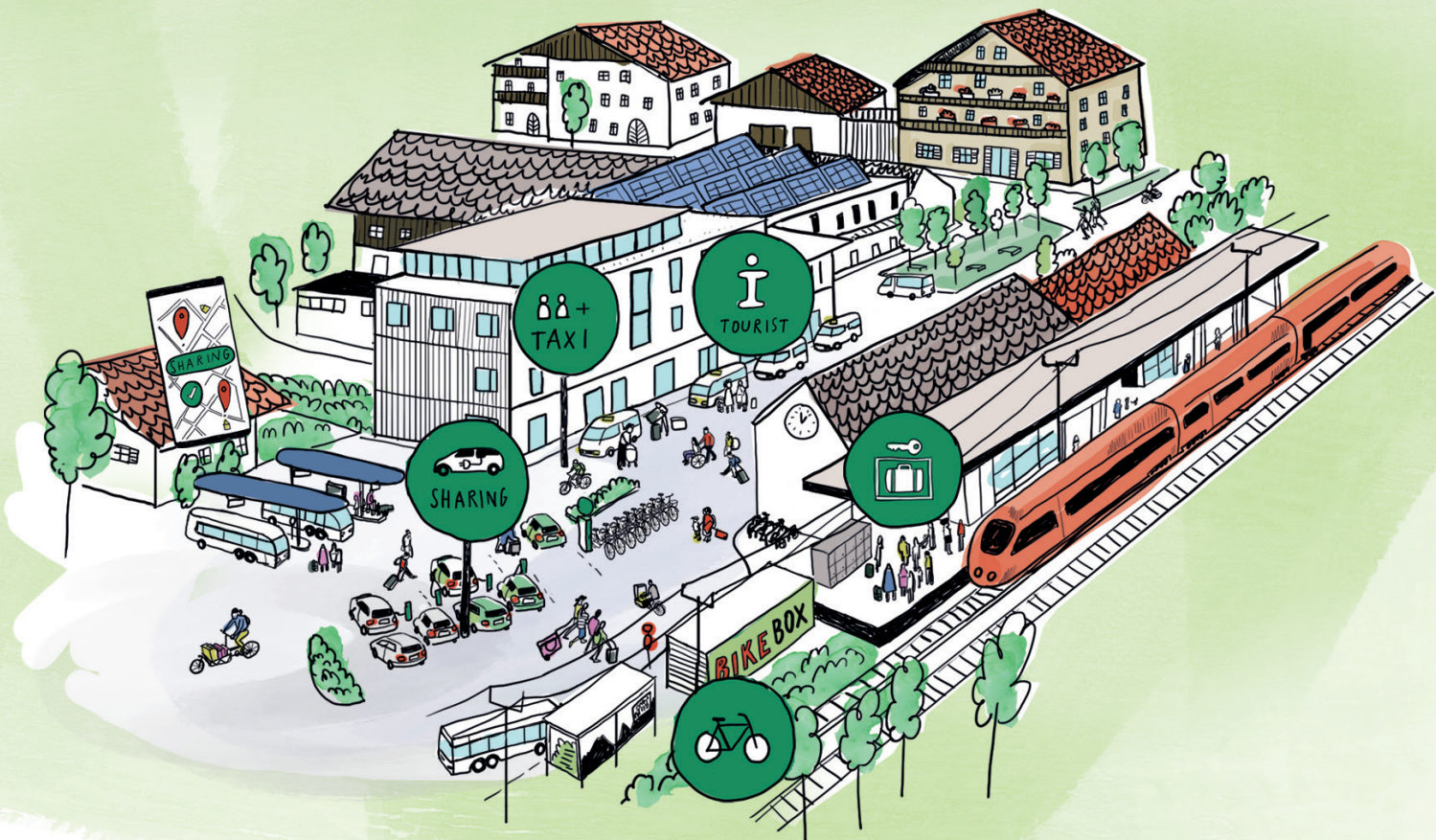


# Sustainable mobility and your tourist destination

A practitioner's guide







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Vienna, 2024

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# 1 Why eco-friendly mobility in tourism?

Eco-friendly mobility isn't just crucial to protecting the world we live in. It's also in growing demand from the market. For more and more people, sustainability-related issues are among the crucial factors in choosing a holiday. However, this also provides opportunities for the industry, as alternative mobility options make it possible to address whole new visitor groups.

The varied natural landscape and moderate climate make a major contribution to Austria's desirability as a tourist destination. Its demand segments in tourism are as varied as its regions. Mountains, lakes, rivers, cities, conservation areas, health and wellness, Alpine sports, health resorts, wine routes, congress tourism – Austria offers all this (and more) across a relatively small area. Nature and the landscape are by far the most important reasons for choice of destination in summer. In winter, this is pipped by the sports on offer (T-Mona, Austrian National Tourist Office, 2022).

In 2019, before the outbreak of the COVID-19 pandemic, tourism represented a direct and/or indirect share of 7.6% of Austria's GDP (Statistics Austria, 2022). After taking a significant hit from the pandemic, this share finally bounced back to 6.2% in 2022, with a rising trend in light of the growth in the number of overnight stays (BMAW, 2023).

Although important to Austria's economic performance, this sector brings its own pressures: According to the World Tourism Organisation, the industry produces 5% of the world's CO<sub>2</sub> emissions, a key contributing factor in climate change. Of these, 75% were produced by tourist transport (UNWTO-UNEP-WTO, Climate Change and Tourism – Responding to Global Challenge, 2008).

## 1.1 The dominance of the car

According to a study from the Environment Agency Austria comparing the greenhouse gas balance of various types of holiday in Austria, taking into account the journey to the destination, accommodation and activities, holiday activities themselves play more of a supporting role in greenhouse gas emissions (Environment Agency Austria, 2018). The biggest lever therefore lies in the journey to and from the destination, depending on which mode of transport is used.



According to the Environment Agency Austria (2022), a car emits 17 times as much carbon dioxide on average as a train per passenger kilometre (pkm) (209.1 to 12.2 g CO<sub>2</sub> per pkm).<sup>1</sup> In addition to climate-polluting carbon dioxide, conventional motor cars also emit nitrogen oxides and fine particulates, thus directly impacting human health.

However, the car remains the most popular mode of transport for tourists in Austria: In summer 2022, 78% travelled in their own vehicle. In winter 2021/22, the figure was as high as 84%. Prior to the COVID-19 pandemic, it was 72% in summer 2019 and 73% in the 2018/19 winter season (T-MONA, Austrian National Tourist Office, 2022).

Austria's complex topography contributes to a territorially very varied concentration of pollutants (Environment Agency Austria, 2007). Mountain regions, which make up 65% of Austria's surface area (Permanent Secretariat of the Alpine Convention 2015), are particularly sensitive areas. Narrow valleys and steep hillsides require the concentration of traffic on very few, highly congested transport routes. In funnel-shaped valleys, pollutant concentration is up to 3 times as high as in flat areas. At the destination, the car not only emits pollution. It's also a visible and audible disruptive factor in the local landscape. Parking spaces take up many places that are attractive for tourism. During peak arrival and departure times, access roads and built-up areas may be temporarily very busy.

## 1.2 Trends and opportunities for transformation

The potential for shifting tourist transport from the car to more eco-friendly rail travel depends on many factors – including socio-demographic trends impacting visitors' behaviour with regard to mobility.

### 1.2.1 An ageing population

A growing number of people belong to the over-65 age group (Statistics Austria, 2023). This has an impact on the structure of tourist visitors (T-MONA, Austrian National Tourist Office, 2022) – here, older visitor groups are already far ahead. The industry must therefore adapt to the growing proportion of tourists who are older yet fit. Older people, for instance, show a greater willingness to switch between different modes of transport, i.e. engaging in multi-modal mobility (Zech et al. 2013: 12 et seq.)

---

1 Emissions produced directly and indirectly in the generation of energy sources

### 1.2.2 A different understanding of mobility in cities

A growing number of people live in cities (Austrian Association of Cities and Towns 2023: 12 et seq.) where they use a wide range of mobility options. In comparison to rural areas, public transport and cycling infrastructure are more extensive and innovative systems such as car sharing and bike sharing have long been well-established.

This is also reflected in vehicle ownership rates: While the Austrian average is 566 cars per 1,000 people, the figure for Vienna, for instance, is only around 366 (Statistics Austria, VCÖ 2023). As many as 47% of Viennese households do without a car at all (VCÖ 2021). For many, other goods such as smartphones and bikes are replacing owning their own car as a status symbol. Mobility is increasingly understood as a service, with the quality of that service in the spotlight. This paradigm shift, known in expert circles as “mobility as a service”, also has ramifications for the tourist industry, particularly in rural areas. The tourist industry is required to offer visitors alternative mobility options and innovative concepts. Implementation can only be achieved sustainably with cross-sector cooperation.

The urban target group, used to simply taking public transport, is growing in importance. If they do not find any information on travelling to their destination via public transport, they may assume that this is only possible with difficulty or not at all, and opt for a different destination.

