



Panel III - Guest cards for mobility



Klemen Langus Turizm Bohinj (Slovenia)

Since 2000 Klemen Langus, born 19.8.1972, is working for Turizm Bohinj and became the Director in 2007. Furthermore he is project manager for the project Archaeological park Ajdovski gradec, coordinator for EU projects (Emma`s pilgrimage route, SILMAS, Leader project Botanical gardens, Z elektro kolesom zmorem več, Manjši muzeji, Semenj, Najboljše iz Bohinja, Slow tourism - CBC Slovenia - Italy, MOTOR - CBC Slovenia - Italy, Naturally Bohinj - Principality of Monaco, Office of International Cooperation). In his leisure time he is organist at the local parish church of St Nicholas, and conductor of the church choir, director and player at local theatre group.

The **Bohinj Mobility Guest Card** plays an important role in informing the local community on the purposes in the field of traffic calming as well as the promotion of alternative forms of nature-friendly mobility. The card enables guests who spend at least two nights in Bohinj free parking, free bus rides in Bohinj free entrance to cultural and natural sights such as museums, waterfall, gorges etc. and discounts for the use of other means of public transport. These are the Ski Bus and Bohinj Ski Train during the winter which reduce the traffic burden caused by visitors who come to the Vogel Ski Centre. We have introduced additional bus rides during the summer season (Hop-on Hop-off bus to the Pokljuka, bus that drives along the Upper Bohinj valley and to the Savica Waterfall), we regularly collaborate with the Slovenian Railways and promote the use of trains. In collaboration with CIPRA and other destinations, we collaborate each year at the implementation of the project Timetables in the Alps. We have marked 22 hiking trails in the valley within the Hiking Trails in Bohinj project. We have also purchased 10 additional electrical bicycles.

The increased rate of use of the Bohinj Guest Card is quite inspiring. The tendency to use buses, bicycles or just walk around Bohinj to explore it, is increasing, since visitors leave their cars at their hosts (hotels, campsites, apartments). Visitors also often decide to visit neighbouring destinations (Bled, Soča valley) by train and bus. It is quite inspiring that during the season, many single-day visitors park their cars 5 km before the lake and decide to arrive to their destination by bike on the cycling route. Bohinj mobility guest card makes guests mobile without using their own cars.



Franz Rasp Berchtesgaden-Königsee (Germany)

Franz Rasp, born 1972, is Mayor of the "Alpine Pearl" Berchtesgaden since 2008 and Chairman of the Tourism Region Berchtesgaden-Königssee since 2014. He is currently responsible for the repositioning of the branding and the reorganization of the tourism structures of the Berchtesgaden region, initiated by himself.

In **Berchtesgaden**, guests can travel free of charge by bus and regional train throughout the entire region with their guest card. More than 100 stops are served all year round. At present, the existing system is being extended by a call bus system, closing the gap between the scheduled bus and taxis. The Berchtesgaden region aims to create a central mobility platform for guests and locals, controlled and operated by the local communities. The aim is to integrate real-time timetable information as well as the booking of taxi and call-bus services via a single telephone number or a single mobile device application.



Renate Bachmann Liechtenstein Tourismus (Liechtenstein)

Renate Bachmann, born 1959, is married and has 1 adult son (Dr. jur.) with his own small family - she has a granddaughter. Renate is Austrian citizen and since 1993 resident in Vaduz / Principality of Liechtenstein. She has a vocational training as accountant and is working since 1988 in the field of marketing. 1998 she graduated from the University of Liechtenstein with a degree in Industrial Engineering. Since 1994 she is working for the Liechtenstein tourism industry, is co-founder of the Liechtenstein Hotel and Gastronomy Association and since 2015 she is head of Liechtenstein Marketing for the tourism sector. In addition, she is state-certified flying instructor for hang- and paragliding and certified national ski instructor.

The **Museum and Adventure Pass** „Liechtenstein All inclusive“ provide the guests with ideas to discover the Principality of Liechtenstein in its most exciting way. 30 attractions are included. The pass is also valid for the bus connections (public transportation system) and is the ideal connection to Swiss Railway Pass „Swiss Pass“. The pass includes direct connections to SBB in Switzerland and ÖBB in Austria. All included attractions are connected to the public bus transportation system. The pass is ideal for a day-trip through Liechtenstein or for sightseeing during overnight stays. Originally designed for guests, also locals use the pass. Customers can choose between 1 day / 2 day / 3 day pass.



Günther Burger Autonome Provinz Bozen - Südtirol (Italy)

After his successful studies in Engineering at the University „La Sapienza“ in Rome, Günther Burger worked for the Company „Alenia Marconi Systems“ in Rome, division ATC (Air Traffic Control) where he developed specifications for air traffic control systems. In 2001 he moved to South Tyrol and was employed by the IT company „Deltador“. In 2003 he changed to the Provincial administration of South Tyrol. In November 2009 he managed the Office for Passenger transport. Since 2013 Günther Burger is the Director of the Department Mobility with competences in public transport, cable cars, freight transport, airport, vehicles and driving licences.

Günther Burger was project manager for the introduction of the „Südtiroltakt“ (new regular interval timetable train-bus) with main focus on rail transport, for the improving of the local railway line „Pustertalbahn“, for the development of the tourist ticket system and for the introduction of the new pricing system „Südtirol Pass“ on the 14th February 2012.

As one of the main responsible person for the elaboration of the new provincial law 15/2015 concerning public mobility, he accompanied the whole administrative procedure through the different boards (provincial government and provincial legislative assembly) until the final approval of the law.

Günther Burger grew up in the idyllic valley Gsiesertal (Pustertal). He currently lives with his wife and his two young sons in Brixen.

The presentation gives a short overview on the current system of **guest cards** and relevant services **in South Tyrol**. The system is financed through a tourist tax and offers many advantages for hotels and tourists thanks to the integration with an efficient electronic data and validating system. The presentation provides also information on data and passenger numbers.