

Examples of low-energy mobility in touristic areas

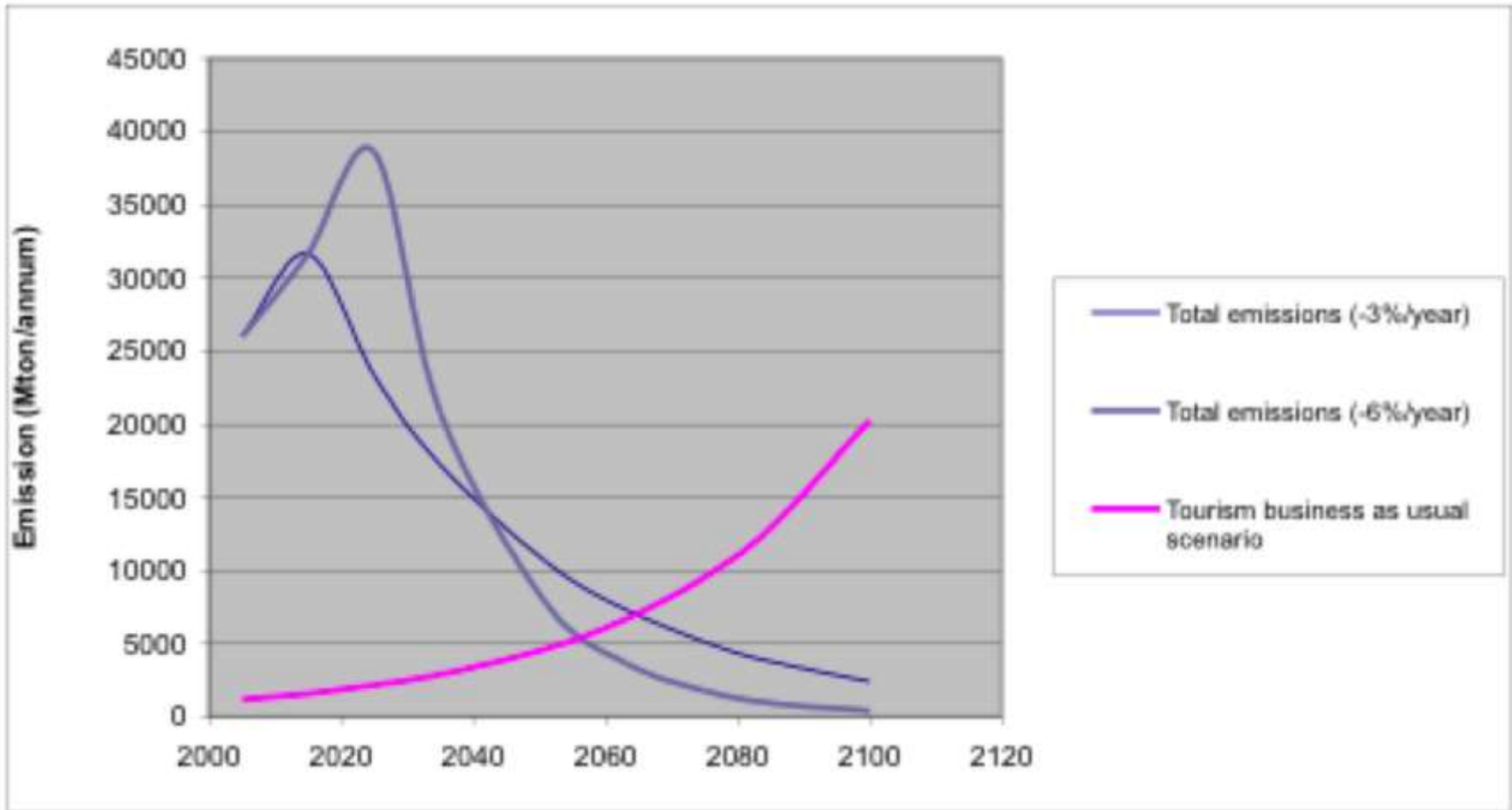
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Emissions from tourism and global reduction needs



Source: Peeters 2009

The Alpine Pearls

The "soft mobility" concept was "invented" in Werfenweng in 1999, as a measure to revitalize the destination, which saw declining tourist numbers.

