiss various scenic trains. Particularly STC is specialised on the UK market, focussing on tailor made holidays, such as rail holidays, city breaks, ski holidays, and hiking tours.
Operation (functionality)	Access to all public transport services provided by trains, coaches, and boats in Switzerland.
Type of operation	Various packages are offered. Additionally, STC offers tailor made holidays.
Financing	Swiss Railways (SBB), Swiss Tourism board (Switzerland Tourism)
Qualitative criteria	
Evaluation - Assessment	The tickets provided by STS and STC are popular mobility tools for incoming Swiss travellers.
Condition of success or failure – Strong and weak points	One of the main advantages is the simple system of the travel cards. Often it is the case that foreign travellers are neither familiar with the ticketing of the railway company nor familiar with the ticket machine. These services provide easy access to public transport for holidaymakers. The popularity of Switzerland of a “railway nation” contributes to the success of STS and STC. A weak point is that local cards are competing with Swiss-wide overall passes.
Transfer possibilities	STS and STC are good practices due to their unique appearance on a web platform with a good usability of the platform for the customers. This is assisted by the trend that holidaymaker are nowadays more likely to inform themselves and book their holiday in the internet on their own.
Changing general	Tourists have a higher willingness and are more flexible to travel by train. It is possible

mobility behaviour / communication strategy	that former car-holidaymakers are attracted by these offers and therefore use public transport during their holiday. This is accompanied by the popularity of Switzerland's well-equipped public transport system.
Accessibility	Due to the ubiquitous public transport system in Switzerland most points of interest and tourist attractions are reachable, even in peripheral regions (see the example of alpine valley coaches in this report).
Process innovation	With assistance of STS and STC there are vital distribution channels for Swiss travel passes for incoming tourists.

Fundamental key aspects

Due to STS and STC there exist various travel cards for Swiss travellers. STS and STC provide reduced fares and all-in-one-Ticket for the usage of trains, coaches (Postauto), and boats.

STS and STC are important institutions for the pre-trip phase of tourists by providing both travel information as well as travel cards.

Contact

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<http://www.stc.co.uk>

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Multimodal transport network in the areas of high natural value and multiservice packages – Natural Park Adamello Brenta



Background information / Initial situation

- Very touristic valleys with a strong automobile frequentation during summer time
- Lack of regulations concerning access into the valleys which leads to pollution, traffic congestion and overload deteriorating life quality
- Lack of connexions and of access possibilities by public transport into the inner valleys of the parc

Objectives/motivation

- consistent regulation to access the valley,
- limitation of individual car numbers,
- management of a collective transport serving as alternative to individual vehicles,
- creation of a network of existing transports within the parc and in its periphery

Descriptive criteria	
Location	<ul style="list-style-type: none"> - inner valleys: Val Genova, Val di Tovel, Vallesinella, Malga Ritort - main valley: Val Rendena - valleys and plateau at the parc's periphery: Valli Giudicarie, Val di Sole, Val di Non and high plateau of Paganella
Date of operation – project time frame	<p>2003 : experimental phase in the Genova valley</p> <p>2006 : enlarged device to the Tovel valley and to Vallesinella. Development of a transport offer (bus and train) at the periphery of the parc to create a transport network</p> <p>2008 : launching of a multiservice package (holidays without car)</p>
Modes of transport	Bus, shuttle bus, train, touristic train, bike and taxi
Target group	Initially for the parc's guests (tourists and residents). Enlarged afterwards for the local population who benefits from this public transport offer.
Stakeholders	<p>Principal partners: municipalities in the valleys</p> <p>But as well: the transport society Trentino Trasporti to cover the non served territories by public transport ; the local tourist offices and the communication and transport services of the province of Trente ; taxi societies</p>
Type of operation	The initiative is a multi-product operation aiming at the organisation of a collective transport network in areas of high natural value combined to others mobility offers. The network of multimodal transport (train, bus, bike) is connecting the peripheral parc zone with the inner valleys. The buses are equipped with roof-racks and bike holders/carriers.
Specification of initiative	<p>Collective transport network: shuttle services inside the parc with regular departure times, stopping at the principal villages at the parc's periphery. Connection with Trento-Maté line, linking the Brenner line to the valley of Non and of Sole. Involvement of local taxi societies for the night and early morning transports. Development of bike itineraries (mountain and street bike).</p> <p>Selling of Parcocard which offers free parking, free shuttle service, free entrance to the visitor centres and the adventure parc (with guided visits included).</p> <p>Proposition of a multiservice package Holiday without car: stay of one week, transport in shuttle buses from the arrival train station (possible from Trente), proposition of daily activities in the parc.</p>
Operation (functionality)	<p>Period: june-september. Frequency: 20/30 min in the inner valleys and 1 h/2 h for the rest of the network. 30-40 000 km travel distance by the shuttle for one season at the interior of the parc and 20 000km for the services at the periphery. Tariffs: 2€ one way; 2-3€ return (prices variable for the services at the periphery) ; shuttles going on diesel oil ; Shuttle buses serving the periphery equipped with roof-racks and bike holder/carrier.</p>
Financing	<p>By the parc: shuttle buses in the protected area. Self-financing thanks to the tickets, the parking costs, different activities and sponsors. Financing by the province.</p> <p>Budget for each valley: 100 000 euros (receipts/spending). Transports at the parc's periphery: about 40 000 euros (counting as well a small contribution of the tourism promotion societies – private and public).</p>
Qualitative criteria	
Evaluation -	Very positive balance sheet (service quality and promotion on the territory), repeated

Assessment	<p>every year. Impacts: environmental (CO2 emission reduction), cultural (awareness raising on soft mobility), didactic (presentation of the experience in schools and to visitors) and social (development of the feeling to belong to the valleys).</p> <p>Projet is appreciated by the beneficiaries, but is difficult to be accepted by certain local operators more critical (hotelier, restaurant owners, etc.). The use of hybrid and methane vehicles (streets too steep) has been fairly unconvincing.</p>
Product innovation	<p>Services: 6 buses with a silkscreen printing repeating the parc's images and slogan ; connexion between the train network and the bus lines of the city and the parc ; bike transport ; ParcoCard ; multiservice package holiday without car.</p> <p>Communication: publication of posters and specific leaflets for each valley. Special page on the parc's homepage. Information in the tourist offices and in the hotels for the holiday without car package.</p>
Process innovation	<p>Integration of locals people (encounters, partnership agreements, surveys, questionnaires done by experts). The cooperation of three important role players (transport operators, tourist offices and parc) made the organisation of a transport network, larger than the parc's territory, possible.</p>
Transfer possibilities, perspectives	<p>Creation of one leaflet for all valleys. Development of a transport/autostop system for the parc's employees and the residents. Model transferable, but has to be adapted to the topography of the valley and to the carrying capacity. Necessity of an important integration of all municipalities introducing the service, which is managed thereafter by the parc.</p>

Contacts

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http://www.pnab.it/vivere_il_parco/come_muoversi.html

Berchtesgadener vacation Ticket/Spa Card



Background information

Since 1994 exists the « Berchtesgadener vacation ticket », which offers the use of public means of transport in the Berchtesgadener Land as well as in the Euregioverbund with the Austrian neighbours at an attractive price. On presentation of the spa card form the tourism organisation it is

Objectives, motivations

- Reduction of the motorized individual traffic of tourists by suitable offers of public transport in the vacation region.
- Reduction of the environmental impacts by the traffic and increase of the attractiveness of the region.

Descriptive criteria	
Location	Berchtesgadener Land
Date of operation	Since 1994
Mode of Transport	Bus
Stakeholder	RVO (Regionalverkehr Oberbayern), Tourist region Berchtesgadener Land (Gemeinden Berchtesgaden, Bischofswiesen, Marktschellenberg, Ramsau und Schönau a. Königssee).
Target Group	All tourists
Specification of initiative	<p>Up to now guests in the Berchtesgadener Land can acquire an attractive vacation ticket on presentation of the spa card from the tourism organisation that entitles for driving on almost the total RVO transport network. The vacation ticket is valid on six days for the duration of the stay. Exceptions: National park walking bus Hirschbichl; Kehlstein – Kehlsteinparkplatz; on the distance Oberau-Roßfeld (toll additionally) is valid the vacation ticket for maximally 5 trips.</p> <p>Starting from 1 December 2008 guests can drive with the spa card from the tourism region Berchtesgaden - Königssee free of charge! Special lines are not included and/or cost an impact.</p>
Operation (functionality)	<p>Price for vacation ticket: 21 € (10,50 € for children until 14 Years).</p> <p>Ticketing will be very easy for tourists, because no additional ticket is needed.</p> <p>The spa card offers additional services/reductions.</p>
Type of operation	For their arrival tourists receive a credit card sized spa card. The use of public transport is registered with. Guests immediately can use public transports with the spa card.
Financing	The financing is made by the cure contribution.
Qualitative criteria	
Evaluation - Assessment	The motorized individual traffic could be effectively reduced. By "National park Wanderbus" an attractive knew walking area both for the municipality RAM saw (Germany) and for the municipality Weißbach/Lofer (Austria) to be opened.
Condition of success or failure – Strong and weak points	The possibility of using the spa card directly as a bus ticket simplifies the use of public transport and lowers thereby also the inhibition threshold to use it.
Transfer possibilities	implementation in other regions possible (if bus companies are willing to cooperate)
Changing general mobility behaviour / communication strategy	Information on a large variety of holiday offers which include public transport is provided by a website and a folder Because in the future for the tourist exists no more necessity to buy an additional ticket the mobility behavior could change further toward public traffic.
Product innovation	No additional bus-ticket is needed. Tourists don't have to think about the right ticket. They only need the spa card they received at the beginning of their vacation.
Accessibility	Each guest gets the spa card upon arrival at the resort.

Fundamental key aspect

This is a good example for simplified ticketing in combination with an attractive offer of public transport and additional services

Contact

Tourism Region Berchtesgaden-Königssee (Guest service)
Königsseer Str. 2,
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And the Tourist-Informationen in the five municipalities Berchtesgaden, Bischofswiesen, Marktschellenberg, Ramsau und Schönau a. Königssee.

Kurkarte mobil
Berchtesgaden-Königssee





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Mit der Kurkarte ab 1. Dezember 2008 einsteigen zur Freifahrt



Background information

The Bayern Ticket was implemented in 1997 as the first Länderticket in Germany which is valid for all means of local public transport within the free-state of Bavaria. Different polls have shown that about 90% of the questioned persons know the Bayern Ticket and about 70% used it at least once. Since implementation, the offer has been continuously enhanced. Today the customers can use lots of incentives beyond transportation.

Objectives, motivations

- Attractive and simple pricing and ticketing for all means of public transport.
- Modal shift from individual transport to environment-friendly public transport
- Increase of economic efficiency by higher load factor of public transport during off-peak times

Descriptive criteria	
Location	Bavaria (and adjacent zones in Baden-Württemberg, Salzburg, Tirol, Thüringen)
Date of operation	Since 1997
Target group	Visitors and inhabitants (groups of up to 5 persons or single persons)
Modes of transport	Train, subway, tram, bus
Stakeholder	Railway companies and local public transport companies (bus, subway, tramway companies). Public and private partners are involved during process of preparation.
Specification of initiative	<p>"Bayern-Ticket": valid for groups of up to 5 persons or parents/grandparents with unlimited number of own (grand)children under 15; for unlimited travel during one day (until 3 am the following day, Monday to Friday: not before 9 am) for the whole Bavaria and adjacent zones; Saturdays, sundays and during public holidays the ticket is valid all day long. Ticket price: EUR 27 (vending machines), EUR 29 (counters).</p> <p>"Bayern-Ticket Single": same as "Bayern-Ticket", valid for one single person; ticket price: EUR 19 (vending machines), EUR 21 (counters)</p> <p>"Bayern-Ticket Nacht": same as "Bayern-Ticket", from 6 pm until 6 am (Saturday/Sunday/public holiday: 7 am) the following day; ticket price: EUR 19 (vending machines), EUR 21 (counters)</p> <p>"Bayern-Böhmen-Ticket": same as "Bayern-Ticket", also valid in Western and Northern regions of the Czech Republic; ticket price: EUR 32 (vending machines), EUR 34 (counters)</p> <p>"Bayern-Böhmen-Ticket Single": same as "Bayern-Böhmen-Ticket", valid for one single person; ticket price: EUR 22 (vending machines), EUR 24 (counters)</p>
Operation (functionality)	On regional trains (all railway companies) in second class and all modes of public transport (subway, trams, buses)
Type of operation	<p>Information on mobility: brochures with network maps, edited by Deutsche Bahn AG and by Bayerische Eisenbahngesellschaft, Internet</p> <p>Solutions for service packages including soft mobility: cooperation (reductions or other bonuses) with Museums, tourist offices, theatres, thermae, shops, zoos, funiculars, inland water transports, gastronomy</p>
Financing	Financed by the customers. Earnings are divided between the rail and bus companies in a demand-oriented manner (based on passenger countings).
Qualitative criteria	
Evaluation - Assessment	Enormous success (23.5 million Bayern-Tickets purchased until July 2008), Polls have shown that about 90% of the questioned persons know the Bayern Ticket and about 70 % use it.
Conditions of success or failure – Strong and weak points	<p>The offer is adapted to needs several times (integration of additional services, implementation of "Single" and "Nacht" tickets, abolition of off-time from 4 pm to 6 pm). The offer is available all-day-long on Saturdays/Sundays/ public holidays.</p> <p>At the beginning, passengers had to accommodate to the off-times of the ticket.</p> <p>Internet-selling: actually only for mailing-service; i.e. ticket must be ordered at least 3days in advance.</p>

Transfer possibilities	Implementation in other countries possible (if railway and bus companies are willing to cooperate and if public authorities require acceptance of the ticket) cf. "Einfach-raus-Ticket" newly introduced in Austria. Cross-border offers possible, conditions should be similar for all offers available in one region.
Changing general mobility behaviour	Simple and attractive pricing can help to gain new users of public transport. Ticket for 5 persons is a serious alternative for family trips (compared to private car) or for a group of friends.
Product innovation	Services: integration of different means and providers of transport throughout a large region Pricing: several travel variations for a single price Distribution: railway stations (counters, vending machines), onboard trains/buses (partially), internet (actually only for mailing-service; i.e. ticket must be ordered at least 3days in advance)
Accessibility	Multimodal transport ticket, makes door-to-door journey possible
Process innovation	The Bayern ticket was the first Länderticket in Germany which is valid for all local means of public transport.

Fundamental key aspect

A single ticket for all means of local public transport simplifies their use and lowers occasional riders' inhibition threshold. It makes the whole of Bavaria one integrated public transport system.

Contact

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Bike, Hike and Wintersports webportals - East Allgäu



Background information

In the beginning a regional concept for East Allgäu was developed in the fields of Tourism and spare time. The region entered into a voluntary commitment for a standardized/consistent signage for bicycle routes and a "bike-and-hike brooch" including a wide network of hiking and biking trails. The concept for the bike-region East Allgäu was developed between 2004 and 2006. Afterwards three web portals (bike, hike, wintersports) were introduced.

Objectives, motivations

To increase East Allgäu's attractiveness for Bikers and hikers.

Descriptive criteria	
Location	East Allgäu
Date of operation	since 2006/2008
Target group	Tourists and inhabitants
Modes of transport	Bicycle (also possibility to take bikes in public transport modes)
Stakeholder	Landkreis Ostallgäu and the municipalities
Specification of initiative	<p>"Radportal Ostallgäu": Website with GPS tracks for download with altitude profile, location plan routes and Hotel offers, possibility to take bikes in public transport, 1500 km marked bicycle routes, Bicycle taxi if one brakes down.</p> <p>"Wanderportal Ostallgäu": Website with GPS tracks for download with altitude profile, location plan routes and Hotel offers</p> <p>"Winterportal Ostallgäu" : website with information about winter activities and offers</p>
Operation (functionality)	<p>Free entrainment of bicycles in Busses (since september 2007) of all Ostallgäu and in all local trains of the Allgäu.</p> <p>Buses partially equipped with bicycle racks</p> <p>Bicycle taxi : Hotline which can be called by technical break down. Cooperation with local transport companies.</p>
Type of operation	<p>Specific mobility products: the different web portals contribute to the promotion of specific mobility products dealing with bicycle, hiking, and wintersports. 10 buses are therefore prepared for bicycle transport for example.</p> <p>Information on mobility: the website provides maps to download: map with 25 bicycle tours (5 €), map of trails (5 €) and winter sports map (2.5€). Bus and train timetables can also be downloaded.</p>
Financing	Total costs of about 290.000 €. Financed by Landkreis Ostallgäu, and the municipalities of Ostallgäu. Co-financed by European Union in the Leader plus program.
Qualitative criteria	
Evaluation - Assessment	Very positive evaluation by users; number of users not quantifiable, very good service for bicycle tourists. The portals got the creative award (Kreativpreis) of the awarded by the "Bund für Steuerzahler" and the region was second best of Germany's most favoured cycle touring regions.
Conditions of success or failure – Strong and weak points	First assumption is to guarantee the high quality of signage in the future.
Transfer possibilities	Good possibility of implementing the initiative or its methodology in another territory.
Changing general mobility behaviour / communication strategy	Attractive offer for the booming bicycle tourism. Local Bus companies could denote a four times higher number of bicycle-transports.
Product innovation	<p>Services: <i>integration of Public transport and cycling</i></p> <p>Pricing: Free entrainment of bicycles in public transport means,</p> <p>Distribution: <i>internet</i>,</p>
Accessibility	A very good accessibility is provided :

	<ul style="list-style-type: none"> - regarding sites and infrastructures where to hike, ride or practice wintersports (what to do – where to practice - how to reach the sites) - regarding the region and its characteristics (where to sleep, drink, eat – what to visit – etc.)
Process innovation	The East Allgäu provides an integrated concept for bikers. It includes a wide network of biking trails, signed routes, bike hotels and a local public transport which is adapted to bikers as well as a comfortable Web site with all necessary information for Bikers including GPS Tracks for Download.

Fundamental key aspect

On the one hand during the last years biking has become a kind of fashion sport. More and more tourists use the bike during their vacation. One problem is the journey to the vacation spot by public transport.

On the other hand tourists often would use the bike during the vacation if there were good biking tours and a well organised public transport for example in the case of technical breakdown.

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Access

People need to move if they cannot satisfy their needs on the spot or nearby.

