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Promoting Energy efficiency to Local Organisations
through dissemination Partnerships in Europe
Best Actions for Collaboration in Countries
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Sustainable Mobility – Car Free Tourism in Austrian Resorts - Province of Salzburg - Austria

The high-quality product "Holidays from the Car" is implementing innovative traffic concepts for travelling to the model communities, in order to keep vehicles off the city centres, to give impulses for use of innovative transport technologies and to improve environment quality.

Target Groups	Sector	Field
<ul style="list-style-type: none"> - Local authority - Decision makers - Domestic consumers 	<ul style="list-style-type: none"> - Transport 	<ul style="list-style-type: none"> - Monitoring & Management - Information - Education and training

ANALYSIS

This pilotproject "Sustainable Mobility - Car Free Tourism" has been implemented in two major tourist centers in the Austrian province of Salzburg: Bad Hofgastein and Werfenweng.

BAD HOFGASTEIN (6.000 INHABITANTS)

With 8,000 guest beds and 1 million overnight stays per year Bad Hofgastein is among the ten most tourism-intensive communities in Austria.

The community is situated 2 km from the major Tauern railway. A private bus service connects the railway station with the city centre.

WERFENWENG (650 INHABITANTS)

1,800 beds are offered and about 190,000 overnight stays per year are counted.

Since Werfenweng has not got a railway station of its own, a dial-a-taxi-service improves the 14 km connection to the railway stop in Bischofshofen. A car-rental / car sharing service with electric vehicles has been implemented for the local inhabitants as well as visitors arriving without their own car.

PROJECT COMPONENTS

- extension of walking and cycling paths as well as pedestrian zones
- replacing vehicles with internal combustion engines by electric vehicles for special purposes (car rental, car sharing, hotels, delivery): about 50 e-scooters, 30 e-bicycles and 15 e-cars are already in use
- bicycle and car rental
- first solar loading station for electric vehicles in Austria
- pilot project in luggage logistics for visitors travelling by train (door-to-door service)
- new offers in public transport: shuttle service to the train station, optimised city bus, ski busses, night taxis
- mobility management centre Pongau: responsible for a public transport network serving 25 communities
- first travel information system in Austria integrating all transport means in the Province of Salzburg and also international connections
- special interest group "Holidays from the Car", special "all-inclusive-packages" of the interest group ("mobile without a car"), presentation in tour operators' catalogues, visit of tourism fairs, point-of-sales activities, new design of the communities' public relation, information journeys for travel agency personnel
- all activities are accompanied by public relation measures, e.g. press releases, newsletters, media co-operations, visualisation in the community , events.



PROJECT LOGO



E-SCOOTER

Peugeot Scoot'elec in Bad Hofgastein.

COST AND BENEFITS

The five year project started in 1998. The implementation of all measures of the model project will afford financing funds of about 8 million EURO.

The evaluation of visits shows a good development and mostly disproportionate growth rates of overnight stays since the project was started. In particular member facilities of "Holidays from the Car" showed higher growth rates than other tourist facilities.

The number of visitors of Werfenweng in the winter season arriving by train increased from 16% (1997/98) to 25% (2000/01). In the same period the share of guest arriving by car declined from 78% to 66%. This change in behaviour led to a reduction of 1.2 million km by car or 375 tons CO2 in compare to the trend. Comparable regions still have an increasing number of tourists arriving by car.

The substitution of about 100 vehicles with internal combustion engines by electric vehicles led to substantial reduction of air pollution, noise and CO2 emissions proved by an EC funded study. Purchasing e-vehicles is supported with subsidies.

PARTNERSHIP

The project has an advisory board consisting of all project partners, which has the task of coordination and financing. Local coordinators supervise the implementation of the measures in the communities.

Public-private-partnerships were established in the field of transport services, electric vehicle manufacturers, logistic and telematic enterprises, energy industry as well as (international) tourism organisations and travel agencies.

An upcoming focus of the project is the international integration of the project. This was already started with the participation in the EU-co-funded "Alps Mobility" project, where project partners from Germany, Italy and Austria jointly developed practicable, environmentally friendly travel solutions in the Alps and mobility options at the holiday destinations. Further co-operations are foreseen.

RECOMMENDATIONS

The effects of the project are evaluated in economic and social terms as well as in terms of air pollution and noise. The results so far have proved that "Holidays from the car" is a practicable and interesting new tourism product offering high benefits. However, the successful implementation is only possible with the help of public funding in the beginning, especially in the field of electric car promotion, where electric vehicle prices were kept at the level of comparable vehicles with combustion engines.

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USEFUL INFORMATION

List of Publications

MILESTONE REPORT SPRING 2001 / **TRAFICO - /** **German, 2001**
Verkehrsplanung **English /**
Wien /

List of Internet sites

Sustainable Mobility - Carfree Tourism / <http://www.sanftmobil.at/>

ALPS MOBILITY (Transnational pilot projects for environmentally sound travel logistics linked with electronic booking and information systems in alpine tourism regions) / <http://www.alpsmobility.org>

THIS CASE HAS BEEN REALISED BY

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