This successively resulted in the foundation of the Alpine Pearls network, which was funded as an EU project in 2003-2006, and now comprises 24 villages in six countries. The marketing focus is on **soft mobility** (fewer cars)

The screenshot displays the website's layout with a green and white color scheme. At the top, there are two columns of navigation links. The left column includes 'Guarantee of quality', 'Journey train / coach', 'Holiday packages', and 'Culinary arts'. The right column includes 'Pearls necklace', 'Train connections', 'Long-distance hiking trails', 'E-bike Alpine Flyer', 'Neutral Climate Holidays', and 'Snowshoe hiking'. Below these is a 'Webcams' and 'Map' section featuring a map of the Alpine region with various locations marked. To the right of the map, there are social media icons for Twitter, Facebook, and others, along with the text '... holidays with in the most beautiful a'. Below the map, there is a section titled 'The Pearls' with a list of countries: Germany, France, Italy, Austria, Switzerland, and Slovenia, each accompanied by its national flag. At the bottom left, there is a small image of a hotel interior with the text 'Genießerhotel Sonnalp'. The main content area on the right contains the heading 'Alpine Pearls' and the sub-heading 'The Alpine Pearls – Enjoy Holidays with True Awareness'. The text below describes the holiday experience, emphasizing environmental consciousness and cultural variety. It also includes sections for 'Alpine Nature and Culture – Up Close and Personal' and 'Mobility Without a Car – Holiday Pure', both describing the network's commitment to soft mobility and environmental protection. The 'pearlplus' logo is visible in the bottom right corner.

Guarantee of quality
Journey train / coach
Holiday packages
Culinary arts

Pearls necklace
Train connections
Long-distance hiking trails
E-bike Alpine Flyer
Neutral Climate Holidays
Snowshoe hiking

Webcams
Map

... holidays with
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Alpine Pearls

The Alpine Pearls – Enjoy Holidays with True Awareness

Holidays are your precious time off-work. You look forward to relaxation, fun-filled activities and cultural diversions. Yet you still desire to do your bit to sustain nature and to protect the environment and climate. With the Alpine Pearls, you'll have both – gorgeous Alpine regions and a soft environmental footprint.

Alpine Nature and Culture – Up Close and Personal

The Alpine Pearls is a network of 24 communities that offer easy, yet comfortable ways to enjoy holidays in environmentally conscious fashion. Climate protection and nature conservation via soft mobility are part and parcel of the Alpine Pearl association's focus. Yet, it also tries to achieve cultural variety. And it shows! The ethnic character of the Pearls is untouched by modern urban development and regional cuisine offers delicacies for the pickiest gourmet.

Mobility Without a Car – Holiday Pure

The Alpine Pearls offer soft mobility throughout your entire holiday: From the time you arrive here by bus or train to the time you leave, your mobility is guaranteed. Softly mobile offers abound and we are always happy to help and consult. To make sure you can rest and relax, all of our Alpine Pearls have car-free areas. Take your time to explore the streets and alleys of the villages and towns – by foot or electric bicycle. Enjoy the mountains on a traditional hike, on horseback or, even more actively, on a mountain bike.

Get to know the amazing variety of the Alpine Pearls and enjoy an environmentally conscious, yet care-free holiday in the most superb Alpine villages.

Genießerhotel
Sonnalp

pearlplus

Werfenweng, 2008



- "We arrive in Werfenweng in the afternoon. However, this is not the village we imagined it to be! My first impression is that there are cars, cars, cars - everywhere. Most of them parked all around the village or in the streets. There is no area that is really 'car free'".

Family Resort Werfenweng points out that it is part of the **model community for soft mobility**. As such, it rewards all guests not coming by car with a soft mobility pass, i.e. everyone coming by train **or aircraft**.

Family Resort Werfenweng also gives away complimentary car fuel (20 l) to anyone booking a one week stay in August!



1 Benzinkanister prall gefüllt!
für Ihren August-Urlaub

„Alles Inklusive“ und gratis tanken!