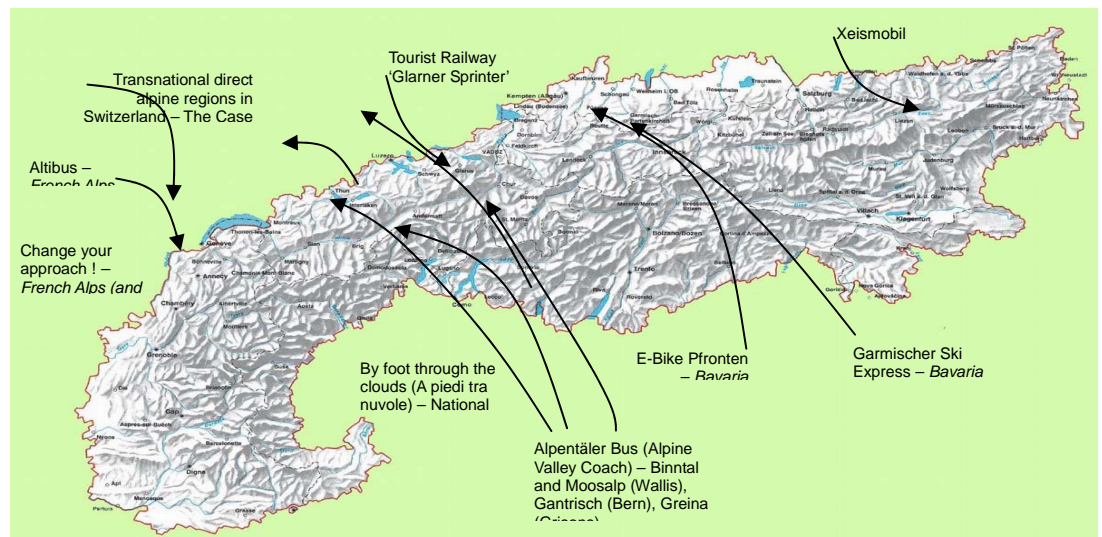
How they choose to do so is linked to how they view the cost, quality and availability of their travel choices. If the conditions are right at least some mobility can be achieved with little traffic, little money, little consumption of resources and little ecological damage. This can be done by making it possible to satisfy day-to-day needs locally and getting there on foot, by bike or by bus.

The access problematic regarding sustainable mobility could not be reduced to the ability to “physically” get into a train, a bus, or any transport mode, in order to reach a location.

The access problematic is therefore extremely closely linked to the ability for users to get information about their trip before getting onto any transports vehicles or going by foot.

New technologies provide us many possibilities to potentially gather, reach or organize these informations, as far as they make available by transport operators for users.

Best practices referring to this category



Change your approach! (Changez d'approche !)



Background information / Initial situation

Most of the French are « single car drivers ». Yet, this transport mode consumes a lot of energy per person per km. 75% of the trips made by French people are realized by private car. Sports and leisure are the first reason of the current mobility increase. It induces space jamming, air, acoustic and visual pollution, stress, increase of personal budget, etc.

Objectives/motivation

Taking into account that most of mountains sports fans use their private car to reach nature sports spots, Mountain Wilderness France would like to sensitize them to the already existing sustainable mobility facilities. No specific tools existed before the implementation of the competition in order to communicate and to promote sustainable mobility for accessing mountains.

Descriptive criteria	
Location	All French mountains. The departure of the trip has to be in France, the arrival can be abroad.
Date of operation	Opening of the competition: 02/2007 – closing: end of 09/2007. Price giving to the best trips: 11/12/2007 2d version: opening of the competition: 02/2008 – closing: 30/09/2008
Mode of Transport	Train, buses, shuttle. Hitch hiking and bicycle are allowed only if they are not the only mode of transport.
Target Group	All the people who go in the mountain to practise: hiking, skitouring, alpinism, climbing, mountain bike, snowshoe, paraglide (2d version). The people supposed to participate to the competition are globally known by Mountain Wilderness. These people are already interested in sustainable means to enjoy mountains.
Stakeholder	Association "Mountain Wilderness France" (MWF). The conceiving of the competition was realised in association of about 15 members of the association (involved in the MWF's working groups "soft mobility" and "nature sports"). Private partners: CampToCamp (one the most well knowed mountain online forum – present in the jury) / Montagnes Magazine (present in the jury) / Black Diamond / Patagonia / Petzl / Simond / Climbing attitude / Satoriz. Public partners: Régions Rhône-Alpes et Provence Alpes Côte d'Azur, MEEDDAT
Specification of initiative	Competition for the enhancement of people awareness to public transport for their mountain activities. People are invited to use public transport for going climbing, hiking, etc. and then to described and to share their trip and experience on a web site (CampToCamp). The best experiences benefit from prizes.
Operation (functionality)	A specific and official regulation document has been redacted for the competition. A jury has been designed in order to select the best trips. The trips proposed to the competition are examined through 3 main criteria: use of public transport, contribution to the local economy, relation to the nature. The authors of best trips received gifts from private partners. Some of them are published in newspapers and magazine. All the information regarding existing public transports services for going climbing, hiking, etc., which were collected through these trips are now automatically provided in the on-line free-access topoguide of the CampToCamp forum.
Type of operation	Info-mobility operation for the promotion of sustainable transport modes to access to mountains sports spots and trips. The core aim of the action is to access and to spread the information about existing sustainable transport modes in mountain, and thus to promote the use of these sustainable "approaches" to mountains.
Financing	Budget: 80% public subsidies, 20% commercial incomes (value of the gifts offered by private partners to the winners of the competition)
Qualitative criteria	
Evaluation - Assessment	It is the only existing competition for the promotion of public transports in mountains. 70 participation forms were completed. About 500 people used public transport to practise their mountain activities due to this initiative. All the participants were satisfied and many of them want to renew the experience. Lots of exchanges and discussions about sustainable development stakes in mountains arose in several on-line forums which communicated about the competition. Many articles and interviews about sustainable

	<p>mobility in mountains were published following the initiative. Lots of mountain trips approachable by public transports are now communicated through mountain newspapers, magazines, radios, etc. The operation actively contributed to strengthen and to extend the MWF network about sustainable mobility (new private and public contacts).</p> <p>The 2d version of the competition integrates new mountain sports. More pictures of the trips are asked to the participants.</p>
Conditions of success or failure – Strong and weak points	<p>Strong points: many people actively “played the game” and concretely tried to “change their approach”. Many people realized all the already existing possibilities to move “sustainably”. The partnership established with the online forum CampToCamp allowed to reach a wide range of mountain sports fans. The experience contributed to the local economy while people bought local products and services during their trips, especially during long time trip (2 days at least). Such experiences also intensify communication and exchanges between tourists and local inhabitants.</p> <p>Weak points: some people saw the competition, made their trips with public transports but did not fill in the participation form. The online trip descriptions on the CampToCamp website were not always realized by the participants. Many of them send a draft paper to MWF.</p>
Transfer possibilities	The competition can be implemented everywhere. The legal frame (regulation document) just has to be adapted to the local/national context.
Changing general mobility behaviour / communication strategy	The great majority of participants declare their will to continue to use public transport to go in the mountains. They also sensitize their friends and family to this “sustainable” way of moving in the mountains.
Product innovation	The product innovation relies on a better communication of mountain trips approachable by public transports. The existing accesses by public transport to mountains are not well promoted in France.
Accessibility	As soon as an access of mountain trips and sports is described, it is automatically integrated in the CampToCamp online topoguide. All the sustainable mobility possibilities are integrated in each trip descriptions provided on the CampToCamp website.
Process innovation	The process innovation relies on a concrete comprehension and integration of an outside-in-perspective of public transport in mountains. The information about sustainable mobility in mountains are identified and described by users themselves. Transport providers can benefit from these feedbacks in order to adapt their services.
Analysis of charge capacity	Promoting access by public transport to mountain spots lead to lower the number of private cars in small routes and in small (and always full) car parks.

Fundamental key aspects

Many people in France MWF would like to use public transports in mountains but many of them are waiting that mobility services fit exactly to their needs. MWF wanted to adopt an inverse attitude and to show that many possibilities already exist. The fundamental key aspect is the motivation of mountains sports fans.

The competition was successful and efficient as it functioned as a “starter” to use public transport in mountains for many people.

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Background information, Initial situation

No existence of such a ticket selling system.

Objectives/motivations

The homepage "Altibus" has been put in operation in 1998 by TransDev (an international transportation operator) in order to modernise the bus ticket selling system towards ski resorts and to diffuse information to clients before their departure to their destination.

Descriptive criteria	
Location	France ; Savoie - Haute Savoie - Isère - Hautes Alpes
Date of operation	since 1999
Mode of Transport	bus
Target Group	real or potential users of public transports – mainly tourists
Stakeholder	TransDev realised this initiative without any concertation of other involved people or structures. No cooperation with any person or institution has been held during the preparation process.
Specification of initiative	Setting up of a reservation system of bus tickets for all clients trough a web site and a call centre service. Creation of a unique web portal for the alpine region dedicated to the client and occasional users of the service. In winter time about 85 ski resorts are served by coaches from the main alpine towns (big and middle size towns). In the summer time mountain lakes and departure points for downhill mountain bike are served instead.
Operation (functionality)	Reservation system is permanently accessible (according to transportation offer in place). The traveller chooses his preferred departure time and pays online or by cheque by contacting the call centre. Once the reservation is validated the tickets are sent by post within 48h. The reservation has to be carried out one week before departure. The development of the web page is financed by TransDev but as well by payments from the different transportation service providers. They pay a fixed "entry fee" and a commission for each sale completed (between 5% and 10% to the sale).
Type of operation	Beyond the individual selling : creation of a « pro access » limited to tourism service providers ; moreover, creation of summer and winter excursion modules that allow the commercialisation of different products for hotels and tourist centres.
Financing	Launching phase financed by TransDev groupe and by the council for the département of Savoie. The current functioning is assured by a commission principle at each sale.
Qualitative criteria	
Evaluation - Assessment	The web site shows a regular growing number of visits. In 2007 there have been about 4000 visits per day. Until now no questionnaires have been realised. According to TransDev, it is difficult to get into direct contact with the clients. But this is now foreseen in the quality strategy.
Conditions of success or failure – Strong and weak points	Solution suited to the tourism context – thus the succes garantie is assured. This project has been conducted in partnership between the delegated carrier companies serving the regular bus connexions and the authorities organising the transportation (départemental councils of Savoie, Haute-Savoie and Isère and the Rhône-Alpes Region). The quality of the web portal and the important number of connexions and destinations provided through Altibus is a great factor of success. Such initiatives should try to enlarge their target group to all users of public transport. The current tool is essentially used by tourists or mountain sports fans and should better be addressed to inhabitants or seasonal workers, etc.
Transfer possibilities	This project is easily transposable and enhanceable in its current form to other mountain regions.
Changing general mobility behaviour / communication strategy	No specific promotion is intended for the clients from TransDev and Altibus. The communication and promotion strategy belong to the transportation service providers. The regular growth of clients suggests that more and more people now leave their car at home as they prefer going in mountain resorts by bus.
Product innovation	The recent adaptation of the Altibus reservation system introduce two innovative solutions : auto printable tickets (the client buys at distance and prints his ticket at home) and the « digitick » solution which directly send the ticket to the client's mobile phone.

Altibus can be integrated into mobility centres projects: i.e. « Mouv'Aravis » and very soon « via mont blanc ».

A thinkover has been launched regarding the possibility to set up multi-products offers and the associated cross selling system: bus + skipass, train + skipass. Cheap prices for summer offers (lake and mountainbike programme) are proposed to the clients thanks to the financial help of the Savoie departemental council.

Fundamental key aspects

In France, a major problem regarding soft mobility relies on a poor access to information and travel possibilities by means of public and/or soft transportation. Thus, initiatives as mobility centres and the creation of internet sites are relevant solutions to gather information and to provide them to soft mobility users. Travellers need to be able to get complete information on connexions and so on before the plan their trip. If there is no such information system existing, they will generally return to their private car if possible.

Contacts

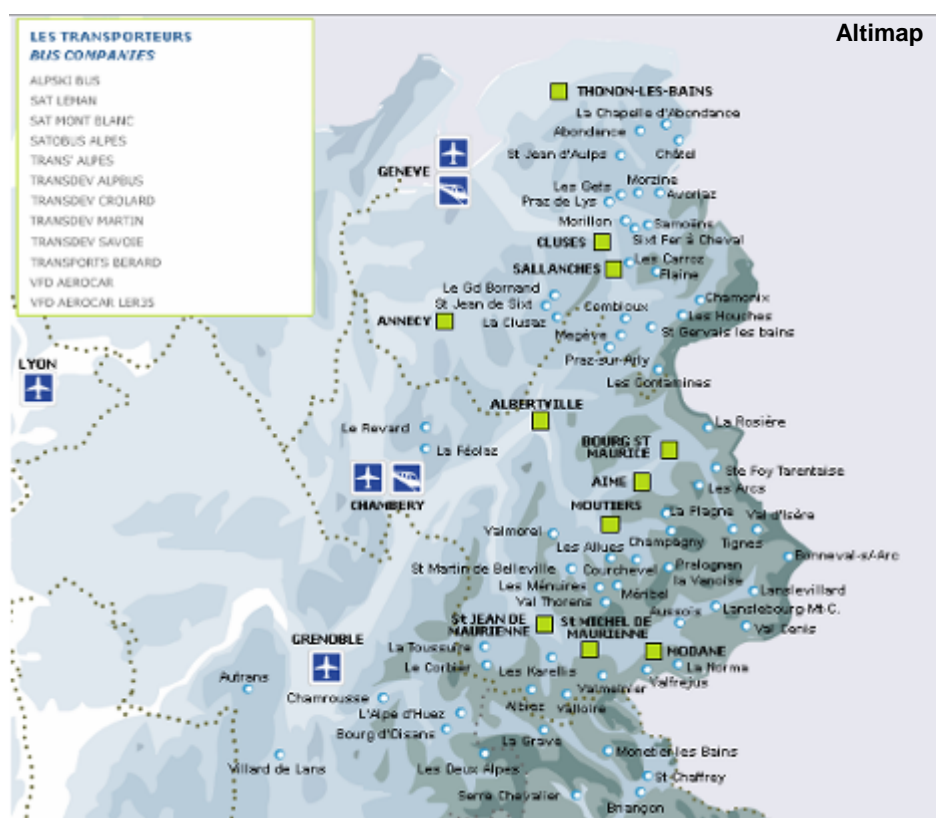
Transdev

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<http://www.altibus.com/>



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Tourist Railway 'Glarner Sprinter'



Background information

The tourist and commuter train 'Glarner Sprinter' connects the city of Zurich with the entrance of the tourist region 'Glarus'. The canton of Glarus - a small canton situated in eastern Switzerland - provides 761 rooms and 1570 beds in hotels, holiday flats and youth hostels. According to recent statistics, rooms have an annually occupancy rate of 28.7 %, beds 26.7 %. Moreover, the hotel industry is mainly frequented by Swiss citizens.

Objectives/motivation

The intention of this railway is to connect a tourist region and a work commuter place with the well-connected City of Zurich in less than one hour.

Descriptive criteria	
Location	Zurich to Glarus (the canton of Glarus is a small canton situated in eastern Switzerland).
Date of operation	Year-Round
Mode of Transport	Train (Regional Express)
Stakeholder	Public and private stakeholders are Swiss Federal Railways (SBB), Glarus association of work commuters ("Pendlerverein") and the government of Canton of Glarus
Target Group	Swiss and foreign tourists as well as commuters. The citizens of Zurich often use this connection due to winter sports activities, such as skiing, snowboarding and so forth, mainly for the case of day trips. Additionally, there is frequent usage during summer time due to hiking, biking and so forth.
Specification of initiative	The implementation of this route was initiated by the government of Glarus and the Swiss Federal Railways (SBB). The first train was starting at 12th December 2004. On a first instance, it was planned to let run the trains every hour. This plan was rejected due to financial and capacity reasons.
Operation (functionality)	<p>The aim of the operation was to provide a less than one hour connection from Zurich to the tourist region of Glarus with stops in Pfäffikon (SZ), Siebnen-Wangen, Ziegelbrücke, Nieder- und Oberurnen, Näfels-Mollis, Glarus, Schwanden, and Linthal Braunwaldbahn (the latter only on weekends).</p> <p>On weekends, the train runs two times a day and three times a day on weekdays to the tourist region 'Glarus'. In detail, the train starts daily from Zurich to Näfels-Mollis and Schwanden (Glarus) at 8.40h and 10.40h. Likewise the 'Glarner Sprinter' returns daily from Näfels-Mollis, Schwanden at 16.03 or 16.12 as well as at 18.12h and 18.31h, depending on the start of the journey in Glarus. On weekends, the train runs to and returns from Linthal Braunwaldbahn. Moreover, there are connections from Monday to Friday at 6-40h to Näfels-Mollis. The trip length is 47 minutes to Näfels-Mollis and 67 minutes to Schwanden.</p>
Type of operation	The railway schedule is well coordinated with public bus services in the tourist region of Glarus (Postauto). The design of the train is geared to attract tourists. It indicates a connection to a tourist region due to various adhesive labels. In conjunction with the internet portal http://www.railaway.com/ there are plenty of packages including mobility tickets and leisure time activities in Glarus. Most prominent is the 'Snow and Rail'-Ticket. It includes a 30 % reduction on the rail ticket in conjunction with a reduction for the snow pass.
Financing	Swiss federation and Canton of Glarus, passengers
Qualitative criteria	
Evaluation - Assessment	The 'Glarner Sprinter' is a well-established public-transport tourist route which is also being used by many work commuters between the Cantons of Zurich and Glarus.
Condition of success or failure – Strong and weak points	A weak point is that the train commutes only three times on weekdays and two times on weekends. Moreover, a weak point for customers is the necessity to change trains which have the origin in Braunwald and destination of Zurich on weekdays.
Transfer possibilities	This example is a good practice for regions and cities where is a considerably amount of exchange both in terms of tourism and work places/ forces to improve accessibility.
Changing general mobility behaviour / communication	The 'Glarner Sprinter' provides a decent connection for a city trip to the lively city of Zurich, useful for tourists spending their holidays in the canton of Glarus as well as the native population. Thanks to this connection both tourist and population are able to fall back upon a fast train connection between Glarus and Zürich.

strategy	
Product innovation	The 'Glarner Sprinter'-homepage provides plenty of information on leisure time activities in the City of Zurich. A further advantage is the design of the train.
Accessibility	Improvement of accessibility between Zürich and Canton of Zurich due to a new train connection.
Process innovation	An association of commuters was built. Improving accessibility for tourists.
Analysis of charge capacity	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.

Fundamental key aspects

This example shows how important it is to define and promote a train not only as a 'grey' mean of transport. Explicitly in this case the train route is loaded with the information of a proper shuttle to a less popular tourism region and day trip destination in north-eastern Switzerland, both for foreign and Swiss tourists. The design of the train and the advertisement of this railway connection by the official tourism offices, on the train itself and on travel-related web pages (myswitzerland.ch; swisstravelcentre.ch; railway.com and so forth) contribute to its rising customer demand.

The innovation of this route is to promote the rail ride as a vital aspect on its own for the whole holiday. Particularly in regard with other train routes which connect tourism destinations and the urban area it is worthwhile to integrate the tourism region into the promotion of the train route more prominently.