### 1.2.3 Digitisation and sustainability continue to make strides

“Individualistic cosmopolitans” are currently the main target group among people taking holidays in Austria. This group is known for characteristics such as being “very willing to experiment” and “very easy to reach via digital channels” and has an “aspiration to advanced implementation of sustainability”. More information can be found at [austriatourism.com/marke-urlaub-in-oesterreich/zielgruppe](https://austriatourism.com/marke-urlaub-in-oesterreich/zielgruppe)

This offers the tourist industry many points of contact for eco-friendly mobility: The services should be technologically and environmentally innovative, digitally connected and available to book online.

According to an Austrian National Tourist Office study (2023), tourists visiting Austria from Germany are increasingly interested in sustainability-related issues pertaining to their travel plans and are prepared to pay more money for sustainable options. One particularly relevant fact: They are most willing to pay extra for good public transport.

A look at the next generation of tourists also shows that sustainability and digitisation are an integral aspect of everyday life and tourism in particular going forward. As demonstrated by a study of young people conducted by the German Environment Agency (2021), environmental and climate action are particularly popular among the young. Digitisation also plays a key role. Young people view easier access to information on the environment and climate action online and on smartphones as especially important.

It has already been possible for tourist, foodservice and cultural enterprises to obtain certification with the Austrian Ecolabel for many years now. As set out by the first action plan of the Master Plan for Tourism (Plan T), a set of criteria has also recently been established for environmental certification of destinations. Mobility is an aspect that plays a role in all tourist categories and also constitutes its own criterion. Details are available at [umweltzeichen.at/de/tourismus](https://umweltzeichen.at/de/tourismus).

## 1.3 Challenges

Initial conditions for sustainable mobility in Austria's destinations are as varied as the attractions they offer and the tourism segments they serve.

### 1.3.1 The “last mile”

Many Austrian tourist regions are well-connected to the rail network. However, many accommodation facilities and tourist attractions often have insufficient public transport links to the nearest railway station – or none at all. Creating a comprehensive public transport service is made more challenging by low population and settlement density in remote locations. The “last mile” – i.e., the final link in the travel chain between the railway station and the accommodation or tourist attraction – is often not covered, or the existing transport service is not attractive or flexible enough to meet the tourist target group's requirements. In many cases, mobility options are available, but are not communicated sufficiently. This means that even existing services are barely used.

However, even if there are no public transport options, that doesn't mean destinations have to do without eco-friendly mobility. With clever cooperation and a little creativity, you can also create custom solutions even in tricky conditions. Find out more in Chapter 4, “Building blocks”.

### 1.3.2 Spontaneous daytrippers

In addition to holidaymakers spending at least one night in the region, in some regions, daytrippers represent a significant group who are nevertheless hard to pin down. For daytrippers, unlike holidaymakers, travel to and from the destination is concentrated within a single day. The spontaneity that frequently lies behind a day trip can lead to significant short-term peaks in demand. However, at the same time, this group also offers a great deal of potential for eco-friendly mobility (think little or no luggage). One key aspect of daytrippers is that they are generally residents of the surrounding or wider region. Destinations should therefore base their innovative mobility options not only on the needs of (seasonal) visitors, but also the local and regional population.

## 1.4 Federal government strategy

The Austrian Mobility Master Plan 2030 shows ways to prevent, shift and improve traffic and significantly increase the share of eco-mobility from walking and cycling (“active mobility”), public transport and “shared mobility”. Clear framework conditions and committed implementation programmes are required for a trend reversal in CO2 emissions. Details and link to the Master Plan: [bmk.gv.at/themen/mobilitaet/mobilitaetsmasterplan/mmp2030](https://bmk.gv.at/themen/mobilitaet/mobilitaetsmasterplan/mmp2030).

Walking as a “mode of transport” day-to-day and in leisure time received its own dedicated master plan in 2022. A cycle transport strategy for Austria (“Cycling Master Plan”) has already existed since 2006. Find out more at [bmk.gv.at/themen/mobilitaet/fuss\\_radverkehr/publikationen](https://bmk.gv.at/themen/mobilitaet/fuss_radverkehr/publikationen).



Figure 1: Mobility Master Plan 2030 for Austria

Due to the significant challenges and tasks ahead of the Austrian tourist industry, the “Plan T – Master Plan for Tourism” was also published in 2019. This was preceded by a wide-ranging participatory process involving various stakeholders. The theme of sustainability with its three dimensions (environmental, economic and social) plays a fundamental role. The Plan T sets the guidelines for sustainable development in Austrian tourism. This turns tourist areas into living spaces where the needs of visitors, businesses, the workforce and the local population – as well as the environment, of course – are given equal consideration. Details can be found at [bmaw.gv.at/tourismus](https://bmaw.gv.at/tourismus).

# 2 Key factors for behaviour around mobility

Willingness to switch to eco-friendly mobility depends on sociological characteristics and target groups' reasons for going on holiday. New trends are constantly developing. These spread increasingly fast due to the advance of digitisation, only to quickly fall out of favour again.

Generally speaking, similar factors play a role for all tourists when choosing a method of transport. However, they take on a different weighting depending on age, gender, social status and background. Knowing their target audiences helps destinations develop custom-made mobility concepts.

A current study from the Austrian National Tourist Office shows how the realities of tourists' different lives impacts acceptance of eco-friendly mobility options. In the countries of origin under consideration, on the one hand, there are different standards for mobility options beyond one's own car or technological advances, meaning different target groups' expectations may vary dramatically. On the other hand, inspiration can be found in looking at the incentive systems for the use of eco-friendly mobility in operation in other countries. Details can be found in the study "Mobility in relation to sustainability and digitisation" (Austrian National Tourist Office, 2023) at [austriatourism.com/tourismusforschung/gesellschaftliche-trends/mobilitaet](https://austriatourism.com/tourismusforschung/gesellschaftliche-trends/mobilitaet).

## 2.1 Criteria for choosing a mode of transport

Depending on the nature of and reason for the holiday, other requirements come to the fore – including the following:

### 2.1.1 Luggage and equipment

The scope of the luggage or equipment depends on the nature and length of the trip. It's harder to opt for rail and bus when heavily laden with suitcases, skis, bicycles or buggies than it is when travelling light. The right luggage transport options can therefore play a key role.

## 2.1.2 Frequency of journeys

For certain types of trip such as active or nature breaks, more journeys are taken in the holiday region than on a trip purely intended for sunbathing or wellness. On the latter, the main place visitors spend their time is the spa or hotel with spa facilities. Mobility options at the destination therefore vary in relevance. An analysis of the types of trip in demand in your destination (see Figures 2 and 3 for all of Austria) is a good foundation for further considerations.

Figure 2: Top 10 types of holiday in summer  
Own illustration. Source: T-MONA Holidaymakers in Austria in summer 2022, Austrian National Tourist Office

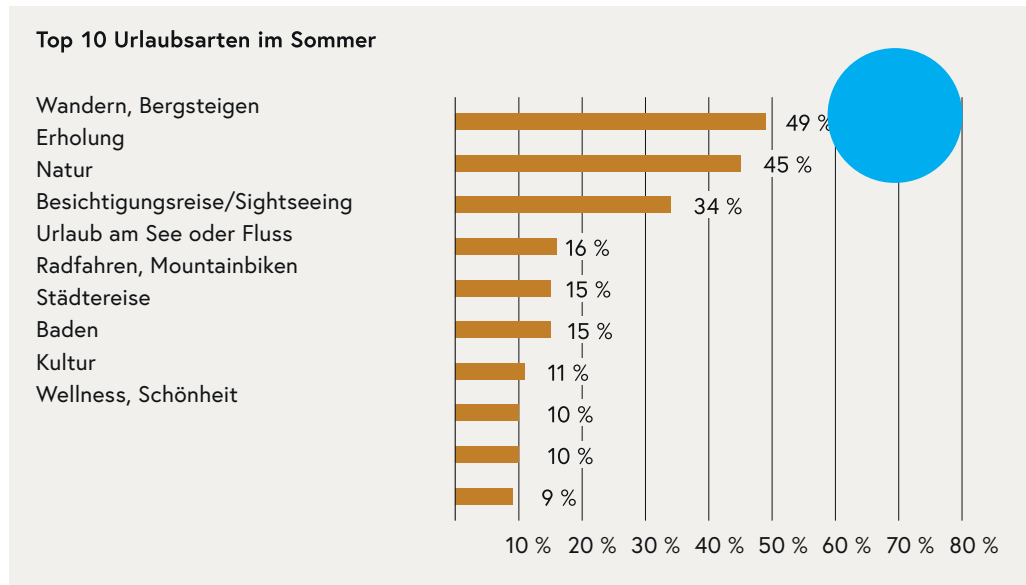
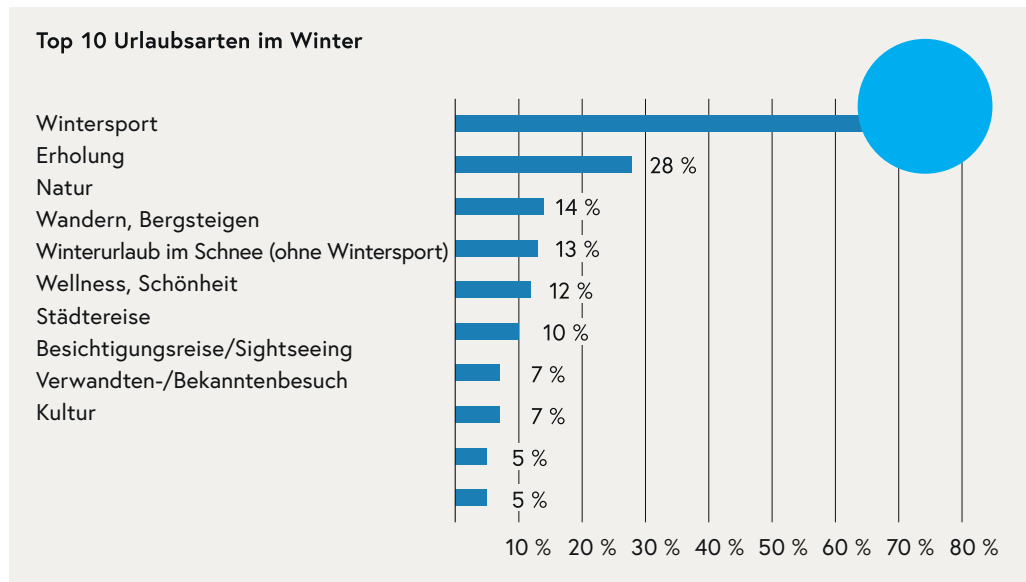


