Panel III – Guest cards for mobility

- Guest card Bohinj (Slovenia) – Klemen Langus
- Guest card Berchtesgaden Königssee (Germany) – Franz Rasp
- Museums and Adventure pass Liechtenstein – Renate Bachmann – *not present, due to illness*
- South Tyrol Mobilcard (Italy) – Günther Burger

Moderation: Robert Thaler
Panel III – Guest cards for mobility

Guest card Bohinj (Slovenia) – Klemen Langus
BOHINJ MOBILITY GUEST CARD

Klemen Langus, Turizem Bohinj
DEEP GLACIAL VALLEYS
RICH CULTURAL HERITAGE AND PICTURESQUE VILLAGES WITH A CAREFULLY TENDED CULTURAL LANDSCAPE
JULIAN ALPS BIOSPHERE RESERVE - MAN AND BIOSFHERE
SUSTAINABLE TOURISM – MUST!!!
PROMETNI KAOS OB BOHINJSKEM JEZERU!
PROMETNI KAOS OB BOHINJSKEM JEZERU!
PROMETNI KAOS NA POKLJUKI!
Year of foundation/implementation:

2002 - first edition of Bohinj guest card
2015 – Bohinj guest card becomes Bohinj MOBILITY guest card
2016 – Bohinj Winter mobility guest card is introduced
KARTICA
MOBILNOSTI
GOST BOHINJA
BOHINJ MOBILITY
GUEST CARD

OD 19 EUR NAPREJ
FROM 19 EUR

3, 5 and 10 days card
NEW IN 2017/2018

3, 5 and 10 days card
Area of validity

Bohinj
+ other destination – Radovljica, Kranj, Ljubljana, Postojna, etc.
Validity of the card until 2016

Mobility card is valid for the time staying in Bohinj

**INDIVIDUAL**
WITH OR WITHOUT PARKING

**FAMILY**
WITH OR WITHOUT PARKING

*Condition:* min 2 overnights in the destination

Valid also for holiday homes owners
Share of guests using the card:
(number of cards issued vs. number of overnights - Summer 2017)
Validity of the card from 2017

*technical upgrade (Feratel system)*

- 3 days = 19,00 EUR
- 5 days = 26,00 EUR
- 10 days = 29,00 EUR

Valid for: 1 adult + 1 child (until 14 years)

**Condition:**
Only for guests of Turizem Bohinj partners*

*destination partnership for promotional activities (135 partners out of 230; 79% of the partners budget)*
Bohinj mobility card 2017

- new system - Feratel
- 3, 5 and 10 days card
- No family card
- No card for holiday homes owners

Arrivals - overnights 2017

<table>
<thead>
<tr>
<th>Month</th>
<th>Arrivals</th>
<th>Overnights</th>
</tr>
</thead>
<tbody>
<tr>
<td>apr</td>
<td>7.118</td>
<td>16.862</td>
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<tr>
<td>may</td>
<td>9.710</td>
<td>21.594</td>
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<tr>
<td>jun</td>
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<td>jul</td>
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<td>aug</td>
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Issued Mobility Guest Cards 2017

<table>
<thead>
<tr>
<th>Month</th>
<th>Guest Cards</th>
</tr>
</thead>
<tbody>
<tr>
<td>apr</td>
<td>50</td>
</tr>
<tr>
<td>may</td>
<td>102</td>
</tr>
<tr>
<td>jun</td>
<td>457</td>
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<tr>
<td>jul</td>
<td>1.449</td>
</tr>
<tr>
<td>aug</td>
<td>1.536</td>
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</tbody>
</table>
Unique selling proposition of the project:

Free public transport, free parking, free admisions, attractive discounts, special family offer...
Available from 1 April to 31 October.

SUMMER BOHINJ MOBILITY GUEST CARD

...... IT MAKES YOU MOBILE

- **FREE!!** bus rides around Bohinj
- **FREE!!** Summer TOURIST BUS Savica – extra public transport in July and August
- **FREE!!** summer hop-on, hop-off bus rides to Pokljuka
- **FREE!!** ride with panoramic boat on Lake Bohinj
- **FREE!!** entrance to Savica Waterfall and Mostnica Gorge
- **FREE!!** entrance to all Museums in Bohinj
- 50 % discount on return bus tickets from Bohinj across Gorenjska region, to Ljubljana
- 50 % discount on return train tickets (Jesenice-Bled-Bohinj-Most na Soči-Nova Gorica)
- 20 % discount on return ticket for cable car to Vogel
BOHINJ WINTER MOBILITY CARD  Available from 1st December to 31st March

• **FREE!!** bus rides around Bohinj
• **FREE!!** SKI BUS to Ski center:
    Vogel, Soriška planina, Pokljuka, Krvavec and Kranjska Gora
• **FREE!!** Aqua park Bohinj
• **FREE!!** Ski rental (cross country skiing, ice skating etc)
• **FREE!!** entrance to all Museums in Bohinj
• 50 % discount on return bus tickets from Bohinj across Gorenjska region, to Ljubljana
• 50 % discount on return train tickets (Jesenice-Bled-Bohinj-Most na Soči-Nova Gorica
Strategically:

