



## Panel I - Portrait of tourism regions with sustainable mobility



### Peter Brandauer Werfenweng (Austria) and Alpine Pearls

Peter Brandauer, born 24.11.1960 in Austria, he was elected in 1989 with 28 years as youngest mayor of the Land Salzburg. Furthermore, Peter Brandauer is chairman of the regional association for spacial development Regionalverband Pongau.

**Werfenweng** became model village for soft mobility thanks to Peter Brandauer. But Werfenweng is not only focusing on soft mobility, also renewable energy concepts and new forms of improving the quality of life in this mountain region is being tried. Werfenweng is a success story on its own with its strategy and implementation of sustainable tourism. It became a target for visitors from all over Europe interested in alternative forms of tourism.

Today, Peter Brandauer is the president of ALPINE PEARLS, a trans-national network of 25 alpine tourism areas focusing on soft mobility.

As a label for environmentally friendly travel, the **Alpine Pearls association** focuses on sustainable tourism since the foundation in 2006. Member tourism destinations need to fulfil a comprehensive criteria catalogue regarding sustainable tourism with a focus on soft mobility. Many different solutions were developed, eg. shuttle buses, free access cards for public transport, e-car rentals, bike rentals in summer and snowshoe rentals in winter and different possibilities of fun mobility (bikes, Segways, hiking, horse riding, nordic walking, tobogganing, cross-country skiing, etc). The project "Alpine Pearls Hosts" connects all this with the accommodation providers. The hosts create special offers for holidaymakers without car.

Alpine Pearls commits to implement the objectives of the Alpine Convention as defined in the protocols "Tourism" and "Transport".

One of our member destinations is the village Werfenweng in Austria. Core of the soft mobility offer in Werfenweng is the so-called "SAMO-Card". This customer service card receive guests who arrive by train or bus OR leave their car key with the tourism info (price: 10 €). Holders of the SAMO Card can enjoy 100 % mobility guarantee thanks to a huge variety of local environmentally mobility offers they can use for free, e.g.: E-shuttle services, E-taxis, 12 e-cars to rent charged by solar power, Biogas cars, E-bikes, E-scooter, Segways, etc. Additional free advantages and offers / summer + winter: bus tours, guided hiking tours, bicycle taxi, swimming, horse coach/sledge, ice skating, trekking with lamas, guided hiking tours, guided snow-shoe walking tours, rental of sledges and cross-country equipment etc.



### Fridolin Luchsinger Braunwald - Gemeinde Glarus Süd (Switzerland)

Fridolin Luchsinger, born on the 12. May, 1956, is resident in Schwanden, Kanton Glarus, since 8 year the twice greatest community in Switzerland, called „Glarus Süd“. He is married and has 4 children, two daughters and two sons.

His profession is farmer and manages his own farm, 21 hectare land, 30 animals, cows, goats, ducks, horses and a dog. He produces Bio products. His son and his wife are supporting him so that he has time for the political in community and in canton Glarus. In the community he is communal councillor and there responsible for the buildings, for water and waste water and the traffic. By the canton he is district administrator, so he needs a lot of time for other things as the farm.

In his free-time he supports two young men in the training and competitions in cross country skiing and is also Swiss Olympic trainer.

«**Braunwald car-free**»: The consequent realisation of the unique selling proposition «car-free mobility» across the whole chain of services



*Aim of the project:* Braunwald is a holiday location in the canton of Glarus (Switzerland). The location with its 350 inhabitants is accessible by cable car only. The aim of the project is to realize a consistent mobility system that valorises the unique selling proposition «car-free mobility».

*Description of the project and current work status:* Three coordinated modules have been developed for the implementation of the project.

Module A: «Exploitation of the first and last kilometre». Realisation of a system to incentivise the use of public transportation instead of individual transport upon arrival and departure as well as the implementation of measures to improve guest experience. Work status: Guest experience was improved distinctively, «free door to door luggage transportation» has been postponed.

Module B: «Relocation of the summit station of the cable car» (the mountain station is in a sliding area today). Work status: Responsible actors are preparing the implementation of the project.

Module C: «Braunwald mobility system». Development of a sustainable village mobility system which is based on four elements: «Politics, Technology, Organisation and Marketing». Work status: All four elements are in the phase of implementation. Different e-vehicles (incl. taxi service) and an e-carriage are already in operation.

*Five-year plan:* Braunwald distinguishes itself as a small and nice holiday location with a consequently implemented unique selling proposition as «car-free village». The regional number of overnight stays have increased. The economic and social existence of the village is guaranteed in the long term.



### Joseph Masé Adamello Brenta Nature Park (Italy)

Joseph Masé, born 21.11.1968, is working as a lawyer and has his own Studio Legale. Beside this he is Mayor of the municipality of Giustino, Councillor of Board of directors Società Funivie Pinzolo Spa. and President of Adamello Brenta Nature Park.

The vehicular mobility represents a problematic environmental issue for the Alpine territories, and therefore for **Adamello Brenta Nature Park**. This territory is particularly sensitive and the infrastructures for the vehicles present risks. They can modify the natural landscape and interfere with the cultural tissue; they can bring to a loss of attractiveness on touristic market, and negatively contribute to pollution and climate change. The problem of mobility is linked to tourism, and the problem of tourism in protected areas is often linked to mobility. Paradoxically, the risk is transferring the chaotic traffic from cities to holiday places, where people look for a direct contact with nature.

Protected areas, as promoters of a new cultural approach, have to encourage sustainable models of vehicular mobility, accepting the challenge of developing a low-impact touristic offer.

Adamello Brenta Nature Park developed several projects for a sustainable development and mobility. The offer is accompanied by adequate marketing strategies and by widespread information. The sustainable mobility offer includes the pedestrians' and cycle's mobility, public transport and traffic regulation.

The strategy lies in creating a new way of thinking, making mobility and travelling a part of the holiday experience, raising the awareness of Park's visitors and their impact on these delicate areas. In this way it is possible to activate on future visitors a chain educative effect, that could be potentially adopted at home.

Today it's possible to overtake the "old" mobility model, starting from the protected areas, as the Adamello Brenta and other Alpine Parks have already experienced with success.