Figure 3: Top 10 types of holiday in winter  
Own illustration. Source: T-MONA Holidaymakers in Austria in summer 2022, Austrian National Tourist Office



### **2.1.3 Group size and composition**

A family with children has different requirements for mobility options than single people or couples – concerning aspects such as vehicle size, equipment and operating hours. When planning services, large groups and travellers with special requirements should both be taken into consideration. Accessibility is a key criterion in this context.

### **2.1.4 Mobility guarantee**

A mobility guarantee on the journey to and at the holiday destination in the spirit of “mobility as a service” must be communicated in advance and adhered to in practice. The ability to plan and predict the transport service is relevant first and foremost (no congestion, easily accessible connections, punctuality).

### **2.1.5 Planning and booking (online)**

The Internet is a key source of information when researching a holiday. 78% of bookings are made online. Nearly two thirds of visitors book their holidays directly with the accommodation (T-MONA, holidaymakers in Austria in summer 2022, Austrian National Tourist Office). The availability of information on eco-friendly travel to the destination on the web pages and (direct links to) booking options must therefore be considered as a key factor.

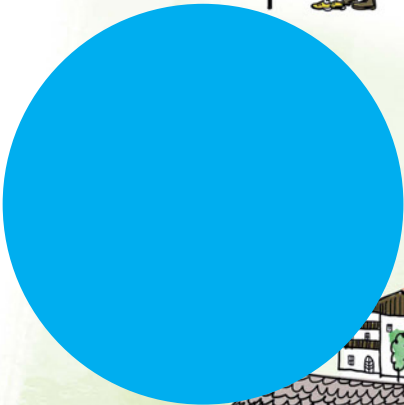
### **2.1.6 Costs**

When weighing up the costs of travelling by car, most people consider the fuel costs of the mileage covered or parking fees at the destination. A full consideration of costs does not usually take place. Things like mileage-dependent loss of value, maintenance costs, taxes, insurance and so on usually receive little consideration. In addition to advertising more affordable rail options (such as Sparschiene and combi tickets), awareness can also be raised in this regard.

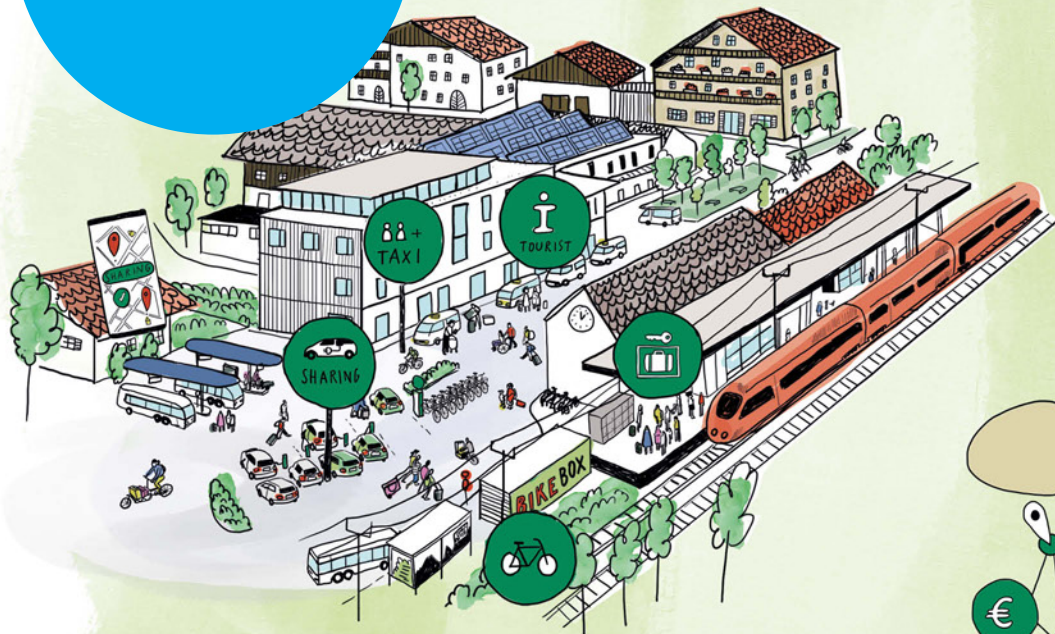




Multimodale Mobilität vor Ort



Information und Kommunikation



Multimodale An- und Abreise



Koordination und Kooperation



Betriebliches Mobilitätsmanagement

# 3 Fields of action for eco-friendly mobility

The fields of action act as a guide for destinations – where and in which form you can respond most effectively to tourists' changed mobility behaviour and offer further incentives for sustainable mobility.

The fields of action should help clarify the following questions:

- What scope do I have to act?
- Which options do I need?
- How can I implement these, and with which stakeholders?
- How do I reach the target audience to ensure that eco-friendly mobility actually takes place?

## 3.1 Multimodal travel to and from the destination

This field of action refers to improving eco-friendly options for travelling from the visitor's place of residence to the accommodation (or the attraction for daytrippers) without using their own car.

To make public transport an appealing alternative to using one's own car, (inter-modal) points of connection must run smoothly throughout the entire transport chain. While nationwide transport connections generally must be treated as a given, the region/destination very likely has scope for action and arrangement with regard to the "last mile" (rail station – accommodation).

## 3.2 Multimodal mobility at the destination

This field of action deals with the mobility options available to tourists during their visit to the destination. While no luggage is involved, sports equipment, buggies or wheelchairs must be taken into account.

In addition to the quality and comfort of public transport to and from the destination (including luggage logistics), local mobility options and the speed and ease of accessibility of information have a significant impact on the choice of transport. To ensure mobility options are utilised and funded properly, it is essential that these take the local residential population and workforce into account, too.

### 3.3 Information and communications

To pave the way towards a destination that embraces sustainable mobility, a communications strategy aligned towards the (mobility) objectives set must be developed and corresponding measures must be planned, implemented and evaluated.

Visitors who wish to travel to the destination without a car seek reliable information on travel by rail or bus, the “last mile” and mobility at the destination. Comprehensive and up-to-date information on the websites of the various stakeholders in the tourist region (e.g. tourist associations, accommodation facilities, daytrip destinations) is key. Advice and recommendations at the destination are used first and foremost to achieve a change in mobility behaviour among visitors. If the aim is to sell a service or boost utilisation and revenue, sales measures are an effective method.

Raising awareness and changing behaviour rely not only on information, but on inspiration. A successful communications strategy therefore does not limit itself to isolated information in the “travel” category. Eco-friendly mobility must appear in all subject areas - drawing on appealing images and stories and with specific products and services. This enables the gradual building of an image that attracts new visitors and turns satisfied visitors into return customers.

### 3.4 Operational mobility management

Sights should also be set on responsibility for mobility within one’s own organisation. Local stakeholders and employees in the tourist establishments should ideally set a good example and make eco-friendly mobility visible through their own behaviour in the tourist destination. Scope for action can be found here in training staff with convincing arguments and tangible offerings and (financial) incentives (such as a job ticket, company bike). Employees whose own awareness has been raised shall adapt their own mobility behaviour. They shall also be capable of informing visitors of eco-friendly alternatives (such as rail, bus and bike) for daytrips in the region and for their (next) journey to and from the destination in a more authentic way.