Contact

Rail Service: 0900 300 300 (24 h/CHF 1.19/Min.)

www.sbb.ch

www.glarnersprinter.ch

Touristinfo Glarnerland GmbH

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GLARNERSPRINTER RailAway

Transnational direct alpine regions in Switzerland. The Case of Berlin (via Bern) to Interlaken



Background information

In general, trains arrive from all parts of western Europe to Switzerland. Switzerland is together with Germany one of the most central-lying countries in Europe. As a result, Switzerland is one of the centres of railways and highways in Europe. Some major routes include, for instance, the TGV, with several trains daily from Paris, Avignon, Dijon, and Nice. Hourly trains to/from Milan with connections to all parts of Italy (also night-trains to Rome and Venice). Hourly ICE from Karlsruhe, Mannheim, Frankfurt in Germany to Zurich. Karlsruhe, Mannheim, Frankfurt are well connected to many cities, such as Amsterdam, Hamburg or Berlin. Additionally, there are regular ICE trains from Stuttgart and a Inter City from Munich to Zurich. City Night Line (<http://citynightline.ch/>) provides night train journeys from Paris, Amsterdam, Berlin, Hamburg, Prague, Vienna, Belgrade, Rome and Venice to Basel, Geneva, Zurich and some also to Lausanne and Geneva.

With a special focus on alpine regions there are connections from Germany to Valais and Interlaken as well as the route Mailand – Tessin – Zurich. The connection from Berlin to Interlaken will be highlighted in this example in greater detail.

Objectives, motivations

To enhance and facilitate transnational mobility by train in the Alps

Descriptive criteria	
Location	Interlaken is located in the heart of Switzerland
Date of Operation	Since 9.12.2007 four connections from Berlin via Bern to Interlaken are provided by Inter City Express (ICE), German Railway (DB). Additionally, There is an daily connection from Frankfurt to Interlaken.
Mode of Transport	High speed train
Stakeholder	German Railways (DB) and Federal Swiss Railways (SBB)
Target groups	Tourists and business travellers
Specification of initiative	There are 4 direct trains from Berlin to Interlaken.
Operation (functionality)	The train journey from Berlin to Interlaken takes less than 9 hours by means of a high speed train connection. In sum, this train route connects directly the capitol of Germany, Berlin with 8 Swiss cities. This is Basel, Liestal, Sissach, Olten, Bern, Thun, Spiez and Interlaken West. To emphasise the importance of this tourist connection the Swiss Federal Railways (SBB) and German Railways (DB) named a ICE 8-car composition "Interlaken".
Financing	Due to the high usage rate the German Railways (DB) invests approximately 60 Million Euros into the modernisation of the 19 ICE train (8-car composition) which commute between Germany and Switzerland.
Qualitative criteria	
Evaluation – Assessment	The population of the neighbouring countries highly contribute to the target market of tourism in Switzerland. Whereas tourism-related transnational high speed trains enhance the quality of a tourism journey to a destination, frequent train changes reduce the comfort of arrivals.
Transfer possibilities	Connectivity of tourism regions and European urban areas
Changing general mobility behaviour / communication strategy	Tourists have the possibility to go directly by train to the heart of Switzerland. It is also a possibility to avoid European plane flights due to good train connections.
Product innovation	According to German Railways (DB), Switzerland is the most important foreign market in terms of border-passing German trains. In 2006, more than four Million customers were transported from Germany to Switzerland. This is an increase of 5 % in comparison to the year 2007. This connection is mainly frequented by tourists and business travellers.
Accessibility	The main advantage of this relatively new transnational high speed train connection is for the tourist region "Berner Oberland". Moreover, there is an improvement of national

	train connections due to a faster connections from Interlaken to Grindelwald and Lauterbrunnen (approx. less than 15 minutes), and Interlaken and Meiringen (approx. less than 18 minutes).
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Fundamental key aspects

In summary, it has to be pointed out that the amount of service of transnational high speed train with direct connections to alpine regions should be increased due to vital effects on tourism.

Transnational high speed trains with a destination in the alpine regions are a necessity to achieve and maintain a high accessibility of an international-known tourism region.

As a consequence, the final destination of transnational train may not necessarily stop solely at urban areas, rather they may continue to the next tourism region to provide an easy and comfortable journey to a tourism destination. In particular with regard to air travel which mainly stops in metropolitan areas, a direct train connection to tourism destinations might be a main advantage for train-based holiday making.

Contact

www.sbb.ch

<http://www.bahn.de>

Alpine Valley Coach (Alpentäler Bus)



Background information / initial situation

Due to a small population some of the rural villages in alpine Switzerland are not well connected to the public transport system. The aim of the project 'Alpentäler Bus' (*Alpine Valley Coach*) is to provide public transport to four rural areas which are of interest for nature tourism. This is [Binntal](#) (Valais Canton), [Gantrisch](#) (Canton of Berne), [Greina](#) (Canton of Graubunden) and Moosalp (Valais Canton).

Objectives, motivations

The scope of this project is to provide public transport service within the rural alpine region with regard to tourist places. Furthermore, the project seeks for these pilot regions a solution to finance public transport service over a longer period by involving tourism institution into the sponsorship of the public transport service.

Descriptive criteria	
Location	Four implementations: Binntal (Valais Canton), Gantrisch (Canton of Berne), Greina (Canton of Graubunden) und Moosalp (Valais Canton)
Date of Operation	Year-Round
Target Group	Nature- and Geo-tourists and local population
Modes of transport	Coach
Stakeholder	To attract tourists without cars, a national group formed up to support public coach services to and in rural alpine regions. This group consists of the Swiss Working Group for Alpine Regions (Schweizerischen Arbeitsgemeinschaft für die Berggebiete (SAB)), Swiss Automobile Association (Verkehrs-Club der Schweiz (VCS)) and the Swiss Alps Association (Schweizer Alpen-Club (SAC)).
Specification of initiative	Coaches which provide access to peripheral regions.
Operation (functionality)	The coach schedule is coupled to the Swiss Railway (SBB) schedule. The coaches have been already started in the region of Gantrisch, Greina und im Binntal. Due to high demand of the coaches the frequency of supply was doubled. In Gantrisch, for instance, there is in summer a "hiking coach" and a "snow coach" in winter.
Financing	The project is financed by the Swiss Department for Spatial Development (ARE) and the State Secretariat for Economic Affairs (SECO). Furthermore, there is a collaboration with following institutions: Schweizer Wanderwege (SAW), Transa Backpacking AG, PostAuto Schweiz, Matterhorn Gotthard Bahn (MGB) and the local tourist institutions, such as hotels, restaurants and so forth.
Type of operation	In Greina, for instance, there is a mobility package which includes the coach ride to an over-night stay in one of the three alpine huts.
Qualitative criteria	
Evaluation - Assessment	Overall, since implementation in autumn 2005 approximately 14'000 customers have used the alpine valley coach to end of 2006. 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 specialised press and so forth.
Condition of success or failure – Strong and weak points	A weak point is that the offer is highly dependent on the funding and supporting of local partners.
Transfer possibilities	Regions with a potential for nature tourism which are not well-connected to public transport.
Changing general mobility behaviour	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.
Product innovation	Geo-tourism or nature tourism is a market segment which has an increasing potential. This market group is more likely to participate in sustainable transportation than other tourist groups. Therefore, the alpine valley coach provides an interesting mode of transport to reach isolated regions in Switzerland.
Accessibility	As a result of this project a gap in public transport services in rural alpine regions has been closed. Moreover, due to this new public accessibility it was possible to attract

	tourists. Likewise, the new touristic coach lines has lead to an increase of the touristic activity space, both for Swiss and foreign tourists without cars.
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Fundamental key aspects

Overall, 14 000 customers including Swiss, foreign travellers and the native population make use of the new public transport service.

The service provided by “Alpentäler Bus” (*Alpine Valley Coach*) highly increases the accessibility of the valley, both for the local car-less population and tourist travellers in Switzerland. Against the background of this success “Alpentäler Bus” has to be seen as a product innovation in regard to mobility service in tourism.

The main advantage of this public transport service lies in the organizing around the service chain in tourism including the concerns of transport. A further advantage is that the coach service itself is promoted in conjunction with hiking, snow sports and other leisure activities in tourism.

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Moosalp - Moorlandschaft © Peter Salzmann, Viège

Background information

In Styria 16 municipalities within the region Gesäuse, Eisenwurzen and Erzbergland have formed an association to maintain and selectively increase regional public transport facilities, as well as to promote soft mobility and car-free tourism. In view of the threatening closure of the Gesäuse railway line by the Austrian Federal Railways (ÖBB), it became necessary to think of measures to increase the numbers of clients on the line to keep it running.

Objectives, motivations

- a) Environmentally sound mobility for travelling to and within the region between Gesäuse and Hochschwab.
- b) Development and maintenance of public transport facilities in the Xeismobil region.
- c) Any measures offering intelligent solutions combining mobility, environmental compatibility and ecotourism.
- d) Mobility of thought.

Descriptive criteria	
Location	16 municipalities of the region Gesäuse, Eisenwurzen and Erzbergland have formed an association under "Xeismobil" to promote ecotourism and environmentally sound public transport/Austria
Date of operation	all year
Mode of Transport	Train, bus, bus service on demand
Target Group	Austrian and foreign tourists as well as local residents for daily transport
Stakeholder	<p>"Xeismobil" is a joint creation of the Regional Development Association Eisenerz and two Federal Ministries (Agriculture, Forestry, Environment and Water Management; Transport, Innovation and Technology) as well as the province of Styria, with European Union support under the EU project "MOBILALP" (co-financed under the EU programme Interreg IIIB, Alpine Space).</p> <p>The Regional Development Association Eisenerz, responsible for implementing the project in the region, includes 16 municipalities: Admont, Altenmarkt, Ardnig, Eisenerz, Gams, Hall, Hieflau, Johnsbach, Landl, Palfau, Radmer, St. Gallen, Vordernberg, Weißenbach a.d. Enns, Weng, Wildalpen.</p> <p>The mobility partners of Xeismobil are the Austrian Federal Railways (ÖBB), ÖBB Postbus and regional bus-on-demand service providers. Only advertising is in the name of "Xeismobil". The public transport solutions themselves are financed directly by the municipalities.</p>
Specification of initiative	To achieve the goals as well as more positive business results, public transport had (and still has) to be improved and made more attractive. Eight train services at more suitable times ensure good external connections (Vienna and Graz) while meeting the basic requirements of local residents. In addition there is a regional bus service on demand.
Operation (functionality)	<p>An interactive map was created for the Xeismobil homepage, giving extensive information on different attractions linked up with public transport possibilities. This makes it easy to navigate within the region and to get a general idea of the infrastructure and the tourist attractions on offer. Each point is linked with site-specific information on timetables of the Styrian public transport system.</p> <p>Tourist offices in Eisenerz, Admont, St. Gallen and Wildalpen have been upgraded. They are now "mobility centres" and linked with the mobility centre in Graz which was already in place. The new task of these centres is, apart from providing information on timetables, to offer advice to customers on public transport issues. Individual services such as organising bicycle hire or flexible public transport options such as buses on demand are also provided.</p>
Type of operation	Mobility centres, information
Financing	Around 600,000€ were provided for the project. Half came from EU funds (co-financing), 150,000€ were contributed by the province of Styria and 20,000€ by the region itself. The remaining 130,000€ were shared by the Ministry of Agriculture, Forestry, Environment and Water Management and the Ministry of Transport, Innovation and Technology
Qualitative criteria	
Evaluation - Assessment	The importance and efficiency of a network of mobility centres depends on available transport solutions and system simplicity, e.g. that a telephone number is provided to obtain information. Regional mobility centres ensure that users of public transport within the region feel that they are being well informed and looked after. Only then will a car-free

	holiday be possible. Where the costs of public transport can no longer be covered, a bus-on-demand service has been provided which runs only when booked or requested. This service was planned by taking into account the basic requirements of the local residents, as well as tourist requirements.
Condition of success or failure – Strong and weak points	Apart from involving local players (mayor, transport and bus-on-demand operators), it is essential to point out, again and again, to the residents within the project region and beyond how important public transport is. Experience has shown that in protected areas such as national and nature parks there is more willingness to consider environmentally sound public transport solutions. Unfortunately, there is as yet not quite enough awareness within the tourist sector to accept environmentally friendly mobility on a broad scale, or to recognise the added value it can bring to a region. The numbers of overnight stays alone are still used as an easy enough indicator to measure the success of the development of tourism within a region. Political stakeholders within the region have been trying to communicate that mobility in general should be part of regional development. The threatening loss of public transport will result in considerable disadvantages for the region in the long term. An ecologically sensitive region which could acquire a high profile as a destination promoting environmentally sound mobility might be very successful on the tourist market.
Transfer possibilities	Similar forms of associations between municipalities and mobility centres or cooperation between the transport and tourist sector and the installation of an Internet platform are also possible in other areas.
Changing general mobility behaviour / communication strategy	All supporting marketing activities are aimed at raising awareness in the field of public transport, soft mobility and car-free tourism. Apart from creating an Internet portal, regional tourist providers have been integrated and services such as timetables provided. Materials such as information folders have been provided and advertisements for newspapers, TV and the radio have been produced. Presentations at various events and theme rides have been organised. To raise awareness among the young and to win them over as a dynamic, future-oriented driving force, various school projects have been organised.
Accessibility	Around 3,300 passengers a year have been using the Xeismobil bus-on-demand service.
Process innovation	Combining mobility services with leisure, culture and tourist services is becoming more and more important.

Fundamental key aspect

This project demonstrates the importance of joint problem-handling and concerted action both at the level of the regional authorities and in the different sectors.

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By foot through the clouds (A piedi tra le nuvole)

National Park Gran Paradiso



Background information / Initial situation

The area of the Colle del Nivolet is recognised as important natural heritage in the heart of the Parco Nazionale Gran Paradiso. It is a delicate ecosystem with the average altitude of 2420m that was severely affected by a very high flow of motor vehicles (with a maximum of one vehicle every 10 seconds).

Objectives, motivations

More than by enjoying the protected area itself the visitors were motivated by reaching the highest altitude possible by their car and having a picnic just there.

The regulation of traffic at the Colle de Nivolet was an outcome of 10 years of discussion, proposals and surveys.

Descriptive criteria	
Location	The valle Orco and the Valsavarenche, with the towns of Ceresole Reale and Valsavarenche share a high altitude plateau, the Nivolet, rich in peat bogs, wet areas and habitats of rare flower species, as well as the wildlife that represents the park the most. The project road reaches the Colle del Nivolet (2600m) from Ceresole Reale (1600m) and was built between 1953 and 1963 to serve the local water power stations. It is owned by the Province of Turin and is closed to traffic from October to June because of snow. In the regulated area there are a restaurant, two refuges and some alpine pastures.
Date of operation, project time frame	The project was defined in 2002 with the signature of a memorandum of understanding between the competent local authorities. Since 2003 the sustainable mobility action takes place every year in July and August
Modes of transport	Bus, train
Target group	The project targets local residents as well as the tourists. It aims at attracting the general public and not a specific group.
Stakeholders	<ul style="list-style-type: none"> - Public administrations: Province of Turin, park institution, municipalities of Ceresole Reale and Valsavarenche, Autonomous Valle d'Aosta Region, Piemonte Region - Public Transport Companies: Gruppo Trasporti Torinesi (GTT) - Local Groups: restaurant owners, refuge owners, park guides, shop owners Level of "governance": participation of all the actors involved in the project by means of preliminary meetings, consultations and events organization.
Operation	The area is regulated in July and August public holidays; private traffic is forbidden from 9.00 to 18.00 and a service of shuttle buses with 48 seats and 20' frequency is provided; shuttle buses are recent and equipped with emission containment devices; the stretch where private transit is forbidden is 6km, from 2000 to 2600m, however around 20km road is taken by the shuttle service to facilitate private car parking around 1600m of altitude, at Ceresole Reale; the cost of the shuttle ranges between 2€ and 2.5€ and the ticket lasts one day for all the services envisaged in the timetable.
Type of operation	Organisation of shuttle service / Specific information campaign / Animation activities, tours with the park guides, wine and food proposals
Financing	<ul style="list-style-type: none"> - Province of Turin for the management of the shuttle service through GTT; the sale of tickets amount, each summer, to approximately € 13,000 - Park Institution, by means of a yearly contribution from the Piemonte Region for around € 80,000 for organization and management, use of field staff, press office, animation, preparation of information materials, contributions to local operators for cultural and wine and food initiatives
Qualitative criteria	
Evaluation – Assessment	Quality of the service(s) provided, sustainability of project and recent adaptation: the users of the shuttle service are monitored each year, by filling in a questionnaire; among the most significant data: 96% is in favour of the continuation of the regulation and only 2% considers the shuttle service as non satisfactory; each year around 50% of visitors comes to the area for the first time, interested in this project; 95% are very interested in animation activities with the Park Guides. Number of shuttle-bus tickets sold in respective years: 2003 – 2800, 2004 – 4869, 2004 – 4444, 2005 – 5964, 2006 – 5564.
Evaluation – Assessment	Impact on different sectors: <ul style="list-style-type: none"> - 90% reduction in private cars in the most delicate area of Nivolet due to the regulation; - it changed the 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). Difficulties encountered:

	<ul style="list-style-type: none"> - the process for the acceptance of the regulation of the area implied around 10 years of debates and exchanges with the local communities, concerned that the regulation would keep tourists away in the most important months for the local economy; - accompanying the regulation with a wide local and national press campaign and animation activities was fundamental for the success of the project, from guided tours to wine and food events, and to proposals to come close to local culture and traditions; <p>Positive effects:</p> <ul style="list-style-type: none"> - starting from the 4th year of regulation, the Municipality in Ceresole Reale started with GTT a weekday shuttle service with hourly frequency to link the town with the villages within its territory as well as with the Colle del Nivolet. It was established on the basis of tourists' request, who can then leave their cars at home even when traffic is allowed; - in the year of 2008 the municipality of Valsavarenche suggested to the park authorities to establish a shuttle service, within the territory of the municipality in order to respond to demands of trekkers and habitual tourists (this initiative might be realised in 2009); - the use of public means to reduce congestion in the park villages is raising interest also in other towns such as Cogne and Valprato Soana.
Product innovation	<p>Strong increase in existing public transport service.</p> <p>Promotion/communication:</p> <ul style="list-style-type: none"> - the project can be recognized by means of the creation of a logo and a "name" (A piedi tra le nuvole – Walking among the clouds); - 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 - enhancement of a wider area than that which is regulated (the whole Orco Valley). <p>Project is integrated with: thematic excursions with the park guides; hiking and horse trekking suggestions; wood processing courses; courses in local cuisine; offer of cultural events.</p> <p>Through the initiative 'Flavours of Nivolet' local restaurants are involved in the action which enabled the rediscovery of traditional food and amelioration of restaurant services.</p>
Process innovation	<p>Process between service provider and client:</p> <ul style="list-style-type: none"> - tourist monitoring by asking them to fill in a questionnaire; - monitoring of shuttle tickets sold; - count of private cars parking in both regulated traffic days and in those days with free traffic for the necessary assessment on the extension of the regulation period.
Transfer possibilities	<p>The project can be reproduced in an Alpine area as long as the agreement process with local populations starts immediately and that an unpopular decision such as the prohibition of private traffic is offset by a very positive press campaign and an offer of quality tourism with the participation of economic players.</p>

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Background information

The Garmisch-Partenkirchen ski area is highly frequented by ski tourists from Munich on weekend. Lots of them arrive by car. In the past it was a problem that the main station of Garmisch-Partenkirchen was too far away from the Ski area.