1. The main area of TNP does not allow any entry of vehicles with internal combustion engines vehicles.
2. Soft mobility is introduced and stimulated on the entire area of Bohinj Municipality.
3. Transit traffic is eliminated from the centres of Bohinjska Bistrica and Stara Fužina.
4. Motor transport is calmed in settlements and road surface is transformed (paving).
5. Introduction of cycling routes.
6. Intelligent Transport System introduction

To contribute to traffic regulation and make it nature- and people-friendly; to enable quality living for the local population; to contribute to the development of sustainable tourism.
Panel III – Guest cards for mobility

Guest card Berchtesgaden Königssee (Germany) – Franz Rasp
Guest card: Gästekarte Tourismusregion Berchtesgaden- Königssee

Validity-Location: Deutschland, Bayern, Berchtesgadener Land, Berchtesgaden, Schönau am Königssee, Ramsau, Bischofswiesen, Marktschellenberg

Number arrivals/overnights: 0,6 / 2,4 Mio (1,7 / 0,7)

Average Length of stay: 4,0 Days
Unique selling proposition of the project:

*Kostenloses Busfahren auf allen Linien in der Region und in der Regionalbahn*

*With Guestcard: free use of Bus an local Train in the Area with over 100 Bus – Stops*

Foundation year / year of implementation: 2009
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!
ALPENWEITER TOURISMUS-MOBILITÄTSTAG
JOURNÉE ALPINE DU TOURISME ET DE LA MOBILITÉ
GIORNATA ALPINA DEL TURISMO E DELLA MOBILITÀ
ALPSKO DAN TURIZEM IN MOBILNOST

Liechtenstein
Museum & Adventure Pass

Renate Bachmann - unfortunately ill
Guest Card

Liechtenstein Museum & Adventure Pass

„Liechtenstein all inclusive“

Liechtenstein Marketing
Äußestrasse 30
Postfach 119
9490 Vaduz
Liechtenstein
T +42 3 239 01 93
info@liechtenstein.li
www.tourismus.li

Winter/Sommer 2016/2017

Museums- und Erlebnispass
Museum and Adventure Pass

«Liechtenstein all inclusive»
Designed for

- FIT day trippers
- FIT overnight guests
- Locals

*The pass is not designed for group-tourists.*
The pass provides more than 30 fascinating attractions overall in Liechtenstein including the public transportation system in Liechtenstein which connect all sights in a very comfortably way.
Key facts – Principality of Liechtenstein

- 160 km² / 38‘000 inhabitants
- 38 Hotels / 45 holiday apartments
- 1264 guest-beds
- Sommer 2016: 48‘524 arrivals / 78‘912 overnights
  Winter 2016: 22‘230 arrivals / 51‘904 overnights
- Average Length of stay: 1.8 days
Unique selling proposition of the project:

To discover the whole country with more than 30 fascination attractions within three days or discover the main attractions of the Principality within one day in Vaduz and Malbun including public transfer.

Foundation year / year of implementation: 2008
Main areas and attractions

City-Center Vaduz (Capital)

- 5 Museums door to door
- City-train
- Princely winery

Alpine region Triesenberg-Malbun

- Falconry Galina
- Cable Car Sareis (Summer & Winter)
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 III – Guest cards for mobility

South Tyrol Mobilcard (Italy) – Günther Burger
SOUTH TYROL

Guest cards system
Guest cards

What for?
around 6 million arrivals/year
Why should public transport and museums be packed in one ticket?
1,4 mill. museum visitors
80 museums and collections
whole public transport
2010

one technical system for the entire region of South Tyrol

standardised software, general terms of use, exchange of services between the different cards, integration of mobility and museums
+100% increase of entrances in museums
sale vs. integration

Data 2016

130,000 tickets

1,150,000 tickets
sale vs. integration

For services with high fixed costs (e.g. bike rental)

- no long sales talk
- high added value
- instrument to manage guest flows
- great potential
How do tourists spend their time?
Data 2012 – 2016

utilized tickets 3,748,936
utilization TOTAL 23,061,477
hotels participating 4,000
utilization MUSEUMS 692,902
utilization bike rental 106,740
Technical implementation

flexible exchange of services between different ticket cycles

about 500 points of acceptance

real time data transmission

interfaces to third-part systems (e.g. cable cars)

Card management and utilization statistics at hotels

services and terms of use of the administration system can be changed at any time (flexibility)
And in which direction will all this grow?
about 50 offers concerning the topic wine

additional services (excursions, leisure, sports etc.)

included in the price of the room

integration between museums and mobility
analysis of guest behaviour: generation of profile, 1:1 communication with the guest during his stay

90,000 tickets per year

600,000 utilized services per year

whole public transport of South Tyrol

80 museums and collections

cable cars, swimming pools, guided city tours and excursions, ice-skating etc.
So everything is **perfect**
Sommercard Gold Reschneypass – Nauders
Vinschgaub Card
Mobilcard
museumobil Card
bikemobil Card
Algund Card
Dorf Tirol Card
Schenna Card
Meran Card
Merano Plus Card
Winepass
Winepass PLUS
Bozen Card
Bozen Card PLUS
Ritten Card
Seiser Alm Live Card
Seiser Alm Live Card PLUS
Klausen Card
Val Gardena Card
Brixen Card
TourCard
SkiMobileDolomites Card
Holidaypass Pustertal
Drei Zinnen Card
Tauferer Ahrntal Card
One ticket for South Tyrol?
Danke!
Merci!
Grazie!
Hvala!
Panel III – Guest cards for mobility

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