### 3.5 Coordination and cooperation

Coordination and cooperation are key catalysts in the development, implementation and use of sustainable mobility options. Firstly, this involves forming partnerships for the development and implementation of integrated (mobility) options. In addition to the joint creation and optimisation of mobility options meeting tourist requirements, it also involves developing tourist services taking into account existing mobility options (such as coordinating guided tours or events to public transport timetables).

Secondly, this field of action refers to dialogue with disseminators who help boost the services' profile and raise awareness among visitors. The subject matter in question affects with whom networking may be beneficial.

**Tip**

The "situation analysis" checklist can be used to obtain an overview of the fields of action in your own region.

The checklist is free to download at [klimaaktivmobil.at/tourismusmobilitaets-check](https://klimaaktivmobil.at/tourismusmobilitaets-check).

# 4 Building blocks for implementation

Every destination has different requirements. Here, you will find selected building blocks that can be adapted, mixed and matched to suit the specific situation.

What is key is that eco-friendly mobility is deemed a fundamental aspect of developing the tourist offering, incorporated into every planning stage and allocated a sufficient budget.

## Tip

The best place to obtain information on additional ideas for measures, good practice examples and funding options for your mobility project is from the klimaaktiv mobil advisory programme “Mobility management for tourism and leisure” directly: [klimaaktivmobil.at/tourismus](https://klimaaktivmobil.at/tourismus)

Regular webinars also combine informative topics and funding information.

The providers listed as examples are klimaaktiv mobil partners. Additional eco-friendly vehicles and mobility services can be found at [topprodukte.at](https://topprodukte.at).

## 4.1 Public transport with flexible additional options

A good public transport service structure takes various target groups’ requirements into consideration, including the local population, people working in the area, holidaymakers and daytrippers, to ensure year-round utilisation where possible. However, in rural areas with lower population density, regular public transport outside the main traffic axes often cannot be operated in a way that covers costs. Furthermore, traditional operating times aligned towards the school run and commute are not necessarily attractive for visitors (or indeed locals).

On-demand transport is better placed to satisfy demand in many circumstances. In addition to seasonal services and call buses organised within the public transport similar can fill this gap.

Good collaboration between tourism and transport (for instance tourist associations and transport organisations and companies) can bring about smart overarching solutions. One example is the integration of discounted use of public transport in guest cards.

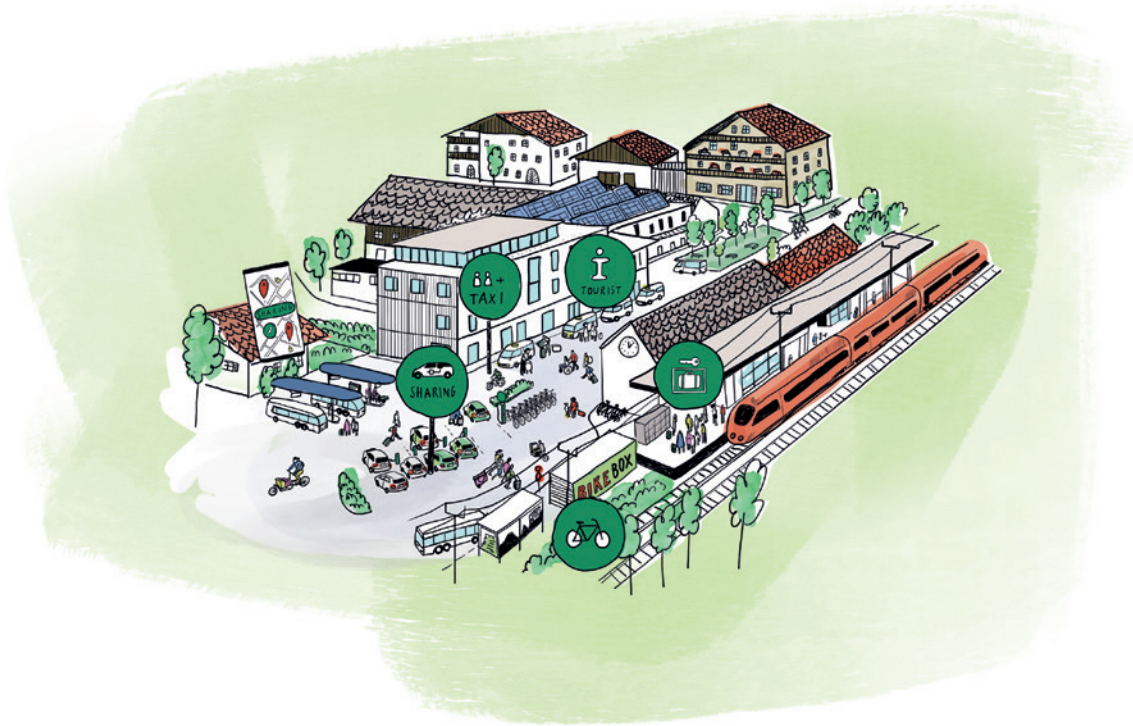


Figure 4: A central mobility hub is the nerve centre for public transport to and mobility at the destination.

#### 4.1.1 Flexible solutions for the “last mile”

If gaps in supply are identified in the first place, flexible solutions can be developed to close them. Rail station shuttles that take visitors who have registered in advance from the station to their accommodation are now established in many regions. A good booking system pushes combined individual trips, thus ensuring operations are as efficient as possible.

A low-cost service for visitors leads to low cost coverage from revenue from operations (ticket prices). Accordingly, a wide-ranging funding setup with multiple (reliable) cooperation partners makes sense, for instance, involving the local authority, accommodation and foodservice facilities, other tourist establishments, mountain railways, transport companies etc.

Local (electric) car hire at the rail station can help cover the “last mile”, as can an (electric) car sharing system, providing the hire stations are in suitable locations (see the Chapter 4.3 E-mobility and sharing building block). In day-trip tourism, which involves considerably less luggage (of course with the exception of sports equipment or buggies), (e-)bike hire and transport bikes at the arrival train station can take on a key role for the “last mile”. The main thing is that higher-ranking public transport is always treated as a basic framework and additional services – such as sharing systems – are “attached” to appropriate connecting points.



### Good practice: Kaiserjet

The Wilder Kaiser region relies on on-demand tourist transport and uses the “Naturtrip” platform specialising in publicly accessible trip destinations as an additional marketing channel.

#### Brief description

Kaiserjet is part of the measures to reduce travel by car at the destination by taking visitors from the hiking bus stops to more remote places in smaller buses. This enhances the VVT’s offering and opens up the region’s hotspots. Visitors and local residents can take advantage of the service. Funding comes from the local authorities, mountain railways and the Wilder Kaiser tourist association.

Figure 5: The Kaiserjet transports visitors and local residents to the region’s hotspots. Photo: danielreiter-petervonfelbert



#### What were the specific challenges?

Constant evaluation, adaptation, development and quality improvement requires management capacity. The system is constantly growing and expanding – for instance, buses now run in the evening for foodservice and events. Finding a reliable operator with the relevant capacity is also a challenge.

#### What were key factors for success?

All Kaiserjet buses, like the hiking buses, are included in the information available from the Verkehrsverbund Tirol (VVT) transport association and Naturtrip – a trip planner for destinations accessible via public transport. Hiking and activity programmes begin at the stops. Their start times are coordinated with the buses’ arrival times.

#### Further information and contact details

Mobility information: [wilderkaiser.info/de/mobilitaet/mobilitaet-am-wilden-kaiser](http://wilderkaiser.info/de/mobilitaet/mobilitaet-am-wilden-kaiser)

Trip destination planner: [wilderkaiser.info/de/mobilitaet/naturtrip-ihr-ausflugzielplaner](http://wilderkaiser.info/de/mobilitaet/naturtrip-ihr-ausflugzielplaner)

## 4.1.2 Luggage logistics

Luggage may be relevant to decision-making, particularly when public transport connections require a change. Heaving heavy items of luggage from one mode of transport to another can drastically impact comfort and convenience. To solve this problem, for instance, the ÖBB offers a door-to-door luggage service with collection.

There are also options within a destination's own scope of influence, such as handy luggage racks on local buses, own pick-up services from hotels<sup>2</sup> or creative solutions like trolleys or carrier bikes at the rail station. The latter can also be used as a mobile advertising space.

The luggage issue can become less important if a compelling hire service with vehicles and sports equipment is available at the holiday destination and cleverly marketed. It is therefore worthwhile initiating the development of a corresponding service among local stakeholders (e.g. sports retailers).

## 4.1.3 Tip for implementation: On-demand transport for tourists

Depending on the purpose, (mini)buses or cars are used, which only operate when necessary.

### Why

- Connecting the “last mile” in the journey to and from the destination, for instance, rail station shuttle from the arrival rail station
- Expansion of public transport for routes within the region, for example, for a specific purpose/seasonally as a hiking, biking, skiing or wine tourist bus, visitor taxi, or limited to a certain time of day as a night bus, etc.