Wir lassen uns viel einfallen! A >>*mehr...*

Testwochen: Neue Familienzimmer

Die **neu gebauten Familienzimmer „Eiskögel“** bieten viel Komfort, eine moderne, familienfreundliche Ausst >>*mehr...*



...and the locals?



...keep driving!

What is sustainable destination mobility?

- Lower share of aviation (coming to/leaving destination)
- Higher share of public transport
- Low-carbon transport

=> Destination mobility needs to be
“electractive” (electric – attractive)

What is "electractive"?

- Electric: power sourced from renewables
- Attractive: trendy, reliable, affordable, fun, frequent, easy to use, comfortable, convenient, close by (TRAFFECCC)

Trendy

DD: "Is that your car???"

JT: "Yeah! It's the ... Cadillac of Hybrid cars."

DD: "But what about SPEED?"

JT: "If you are important, people are waiting."

Danny de Vito and John Travolta
in "Be Cool" (2005)



Reliable

- Swiss Railways: 322 million passengers in 2008, or **50 trips per Swiss resident per year**
- 300,000 all-year pass customers (population 7.6 million)
- >96% punctuality rate (within 5 minutes of stated arrival time)
- (trying to compensate for delays at the border)

Affordable

- Hasselt, Belgium: public transport free of charge

Bus use data	1996	2000
Passengers	29,786	316,722
Buses	8	40
Routes	4	9
Journeys (daytime)	84	510
Drivers	18	80

Source: Gramm and Pesch (2009)

Konus guest card: Everyone pays 2 €/night at accommodation – those who want use public transport for free, those who continue to use cars pay for everybody else.



Gästekarte



Als Fahrausweis nur gültig im ÖPNV (Öffentlichen Personennahverkehr) in der 2. Klasse in Verbindung mit einem amtlichen Lichtbildausweis. Es gelten die Tarifbestimmungen und Beförderungsbedingungen des jeweiligen Verkehrsverbundes. Weitere Nutzungsbedingungen von KONUS können bei der Tourist-Information oder unter www.konus-schwarzwald.info erfragt werden. Die KONUS Gästekarte ist **nicht** übertragbar. Gruppen-Teilfahrtscheine erhalten Sie in Ihrer Touristinformation vor Ort. Die Gästekarte berechtigt zu Vergünstigungen bei Ausflugszielen im gesamten Schwarzwald.

Fun: "Pleasure mobility" in Werfenweng

- The overall promise is that you remain mobile, even when you do not arrive by car.
- Travellers arriving by train are rewarded with the SAMO pass (sanfte Mobilität/soft mobility). The pass gives access to "pleasure mobility" (*Genussmobilität*), i.e. Vehicles muscle- or electricity powered.



Easy to use

- Facilitated through IT
- How to get from A to B, when, at which cost?
- Payment systems?



Apps to find your way including all public transport modes now exist in the Netherlands; train specific apps exist in Switzerland, Germany.



Comfortable

- More space than the car?
- Internet access?
- Quiet? Or optionally "noisy"?



Convenient

- Direct connections?
- Changes easy, enough time?
- Payment straight forward – even over borders, and involving different transport modes?

Euregio Lake Konstanz transborder tickets, involving Austria, Germany, Switzerland.



The future: Radically changing destination transport systems

up to 2015:

- Carrot and stick approach → translating into regulations, taxes and incentives
- Enforcement of existing regulations
- Destination transport free of charge

Up to 2020 (?):

- No in-situ payment necessary any more
- Every second road transformed into green park area?
- SUV drivers paid to use smaller cars or public transport?
- ...

Low CO₂ Pilot Project in Kiel Region

„*Bäderbus*“ (beach bus - in planning phase)

- concept to offer public bus transportation to replace car traffic to the regional beaches
- Bus transports beach guests **and bicycles !**
- Convenient & affordable shuttle service to the nearby beaches
- Enables cycling recreation at the waterfront
- Avoids traffic jams to and from the coast
- Avoids parking problems & parking fees
- Reliable time schedules, provided via mobile phones
- Communities cooperating instead of competing
- operating company must still be found

„Bäderbus“ - Region



City of Kiel and 10 adjacent coastal communities
Relying strongly on beach and coastal visitors for
tourism revenue

How far will we get with
TRAFFECCC
and how quickly ?

