Werfenweng

GO GREEN: a the sustainable tourism concept

Dr. Peter Brandauer, Mayor Werfenweng
Karmen Mentil, Director Alpine Pearls
We introduce: Werfenweng, Austria

- 1,000 inhabitants, 900 m above sea level
- 45 km south of the city Salzburg, in the Salzburger Land
Tourism in Werfenweng

- 2,000 guest beds
- 66,000 arrivals
- 275,000 nights
- 50% summer tourism, 50% winter tourism
Vision – elaborated with the local community in 1994
GREEN Forerunner Werfenweng, Austria

- Soft-mobility vision developed 1994
- Participation in Austrian Development Initiative "Sanfte Mobilität – Autofreier Tourismus“ (starting 1997)
- Participation in various EU-Projects, eg Alps Mobility 1 and Alps Mobility 2 (2000 – 2006)

Results:

- Development of an outstanding sustainable tourism offer
- Transnational networking, leading to the foundation of Alpine Pearls
“soft mobility“ car free tourism

Goals:

- Improvement of the environment and lifestyle for locals and guests
- Environmental friendly mobility and change of the mobility use from locals and guests
- Sustainable tourism model, which should guide Austria and foreign countries
- Use eco technology in a wide range
“soft mobility“ – car free tourism
The tourist package „samo–Card“

As a holiday guest in Werfenweng you can get a samo card if:

you stay at a samo host (specialized hotels)

AND

• arrive by train, bus or plane

or

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

With this samo-card all mobility services are included, no extra cost
Samo-car: mobility

- Werfenweng Shuttle: connection from the train stations Bischofshofen, Pfarrwerfen and Werfen to Werfenweng
Samo-Card: mobility

- Elois / public taxi: your private shuttle service, Mercedes Vito E-CELL
- Night taxi
Samo-Card: mobility

E-cars

• 5 Renault ZOE, 1 E-Smart, 1 Renault Twizy

• Powered by solar energy

• 5 BMW i3 – since July 2017
Samo-card: fun vehicles

- Elector cars and fun rental at the village center “Dorfplatz“
- E-Bikes, Pedelecs, E-Mountainbikes
- E-scooters
- Segways, Twizy and more fun-vehicles
- Mountainbikes and Citybikes
- Scooters for kids
- Tandembikes, more........
Samo-card: fun vehicles
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Samo-card: advantages during summer

- Day trips by bus
  - Salzburg
  - Cave of the Ice Giants
  - Castle Hohenwerfen
  - Skijump in Bischofshofen
- Guided hikes: huts and herbs
- Bike taxi
- Entrance fee leisure park / swimming lake Wengsee
Samo-card: advantages during winter

- Horse sleigh
- Lama trekking
- Guides snowshoe walks
- Cross country equipment
- Cross country trail fee
- Sled rental
Samo-card: advantages during winter
Where does the energy come from?

Solar energy:

• Solar charging stations for e-cars
• Solar power plant Werfenweng
• Solar park
• 54 solar lamps
Samo concept – who benefits

- Environment
- Tourist businesses
- Guests
- Locals (project “wirSamo”)

![Image of horse-drawn carriage and snowy mountains]
samo – benefits for the environment

- 25% train arrivals
- Minus 2,000 tons CO2/year
samo – benefits for the Tourism Businesses
samo – benefits for the locals

• Employment: jobs created for locals through new activities

• Improvement of the image: we are proud to live in a model village

• Cooperation of hotels – mutually strong...

CREDO: No MUSTS - just ADVANTAGES
International networking and branding

- Werfenweng is founding member and seat of Alpine Pearls
- Alpine Pearls is an association of 25 holiday destinations in the Alpine Space co-operating for sustainability and soft mobility
Members of Alpine Pearls
Alpine Pearls stands for … Holidays with mobility guarantee

1. Our Alpine Pearls are easily accessible via train and long-distance bus connections.

2. Last mile: Pick-up services care for the transfer from the train station to the hotel.

3. Guaranteed mobility in the destination thanks to a broad offer of mobility services

4. Trip planning made easy: Hosts support to organize the trip by public transport and motivate to use mobility services
Thank You for your attention!

www.werfenweng.eu
Tourism association of Werfenweng
https://www.facebook.com/werfenweng/

www.alpine-pearls.com
The network of Alpine pearls
www.facebook.com/AlpinePearlsHoliday

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