### How

- Choice of means of operation: On-demand line operation (along a defined line with on-demand stops) or area operation (with fixed on-demand stops or door-to-door)
- Choice of order and reservation system (e.g. telephone switchboard, online booking tool or mobile app) that promotes the combination of individual trips where possible
- Creating a fair fare system (involving local residents on board), linking to guest card
- Operation in partnership with existing local taxi firms (helps reduce competition and supports the local economy)
- Making contact with the transport association to assess potential integration into regional public transport (organisational or at least with regard to information)

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2 This is possible for hospitality businesses according to Article 3 of the Occasional Transport Act with a licence that must be applied for (guest transport business). More information available from the Economic Chamber.



### The tools

- Vehicles with alternative engines and electric vehicles are suitable depending on topography/regional framework conditions (consider range and charging infrastructure)
- Branded e-vehicles raise additional awareness for eco-friendly mobility, but vehicles can also be used as advertising spaces (potential incentive for sponsors)

### Examples

- Carinthian Station Shuttle [Kärnten Bahnhofshuttle], Bacher Touristik / Region Villach Tourismus tourist organisations (overall project coordination), [bahnhofshuttlekaernten.at](http://bahnhofshuttlekaernten.at)
- DefMobil in the Defereggental Valley, Defereggental association, [defereggental.eu](http://defereggental.eu)
- Werfenweng shuttle, Werfenweng tourist association, [werfenweng.eu](http://werfenweng.eu)

#### Tip

Information on current funding opportunities in klimaaktiv mobil are available from the advisory programme “Mobility management for tourism and leisure”: [klimaaktivmobil.at/tourismus](http://klimaaktivmobil.at/tourismus)

More funding schemes can be found in the chapter Contacts.

### Good practice: Bruck-Fusch ski bus

The Bruck Fusch Tourist Association puts on an additional public transport service in the winter season to meet demand.



#### Brief description

Fusch and Bruck on the Großglockner High Alpine Road lie within the catchment area of the three ski resorts Kitzsteinhorn and Maiskogel in Kaprun and Schmittenhöhe in Zell am See. The capacity of regular public transport is not enough to serve seasonal winter sports visitors. Accordingly, the Bruck Fusch/Großglockner tourist association commissioned Postbus GmbH to run two ski bus lines a few years ago. All visitors and locals can travel for free, with or without their sports equipment. The service is evaluated on an ongoing basis and adapted to current requirements. The ski buses are advertised online and locally using posters and timetable brochures. The stops have timetables and QR codes for real-time display.



Figure 6: The Bruck-Fusch ski bus transports visitors and locals with and without sports equipment. This enables optimum utilisation. Photo: Bruck Fusch/Großglockner tourist association; makeART

#### What were the specific challenges?

The tourist association bears sole responsibility for costs and subsidies come from the connecting mountain railways. Current challenges include general price rises and staffing shortages in the transport company.

#### What were key factors for success?

Positive direct contact with the transport company commissioned helps quickly uncover opportunities or areas where the service needs to be changed. Reasonable adaptations are made just as spontaneously (for instance, fewer stations at the start and end of the season). This results in a good match between supply and demand and helps minimise no-load operation and emissions and costs as a result.

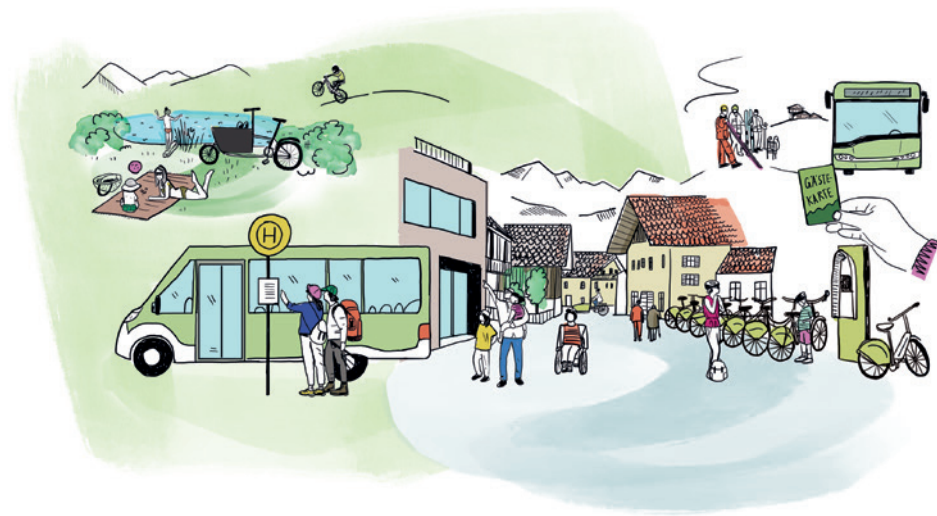
#### Further information and contact details

Bruck Fusch/Großglockner tourist association: [bruck-fusch.at](http://bruck-fusch.at)

## 4.2 Active mobility as a first choice at the destination

According to monitoring data from the Austrian National Tourist Office, 15% of summer tourists visit Austria for a cycling or mountain biking holiday. Furthermore, more than one in four tourists travel by bike at least once during their trip – and the trend is growing (T-MONA, Austrian National Tourist Office, 2022). Cycling is already a firm fixture of tourist strategies. Destinations and local authorities should consider preserving or expanding safe and attractive cycling infrastructure. At the same time, the offering can be promoted at bike-friendly accommodation facilities (such as expansion of “Bett+Bike” certification).

Figure 7: Attractive walking and cycling infrastructure encourage people to walk and use bikes to get around the destination, both for leisure purposes and daily tasks.



Alongside cycling, “active mobility”, which can be found in various strategies (see Chapter 1.4 Federal government strategy) and programmes (such as klimaaktiv mobil) on a federal level, includes the original form of mobility: walking.

Walking means a slower pace. Strolling in pleasant surroundings is part of the holiday. In addition to more intensive forms of movement (in the context of exercise), medium-intensity forms of movement (brisk walking, Nordic walking and more) are increasingly popular in the spirit of “healthy movement” (Fonds Gesundes Österreich, 2016). To tap into this trend for tourist purposes, tourist destinations can make the case for improved pedestrian infrastructure and work with local authorities to develop a suitable guidance system specifically for pedestrians.

### Further details

Practice-based support for the creation of pedestrian travel policies can be found in the guide to creating a local pedestrian travel policy or a local walking master plan, [klimaaktiv.at/service/publikationen/mobilitaet/kam\\_handbuch\\_gehen](https://klimaaktiv.at/service/publikationen/mobilitaet/kam_handbuch_gehen).

Cost-effective measures for supporting pedestrian travel in local municipalities can be found in the following brochure: [bmk.gv.at/themen/mobilitaet/fuss\\_radverkehr/publikationen/foerderung\\_fussverkehr](https://bmk.gv.at/themen/mobilitaet/fuss_radverkehr/publikationen/foerderung_fussverkehr)

Information on current funding opportunities in klimaaktiv mobil are available from the advisory programme “Mobility management for cities, municipalities and regions”: [klimaaktivmobil.at/kommunal](https://klimaaktivmobil.at/kommunal)

More funding schemes can be found in the chapter Contacts

Guidance systems include overview boards, signposts and some route markings. Information on the pedestrian network must also be provided online and in the accommodation directory. Information on accessible options must also be included. Specific incentives can be offered through route recommendations for different requirements (culinary trails, walking, hiking and more) or suggestions for attractions that can be reached on foot.

#### 4.2.1 Tip for implementation: Healthy walking

When designing infrastructure for walkers and pedestrians, it's a good idea to involve the tourist sector.

##### Why

- To promote increasing awareness of health in society
- Walking in pleasant surroundings is ideal for a slower pace, which many people seek on holiday
- In rural areas, for instance, pedestrian infrastructure has major gaps in many places, with a lack of continuous pathways, safe crossings and guidance systems

##### How

- Put together pedestrian routes for various purposes (walking trails or routes to public transport stops, hike starting points, shopping amenities or attractions) and make them attractive
- Always state distances for stages between points of interest in minutes' walk
- Offer themed guided tours (e.g. nature discovery, Nordic walking, herb and culinary trails) that start at the town centre or public transport stops; always coordinate tour programme with bus and rail arrival and departure times

### The tools

- Initiating collaboration with the local authority to improve pedestrian infrastructure (also for the benefit of local residents), contributing specific criteria from the tourist perspective
- Involving accommodation and other tourist facilities

### Examples

- Matrei walking map in East Tyrol, TVB Osttirol tourist association, [osttirol.com](http://osttirol.com)
- Practical examples of supporting pedestrian travel: [walk-space.at](http://walk-space.at)

## 4.2.2 Tips on implementation: (E-)bike sharing and hire

Tourist destinations can help ensure that (e-)bikes are used on holidays, not just for sporty cycling tours, but as a way of getting from A to B. An appealing hire service offering at the destination can be another incentive to travel light (without bringing one's own bicycle) on public transport.