Objectives, motivations

- To reduce traffic jams,
- To reduce car use,
- To provide an access by public transport,
- To provide an all inclusive offer.

Descriptive criteria	
Location	Munich – Garmisch Partenkirchen
Date of operation	Winter (December to April)
Mode of Transport	Train, funicular
Stakeholder	DB-Regio, Bayerische Zugspitzbahn, Freistaat Bayern, Bayerische Eisenbahngesellschaft
Target Group	Ski tourists especially from Munich area (young urban professionals, students)
Specification of initiative	<p>At the Hausbergbahn base station in Garmisch Partenkirchen Außerfernbahn (Garmisch-Partenkirchen – Reutte i. Tirol – Kempten) was installed a new train platform 200 meters from Hausbergbahn base station with financial support from the free state of Bavaria, which is furnished in Winter (December to April) on Saturdays and Sundays by „Garmischer Ski-Express“ train from Munich central station</p> <p>The DB Regio in cooperation with the “Bayerische Zugspitzbahn” provides an “all inclusive offer” – train journey + one day ski pass. The special is that one comes without transfer direct to the skiing region.</p> <p>For the coming season 2008/09 further improvements are planned and well on the way to being realised :</p> <p>The offer can be booked online and printed out.</p> <p>Ski passes will already be handed out in train. So it is not necessary to queue at the cash desks in the skiing areas</p> <p>Information about weather, and skiing conditions direct in Train by staff of the “Bayerische Zugspitzbahn”</p> <p>Reductions at the Ski- und Snowboard rental and reservation of lockers for rail travellers</p>
Operation (functionality)	<p>Saturdays and sundays during the winter season from Munich central station (7 am) with stop in Munich-Pasing, Weilheim and Murnau.. Duration of trip: 83 minutes. Price 36 € for “Classic” area of Garmisch ski region (30 € for youngsters and children); 42 € including Zugspitze (32 for children and youngsters). It is also possible to use the Garmischer Skiexpress with Bayern-Ticket (at 10 % discount for one day ski pass on presentation of the Bayern-Ticket).</p> <p>Interesting offer for ski tourists from Munich area.</p>
Type of operation	Combined product : transportation by train directly to the skiing region + ski pass
Financing	Customer financed.
Qualitative criteria	
Evaluation - Assessment	Last year tickets were only sold in Munich central station and the station of Munich Pasing. For this reason purchase was rather difficult. A diploma thesis analyzed the customer satisfaction. The conclusion was that most of the customers are comfortable with the time of travel and ticket price, but not with the purchase option.
Condition of success or failure – Strong and weak points	Last year tickets were only sold in Munich central station and the station of Munich Pasing. For this reason purchase was rather difficult. A diploma thesis analyzed the customer satisfaction. The conclusion was that most of the customers are comfortable with the time of travel and ticket price, but not with the purchase option.
Transfer possibilities	Direct train is not in every region possible. Good Bus connection sometimes could be an alternative.

Changing general mobility behaviour / communication strategy	Such an offer can change the mobility behaviour for day trippers, because parking lots near to the Base stations are rare. If the skiers even get their ski pass in train, they gain time, which is very helpful for day trippers.
Accessibility	Last season the Garmisch Ski-Express was used by about 32.000 persons. Main target group are younger adults.
Process innovation	Direct accessibility of a base station by train. Ski pass handed out in train Reductions at ski- and snowboard rental service for rail travellers

Fundamental key aspect

Combining transport by train with a ski pass is a very interesting offer, because of the one-stop service. Also prices for petrol and prices for ski passes are on the rise. Thus the economic advantage is easily visible and very often a point that can convince people to use public transportation instead of their own car. Especially the short way to the base station makes the train attractive.

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Background information / objectives, motivations

Pfronten wanted to distinguish itself as a bike region. They looked for an interesting offer to open Pfronten as a Bike region also for elderly or less trained persons.

Descriptive criteria	
Location	Pfronten, Ostallgäu
Date of operation	since 2005
Target group	Visitors, inhabitants
Modes of transport	E-Bike (also possibility to take bikes in modes of public transport)
Stakeholder	Public private partnership (bike producer: company Bike Tec – Switzerland, local bike rental shop, local accommodations facilities, community/local authority of Pfronten (Pfronten Tourism)).
Specification of initiative	E-bikes with a battery range of about 60 km for rent by different bicycle dealers. Possibility to charge battery at different points in Pfronten. Pfronten offers a new marked 150km long Mountainbike-Trail, four E-Bike routes of different severity and 175km bicycle tracks. The cablecar “Breitenbergbahn” offers bike transfer.
Operation (functionality)	Bicycles are carried free in Busses of all Ostallgäu and in all local trains of the Allgäu. Buses are partially equipped with bicycle racks. Bicycle taxi transfers the visitors back to their hotel in case of a breakdown of the bike. Qualified Bike Guides. 8 Bed and bike hotels. 3 bicycles dealers (2 E-Bike dealers) Interactive Bicycle map. Regional website. Funicular and Chair lift with bicycle transfer.
Type of operation	The E-Bike offer is a specific mobility product. Information on mobility: Website which provides maps for download http://www.pfronten.de/index.shtml?pdf_ebike
Financing	Community/local authority of Pfronten, bicycles dealers, bike producer: Company Bike Tec, local accommodation facilities
Qualitative criteria	
Evaluation - Assessment	Very positive evaluation by users; number of users not quantifiable, very good service for bicycle tourists. Pfronten has a high presence in the local and national press. Pfronten is represented on different bike expositions/fair trades. Many inhabitants bought themselves an E-bike. Especially for the older generation the E-bike offers a new way of exploring. As they are not as agile as in their youth they can go by bike up on the mountains.
Conditions of success or failure – Strong and weak points	First assumption is to guarantee the high quality of signage in the future. Today in Pfronten there are situated only 2 bike dealers, which rent in total 6 E-Bikes. For the future they are looking forward to spread the idea in the surrounding area.
Transfer possibilities	Good possibility of implementing the initiative or its methodology in another territory. In the last few years the region “Ostallgäu” has developed to one of the best organized bike destinations in the Alps.
Changing general mobility behaviour / communication strategy	Attractive offer for older and less trained tourists for bicycle tourism. But, until today it was not possible to evaluate the efficiency of this offer to lead people to use more bicycle or public transport. A flyer with special E-Bike tours is available to the public.
Product innovation	E-bikes for rent are an innovative sustainable mobility service. It is possible to charge battery at different points signed in a special map. The E-Bike service is also integrated

	to the regional public transport and cycling promotion strategy. Pricing strategy: the transport of bicycles in public transport means is free. Local bicycle dealers are partners of the E-Bike service.
Accessibility	The internet website provides synthetic informations regarding the E-Bike service and a flyer within which specific tours are described. The differents means to reach the Pfronten region are described in the global Pfronten website. A link to the Allgäuer Rad, Wander, Wintersports portals is provided.
Process innovation	The cooperation of the partners was getting closer and in our days they work closer together in all belongings of the bike region, as well bike events and bike races.

Fundamental key aspect

To offer all people of all ages the possibility to explore the destination by bike and not only by car or hiking. It makes fun and it is relaxing.

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Urban Mobility in the Alps – mobility systems and best practice analysis

Urban mobility quickly became a very important discussion topic within the sustainable mobility subgroup of the Alpine Convention.

Indeed, more than 60% of the alpine population now live in towns and valleys. Only a very small part of the alpine population is living upon 1000 meters. Consequently, the sustainability of alpine transport modes has to be specifically examined through a urban perspective.

The Italian experts of the subgroup proposed the others experts to carry out this chapter, which is divided in two parts. The first one proposes a global approach of several urban mobility systems in the Alps. The second one provides best practice examples on the basis of the criteria adopted for the non urban best practice examples.



Urban alpine mobility systems analysis

Analysis common criteria

The analysis of urban mobility has followed the criteria which were agreed by the representatives of the Parties to the Alpine Convention. These same criteria will be used to analyze all the best practices which will be collected in the final report of the Sub Group. More specifically, the concrete criteria which have been used to analyze urban mobility in the Alps are listed below:

- **Accessibility standard:** it represents the level of interconnection between a urban area and the main communication frameworks (highways and railways). Accessibility standards are measured on the basis of the “level of service” (for example: if along a generic artery/connection there is a bottleneck, the level of accessibility is not efficient).
- **“Traffic management” measures:** within a city, it is the management of the existing transport system. For example stop fares, one-ways, limited traffic areas, pedestrian areas and integrated and automatic traffic lights and VMS panels.
- **“Parking management” measures:** these are included in the system of measures that should downsize road traffic in the urban center. Building more parking areas outside the city center and increasing public transport services to connect these areas with the city center, can reduce the number of vehicles in the city ring area. Moreover, these measures encourage the reduction of traffic and influence the propensity of commuters and citizens to shift to public transport.
- **Tariff integration measures:** it concerns the use of an integrated system to improve urban accessibility and to increase the use of public transport. These measures can also reduce the use of vehicles (e.g. integrated tickets for parking and local public transport, or connection services between parking area and city center by public transport or lifts at an affordable fare).
- **Info-mobility solutions** for innovative systems of sustainable mobility: these technologies directly involve the citizens, by communicating in real time, either on the internet or on the mobile phones, the situation of urban traffic aiming at speeding up the traffic.

Common criteria have been adopted to choose the best practices to be considered:

- **Size of applicability** - if the transport and mobility system is large enough that the best practice can be considered relevant.
- **Effectiveness** - how the implementation of the best practice influenced the wealth of local people, both considering reduction of pollution and traffic.
- **Replicability** - if it is possible to apply a best practice developed in one urban reality to another one.
- **Innovation** – the environmental sustainability of the mobility system.

Selected alpine towns

Urban areas selected for the analysis of urban mobility in alpine space should have relevant characteristics in terms of:

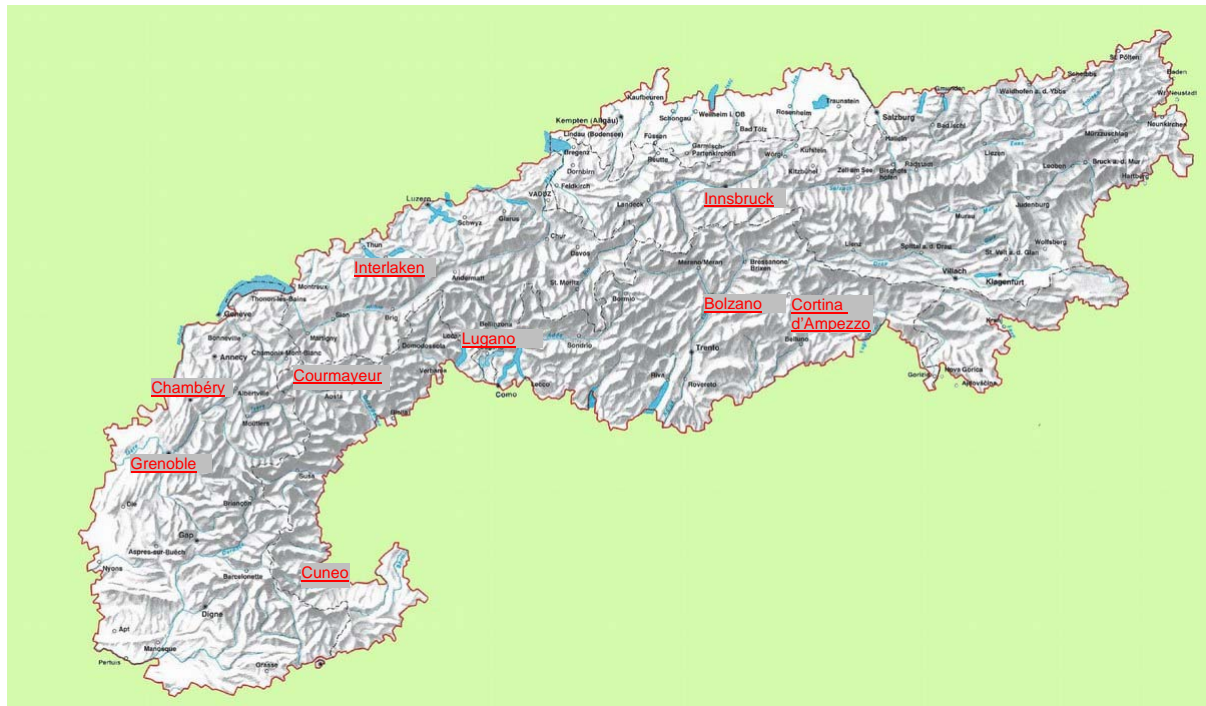
- size and economical activities of international relevance;
- strategic location with respect to transalpine communication framework;
- elements of polarization of mobility at a regional level;
- critical situations of the mobility system with effects on environmental impact;
- presence of solutions and measures for the sustainable motility

On the basis of these criterions, the following reference towns have been selected for the analysis of urban motility in the alpine space:

- Italy: **Bolzano, Cortina d’Ampezzo, Cuneo, Courmayeur;**
- France: **Grenoble, Chambéry;**
- Austria: **Innsbruck;**
- Switzerland: **Lugano, Interlaken.**

The selected towns do not thoroughly represent all the urbanized areas of the Alpine Space. However, their selection may be considered as a significant early contribution for identifying critical aspects and good practices of the mobility system in urban sites of housing or tourist interest.

Maps of the selected alpine towns



Bolzano

Bolzano is the capital of its Province and one of the most important towns in the Alpine arch, both for its strategic position in the Region Alto Adige and along the Brenner Corridor TEN1, and for the high quality of the economic and tourist activity of its Province.

Also for their characteristic of mountain frontier area, Bolzano and its Province have a special administrative organization that contributes to make the area notably dynamic and in the van of sustainable environmental policies.

Accessibility standard

The good railway connections of Bolzano's urban area is strengthened by the strategic localization of the railway station which is, on the one hand, close to the town centre and, on the other hand, effectively connected to its territory by bus services.

A system of road tunnel and road by-passes also provides an easy approach by car to the two stations of Brenner highway (A22) and makes easy the access to the area of commercial traffic coming from this highway (but with problems of overlapping of freight and private traffic).

These two main access possibilities tend to minimize the typical orographic problems of Alpine towns like Bolzano.

The access to the airport by public transport modes is not as easy, while it can be reached only by private cars or taxi cabs.

Connections with the main neighboring towns, particularly with Merano, are made easy by a modern express-way. Instead, railway connection Bolzano-Merano may give problems, mainly in terms of trains' transit frequency.

Access to the town is made easy also by some integrated mobility services, first of all the system "park & bus", that is a cost-free peripheral parking lot located on the roof of Bolzano's Fair. This parking lot is connected with downtown by shuttle bus and by the train stop Bolzano's Fair of the railway Bolzano-Merano.

Mobility management measures

For traffic management, Bolzano government took numerous systemic measures taking into consideration all the aspects of mobility.

No vehicle, with the exceptions of emergency vehicles, has access to an area of about 16,000 m² of central Bolzano. A wide area of the old town centre has been classified as "promenade" while neighboring areas have been classified as "limited traffic areas (LTA)".

A specific permit, valid one year, is necessary for accessing the LTA. The permit is granted only for some not much polluting classes of cars and is valid only in certain time slots.

A specific management policy of parking and stopping off (see 3.2.3) has also been adopted for reducing and selecting urban traffic.

An advanced policy (unusual for an alpine town) has been adopted to push the bicycle's use: in the entire urban area, there is a framework of 38 km of bicycle paths.

Bolzano's character of alpine town is made evident by the fact that three cableways (Renon, San Genesio and del Colle) are used as public means of transport. The Renon cableway, presently and up to the Autumn 2008 under restructuring, had an important role in changing the intended purpose of the territory since it is mostly employed by commuters that moved in areas served by this cableway.

Parking lots' management measures

Parking lot system is of striking importance for Bolzano's sustainable motility system.

The parking lots' framework is mainly aimed at controlling the traffic and the access downtown.

The urban territory has been divided in several areas. In some areas, residents can have a special permit that allows them to park, where they live in, without any charge and without any limit of time in parking spaces demarcated on the road surface by white lines. Clearly, the permit is valid only in the area where residents live in.

In other areas, there are parking limits for both residents and non-residents. Thus, downtown parking is prohibited during the working days, from Monday to Friday from 08.00 am to 09.00 pm and on Saturday from 08.00 am to 01.00 pm. In the other areas of the town, parking is prohibited during the working days, from Monday to Friday from 08.00 am to 07.00 pm and on Saturday, again, from 08.00 am to 01.00 pm.

Parking lots with fee are settled all over the urban territory. The parking spaces are demarcated on the road surface by blue lines. In the different areas, daily parking fares varies with the distance from the old town centre (2 €/hr, in those closest to the city centre) and can be paid at the parking meters.

For handicapped people, there are also parking lots equipped with roof, telephone, mail box and a map of the town with indications for reaching the most important areas of the town.

Numerous underground parking lots are also available, totaling parking spaces for about 2,500 cars.

In the different areas, daily parking fares varies in order to ease interchange with public means of transport. For example, the off-center interchange Palasport's parking lot costs only 30 cents per hour, while in Walter square's parking lot costs €1 per hour.

This policy is of striking importance for reducing vehicular fluxes and discouraging the use of private cars downtown, favoring that of public means of transport.

Integrated fare payment measures

In the area of Bolzano there is an advanced system of integrated fare payment created by the Mobility Management Agency "SII Bolzano" and concerning the entire transport system of the Province of Bolzano. It consists in one single transit pass valid for trains, urban and extra-urban buses, cableways and interchange parking lots. A personal identification document is needed to valid the ticket and thus to reach one's destination without buying other tickets and paying only on the basis of the path covered.

It is possible to make payments by means of a pre-paid card, the "Carta Valore". For users the advantage consists in that they have one single ticket valid for all the transport services and to spare, according to the path covered, up to one third of the normal fare.

Info-mobility measures

Compared to other Italian towns, Bolzano's info-mobility is wanting since there is not an integrated system of information, like the "Vehicle Message System". However, there are high development potentialities since an e-mail based service of info-mobility (promoted by the Traffic Central Office of the Province of Bolzano) is yet operant. The service gives the users the possibility to receive, by means of an e-message, real time information concerning the traffic in the town and in the entire Province.

An innovating service involves all the citizens: the "Traffic jam Reporter". Car drivers involved in a traffic jam can contact the Viability Central Office and inform them of the actual state of the traffic. This service allows monitoring on line, by means of an appropriate on-line form, real time information about critical traffic situations via the SIP system (Sistema di Informazione Popolare, people information system). This service is interesting since it implies the involvement of citizen, but is objectionable as far as reliability and skill in the reports, as well as suggested counter measures, are concerned.

