

## Group 1

- **Awareness/ Information Provision.** In some cases, both visitors and inhabitants, had not heard about SAMO or did not recognise straight away. Thus, raising awareness through better information provision and marketing techniques is essential for SAMO's further development
- **SAMO to replace inefficient PT.** Generally, people do not think public transport operates at a high standard in the region and thus do not use it. However, instead of using SAMO's plethora of mobility options they tend to rely on their own car
- **The role of IT.** Although some people prefer personal contact with the information office, they stated that an online platform e.g. smartphone application could be helpful for bookings thus, skipping the queues. Therefore, we believe that an app that would be complementary to the information office (which would only be to provide particular information) could add to the overall experience whilst making SAMO more efficient (real time information about fleet availability, carbon savings -> **help create sustainable** behaviours, etc
- **Main/Concluding point:** Make SAMO more efficient in the way it works -> offer a better experience

## **Group 2**

- **Awareness** -> Hosts must engage more in communicating SAMO (we noticed that many hotels do not state they are SAMO hosts -> They should already know about SAMO at the time they are in Werfenweng
- **In addition** awards can be given to the hosts (e.g. tax-incentives, more visibility at Alpine Pearls website, receive award/certification)
- Offer a more attractive deal for families -> children 7-14 should not pay as much as adults **however** we don't know if the economics of the project allow it
- **Create Sustainable behaviours** -> people should know what soft mobility is so they can become more conscious of their actions. Measuring their carbon footprint and emissions saved during their stay in Werfenweng should be incorporated -> **IT can help!** or collect all the pins game.
- **Develop a feedback service** in order for the costumers to raise their concerns/views and the developers of the project to get an inside look (customers point of view)