### Why

- Suitable for short and medium-distance journeys within the region, such as half-day or full-day trips combined with a visit to an attraction
- High demand among many different target groups (young and old)
- Primarily used in summer (cycling season) and midseason

### How

- Various system options (bike sharing, local hire, delivery to local area, B2B hire etc.)
- Bike sharing: Hire stations at railway stations enable seamless mobility for day visitors
- Set up secure parking (not just for e-bikes) at notable tourist spots throughout the region, give out bike locks with hire
- Select suitable vehicle types and tyres according to topography, terrain and target group (such as electric mountain bikes for off-road trails and comfortable easy-access vehicles for a gentler riding style)
- Potentially offer trailers or child seats (and appropriate) helmets and children's bikes for hire to include families with small children as a target audience
- Develop suggested routes for various requirements and make them an attractive prospect

### The tools

- Consider rental versions and full-service packages instead of purchase
- Alternatively work with established hire companies in the region by creating a single fare system and joint marketing

- Select suitable partner companies for hire and maintenance depending on your desired system, such as full-service providers, specialist sports retailers, bike workshops

### Examples

- nextbike: nextbike is an automatic bike hire system available in some regions of Austria. Regions, local authorities and businesses can become partners. Thanks to a partnership with the ÖBB, which has already enabled hire stations to be set up at many rail stations across Austria, the first hour is free with the Vorteils card. [oebb.at/de/reiseplanung-services/sharedmobility/nextbike](https://oebb.at/de/reiseplanung-services/sharedmobility/nextbike)
- Kärnten Rent-e-Bike in Carinthia: Since summer 2018, as part of a partnership between Kärnten Werbung (Visit Carinthia) and the company Papin Sport, a state-wide bike hire system has been operated with a range of e-bikes and bicycle models [kaernten.at/rad/trekkingrad/kaernten-rent-e-bike](https://kaernten.at/rad/trekkingrad/kaernten-rent-e-bike)
- Kaloveo: The company Kaloveo offers regions and hotels full-service hire with e-bikes. [kaloveo.com](https://kaloveo.com)

### Further details

In-depth recommendations on cycling tourism can be found in the following publications from the Federal Ministry of Labour and Economic Affairs (BMAW, 2022): Guide to optimising cycle routes for tourism and guide to bike-friendly businesses available at [bmaw.gv.at/Themen/Tourismus/tourismuspolitische-themen/tourismusbil提高et/arbeitsgruppe-radtourismus](https://bmaw.gv.at/Themen/Tourismus/tourismuspolitische-themen/tourismusbil提高et/arbeitsgruppe-radtourismus)



### Good practice: Bike transport on the Ybbstal Cycle Path

Two on-demand mobility options offer cycling tourists on the Ybbstal Cycle Path more flexibility and comfort.

#### Brief description

Up to 20 bicycles can be transported on the “Radtramper” (“bike hitchhiker”) trailer run by Postbus on a seasonal basis (from May to October). It is integrated into the VOR with a fixed timetable at the network fare (plus €2 bike charge). The Eisenstraße Niederösterreich region developed the “Radtramper” together with regional mobility management, the state of Lower Austria (Niederösterreich) and the VOR transport association.

The bike taxi offers more flexibility. For EUR 25 per person and trip, passengers are picked up and dropped off with their vehicles at their desired spots along the cycle path. The bike taxi is operated by two taxi companies who coordinate between themselves.

Figure 8: Cyclists on the Ybbstal Cycle Path can choose between the convenient ‘Radtramper’ with its fixed timetable and the flexible bike taxi. Photo: Eisenstraße Niederösterreich



#### What were the specific challenges?

Initially funded as part of LEADER, the project is now subsidised by the Gemeindeverband Ybbstal association. Due to cost pressures, a minimum occupancy of four people was introduced, achieving an automatic combination of individual trips requested, and the ticket price was increased. A coordination point to receive travel enquiries was rejected by the businesses involved. Coordination takes place bilaterally between the two businesses.

#### What were key factors for success?

The combination of an affordable public transport service and an additional flexible option for which visitors are also prepared to pay a higher price. The amicable arrangement and direct communication between the operators have proven themselves successful for the ongoing operation of the bike taxi. A simple practical solution was jointly developed and supported by all involved.

#### Further information and contact details

Ybbstal Cycle Path in the Mostviertel: [ybbstalradweg.at](http://ybbstalradweg.at)

Eisenstraße Niederösterreich association: [eisenstrasse.info](http://eisenstrasse.info)

## 4.3 E-mobility and sharing

Electric cars produce up to 90% less greenhouse gases on average than new cars running on fossil fuels (Climate and Energy Fund 2022). In addition to shifting transport to e-mobility (particularly cycling, walking and public transport), the switch to e-mobility is another climate action strategy.

### Fact check e-mobility

You can find the latest facts and figures on e-mobility at [faktencheck-energiewende.at/faktencheck/e-mobilitaet](https://faktencheck-energiewende.at/faktencheck/e-mobilitaet)

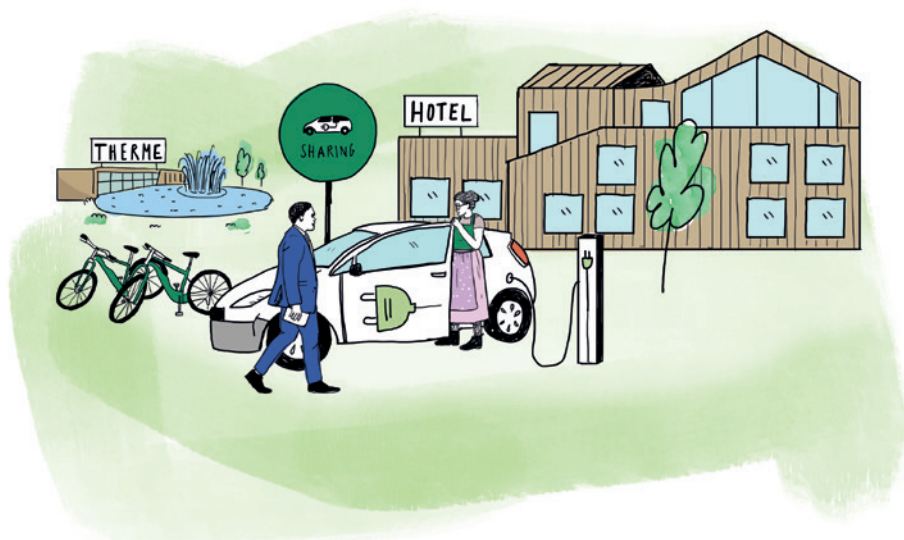


Figure 9: Use by visitors and workers or shared use by multiple organisations help ensure the best possible utilisation of sharing vehicles.

### 4.3.1 Low-emissions sharing systems

Electric cars and bikes for hire offer the benefits of individual mobility and allow people to try out the latest-generation vehicles while they're away. On holiday, people may be very willing to do new things (such as driving an electric car), or even expect to do so. Vehicle hire is also an attractive additional option for tailored trips in the region, also making it more attractive to arrive at the destination without one's own car. Local residents and employees can also use the vehicles, boosting utilisation outside the tourist season.

A systemic distinction is made between classic hire, where users pick up the car (or bike) at a specific location and return it, and new sharing models, which operate on a self-service model with flexible start and end times.

There are many overall system solutions for the implementation of hire or sharing systems that not only temporarily provide the vehicles but also take care of operation, maintenance, any hire stations and the booking system.



### 4.3.2 Charging infrastructure at strategically important points

Information on public charging options is increasingly important for visitors arriving in their own electric car, too. Expansion of charging infrastructure at strategically important points can be discussed with the local authority.

### 4.3.3 Prioritising electric vehicles

Local authorities have options to take local measures within their own scope of influence to encourage the use of electric vehicles. Examples might include a sliding scale for parking fares in parking for general use or parking near the centre intended only for electric vehicles, equipped with a charging facility. An offering like this can attract daytrippers travelling with their own electric car or holidaymakers from neighbouring regions driving a hired electric car.

### 4.3.4 Low-emissions fleets

Electric car sharing is not the only way to boost visibility for low-emissions vehicles in the public sphere. Depending on the specific purpose and terrain, electric buses or other vehicles with alternative motors may also be suitable for on-demand transport such as hiking and ski buses. This is another visible nod to eco-friendly mobility.

#### Tip

Information on current funding opportunities in klimaaktiv mobil are available from the advisory programme “Mobility management for tourism and leisure”:  
[klimaaktivmobil.at/tourismus](https://klimaaktivmobil.at/tourismus)

More funding schemes can be found in the chapter Contacts.

### 4.3.5 Tip for implementation: E-charging infrastructure

Extensive charging infrastructure may be a criterion for choosing a destination for visitors with their own electric car.