Cortina d'Ampezzo

Cortina d'Ampezzo is a town on the Dolomites of great tourist and environmental interest. In the past, Cortina consisted in a central village and in many other minor villages but, as a consequence, in the seventies, of its marked urban development, due to the strong increase of tourism, Cortina is presently one single large urban area. This marked urban development yielded critical situations concerning mobility. Local government solved these problems by means of some interesting measures of traffic control and in favor of a sustainable traffic system. The measures, whose effectiveness has been well demonstrated, produced positive effects in terms of both interaction among tourist, commercial and residential mobility and of usability of urban area and tourist resorts. However, such is the traffic increase in Cortina's area that future infrastructural intervention are needed, particularly aimed at dividing the traffic directed into the town from that crossing it.

Accessibility measures

Accessibility to Cortina is not optimal, due to an infrastructural **lack of an easy connection with railways**: Calalzo is the closest railway station, 50 km ahead, and is connected with Cortina by means of shuttle buses whose frequency sometimes is not adequate to Cortina's necessities.

Cortina is also quite far from highways framework. Approaching to Cortina takes place by mountain road system SS 48 and SS 51 (Germany), connected with highways A22 (Auer) on the west and A27 (Belluno) on the east. Traveling on SS48 and SS51 requires more than 1 hour;

In order to solve the problem of the accessibility, it has been suggested to make the new Cortina's ring road as to reduce the traffic in the town (it has been estimated that the ring road should reduce the urban traffic by 20%. Source: Giornale dell'Architettura, February, 2006). The project, made by ANAS, plans a double lane road 11 km long, having 4 exits, 4 tunnels and one 6 span viaduct.

Cortina's ring road should be one of the projects of the redevelopment of Pan-European Corridor 5, in the context of works, funded by the EU, connected to the highways' building in the Regione Veneto.

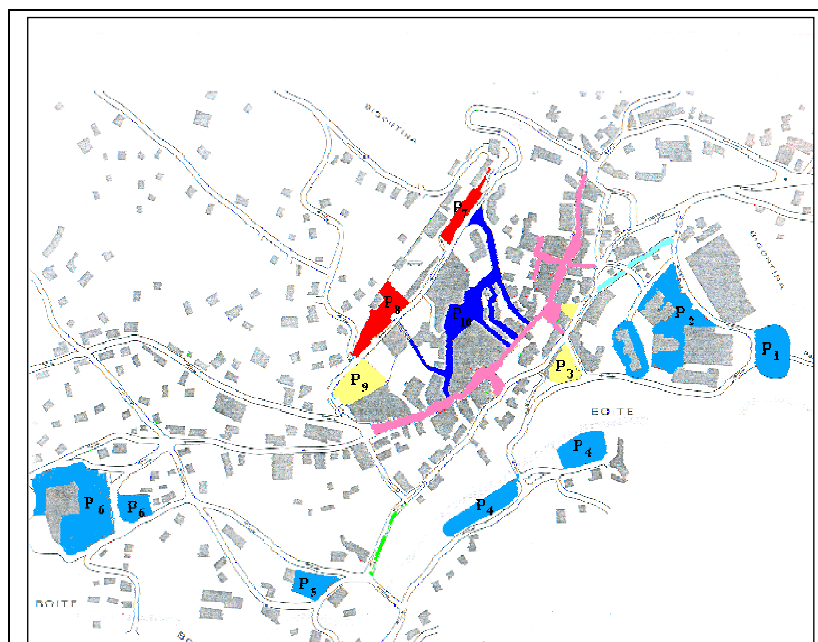
Mobility and parking lots' management measures

The mobility system inside Cortina is ruled by strict measures of traffic fluxes' control. Instead, in Cortina's suburbs traffic and parking are substantially free and some cost-free parking lots are also available.

In order to regulate traffic and parking within the urban area, Cortina's government created a series of permits of different colors, according to their use (for residential, commercial or tourist traffic).



Fig. 1 – White, blue and red permits in Cortina D'Ampezzo



	Promenade: access allowed only to authorized vehicles, from December 1st to March 31/3. from 06:00 am to 10:00 am, and from April 1st to November 30, from 6:00 am to 9:00 am.
	Limited Traffic Area (LTA) – Parking lots with fee, accessible with white or red permits from July 1st to September 10 and from December 1st to the first Monday after Easter, from 9:00 am to 19:00 pm.
	Limited Traffic Area (LTA) – Parking lots with fee accessible with white or blue permits, from January 1st to December 31 from 9.00 am to 19:00 pm. Parking lots with fee . No permit is requested Parking lot cost-free and without any limit of time
	Limited Traffic Area - - Parking lots with fee accessible with white permits. Road lanes accessible with white permits or by heavy transport means, from December 20 to January 6 and from August 1st to August 31.

Fig. 2 – Map of Cortina and legend. Parking lots are highlighted by different colors

White permit (Fig. 1) has an unlimited validity and is given to people living in Cortina. It allows access to limited traffic or reserved areas and cost-free access to parking lots nearby old town centre Cortina. White permit is numbered and is held to the license plate of the car and to its owner.

In order to control tourists' traffic, with the permission of local government, blue permit is given by hotel managers to tourists. It can be requested also by tourists living in rooms or apartments accessible only from XXIX Maggio street. Blue permit allows access only to a parking lot with fee situated in a specific area. Red permit is given to tourists that rented an apartment. It allows access also to some parts of the Limited Traffic Area (LTA) and in certain time slots. Also red permit allows access only to a parking lot with fee situated in a specific area.

Cortina gives the tourists a good information service concerning the rules of urban motility: parking lots are clearly indicated in the map of the town that is offered to tourists (Fig. 2).

Integrated fare payment measures

Cortina's policies aimed at pushing the use of buses are one of the aspects of the measures aimed at favoring the use of public transport means in the entire area of Dolomites (Dolomitibus system), in order to minimize (also by integrated fares for buses and for ski facilities) the environmental impact due to tourist traffic.

The Dolomitibus Society created a shuttle service that gives tourists and skiers the possibility to get to all the ski resorts nearby Cortina.

Cortina's government created a service of urban bus lines that serve both downtown and the suburbs. Moreover, in order to ease tourist traffic, it created a "Guest Card" that gives tourists the opportunity to move around by those buses for 8 days at a cost of €20, which is far less than public transportation fares.

Info-mobility measures

Info-mobility systems mainly concern some informing-panels, used for offering information about the town, including the urban mobility. These systems include the on-line information service of the state of ski slopes. This system has some influence on traffic, e.g. by discouraging car traffic toward ski resorts in the case of adverse weather conditions.

The on-line information service is cost-free and can be used by registering by sms at a number given by the Alpine Ski Service (source: <http://www.skiinfo.it/Informazioni-Localita/Cortina-dAmpezzo-EITCORTINA-103-it.jhtml>). When registering, it is necessary to indicate the resorts of interest.

Cuneo

Cuneo is placed on the Piedmont's Alps, at the foot of Monviso mount and among Argentera, Rocca dell'Abisso and Bisalta. The town has a peculiar triangular shape.

Cuneo's mobility systems have a high level of effectiveness that make the town an important reference point for the mobility policies and for environment friendly measures.

Accessibility

To reach Cuneo is somewhat difficult since it can be done only by means of two transversal two-way, single line roads, namely the SS20 – E72 (Torino-Ventimiglia) and, along the Demonte river, the SS231 that connects with the highway A6 at Fossano. This road system is not directly connected with the main pan-European road systems and is 50 km far from the closest highway junction.

In the future, accessibility to Cuneo should markedly be improved when highway connection Asti-Cuneo (that will possibly be extended up to connect the highway A10 Genoa-Ventimiglia) will be build.

The access to the urban area is eased by a framework of interchange (park& ride) parking lots and cost-free shuttle buses. The access to the town by private car is not necessary, since the frequency of the shuttle service is quite high. Despite its characteristic of a mountain town, it has been possible to access to Cuneo also by means of a modern cableway that carries 25 passengers at a time, from the parking lot of Parco della Gioventù (capacity for 400 cars) to Solaro Avenue, downtown.

This environment friendly cableway service allows also carrying bicycles, thus favoring the interchange car-bike. Moreover, the connection time Interchange parking lot-Solaro Avenue is of only 45 seconds. For these reasons, the cableway service can be considered as one of the most effective solution for the sustainable motility in Alpine areas. A further effective solution for the sustainable motility in Alpine areas is the project of an inclined elevator that will connect the Campi Sportivi parking lot with the old town centre.

An interesting project concerning sustainable access systems to Cuneo is the Movicentro project, consisting in a poly-functional interchange station for different means of transport: train, buses, cars and bicycles. This project has been promoted by Regione Piedmont and RFI (Rete Ferroviaria Italiana, Italian Railway Framework) in the context of national projects of integrated junctions aimed at improving access to the towns.

Mobility management measures

In the most part of the territory mobility is ruled according to a criterion of car traffic selection on the basis of their polluting emission.

According to the Environmental Limited Traffic Area (ELTA), 5 hours a day, from Monday to Friday, traffic of vehicles of classes lower than Euro 1 (gasoline cars) and Euro 2 (diesel cars), as well as that of motor scooters and Euro 0 motorcycles with more than ten year matriculation, is not permitted downtown. This rule has been promoted by local government together with the Region Piedmont, in the context of regional policies of PM10 emission's control.

An additional new service for a sustainable urban motility is the "bike & ride - Bicincittà" project, a cost-free project (adopted also by many Italian towns) that gives users the possibility to make short moving downtown. They who want to profit of the service should request at the "Bikes Office" a personal badge that is issued on 10 euro guarantee. The badge allows to take and to drop any bicycle parked at any of the 70 bike parking lots placed in strategic places of the town (Fig. 3).

Parking lots' management measures

Cuneo's parking systems consists in:

- three main cost-free parking lots, named "Mercato delle uve", "Bellavista" and "Cimitero". Parking lots are connected with a cost-free shuttle service;
- two parking lots placed a few minutes afoot from old town centre, named "Foro Boario" and "Piazza Boves". Their fare is 1 € per hour.

Parking along the streets is allowed with fee in the entire town.

Cuneo's parking lots framework is, for its structure and payment system, an important element of the urban mobility management, able to select and control traffic, with clear advantages due to large use of public transports and bikes.



Fig. 3 – Parking lots in Cuneo.

Courmayeur

Courmayeur is, from a tourist and environmental point of view, the most important town of the Autonomous Region Aosta Valley. It is a few kilometers far from France and Switzerland and is placed along the strategic trans-alpine A5-Mont Blanc's route.

The main problem of Courmayeur is the negative impact of traffic, particularly of freight traffic, of the international route A5-Mont Blanc, on environmental equilibrium, landscape and security.

Accessibility

Access to Courmayeur is very easy since the town is directly connected with the highway A5 Torino -Aosta and the Mont Blanc, Gran San Bernardo and Piccolo San Bernardo tunnels.

Taking into consideration that environment and landscape of this area are very delicate, the access to Courmayeur can perhaps be considered as too much easy. For this reason Local Agencies took measures aimed at minimizing at its origin private (particularly tourist) traffic, by pushing the use of buses and trains.

There are many buses, directed to Courmayeur, departing from Turin or Aosta and 4 buses departing from Turin-Caselle airport. The trip lasts 90 min.

Every day numerous trains connect, via Aosta, Pré-St-Didier, Courmayeur with the national railway framework; in turn, Courmayeur is connected with Pré-St-Didier by shuttle buses, timed by train arrivals or departures.

Mobility management measures

Courmayeur's Mobility Management projects are aimed at not reducing too much private mobility.

A Limited Traffic Area (LTA) with time limitations is operating since summer, 2000. Its purpose is to select private traffic directed to the old town centre. The limitation does not concern residents and commercial vehicles authorized to load or unload.

Parking lots' management measures

Compared to the size of the town, interchange "park & ride" parking lots are very numerous. They contribute to reduce downtown traffic, particularly tourist traffic.

Some cost-free interchange parking lots, connected with cost-free shuttles, surround the town. They are:

- Piazzale Volpi, aimed at stopping traffic coming from highway A5 and at directing tourist traffic towards cableways;
- Piazzale Retegno at La Palud, aimed at directing tourist traffic towards the Mont Blanc cableway and the Val Ferret area;
- Piazzale Val Veny, at the hamlet of Entrèves.

The parking lot of Piazzale Monte Bianco, which is more close to the town, is only in part cost-free: it has a relatively high fare for the first hour and no costs for the following ones. This was done for deterring short stops for shopping and favoring long stops, typical of people that work downtown.

Integrated fare payment measures

An important measure for integration of fare payment is the VDA Transport Card which is valid in the entire Aosta Valley and consists in an electronic card that gives the possibility to employ all the public transport means of the Valley at reduced fares and with an easy payment modality.

In particular, this integrated fares service concerns:

- Service on urban and extra-urban buses and on bus line Courmayeur-Aosta-Turin;
- The use of trains of the train line Turin-Aosta-Pré St. Didier (an electronic card and a travel ticket properly filled out are requested);
- The use of cableways Aosta-Pila, Chanpoluc-Crest and Buisson-Chamonis as well as of St-Vincent's cable-railway.

Grenoble

The city of Grenoble counts 150 000 inhabitants and is the core center of the biggest urban area located in the perimeter of the Alpine Convention while it is populated by more than 560 000 people in 2008.

Grenoble is the capital of the "département of Isère" in the "Region Rhône-Alpes". Its University is of national reputation, with more than 55,000 students.

Grenoble's mobility problems basically come from its location in a mountainous area. However, its erratic juvenile population is quite able to adapt itself to specific topographic characteristics and evolutions regarding transport solutions. In the field of sustainable mobility, Grenoble is in the van (in technical and administrative terms) for its mobility management measures, aimed at averting negative traffic impact and overlap of different traffic typologies. For these reasons Grenoble, in terms of usability and environment protection, is presently one of the most advanced towns in France.

Accessibility

Accessibility to Grenoble's urban area is easy by car since this town is located at A48-A41 crossing, on the east-west corridor Turin-Valence and on the north-south Geneve-Chambery-Grenoble corridor. Moreover, it is an important railway junction on the same international railway corridors. Finally, Grenoble's airport has no more direct flights to the most important French cities (Paris for instance). Its proximity with Geneva and Torino avoided the idea of flight connections with these alpine towns. Grenoble-Saint Geoires airport is much more specialized on lowcost flights, especially to destinations located in Great Britain, and with also with other few European cities (business flights to Netherlands, Poland, Sweden).

The connection with Lyon and Grenoble is good due to regional trains (TER) and and high frequency buses. The connection with Marseille is quite weak in comparison to the connections provided from Lyon Saint Exupery airport (only 76km away from Grenoble Saint Geoires airport). Reaching Marseille is possible by reaching the Valence TGV station with a regional train (TER) and then by taking a TGV to Marseille.

Accessing to Grenoble from its surroundings is made easy by an effective bus service managed by the department of Isère through a service called TRANSISERE (<http://www.transisere.fr>). Several local bus companies work in partnership with the department of Isère. They all together constitute the bus network Transisère which connects Grenoble to the entire département of Isère and to the main neighbouring cities (Lyon, Chambéry, Gap).

A framework of "park & ride" parking lots is connected to the town centre due to several high frequency bus and tram lines.

Mobility and parking lots' management measures

The strategic option promoted by Grenoble in the late eighties aimed at organizing and classifying roads considering their type of use and frequentation, without impairing the effectiveness of transport system.

Presently, Grenoble's urban area is served by 4 modern LRT (Light Rapid Tramway) that effectively contribute to reduce the amount of private car's mobility. The effectiveness of this system is also due to the fact of being completed by numerous shuttle lines created on the basis of criterions of interconnection with other means of transport: trains, bikes, buses and cars.

Among the different sustainable motility solutions, car pooling (sharing car with people having the same destination) results particularly effective, as well as a bicycle hiring service ("MétroVélo") implemented by "La Métro" (Community of the urban area of Grenoble). This bicycle hiring service is efficient, quite cheap, and thus counts many subscribers (for very variable periods, from half-a-day to a year). Reserved parking lots encourage car pooling. Since September 2007, a specific line has been exclusively dedicated to buses on the A48 (Lyon – Grenoble) which is the most important road access – and thus daily saturated – to the urban area of Grenoble.

Urban mobility is regulated by a system of parking lots and different hourly fares, according to the characteristics of the parking lots and the areas of the town where they are located. There are interchange parking lots, mostly reserved to commuters and tourists, and parking lots located in areas close to downtown. The areas are marked with different colors (Fig. 4).

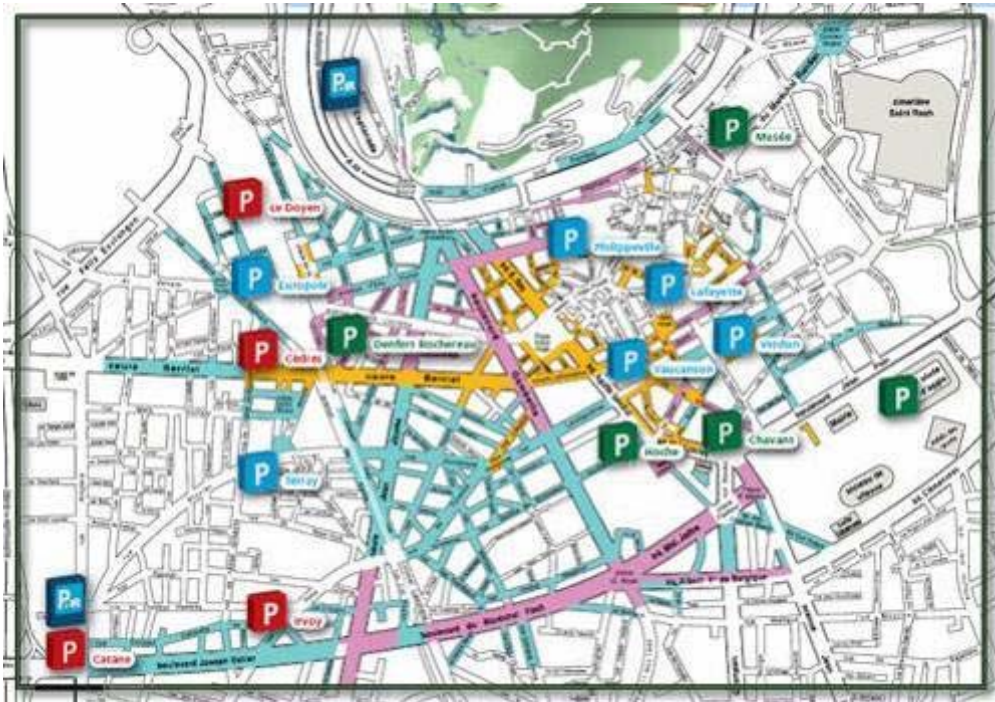


Fig. 4 – Map of Grenoble's parking lots

Parking lots in the “green area” are cost-free for residents and, for non residents, charged with fares that differ according to time slot and parking duration. Parking lots along the streets in the “purple area” are only for short-term stops. Fares vary with the duration of the stop in order to facilitate commercial activities, since the system favors rotary vehicular fluxes. Parking lots in the “orange area” have the same purpose as the purple one but serve particular commercial activities located in the old town centre. Some parking lots operate also during the night and are served by NOCTIBUS. Noctibus is a bus service (4 lines) operating from 21:00 to midnite on Thursday, Friday and Saturday. It connects the town centre of Grenoble to its surroundings and the new “Noctibus Grésivaudan” line also improves night mobility between small communities of the Grésivaudan valley. The urban transport company of Grenoble's urban area (SEMITAG) recently developed 3 new lines called “Proxi'Tag”. Starting from the last stop of main bus lines (in the valley), these small buses allowed new access to small communities and villages located on the surrounding mountain slopes. Very usefull for commuters, these new lines are also very profitable for hikers who want to reach hiking starting points by public transport modes.

