Panel I – Portrait of tourism regions with sustainable mobility

- Werfenweng (Austria) and Alpine Pearls – Peter Brandauer
- Braunwald - Municipality Glarus Süd (Switzerland) – Fridolin Luchsinger
- Adamello Brenta Nature Park (Italy) – Joseph Masè

Moderation: Katharina Mayer-Ertl
Panel I – Portrait of tourism regions with sustainable mobility

Werfenweng (Austria) and Alpine Pearls – Peter Brandauer
Werfenweng

- **Location:** 900 m above sea level, Austria, Salzburg, Pongau, Werfenweng
- **Number of inhabitants:** 1,000
- **Number of arrivals/overnights:**
  - 66,000 arrivals
  - 275,000 nights summer and winter
  - 51% summer, 49% winter
- **Average Length of stay:**
  - 5.75 days in summer
  - 6.19 in winter
werfenweng
Alle Zeit der Welt
The samo-Card Werfenweng

You can get a samo card if:

- you stay at a samo host
- arrive by train, bus or plane

or

- hand over your car keys at the tourist board in Werfenweng

= mobility guarantee, all samo – Card services are included
Danke!
Merci!
Grazie!
Hvala!
Panel I – Portrait of tourism regions with sustainable mobility

Braunwald - Municipality Glarus Süd (Switzerland) – Fridolin Luchsinger
The consequent realization of the unique selling proposition «car-free mobility» across the whole chain of services - from the arrival in Braunwald to the departure.
• **Braunwald** is a holiday location in Switzerland (Canton Glarus).
• **350 inhabitants**, living mainly from tourism and agriculture.
• Accessible by **train** from the Zurich area (1h 50min.) and by **cable car** from valley to the mountain village.
• Number of overnights
  – Summer 2016: 29‘500
  – Winter 2016: 24‘000

• Length of stay:
  2.6 days on average

Source: braunwald.ch
Braunwald

“A small and fine holiday destination in the middle of the imposing Glarner Alps. A car-free family oasis where children laugh, parents recharge their batteries and where grandparents can be inspired”

Source: braunwald.ch
Realization of a consistent mobility system that valorizes the unique selling proposition «car-free mobility»

- **Module A:**
  «Exploitation of the first and last kilometer»
  - Incentives to use of public transportation
  - Guest experience

- **Module B:**
  «Relocation of the mountain station of the cable car»
  - Guarantee and improve access to the skiing area (today located in a sliding area).

- **Module C:**
  «Braunwald mobility system»
  - Sustainable mobility system, based on four elements: Politics, Technology, Organization and Marketing.
  - Reduction of immissions and emissions and sustainable mobility system in the village.
ALPENWEITER TOURISMUS-MOBILITÄTSTAG

JOURNÉE ALPINE DU TOURISME ET DE LA MOBILITÉ

GIORNATA ALPINA DEL TURISMO E DELLA MOBILITÀ

ALPSKO DAN TURIZEM IN MOBILNOST

Danke!

Merci!

Grazie!

Hvala!
Panel I – Portrait of tourism regions with sustainable mobility

Adamello Brenta Nature Park (Italy) – Joseph Masè
ALPENWEITER TOURISMUS-MOBILITÄTSTAG
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ALPSKO DAN TURIZEM IN MOBILNOST

Adamello Brenta nature Park
President – Mr. Joseph Masè
Short presentation of the municipality/area

Location: Italy,
Trentino Alto Adige,

Geopark = 1.188 Km²
since 2008

Nature Park = 620 Km²
since 1988

Rendena Valley analysis
Short presentation of the municipality/area

Number of inhabitants

Total area
45.550

Rendena Valley
9.918
Short presentation of the municipality/area

Number of arrivals:
Summer 2016 = 82,104
Winter 2016-17 = 142,676

Number of overnights:
Summer 2016 = 381,826
Winter 2016-17 = 664,358

Average Length of stay:
4,6 days
Unique selling proposition of the area:

1) **Val Genova** from 2003

17 Km bus shuttle
€1,00 every route

wheeled train
€3,00 every route

2017 People traveled =
56,076
Unique selling proposition of the area:

1) **Val Genova** from 2003

- 17 Km bus shuttle
  - €1,00 every route

- Wheeled train
  - €3,00 every route

2017 People traveled = 56,076
Unique selling proposition of the area:

2) **Malga Ritort** from 2008

3 Km wheeled train
free

2017 People traveled =
91.584
Unique selling proposition of the area:

2) **Malga Ritort** from 2008

3 Km wheeled train
free

2017 People traveled =
91.584
Unique selling proposition of the area:

3) **Panorama Tour** from 2017

First real Mobility network:
- Vallesinella bus shuttle +
- M d Campiglio bus shuttle +
- Ritort wheeled train +
- Cableway +
- Path network

€2,00 every route
€7,00 daily pass

2017 People traveled = 378
Unique selling proposition of the area:

3) **Panorama Tour** from 2017

First real Mobility network:
- Vallesinella bus shuttle +
- M d Campiglio bus shuttle +
- Ritort wheeled train +
- Cableway +
- Path network

€2,00 every route
€7,00 daily pass

2017 People traveled = 378
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