#### Why

- While overnight guests focus on charging facilities at the hotel, public charging stations play a bigger role for daytrippers

#### How

- Position charging stations so they are clearly visible close to tourist points of interest where they may need to spend a longer period of time while the vehicle is charging – with sufficient lighting and weather protection
- Choose model (normal charging up to 22kW, high-speed charging over 22 kW, combi stations), for tourist area: Type 2 plug (European standard)

#### The tools

- Before installation, obtain any planning permission and/or commercial operating permit – clarify permit obligations at an early stage with the relevant district administration (and/or the magistrate if in Vienna)
- Energy supply companies and/or charging network operators provide charging station installation services and some also provide ongoing operations
- Charging station owners (such as hotels and local authorities) may determine whether fees do or do not apply to customers at their charging station and how billing takes place (directly with the operator and/or owner)
- Observe the obligation to label publicly accessible charging points in accordance with the Car Consumer Information Ordinance (Pkw-VIV) and ÖNORM EN 1718! Main service centre at the Austrian Energy Agency (see Contacts chapter). Overview of existing public charging stations in Austria: [ladestellen.at](https://ladestellen.at).

#### Further details

A guide to charging infrastructure for hotels is available from AustriaTech (2019), [austriatech.at/de/downloads](https://austriatech.at/de/downloads).

### 4.3.6 Tip for implementation: E-car sharing for tourists

A well-integrated electric car sharing service can not only cover the “last mile” for day trips but also expand the mobility offering for holidaymakers to include an individual element.

#### Why

- Used all year round as a mobility alternative where public transport connections are lacking or in bad weather (instead of an e-bike)
- To cover the “last mile” where public transport is not available
- Suitable for medium and long-distance routes within the region, particularly for excursions with a spur-of-the-moment choice of stages and random stops
- Integrate various target groups (including residential population and employees) for increased utilisation

#### How

- Check prerequisites: Location and accessibility of potential bases based on accommodation and residential areas
- Clear organisational structure with simple booking system and sufficient insurance cover. Overall providers usually have suitable systems.
- Consider topographical conditions (performance, battery capacity, range etc.) and the needs of the target group (size of luggage compartment, child seat, etc.) when establishing the type of vehicle and equipment. Current mid-price models have a range of around 120 to 500 km.

#### The tools

- In addition to e-cars (M1 class) from approximately EUR 25,000, lightweight vehicles (L7e class) are also available for certain target groups, such as couples without children. These are already available from around EUR 10,000.
- Long-term rental of vehicles as part of a full-service package is also an option as an alternative to purchase.
- Electric cars can act as mobile advertising spaces with branding, making them attractive for sponsors, too.

#### Examples

- Carsharing Gastein. The service with four locations in the Gastein Valley is used by local residents, employees of the mountain railway and visitors. [gasteinertal.com/carsharing](https://gasteinertal.com/carsharing)
- Sanfte Mobilität Werfenweng. In the tourist destination Werfenweng, various electric vehicles are available for visitors year-round (local taxi, e-car, e-bikes, fun vehicles). These options are included in the Werfenweng Card, which is available on a pricing scale with Basic or Plus versions. [werfenweng.eu](https://werfenweng.eu)

- ÖBB Shared Mobility. In addition to carsharing, e-scooter and bike hire and Postbus shuttles are available at a growing number of locations. All services are integrated into the wegfinder app. [oebb.at/de/reiseplanung-services/sharedmobility/mobilitaetsservices](https://oebb.at/de/reiseplanung-services/sharedmobility/mobilitaetsservices)

#### Further details

Additional carsharing providers and implemented projects can also be found at [topprodukte.at/topprodukte/mobilitaet/mobilitaetsservice](https://topprodukte.at/topprodukte/mobilitaet/mobilitaetsservice)

General tips on implementing carsharing, some of which can also be applied to tourism, can also be found in the publication Eco-friendly mobility in residential development, [klimaaktiv.at/service/publikationen/mobilitaet/mobil-wohnbau](https://klimaaktiv.at/service/publikationen/mobilitaet/mobil-wohnbau)

## 4.4 Traffic control and parking space management

The fact is: The more visitors who travel to their destination using public transport, the greater the reduction in congestion on access roads in high season. At the same time, the cut in CO2 emissions makes a major contribution to the mobility transition. However, there will always be a group of visitors who don't want to do without their own car on holiday or depend on it. There is scope for action in traffic control. Pricing, such as flat rates for a week with specified staggered arrival days, can help spread out arrivals and departures. This distributes traffic volumes more evenly.



Figure 10: Shuttle buses help ease and improve the traffic situation.

Planning in advance is harder when there is a high proportion of day-trip tourism than for overnight guests who have usually booked ahead (see Chapter 1.3 Challenges). There are various approaches here, all with the aim of obtaining information on expected visitors in advance. One option is introducing a booking system for hotspots with dynamic pricing for timeslots. Travel to the destination by public transport could also come into play. The measure is supplemented by targeted marketing of group discounts for arrival by train.

At the destination, a well-planned parking system ensures order and offers opportunities for car-free zones. There are various approaches here – from a (free but obligatory) park and ride on the outskirts of the destination to higher parking charges, which can in turn be used to fund other eco-friendly measures. Automatic diversion systems that take visitors to parking with available spaces can also reduce traffic from drivers looking for parking. In many tourist locations, coaches must be registered for parking spaces in advance and are sometimes also allocated time slots.

Parking space regulations or access restrictions for cars are usually communicated in advance of the trip – i.e. via information and booking channels – ideally in conjunction with a reference to convenient public transport alternatives for arriving at the destination.

Advance traffic management is crucial for large events. Monitoring registration details, if necessary by asking for the mode of transport for arriving at and departing from the destination, makes it easier to organise arriving and departing traffic. Rail combi tickets or discounts given when evidence is provided of arrival with a public transport ticket are an important incentive to leave the car at home, but should be foregrounded in communications. Mobility policies for large events are already obligatory in some regions but are always recommended.

#### Tip

The Austrian Ecolabel for Green Events gives event organisers the opportunity to make their efforts towards sustainability more publicly visible. Mobility is a key element of the list of criteria. More information is available at [meetings.umweltzeichen.at](https://meetings.umweltzeichen.at)

#### 4.4.1 Tip for implementation: Eco-friendly mobility at large events

Event organisers can make a virtue of a necessity and stand out to new target audiences.

## Why

- Secure, comfortable, eco-friendly arrival and departure from destination
- Sustainable positioning may appeal to additional target groups
- The shift to eco-mobility is a key control measure in traffic management – this avoids congestion on access roads and saves parking space

## How

- Increasing concentration of the public transport offering (with special trains and additional buses, for instance), rail shuttle buses or alternative forms of transport (such as rickshaws)
- Attractive pedestrian routes from public transport stops with guidance system
- Providing and marketing a combi ticket (rail travel and entry)
- Advertise public transport options and services for arriving at the destination at the ticketing stage, foreground travel by public transport on the website, posters, ads and so on
- Secure and weatherproof bike parking facilities, bike lockers, service stations, bike or cargo bike hire
- Advertising a ridesharing scheme
- Taking staff/employees into consideration (some people in this group may also do without their own car)

## The tools

- Create mobility policy based on collected data and experiential values (potentially as part of a sustainability policy), coordinate with local authorities
- Negotiations with transport association and local authority regarding cost distribution, persuading with good arguments (see above) for the importance of a partnership
- Train ambassadors in disseminating the message

## Examples

- Weltgymnaestrada 2019, [wg2019.at](http://wg2019.at)
- Weinfrühling Kamptal, [weinfruehling.info](http://weinfruehling.info)

### Tip

Information on current funding opportunities in klimaaktiv mobil are available from the advisory programme “Mobility management for tourism and leisure”: [klimaaktivmobil.at/tourismus](http://klimaaktivmobil.at/tourismus)

More funding schemes can be found in the chapter Contacts.



### **Good practice: Eco-friendly travel to Szene Openair in Lustenau**

The Szene Openair music festival offers attendees a mobility guarantee with plenty of comfort and convenience.

#### **Brief description**

The very first festival poster featured a bicycle symbol back in 1990. This was followed by a free shuttle bus and free travel throughout Vorarlberg. Measures are constantly being added or optimised – such as the “bike lounge”, a locked area where attendees can securely park their bikes with a mark system. Over 2,000 bikes (with a total of around 7,000 attendees) are parked here during the festival. In all, over 80% of attendees arrive by public transport or by bike. The measures were initially self-funded, sometimes with support from klimaaktiv mobil. The local authority now makes a mobility contribution.

Figure 11: People attending Szene Openair Lustenau appreciate the mobility guarantee with comfort and convenience.  
Photo: Kultur- & Jugendverein Szene Lustenau/Matthias Rhomberg



#### **What were the specific challenges?**

One specific challenge is real-time communication in the event of congestion or other delays impacting things like shuttle bus operation. Now an app developed by the festival informs those arriving and departing of delays in real time. A well-oiled troubleshooting system runs in the background. Data collection remains complicated. There is very little room for this during the hustle and bustle of the event, although it would be so significant as a basis for evaluation.