Integrated fare payment measures

There are numerous mobility services having integrated different offers or all-inclusive fares, particularly in the case of tourist or cultural events.

The “Grenoble City Pass” (12.50 €) allows people not only to use urban tramway and bus service but also to visit Grenoble's museum and to use an audio-guide of the town.

The TRANSISERE network gives users the possibility to choose the kind of ticket they prefers for traveling in the entire Département of Isère. In fact, they can buy a “One-Day Pass” ticket, which is valid one day and gives the possibility to use all the buses managed by Transisere, and the “Ten-Journey” ticket, which is valid 10 days and allows also the use of LRT service. Moreover, for people that buy a monthly or yearly transit pass, interchange parking lots are cost-free. This favors, particularly in the case of commuters, the interchange from private to public means of transport.

Chambéry

The urban area of Chambéry has a typical configuration, with wide boulevards and an urban centre developed on different levels.

Chambéry, 60,000 inhabitants, 50 km from Grenoble, is the capital of the département of Savoie, in the Région Rhône-Alpes. For its numerous commercial activities and its location in the middle of one of the most important natural areas of the region, this urban area is of great importance for Savoy's economy and tourism.

Accessibility

Accessibility to Chambéry's urban area is optimal since this town, as Grenoble, is located at A48-A41 crossing, on the east-west corridor Turin-Lyon and on the north-south Geneve-Chambéry-Grenoble corridor.

Chambéry is well connected with neighboring towns by bus services whose effectiveness is increased by a good level of modal integration consequent to the numerous, clearly signaled interchange parking lots. In particular, in the area of Landiers, "park & ride" parking lots are directly connected with downtown by shuttle buses.

Additional interchange areas will be located on the main roads approaching the town. They will give an important contribution to the control of urban traffic.

Mobility management measures

Modal control of traffic will be obtained by means of 6 roads reserved for buses and taxi-cabs. This assures that public transport means can travel at a relatively high mean speed and makes particularly efficient the integration with the system of "park & ride" parking lots by minimizing downtime due to the transfer from cars to buses.

Even if Chambéry is a typical Alpine town, the use of bikes is easy in the town centre while this one is quite flat (like Grenoble). The development of a urban mobility by bicycle has been positively pushed, mainly by the availability of public bicycles that can be rented in a "Velostation". A new and automatic leftroom for bicycles is now available night and day close to the train station. Moreover, bikes can be transported free in buses, particularly those of the line 2 that are equipped with a bikes' storage compartment. This makes easy the combination bus + bike.

Parking lots' management measures

Besides the "park & drive" parking lots system, located at the suburbs of Chambéry, there are 8 parking lots located downtown in critical areas of the town, like SNCF (French railway) station, Court house, and so on.

In these 8 parking lots the first 30min. of parking are cost-free, after then is requested. This system of fare payment is in accordance with the commercial characteristic of Chambéry that favors short stops related to shopping but discourages long stops for tourism or works. For this reason, there are surface parking lots connected to commercial enterprises where, in order to favor rotary vehicular fluxes, fare is charged per minute, with a maximum 10min. duration of parking. This policy based on fares payment per minute discourages the use of car for commuting but without discouraging vehicular fluxes due to commerce.

Info-mobility measures

Chambéry has not an advanced info-mobility system. However, the "Mobil'Conseil" service (telephonic information office) provides informations to public about soft mobility solutions and itineraries in the urban area of Chambéry, realizes accessibility maps for companies, promotes car-pooling through the website "www.savoiecovotourage.fr".

Innsbruck

The city of Innsbruck, the historical capital of the federal Austrian state of Tyrol, counts more than 115,000 inhabitants and is one of the most important urban centres in the Alps. It hosts, together with Bolzano, the main office of the Permanent Secretariat of the Alpine Convention.

The town has a strategic vantage point regarding its position among the great trans-Alpine communication axis, with overlapping flows of traffic coming from international trade, local traffic and tourism.

The urban development of Innsbruck along the A12-A13 corridors, within the bowl-shaped valley of Tyrol, makes the relationship between the needs of mobility (vital to the town's economy) and the environment a problematic one, due to surrounding geography which is not favorable to the dispersion of polluting elements.

The local transport company IVB (Innsbrucker Verkehrsbetriebe) have, in fact, backed many initiatives concerning sustainable mobility policies that aim at balancing the needs of transport with those of the environment.

Accessibility

The accessibility standards of the urban area of Innsbruck are ideal. They appear to be even oversized considering the capacity of flows of traffic coming from transport networks of the peripheral areas.

Highway and railway networks connect directly Innsbruck with South Tyrol, the North East of Italy, eastern parts of Switzerland and Bavaria.

A huge interchange parking is in function close to the highway providing a "park & ride" service through a high-frequency bus, shuttling between the parking and the centre of the town. Despite the fact that the effects of the initiatives still did not have yet measured, we could expect that they will drastically reducing the volume of traffic entering Innsbruck.

A medium sized airport improves standards by providing further access capacity to the town. Passengers who want to fly to Innsbruck by airplane for business or tourism can easily get to the town from the airport of Munich by using the direct shuttle-taxi connection to the main hotels of the Austrian town.

Mobility management measures

Within the framework of sustainable mobility policies, the most important strategic decision implemented by the local authorities of Innsbruck was the introduction of tramways and trolley lines (which have now been put out of service – only tramways are driving in Innsbruck).

The network is managed by the company IVB and comprises 32 tram and trolley lines, for the most part running on roads or reserved lanes which ensure a particularly high commercial speed of approximately 25 Km/h.

This policy decision was critical to destine a relative high percentage of the modal shift to public transport.

The effects of the car-sharing system implemented in Innsbruck have not been measured yet and many car sharing locations had to be closed due to low frequency. Nevertheless, we could expect that this service will soon contribute to the reduction of the volume of traffic in the urban area by getting a growing number of car owners involved.

Parking lots' management management

In Innsbruck's city area there are 15 multi-storey car parks that operate with different charging policies and opening hours. The car park system is designed to select traffic by increasing charges in the central area of the town and reducing them on the peripheral ones.

Car parks closer to central areas (for example Markthallen, Altstadt, Hentshelhof, Landhausplatz, Rathaus) apply a first hour charge of 2,20€, which gradually decreases the longer a car is parked. This choice reflects the local authority's intention to avoid central areas car parks becoming an element of attraction for shopping commuters.

Charges and parking time limits for roadside parking spaces are different for parking spaces around the town, with higher charges in the town centre from Sunday to Thursday. But the Innsbruck municipality also pays for free parking hours in the town centre on Friday and Saturday.

The Park & Ride system, also, is not free of charge. The car park charge is integrated with the shuttle-bus network fare.

Measures concerning parking charges integration with transport fares.

An important initiative for charge integration consist in the parking + bus system: the parking charge P&R + shuttle bus fare for the centre area (round trip ticket) is 5€ for each parked car, and allows car passengers to travel with same ticket (maximum 5 people). But the problem consists in the counter effect of this measure which encourage people to come to Innsbruck with their private car instead of using public transports right from their house.



Fig. 5: Logo of Parking+ Bus system

Info-mobility measures

Innsbruck does not provide any particularly innovative solution concerning infomobility.

For many years now a traffic light system has been in place which favours the more rational use of red and green lights, improving the traffic flow for the inbound directions and the urban area crossing, thus favouring the prior transit of trams and trolleys.

In order to foster the use of public transport, IVB, the company that manages the transport service, provides an email messaging service which enables users to plan in advance their movements in town: with a simple query, the user is informed on the public transport most convenient itinerary and on the trip's time schedule.

Lugano

The city of Lugano, in the Tessin or Ticino Canton of the Swiss Confederation, has a population of about 50'000 inhabitants, but the hotels and tourist facilities have an estimated absorption capacity of twice the number of its residents.

The economy of the town evolves – besides the sector of finance, which is the most important – around tourism, thanks to the smashing alpine backdrop that surround Lugano and to its position on the shores of Lake Lugano, half way between Lake Maggiore and Lake Como.

Traffic issues arise for different reasons:

- The geographical limits posed by the lake, which affects the urban area development
- The attractiveness of the area as a working place, especially for commuters from Italy
- Transit traffic (as this traffic passes by on the motorway, it affects the area only along this corridor).

These different issues have to be considered when designing public transport in the area.

Accessibility

Lugano and the entire Ticino Canton offer good accessibility standards, in particular the railway system which connects directly to Milan in the South and to Zurich and Basel in the North. The Highway system (E35) instead could be improved on the Italian side (direction Lainate Como Chiasso). Connected by a Shuttle bus service to with nearby hub airport Malpensa, Lugano is one of the alpine cities with the most efficient accessibility standards. To achieve reduction in last mile traffic different Park and Ride stations have been realized, others are planned. A good bus system all over the area eases or will ease access to town by public transport also from these parking lots.

Mobility management measures

The adoption of sustainable mobility policies by authorities in Lugano are based on the integrated management of bus lines, car traffic and parking in the urban center.

A strategic priority has been given to local public transport by bus and train. To improve the offer in public transport, an extension of the local light railway system is planned.

The access of vehicles to the vast pedestrian area in the historical centre of Lugano, as well as the possibility of finding a parking place, is regulated according to the types of movements and timeslots that are currently allowed. There are also some bicycle lanes but as of yet it is not a coherent system and there is also no bike sharing system as it has already been established in other Alpine cities.

Parking lots' management measures

Car parks and roadside parking spaces are a primary element for managing the urban system of mobility: Parking areas are classified according to where they are localized: a different hourly charge is applied in each area and a limit for parking time has been set, in order to favor the use of more peripheral parking areas.

In first level parking areas (i.e. the closer ones to the City Centre) a rigorous control is applied through automatic barriers which block the car in case the parking time limit has not been respected.

"Blue zones" where it is possible to park the car at a hourly, daily or weekly charge (the parking charge for one day is 10 CHF) are an incentive for tourists. This service is available only to non residents.

Residents who do not have private parking have the right to charge reductions without time limits within the area.

Interlaken

The city of Interlaken is famous for its position in the Swiss Alps; it is situated between the lakes of Thun and Brienz and offers a fascinating view on the Alps. Interlaken has a population of about 5'600 inhabitants, the hotels and tourist facilities have an absorption capacity for 6'600 persons.

Tourism is the main economical factor, according to a study its impact varies between one third and half of the total economical impact. The share of tourists from overseas is extraordinary, in 2007 it amounted to 40%.

Accessibility

A well maintained highway and "Autobahn" route connects Interlaken with airports at Zurich, Geneva, Bern and Basel as well as most large cities in Switzerland and Europe.

There is a rail connection to and from Interlaken every 30 minutes - Intercity, ICE (daily direct trains from foreign destinations to Interlaken: ICE Berlin - Interlaken Ost, ICE Frankfurt - Interlaken Ost), Eurocity (daily connections from foreign countries to Interlaken, with a change of trains: Mailand-Spiez-Interlaken, Prag-Dresden-Frankfurt/Main-Basel-Spiez-Interlaken, Paris-Bern-Interlaken, Wien-Salzburg-Innsbruck-Zürich-Interlaken, Bruxelles-Luxembourg-Bern-Interlaken) or regional express trains to all major cities in Switzerland and to destinations abroad. In addition there are great regional bus and railway connections to the centre of Interlaken and throughout the Jungfrau Region.

Mobility management measures

All train and bus timetables are co-ordinated to make sure tourists have no extended waiting times. The great connections make them flexible in getting around Interlaken and the Jungfrau Region as they like - with no need for a car. There are also great cut price travel passes and multiple tickets on offer for even better value.

Guests can travel around Interlaken free of charge by bus and train with the Guest Ticket introduced in 2006. This is thought as a bonus for guests and a boost to the soft mobility tourism principle. Interlaken and the Jungfrau Region have superb public transport - there are some 25 different means of transport within a 20 km radius including trains, cable cars and buses (not including ski lifts) to take guests to breathtakingly beautiful locations. Interlaken Tourism is member of Swiss Alps 3000, the association for zero-emission mobility in the Alps. Since 2004 the first hydrogen snow groomer is in use. Additionally, Interlaken is member of Alpine Pearls.

Special management measures: the Skibus

The Skibus is connecting Interlaken, where it stops at several spots, with Grindelwald. The service is provided free of charge by Interlaken tourism during the winter season. However guests must be in possession of a valid visitors card and a Jungfrau Winter Region sport pass or sledging or hiking pass. People without such a pass may use the bus but are required to pay. Although the Skibus is a service provided for skiing and snowboarding guests, accompanying persons may also take advantage of the service. The bus company is required to comply with a published schedule.

Parking lots' management measures

The use of car parks and roadside parking spaces is subject to charges. The tariffs are regulated in a directive of the town. They vary, according to the distance from the centre of the town and the duration. As a basis, parking costs are 2 CHF/hour in the Centre and 1.20 CHF/hour in the peripheral areas. Parking Cards with reduced tariffs can be provided especially for residents.

Urban best practices analysis

In addition to the urban mobility systems described above, some urban initiatives are presented in the following pages.

Their analysis is based on the same criteria that were used for the non-urban best practice.



Background information

The Rhine valley, formerly scattered with small villages and towns, is now a more or less coherent stretch of settlements between Bregenz and Feldkirch, which are thus perceived as a “whole”. The project, vision rheintal, is based on the idea that the 29 municipalities of the Rhine valley and the province of Vorarlberg have formed an association to plan (and put into action) the developments in their region together. Important facilities are to be shared between top locations in the valley. The project aims for more compact settlements within existing boundaries. Shorter intervals are planned for train services between Bregenz and Feldkirch (city rail link).

Objectives, motivations

- Settlement: To preserve natural landscapes and reduce traffic, building activities in the Rhine valley are confined to areas within existing zoning boundaries. Settlements are interspersed with green areas, good connections with public transport are available. Town and city centres are lively with local suppliers and an exciting mix of services, businesses and residential areas.
- Transport: Settlement developments are coordinated with mobility in the Rhine valley. The train service is to become a city rail link with shorter intervals, thus constituting the backbone of regional developments together with country and city buses: areas around the stations are to be compact, upgraded and linked up with settlement centres. To avoid unnecessary traffic, work and living are to come close together in the Rhine valley. In the whole valley cycle paths are available for daily and commuter traffic.
- Economy: Attractive business parks are established at suitable locations with good transport connections, possibilities for expansion, excellent telecommunication facilities and efficient energy supply.
- Space/region: Important facilities (which usually tend to be concentrated within one central location) are distributed among several locations in the Rhine valley. Given the economies of scale and the synergies gained from this “poly-centric” structure, it is to be further developed in future. This spatial equilibrium prevents excessive transport volumes and preserves diversity.
- Free space: Corridors and bridges connect areas of unspoilt nature in the Rhine valley to form a unified whole.

Descriptive criteria	
Location	Rhine valley, Vorarlberg
Date of operation	since 2004
Mode of Transport	train, bus, bicycle
Stakeholder	Government Office of the Province of Vorarlberg, 29 Rhine valley municipalities (Altach, Bildstein, Bregenz, Dornbirn, Feldkirch, Fraxern, Fußach, Gaißau, Götzis, Hard, Höchst, Hohenems, Kennelbach, Klaus, Koblach, Lauterach, Lochau, Lustenau, Mäder, Meiningen, Rankweil, Röthis, Schwarzach, Sulz, Übersaxen, Viktorsberg, Weiler, Wolfurt and Zwischenwasser)
Target Group	residents and guests in the Rhine valley
Specification of initiative	<p>The need for larger areas for work, living, transport and leisure facilities has caused an 8-fold increase in areas designated for development since 1960. 42% of these areas, however, remain unused. Fragmentary developments are often associated with higher costs for water and drains, longer journeys to work and leisure, less frequent use of public transport and urban sprawl.</p> <p>12,000 businesses are based in the Rhine valley and 110,000 people work here. The last decades have seen a particularly strong increase in area size per workplace in the sectors crafts, industry, logistics and transport, putting increasing pressure on neighbouring areas. Larger coherent business sites with considerable reserves are situated in the Feldkirch/Rankweil area, as well as in Dornbirn/Hohenems and near the Wolfurt goods station.</p> <p>The Rhine valley, with its picture-postcard landscapes, is rich in natural resources and provides the best conditions for farming in the whole country. However, if settlements grow together and the road network continues to expand, areas of unspoilt nature become isolated, which makes it more difficult for people to reach recreation areas and impossible for animals to migrate and propagate. In response to excessive settlement activities, the province of Vorarlberg adopted a “green zone plan” in 1977 which covers 112 km², i.e. around half of the entire valley. These areas may not be designated for developments.</p>
Operation (functionality)	<p>The following structural measures have been implemented:</p> <p>Rhine valley conference: decision-makers discuss vision rheintal</p>

	<p>Steering committee: strategic control body of the project; responsible for project monitoring, strategic decisions on project development, allocating tasks to project leaders</p> <p>Rhine valley forum: communication platform for discussing interests, issues and results on a larger scale</p> <p>Spatial planning advisory board: a body as stipulated in the Spatial Planning Act, composed of different interest groups, providing advice to the provincial government on spatial planning issues</p> <p>This combined and coherent approach is to ensure ecologically sound and efficient mobility in the Rhine valley. The aim is to steer the modal split in the direction of an "environment system" and to make use of public transport and cycling potentials by providing attractive solutions with regard to infrastructure and timetables.</p>
Qualitative criteria	
Evaluation - Assessment	No evaluation has been performed to this date.
Condition of success or failure – Strong and weak points	The success of Vision rheintal is the fact that 29 municipalities of the Rhine valley and the province of Vorarlberg have formed an association to plan (and put into action) the developments in their region together.
Transfer possibilities	The principle of forming an association to plan and design activities jointly can be applied all over the Alps.
Changing general mobility behaviour / communication strategy	<p>A central concern of Vision rheintal is to coordinate settlement development and traffic relations. Public transport is the backbone of spatial development. Types of use and site density depend on the performance and service quality.</p> <p>The communication strategy is described under "Operation". For more information go to: www.vision-rheintal.at. Furthermore the journal « vision konkret » appears twice a year.</p>
Product innovation	An association between municipalities and state with a common objective is unique in Vorarlberg.
Accessibility	The aim of the project is a compact settlement structure to improve accessibility of environmentally friendly slow modes and public transport in the Rhein valley. The planned shorter intervals for train services between Bregenz and Feldkirch (city rail link) further improve the accessibility.
Process innovation	New platforms have been established to improve communication between municipalities.

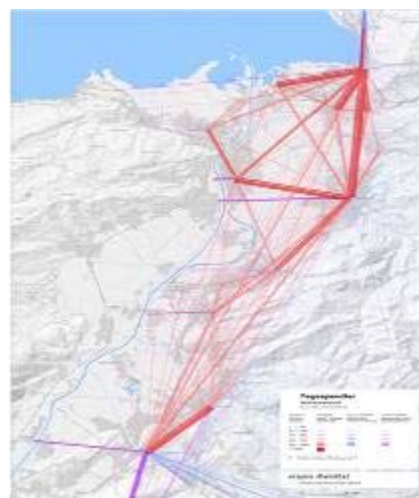
Fundamental key aspects

An innovative idea where Rhine valley municipalities have formed an association to plan future developments (spatial planning, transport, economy, social issues, green areas) and share a common objective

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vision rheintal
29 Gemeinden. Ein Lebensraum.



Transport by bicycle (City of Salzburg, Vöcklabruck)

Background information

Today the city of Salzburg is Austria's cycle city N°1. 16% of all journeys are travelled by bicycle. More than 30% use the bicycle for shopping in the city centre. Because of its small size and favourable location (few changes in altitude), and relatively short distances from the outer parts of the city, conditions for cycling are excellent. The promotion of cycling as a daily transport mode, a policy consistently pursued in the last decades, has created a cycle-friendly climate that is mainly responsible for the large share of bicycle traffic, much more than developments of infrastructure. In 1991 the post of a coordinator for cycling in the city was created. The coordinator's responsibilities include: cycle path programme and planning, danger spots, bicycle stands, cycle path signposts, bicycle sheds, bicycle coding, public relations, citizens' bicycle forum, citizens' advice, etc.

Vöcklabruck is promoting cycling in town and thus reducing car traffic. Currently nine percent of all routes are travelled by bicycle. In 2003 Vöcklabruck announced that more citizens should be motivated to switch from car to bicycle.

Objectives, motivations

Municipalities benefit especially from using the bicycle for short distances rather than the car. It saves parking spaces, reduces noise and exhausts fumes and increases the quality of life within the town. The aim of the activities is to increase the share of cycling (currently 9%).

Descriptive criteria	
Location	Cities of Salzburg and Vöcklabruck/Austria
Date of operation	ongoing
Mode of Transport	bicycle
Target Group	residents, tourists
Specification of initiative	<u>Salzburg:</u> Cycling solutions have mainly been implemented within the existing road network of Salzburg: bicycle lanes, multi-purpose lanes, riding the wrong way up one-way streets, wider bicycle lanes at crossroads are all characteristic features of the city. Parking policies and traffic calming measures in residential quarters support the cycle-friendly climate. A cycle path signpost system and many user-friendly bicycle sheds and parking facilities all over the city are part of the cycling infrastructure. In 2006 an automatic system for hiring bicycles (modelled after the Viennese example) was introduced.
Operation (functionality)	<u>Salzburg:</u> Bicycle shed at the station (130 bicycle boxes at 60€/year, 200 bicycle parking spaces (free of charge), mainly for local train commuters). Bicycle boxes: 192 boxes for 236 bicycles (single box 60€, double box 70€/year, capacity utilisation 95%) at destinations such as local train station of Itzing and other places at risk by vandals in the city centre. In view of the UEFA European championship 08 mobile, fold-away, theft-proof bicycle stands for 1500 bicycles designed especially for major events were purchased. Advantages: easy to transport, less storage space required. Self-service stations: five publicly accessible service stations with air service units and tools; further stations with advertising spaces in preparation in other parts of the city. Bicycle coding: offered at 3€ from May – October every Thursday near the market. Coding is free of charge during special events (e.g. car-free days). Cycle path map: with regular updates, user-friendly, available from tobacconists and bookstores. Bicycle light and safety campaigns: safety campaigns and (twice a year in spring and autumn) bicycle light campaigns, conducted with the Road Safety Trust Board and automobile associations (ÖAMTC, ARBÖ). Cycle path cooperation with partners from industry: cycle route sponsors (bicycle shops, media enterprises etc.) who are actively involved in signposting and cycle events. <u>Vöcklabruck</u> has extended its cycle path network, allowed cycling in one-way streets and introduced more zones with a 30 km/h speed limit to increase cycling safety. The campaign "cycle active" has been underway since 2006. Many other campaigns have been, or are still conducted, e.g. free bicycle checks, bicycle coding and a bicycle exchange. From May to September 2008, "cycling families of the week" are chosen in cooperation with the printed media and Intersport XL. During the "mobility week" one of

	these families will be awarded the title "cycling family of the year". There will also be campaigns with schools and nursery schools in the town centre. More cycling also helps the shops in town. Those who use their bicycle to go shopping spend their money in Vöcklabruck.
Type of operation	Implementing bicycle infrastructure and campaigns
Qualitative criteria	
Condition of success or failure – Strong and weak points	<u>Salzburg:</u> The implementation of individual projects and the fact that gaps have been closed (e.g. subway for cyclists at the Staatsbrücke bridge) are part of the success of the Salzburg cycling policy, as are several single measures in the city centre and in residential areas.
Evaluation - Assessment	No evaluation has been performed to this date.
Transfer possibilities	To facilitate transport by bicycle is possible in every municipality.
Changing general mobility behaviour / communication strategy	<u>Salzburg:</u> Before the Staatsbrücke subway was built, around 900 cyclists were counted in this area every day. Afterwards, within a very short space of time, there were three times as many. Today more than 11,000 cyclists are counted on peak days. From 1992 to 2002 in the subway for cyclists at the right side of the Staatsbrücke bridge an increase of 56% was counted (from 1.045.000 to 1.635.000 cyclists/year). Due to capacity problems an additional subway for cyclists on the left side was built in 2003. The road junction-free cycle routes along the river Salzach form one of the main cycle links in Salzburg. Of the eleven Salzach bridges in the city, six are for the exclusive use by cyclists and pedestrians. There are plenty of cycling role models, including the mayor of Salzburg who can often be seen on his bike. www.stadt-salzburg.at has a good transport section with extensive information on cycling in Salzburg. The homepage of the cycling coordinator provides information and animation on cycling. For more information go to: www.radinfo.at
Product innovation	The City of Salzburg and Vöcklabruck show measures to increase the share of bicycle mobility in cities.
Accessibility	Residents and tourists alike benefit from the approved general conditions for cyclists.
Process innovation	In Salzburg for years an information campaign to promote bicycle transport is under way. A special bicycle coordinator has been put into place.

Fundamental key aspects

In cities and towns, the bicycle is an excellent means of transport and the city of Salzburg sets an example in Austria - in that it shows which measures are necessary to increase the share of cycling. Vöcklabruck is another good example.

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BestPrice Ticket (Klagenfurt, Wels and Steyr)

Background information

Electronic chip cards (replacing current paper tickets) enable the simple and cash-free use of public transport and are a big step towards barrier-free intermodal service options of local passenger transport. The chip card is held against and read by a machine when boarding a bus or train. The price for the journey is calculated automatically and deducted from the credit balance, or charged at a later date (as with phone bills). Such systems exist in Klagenfurt, Wels and Steyr.

Objectives, motivations

With contactless and intelligent chip cards such as those used in Klagenfurt, there are considerable advantages for customers and providers of public transport alike:

- The entire network of local public transport can be used with a single card and passengers may switch between modes of transport without having to think about purchasing a new ticket. The use of cash is minimised.
- Ticket sale is easier and quicker.
- No need to have small change ready for individual journeys.
- The new systems and the BestPrice system increase user-friendliness and should thus increase the use of public transport and customer loyalty.
- Higher image due to the application of the latest passenger-friendly technologies.
- Payment for the ticket is made safe, efficient and reliable.
- Flexible price design and compliance with the requirements of the transport system through modern ticket management.
- Introducing the latest technology signals continuous improvement of transport and customer service.
- Introducing a single ticket system for all forms of public transport is the basis for the development of an efficient transport network with compatible connections.
- With intelligent card systems, transport system operators are able to obtain detailed information on user behaviour.
- With automatic passenger counts, work and time schedules can be organised more efficiently with experience from transport operation and statistics.
- One and the same card can be used to pay for a ticket and for many other services of the supply and leisure sector.
- Helps with the joint marketing of a region.
- The system offers possibilities for innovative PR and advertising campaigns.

Descriptive criteria	
Location	Regional transport in Wels, Steyr; Customer card system of the city of Klagenfurt /Austria
Date of operation	<u>Wels, Steyr</u> BestPrice ticket system with contactless chip card available for transport within the towns since 2001. <u>Klagenfurt</u> With the introduction of new vehicles in 2004, Klagenfurt transport also intended to upgrade its ticket management and the on-board computing technique. An intelligent, contactless customer card was introduced in 2005, enabling simple access to a variety of companies. The Klagenfurt project is one of the most advanced ticket systems in Austria.
Mode of Transport	Bus
Target group	Residents and tourists
Stakeholder	Stadtwerke Klagenfurt, Linie Wels, OÖ Verkehrsverbund
Specification of initiative	Replacing the variety of "normal" public transport tickets with one electronic best price ticket.
Operation (functionality)	<u>Wels, Steyr</u> Instead of a variety of tickets, a BestPrice chip card is used which can be charged with a specific amount. Depending on how often public transport is used within a specific period of time, the cheapest price (for a single ticket, one-day or weekly pass etc.) is deducted from the card. <u>Klagenfurt</u> As part of current developments in the mobility sector, the customer card is used for all buses, for passenger counts and automatic control of traffic lights. The customer card

	enables the simple and cash-free use of public transport in Klagenfurt. It has the form of a credit card which can be charged with a credit of up to 40 euros at terminals or by bus drivers. Customers only need to select a price category on the validating machine and hold the card against it. The machine will read the card within a reach of 10 cm and the relevant price will be deducted automatically. Best-price guarantee for customers: The customer card system records tickets already paid for and makes sure that only correct amounts are deducted. If only single tickets are purchased, the maximum price deducted within a day is for a one-day pass (or a weekly pass within 7 days and a monthly pass within 30 days). Apart from anonymous customer cards, there are also personal customer cards with names and photographs for children and senior citizens travelling at reduced rates. It is still possible to buy paper tickets from the bus driver, but these tickets are subject to a supplement and thus more expensive.
Type of operation	Simplifying access to public transport
Qualitative criteria	
Evaluation - Assessment	<u>Klagenfurt</u> Experience has shown that the product is well received by the public. The results are greater customer loyalty and increases in passenger numbers. Reduction of maintenance costs and elimination of ticket costs. Profit gains through the joint use of an overall system infrastructure by all providers involved. Another advantage is that it is easier to stick to timetables as bus drivers spend less time selling tickets.
Transfer possibilities	The implementation of a project of this kind requires close cooperation between different (and often competing) providers and interest groups.
Changing general mobility behaviour	<u>Wels, Steyr</u> One year after the introduction of the chip card in Wels and Steyr, passenger numbers had risen by 2.5%, two years after its introduction the bus companies recorded an increase of passenger numbers by 7%.
Product innovation	Instead of a variety of public transport tickets the customer has only one chip card with best price guarantee.

Fundamental key aspects

In towns and cities with a larger variety of transport modes it is especially important to facilitate access to public transport. The BestPrice card can also be adapted for other sectors (business, leisure).

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ÖBB and Rail Tours packages for city breaks

Background information

The Austrian Federal Railways is the largest railway corporation in Austria and has multiple offers to make city breaks enjoyable without the need for a car. Rail Tours Austria is a subsidiary company of the Austrian Federal Railways specialising in rail journeys for city breaks and short holiday bargains.

Objectives, motivations

These packages present ways to make journeys into cities more environment-friendly. The motivation is to make it achievable for people to make city breaks without cars.

Descriptive criteria	
Location	European cities
Date of operation	Ongoing, especially in the summer ("BahnCity HIT")
Mode of Transport	train
Target group	City tourists
Stakeholders	ÖBB Austrian Federal Railways, Rail Tours Austria
Specification of initiative	Rail Tours Austria and ÖBB tie up packages for car free city tourism.
Type of operation	<p>"ÖBB – SparSchiene"</p> <p>For city tourists, extra cheap "ÖBB – SparSchiene" tickets (from 29.- EUR) are on offer, to Budapest and Pecs - as well as from Graz or Linz to Prague - even from 19.- EUR.</p> <p>"ÖBB – SparSchiene" offers include ticket and seat as well as couchette or sleeper cabin reservation. Breakfast is served in the couchette, and in the sleeper cabin breakfast plus an evening drink will be served.</p> <p>As the prices are so cheap, there is only a limited number of these tickets available per train.</p> <p>"ÖBB – SparSchiene" tickets are available for the following countries: Germany, France, Italy, Croatia, the Netherlands, Poland, Switzerland, Slovakia, Slovenia, the Czech Republic and Hungary.</p> <p>"ÖBB - City Star-Ticket"</p> <p>With the "City Star" ticket one can travel to Europe's metropolises with a 25 per cent price reduction.</p> <p>The offer is valid for single travellers, families or small groups of up to five people, as already the second person always saves an additional 20 per cent.</p> <p>For holders of VORTEILScards incl. the additional module "Railplus" there is an additional reduction, and children or grandchildren under 15 accompanied by one parent or grandparent travel free of charge.</p> <p>For travel to Romania there is a general reduction of 30 per cent for the Romanian part of the journey without, however, any other additional reductions for people travelling with you and no children's tickets free of charge.</p> <p>For this offer a limited number of seats are available per train. The Saturday night must be spent at the destination.</p> <p>"City Star" tickets are available for the Czech Republic, Poland, Slovakia, Hungary, Slovenia, Croatia, Serbia and Montenegro and Romania.</p> <p>For travel to Germany, Denmark, Switzerland, the Netherlands, Belgium and Luxembourg the offers of the TEE rail alliance apply.</p> <p>Packages from Rail Tours Austria</p> <p>"BahnCity-HIT"</p> <p>The "BahnCity-HIT" is a marketing campaign from Rail Tours Austria with the purpose to promote the railway as an especially low priced and comfortable means of transport for city breaks. Packages always include a 2nd class return journey by rail and one night including breakfast in a centrally located hotel.</p> <p>The latest "BahnCity-HIT" offer for the summer of 2008 contains 34 European cities ranging from Berlin (starting at € 119.-) to Strasbourg (starting at € 129.-), from Krakow (starting at € 119.-) to Vienna (starting at € 69.-) or from Venice (starting at € 139.-) to Prague (starting at € 99.-)</p>

	<p>In addition, “BahnCity HIT” customers often have the possibility to buy tickets for public transport facilities at their destination at a reasonable price.</p> <p>“RAILflash“</p> <p>The new “RAILflash“ from Rail Tours Austria offers short breaks in 19 European cities. As a little “extra” in this package special offers are included, for example city tours, entrance fees for museums etc.</p> <p>Packages always include a 2nd class return journey by rail and two nights including breakfast in a centrally located hotel and a RAILflash special offer.</p> <p>Family holiday in Austria</p> <p>Rail Tours Austria offers not only packages for city breaks, but also innovative products for the whole family. The common purpose (together with ÖBB Personenverkehr i.e. passenger transport services), is to convince the Austrians of the attractiveness of the railway as mobility provider for a classic summer holiday. For ÖBB-Family-Card holders the return train journey for a whole family to the holiday destination is completely free of charge. Also, the transfer from the railway station to the hotel (in cooperation with the hotel) is mostly free.</p>			
Qualitative criteria				
Evaluation - Assessment	The acceptability of the “BahnCity HIT“is impressive: in 2006 there were 4,003 customers and a year later as many as 12,355 with an upward tendency for 2008.			
Transfer possibilities	For railways and their subsidiary companies such packages are possible.			
Changing general mobility behaviour / communication strategy	Key figures for Rail Tours Austria guests:			
	Journey by	2006	2007	1st quarter 2008
	Train	57%	65%	71%
	Car	36%	31%	27%
	Plane	7%	4%	2%
	Many informations can be found about these offers in travel agencies and on internet booklets			
Product innovation	Attractive offers of railway companies are the framework for the change to environment-friendly transport carriers.			

Fundamental key aspects

Offers of the railway companies are important to encourage the use of the train rather than the car to visit cities in the interests of the environment and sustainability.

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BahnCity-HIT

Rail Tours Austria
Ein Unternehmen der ÖBB

Working group Transport

Sub working group sustainable mobility



Italian urban sustainable mobility best practice



Best practice	Best practice description	Geographic reference	Reasons for best practice selection	Involved public administration	Users	Transport modes	
Car sharing	Carsharing is a system where a fleet of cars is jointly-owned by the users in distinction from car rental or cars in private ownership. In Bolzano the users are organized as a no-profit cooperative, called "Carsharing BZ". The fleet is made available for use by members of the carshare group in different ways (in Bolzano: call center 24/7, website). The costs and troubles of vehicle purchase, ownership and maintenance are transferred to the cooperative, acting as service operator. 2 parkings are available in the city center. The fleet is made up of Renault NewClio, Kangoo and Modus. The initiative is supported by banks, local public transport companies, train operators (Trenitalia), Bolzano municipality and Bolzano autonomous province. Today there are more than six hundred cities in the world where people can carshare.	Bolzano and province	Car sharing is at a pilot-stage in some Italian cities and Bolzano is the main alpine city at an advanced implementation stage; car sharing is usually part of a wider sustainable transport policy; car sharing represents a practice being easy to reproduce in other locations; car sharing is expected to have a positive impact on local GHG emissions; GHG emission from car sharing can be off-set; car sharing appears to be easy to develop in medium sized towns as most of the Alpine centers are.	Municipality of Bolzano, Autonomous Province of Bolzano	inhabitants; residents	transport collectives	car, collective transport
Car pooling	Car pooling allows people to use a common car to move in the province of Bolzano. Each user has to declare her route and departure and arrival time using an online forum. Car use demand and supply can then meet and a reduction in local traffic can be achieved.	Bolzano and province	In Bolzano a higher use of online services and an advanced local mobility plan are favorable conditions to establish a car pooling service.	Private, Municipality of Bolzano, Autonomous Province of Bolzano	residents; city inhabitants	transport collectives	car, transport collectives
Integrated Transport System (STI) for bus, trains (local and national) and cableway	STI is a tariff system that allows the use of buses, cableways and local and national trains with a single ticket in all the Bolzano province. There are different tickets types on the basis of the different users needs and there is an online timetable and information system easy to use.	Bolzano and province	STI makes easier to use public transport. STI tariffs benefit heavy users of public transport. The system is well established and experimented. Data and elaborations on STI results/costs/benefits are available.	Autonomous Province of Bolzano	all	public transport	bus, cableway, trains

Working group Transport

Sub working group sustainable mobility



Residents reserved parking in Bolzano	Bolzano is divided in 9 different parking areas. Residents can freely park in the area they live/work. Parking outside residence areas is subject to limitations. In addition public parkings are available in different areas of the city.	Bolzano and province	This system mainly aims to regulate car access in different city areas. Specific limitations have been set up for the city centre.	Municipality of Bolzano	inhabitants residents	transport	car
Early warning SMS on traffic limitations and traffic stop due to atmospheric pollutants	"Early warning SMS on traffic limitation" is a service that inform the inhabitants of some towns in Alto adige directly on their mobile phones on traffic limitations due to atmospheric pollution.	Bressanone, Merano and Bolzano	SMS service is an advanced information system. The system involves a wide public of car users. Atmospheric pollution is a major problem in Bolzano and its surroundings for the particular geographical features of the area and this system can be easy implemented in other areas with similar features and pollution problems.	Agency for the Atmosphere of the Independent Province of Bolzano.	inhabitants	transport	car and other private vehicles
Ecoincentive for non polluting vehicles	Car owners in Bolzano province are exempted from car taxation in case their vehicles have PM10 filters. Diesel oil vehicles originally equipped with PM10 filter are exempted from taxation for 1 year. Diesel oil vehicles that have installed PM10 filter later are exempted for 2 years. Hybrid, methane and hydrogen vehicles are exempted for 3 years.	Province of Bolzano	Tax exemption for eco-vehicles aims at improving the share of eco-vehicles in the local fleet and at reducing the atmospheric pollution due to traffic and PM10 emissions.	Municipality of Bolzano, Autonomous Province of Bolzano	inhabitants	transport	ecological cars
Traffic limitations in the city centre of Cortina d'Ampezzo	Different permits categories have been set up in Cortina d'Ampezzo in order to limit road traffic in the town centre. Specific permits exist for residents, tourists staying in town hotels, tourists staying in private houses and rooms.	Cortina d'Ampezzo	Permits allow to regulate at best traffic flows in the town especially in specific seasons in tourist centres. Cortina d'Ampezzo is one of the main tourist centres in the Italian Eastern Alps and can be considered an example for other tourist sites with similar features in the Alps.	Municipality of Cortina d'Ampezzo	inhabitants and tourist		cars

Working group Transport

Sub working group sustainable mobility



Bus services Cortina-surrounding ski tracks / Courmayeur-surroundings ski tracks	In the winter season, Dolomitibus provides frequent connection services from Cortina directly to the ski facilities for skiers. The same happens in Courmayeur in the Western Italian Alps.	Cortina d'Ampezzo/Courmayeur	Comfortable bus services provide an incentive to use public transport to get on the ski tracks for tourists. This service could be easily extended to other ski resorts in the Alps.	Municipality of Cortina d'Ampezzo and Courmayeur	tourists	transports collectives	bus
Public transport CARD in Valle d'Aosta	VDA electronic card allows to travel using public transport on the whole regional area.	Regione Valle d'Aosta	VDA card makes easier to use public transport. VDA tariffs benefit heavy users of public transport. The system is at a pilot stage.	Municipality of Courmayeur; Regione Valle d'Aosta	residents, tourists, other	public transport	public transport
www.traffico-smuove.it - traffic news and online information system	www.traffico-smuove.it is a web site providing information on traffic and mobility in Merano and its surroundings. The service provides information on the whole Merano area. Main topics reported include ongoing projects, available services and implemented solutions to traffic problems.	Merano and its surroundings	Users can receive news on local traffic situation and to decide how to move. This information system can be reproduced in other areas.	Municipality of Merano and Province of Bolzano	inhabitants	traffic	car, bus and other vehicles
Special tariff for travelling with bicycle on local trains	The Province of Bolzano issues a special ticket for people who travel with his bicycle on local trains. There is an economic advantage for frequent users who save more than 20% in comparison with the usual price. Each ticket allow to carry the bicycle on local trains 10 times and costs 25 euro. The ticket validity period is one year.	Province of Bolzano	This practice provides an incentive to use train and bicycle in combination. It can become an attraction for tourists who can visit the area by bicycle.	Municipality of Merano and Province of Bolzano	inhabitants, tourists	public transport	bicycle
Infotrafic service	Updated information on traffic in the town area and its surroundings is directly provided by email to registered users.	Merano	Infotrafic is an innovative information tool. It can help to control traffic jam and to regulate the traffic in the town. The system is easy to implement also in other areas.	Municipality of Merano	residents, registered users	transport	car, bus

Free public transport in the city of Gap



Background information

Until now the exemption from payment existed already for the pupils, over 60 years old and the unemployed people.

Objectives, motivations

Within the framework of its step of sustainable development, the town wishes by this action to sensibilise and encourage the population to use public transport.

- Promotion of mobility in the town-center
- Linking the different parking lots
- Developing local shop business in the town center
- Encouraging people to stop using their private car in the town center
- Enhancing intermodality and the accessibility to the railway station
- Implementing the “transport right” as it is defined in the orientation law for inner transports (free transport service) for fragile people.

Descriptive criteria	
Location	France, Gap
Date of operation	Set up since November 2nd, 2005
Mode of Transport	buses
Target Group	All users of the urban transport in the city of GAP.
Stakeholder	city of Gap: elected officials, the urban transport LINEA
Specification of initiative	Installation of a total exemption from payment of the urban transport on November 02, 2005 : suppression of the billetterie, information to the users, communication campaign
Operation (functionality)	Free access for all to all the transport managed by Gap's town (urban, school and others). A free shuttle riding through the town center area since December 15, 2007, with a 10 minutes frequency (Linéa Centro). The shuttle is available all the year from Tuesday to Saturday between 9h30 - 12h30 and 14h30 - 17h30. In the pedestrian area of the town, the shuttle can stop everywhere. People can ask for it only with the hand, like a taxi.
Type of operation	Suppression of tariffing on public transport on Gap's town. Installation of park and ride facilities in direct connexion with the inner city public transport system
Financing	80 000€ HT (estimated amount of suppressed receipts), public subsidies of the general town's budget for compensation
Qualitative criteria	
Evaluation - Assessment	Frequmentation increase following the exemption from payment estimated at approximately 20%. New uses: commuters, leisure, shopping, etc. Searching service quality, where the time schedules are adapted for a better punctuality and development being studied. Since the implementation of the shuttle Linéa Centro on the December 15th 2007, 10 387 persons have been transported until the 1st of March 2008. The average is about 1000 person/week, with “high frequmentation peaks” on Wednesdays and Saturdays.
Conditions of success or failure – Strong and weak points	The urban mobility plan's (Plan de Déplacements Urbains) assessment let appear an increase in Gap's circulation of about 30% in the next 10 years ; the exemption from payment is a measure capable to encourage the population to use public transport in substitution of private cars, and can develop new mobility practices.
Transfer possibilities	The exemption from payment has been possible in Gap in consideration of the weakness of the habitual incomings from the public transport. The exemption from payment was already carried out for students, retired persons, applicants for work, etc. Even if this measure appears not easily transposable everywhere, it can be possible in networks of size comparable with Gap.
Changing general mobility	A modal carryforward towards collective transports has been observed, but the

behaviour	nature and the volume of the people hasn't been specified because no studies have been done since.
Product innovation	Tariffing has been simplified for all, with the removal of any billetterie and a free access to all. Information has been relayed by the local and national media, the internet site of Gap's town, etc. The communication support's on the urban transport LINEA pointed the exemption from payment, as well as the campaign of the urban mobility plan's public investigation.
Accessibility	Since many years, the city of Gap seeks to make its whole urban transport network available to the handicapped people: buses equipped with 2 sites adapted to wheelchair, etc. The Linéa Centro shuttles are also equipped of specific ramp for wheelchair. Moreover, Gap's town carried out the "Pôle d'Echange Reynier", which is a road station gathering local and regional buses (of the Conseil Régional, the Conseil Général and from Gap's town). Lastly, a town centre shuttle serves the pedestrian centre and the train railway station for handicapped people, since December 2007.
Process innovation	Feasibility studies, decision of the elected officials, installation by the urban transport municipality service, communication by the urban transport and communication departments of the city of Gap.

Fundamental key aspects

Gap is the only French alpine town which decided to provide a complete free access to public transport. The municipality had to face important traffic jam in the city and thus decided to act concretely for the limitation of private car in the town.

In addition to the free access to public transport, the municipality also wanted to facilitate the mobility of handicapped and elderly persons, especially in the town center, where the most important services and administrations are located.

These decision and realisation are part of a wide urban sustainable development strategy.

One of the fundamental key aspects that this action put into light is that mobility efficient strategy can not be decided and implemented without a coherent political engagement.

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AlpeAutoPartage – Grenoble



Background information

On the basis of foreign car sharing experiences (Switzerland, Canada, etc.) the cooperative composed of enterprises « 'France AutoPartage » has been created in 1997. A few years later, the founder of its cooperative wanted to implement such a service in Grenoble, on the basis of similar systems already set up in Paris, Marseille, Lyon and Strasbourg.

Objectives, motivations

To make people give up their own private car for a shared car, which can be combined public transports facilities.
To provide a real cost price service which globally lowers private car use and which contributes to the protection of our environment and to the enhancement of our quality of life.

Descriptive criteria	
Location	Grenoble, Echirolles (soon in all cities of the Rhône-Alpes region)
Date of operation	2005 in Grenoble
Mode of Transport	car
Target Group	The service was first dedicated to private individuals. Finally it appears that private individuals use the cars mostly during the week ends. The cars are mainly used by enterprises the rest of the week (from Monday to Friday). The service is essentially dedicated to persons who do not drive a lot (less than 10000km per year) and who do not regularly need a private car. The target group is mainly composed of urban people who will both use train for long trip and a car sharing system for short trips or for the week ends.
Stakeholder	Association "AlpesAutoPartage". The national association "France Auto Partage" participated to the conceiving and to the implementation of the service in Grenoble. The Mobility.ch society was also consulted.
Specification of initiative	The cars are reserved to subscribers and are shared amongst subscribers. The subscription to the service is at least a 3months long contract. The subscription to the car sharing service can be mixed with a one year subscription to the local public transports services (bus and tramway – TransIsère, Semitag).
Operation (functionality)	20 cars are available in the city. They benefit from 17 specific parking spaces in public underground parking lots or on the street. The service provides small size car (4 places) to middle size car (7 places). The cars are currently functioning with unleaded petrol or diesel but the association is looking at "natural gas" cars. The service is available 365 days a year, 24h a day. A car has to be booked by phone or through a specific internet site. The duration of the reservation has to be precised. The cars are equipped of a calculator, a GSM mobile phone and a GPS. The mobile phone allowed the communications between the calculator and the reservation server. It also can be used by the driver in case of emergency (accident) or of a delay. As soon as a subscriber booked a car, this one is prepared to be opened only with the subscriber's card. The ignition key is in the car. The onboard calculator records all the information about the trip and transmits them to the service management centre. Subscribers monthly receive a bill. A direct debit can be established on subscribers' bank account. The pricing includes fuel and is depending on the time people use the car and on the distance covered (km). The price established is the real cost price of the service. Subscribers like enterprises or association can ask for a fuel card in order to tank the car when necessary.
Type of operation	Specific mobility offer by a car sharing system. A combination with public transports service is possible.
Financing	Budget 2006 : 50% public subsidies, 50% commercial incomes. Budget 2007: 34% public subsidies, 66% commercial incomes. Budget 2008 (projected): 15% public subsidies and 15% commercial incomes. Considering the Mobility.ch statistic, the profitability threshold is around 50 cars and 1000 subscribers.

Qualitative criteria	
Evaluation - Assessment	<p>No satisfaction study has been done so far because the association personally knows each client. The feedbacks are globally good or even very good. The association estimates that 180 cars are not in the street anymore due to the car-sharing service (one shared car replaces 10 private cars). The service is going to be extended to the whole agglomeration of Grenoble, and will be implemented in other towns of the Rhône Alpes region.</p> <p>Evolution of the number of subscribers: may 2005: 0; may 2006: 100; may2007: 180; may2008: 280.</p>
Conditions of success or failure – Strong and weak points	<p>Strong points: mix of subscribers between enterprises, associations and private individuals. Enterprises and associations represent 20% of the subscribers and 40% of the turnover.</p> <p>Weak points: weak visibility, fragile budget, public subsidies are too important in the budget.</p> <p>A better communication about the service is required at the moment.</p> <p>The Alpes AutoPartage association would also like to make a much more efficient promotion of combined subscriptions: car-sharing + public transports.</p>
Transfer possibilities	<p>The most important limit of the system consists on the size of the town. A city has to be big enough in order to reach a profitability threshold. It means that the profitable car sharing systems implemented in big towns “pay” for the non profitable systems implemented in small towns. A strong solidarity between towns is required. The association considers that a town with 100000 inhabitants (=1000 subscribers) is required in the region where the service is implemented.</p>
Changing general mobility behaviour	<p>Subscribers consider that they would use their private car two times more if they would have one. Enterprises are now asking the association to help them for the conceiving and the implementation of their “enterprise mobility plan”.</p>
Product innovation	<p>The car communicates “in live” with the management centre.</p> <p>Tariffing: one of the most important innovations of the system is that the main part of the cost of the car is no more relying on “fixed charges” (insurance, maintenance, etc.) but on the real use of the car (time and distance).</p> <p>A subscriber living in Grenoble can book online a car in Montpellier, Bordeaux, Poitiers, Marseille, etc., where similar systems are implemented.</p>
Accessibility	<p>Park places locations are close to public transports stops and to the railway station. The locations are also chosen according to subscribers living or working places (enterprises, associations, private individuals).</p>
Process innovation	<p>The Alpes Auto Partage web site invites subscribers to express their comments and wishes regarding the service.</p>
Analysis of charge capacity	<p>Alpes AutoPartage has been implemented in response to big traffic jams in the town centre, and as a complementary solution to public transports.</p>

Fundamental key aspects

A flexible use of the cars and the online reservation plateforme are two majors added values provided through this offer. Users are particularly attentive to the adaptability of the service to their specific needs. The cost of the service is also very advantageous. The cost average is 70€ per month for subscribers while official energy institutions in France estimates that the global cost of a private car is about 300 to 350€ per month.

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Using the suburban railway to reach the next ski slopes The Case of Zurich



Background information

Due to a direct suburban railway connection from Zurich to Unterterzen (Flumserberge) it is possible for tourists and natives to practice winter sports by using the suburban railway to reach the slopes.

Objectives, motivations

To promote the use of public transport to reach ski area, especially regarding daily trips from Zurich.

Descriptive criteria	
Location	City of Zürich to Unterterzen (Flumserberge)
Date of operation	Year-Round since end of 2005
Target group	Incoming and native Ski tourists
Modes of transport	Suburban railway
Specification of initiative	Due to a direct suburban railway connection from Zurich to Unterterzen, the tourist region Flumserberge is the first Swiss skiing area with a suburban railway connection. The suburban railway stops directly in front of the cable car station. Therefore, the suburban railway S2 was extended.
Type of operation	On weekends and on public holidays the suburban railway commutes three times a day between Zurich and Unterterzen (Flumserberge). Moreover, the trains commutes on weekdays two times in autumn and winter. Snow tourists who buy a 6 day ski pass receive a free ticket to commute between Zürich and Unterterzen (Flumserberge). The various combi-packages (Ski Pass and Rail Ticket) has been co-financed by increased prices for tourists who arrived by coach and car.
Financing	Canton of Zürich
Qualitative criteria	
Evaluation – Assessment	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 lead to an 80 % increase of tourists during winter time. Moreover, this has lead to a 50 % increase of sold 'Snow & Rail'-Tickets to the skiing region Flumserberge.
Conditions of success of failure – Strong and weak points	The weak point is that the direct connection is only provided on weekends and during winter time.
Transfer possibilities	Promoting and dominant marketing of leisure areas which have good access to public transport which are situated nearby to Cities.
Changing general mobility behaviour / communication strategy	Especially the urban population of Zurich is affected by this public transport provision. It is possible to go by train to their winter sport activities.
Accessibility	Due to the suburban railway from Zurich to Unterterzen (Flumserberge) these two areas are well-connected to public transport. Unterterzen (Flumserberge) is therefore a highly accessible leisure region within approximately one hour travel time.
Process innovation	The cable car company Flumserberg AG includes in their marketing dominantly the information that Unterterzen is well-connected to the suburban railway.

Fundamental key aspects

A suburban railway connection between a ski region and a lively urban area is an innovative example to awaken the interests of tourists in metropolitan Zurich. Foremost its prominent marketing of the cable car company Flumserberge contributes to the success of this example. Moreover, it contributes highly to a sustainable arrival to winter sports activity.

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Mobility Ticket: Hotel in combination with Public Transport Ticket – Basel



Background information

Basel Tourism has initiated the offer to provide every hotel guest a free public transport ticket.

Objectives, motivations

To promote the use of public transport by tourists.

Descriptive criteria	
Location	City of Basle
Date of operation	Year-Round
Target group	Tourists (for business and leisure)
Modes of transport	Trams and coaches (Public Transport in Basle)
Specification of initiative	In conjunction with every hotel overnight stay in Basle the customer receives a free public transport ticket for each day of his visit. Every year the ticket has another print of an Basle tourist scenery.
Type of operation	All hotels, hostel and bed & breakfast that joined the association “Basle Tourism” are able to provide their guests a free public transport ticket. This ticket is valid within the whole zones 10, 11 and 13. This includes also the suburban area of Basle. Children up to 12 year, who do not need to pay visitor's tax, receive the public transport ticket free of charge. The ticket is not transferable.
Financing	To provide a free public transport ticket in combination with a hotel overnight stay the visitor's tax was increased by Sfr. 0.80. Overall, the visitor's tax in Basle is Sfr. 3.20 a night.
Qualitative criteria	
Evaluation – Assessment	In 2007, the canton of Basle City has had 943'822 overnight stays within the hotel business (including hostels, bed & breakfast and so forth). A majority of the tourists received a public transport tickets. Providing free public transport tickets to tourists is therefore a possibility to achieve most tourists in an urban tourism region.
Transfer possibilities	This good practice is easy to apply and therefore adaptable for various other tourism regions. Especially with regard to urban density with a good system of public transport and a high number of overnight stays this mobility solution is of great importance.
Changing general mobility behaviour	In particular the mobility behaviour of touristic car-travellers can be achieved and changed towards public transport within the destination.
Product innovation	The advantage of this mobility package is the ubiquitous usage within most hotels in Basle. The coupling to visitor's tax contributes to the simplicity of the product and its wide range.
Accessibility	Due to the good public transport service in Basle tourists are able to discover the city by public transport. Especially tourists from abroad do not have to be necessarily familiar with ticketing machines.
Process innovation	The ability of the provision of the ticket is linked to the membership of a hotel to the association of Basle Tourism.

Fundamental key aspects

Providing public transport ticket for every hotel guest is an easy way to promote public transport in urban areas. This initiative is easy to apply, but needs a co-ordinative institution.

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