#### **What were key factors for success?**

The right communication to the target groups! Various scenarios involving travel to the destination were played out from attendees’ perspectives to determine which offerings are needed at which points and which information in which form attendees need on these.

Offering attendees a mobility guarantee combined with comfort and convenience matters to the event organiser. They are willing to make investments in this (for instance, in special trains). The stability and quality are greatly appreciated by visitors.

#### **Further information and contact details**

Szene Openair Lustenau, [szeneopenair.at](https://szeneopenair.at)

## 4.5 Information and inspiration along the customer journey

Communication regarding eco-friendly mobility should take place at every stage of the customer journey. As illustrated earlier (see Chapter 2.1 Criteria for choosing a mode of transport), the Internet is one of the key sources of information for holiday research and bookings are increasingly made online. These facts tell us where we need to integrate eco-friendly mobility into communications and at which points.



Figure 12: In addition to information provided in person, information supplied digitally and in print helps with orientation and holiday and leisure planning.

### 4.5.1 Inspiration

Potential visitors should obtain an overall picture of how they can travel to the destination and get around while they're there. Corresponding images and stories can convey the destination's values. Communications on eco-friendly mobility are about conveying rational benefits in an emotional way. Arguments focused on benefits such as "faster, more convenient, more affordable, healthier" are best communication using emotive language and wrapped up in a great story.



### 4.5.2 Information in advance

The visitor wants to travel to a destination and specifically looks into how they can get around the destination and get there using public transport. Information should be easily accessible in documentation for the destinations (print and digital) and accommodation facilities and on booking platforms. If the visitor obtains the desired (mobility) information directly, they come to a decision more quickly. If they do not find it, their search may continue in another destination.

Here, therefore, it's about information and arguments on eco-friendly mobility services. Destinations should ideally provide photos, landing pages or widgets here that accommodation facilities or attractions can embed in their own website. This doesn't just help tourist establishments. It also contributes to ensuring that the information disseminated is up-to-date and follows a common line.

### 4.5.3 Booking

A growing number of visitors book accommodation directly. The individual establishment may use a key lever by explicitly referencing mobility options at the destination and for arrival and departure on their website, other platforms and similar materials. Depending on the establishment, various arguments may be highlighted: one may benefit from a central location, while the other is quiet and off the beaten track, but offers everything guests need, including their own pickup service. In addition, establishments may work with arguments tailored to the needs and interests of the relevant target group (good connections from the region they come from, door-to-door luggage, ski hire, and so on).

During the booking process – whether via the destination or the accommodation – reference should be made again on confirmation to alternative options for getting to the destination, with a matching link to the booking option (e.g. ticket shops operated by the ÖBB, DB, etc.). If an option is available to use the guest card for the journey there, this information must be included.

#### **Package Travel Act [Pauschalreisegesetz] (PRG BGBl. [Federal Law Gazette] I No. 50/2017)**

If two or more travel services (for example, hotel accommodation and train ticket, hotel accommodation and car hire) are offered in combination, this is considered a travel package. By providing a package of this nature, an accommodation facility becomes a travel operator as defined by the Package Travel Act, for which a travel agency trading licence is generally required. This is also associated with special Information obligations on the part of the travel operator and, in some cases, an extended scope of liability. Information is available at [wko.at/oe/tourismus-freizeitwirtschaft/hotellerie/pauschalreiserecht](http://wko.at/oe/tourismus-freizeitwirtschaft/hotellerie/pauschalreiserecht)

#### 4.5.4 Information at the destination

Concise information on all mobility alternatives in the destination is not just crucial to the choice of holiday destination. It is also a helpful source of information for employees of tourist associations, hosts and local residents.

In addition to in-person advice at a local service centre (tourist office, information centre), the destination should equip accommodation and leisure facilities with information and materials (such as bus maps or hiking maps with details of public transport stops). Hosts and receptionists are in constant contact with visitors. This means they can not only actively communicate information such as mobility in visitor cards, bus maps etc., but also tailor options themselves (see Chapter 4.2 Active mobility as a first choice at the destination).

On their part, the tourist destination may promote this key level of communication by offering training for employees of tourist facilities, for instance.

#### 4.5.5 Reflection – evaluation

Shortly before or when visitors depart, information on behaviour, use of eco-friendly mobility options and satisfaction etc. can be collected and used for further development. That may also be the right moment to inform the visitor having travelled with their own car of eco-friendly alternatives that are available for their next journey to the destination.

Visitor reviews on booking platforms are another important source of information. They may be analysed with regard to satisfaction with mobility options or the information provided and used to plan improvements.

On social media channels, users frequently swap tips and answers to questions with other visitors. This means they can become important ambassadors.

#### 4.5.6 Tips on implementation: Communication

##### Why

- To inspire visitors in their choice of holiday destination
- To provide visitors with clear (mobility) information before booking and at the destination
- To support the destination, accommodation facilities and day-trip destinations in communicating mobility options
- To obtain feedback on the various mobility options and their use

##### How

- Targeted PR (travel magazines, travel content, blogs, etc.)
- Search engine optimisation and marketing
- Social media management (tips, commenting, posts on platforms regarding eco-friendly mobility, train travel, etc.)
- Updating booking portals with relevant information under “Getting there”
- Sales measures such as packages, e.g. accommodation with travel

- In-person advice at the destination – centrally at the information or mobility centre and in a decentralised way at accommodation, via telephone hotline
- Mobility training for people working in tourism
- Mobility information for the information pack at the tourist accommodation
- Questionnaire on checkout
- Follow-up, for instance, with an email linking to questions after the trip home

### **The tools**

- Destination web page: own easy-to-find “Getting there” or “Getting around” section or landing page with information on the nearest stop, public transport options, guest card, hire options, etc.
- Embedded timetable information
- Links to ticket shops for ÖBB and other rail companies
- Accommodation web pages: Support on the destination side with images and text, links, landing pages and widgets
- Compact timetable information for insertion for bus lines and on-call buses, hiking buses, mountain hut taxis, taxis, ski buses
- Walking and cycling maps
- Use of information and communications technologies at the destination, such as a destination app including mobility information, QR codes (e.g. to access virtual information or functions)
- Press and marketing material with appealing photos, videos and text
- Individual tips tailored to the establishment such as “The best walks right from the doorstep”

## Good practice: Bahn zum Berg, the portal for mountain tours accessible by public transport

“Bahn zum Berg” (“Train to the Mountain”) is the biggest portal for mountain tours available by public transport in Austria and Bavaria.



### Brief description

Mountain climbers and hikers who travel there and back using public transport have joined forces to create the “Bahn zum Berg” association. With financial support from klimaaktiv mobil, they went on to create the platform [bahn-zum-berg.at](http://bahn-zum-berg.at), which presents mountain tours with information on public transport accessibility. A built-in query tool allows users to search specifically for tours that can be reached by public transport from a town or city selected as their starting point.

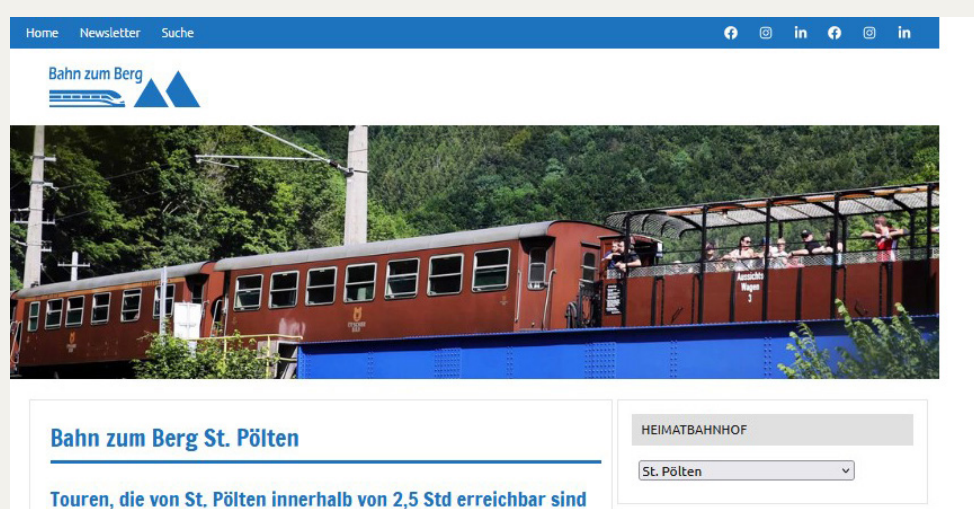


Figure 13: The Bahn zum Berg platform offers hikers and climbers all kinds of tips on tours accessible by public transport. Screenshot: Bahn zum Berg

### What were the specific challenges?

The platform is used primarily for research or tour planning. As seasonal offerings such as hiking buses, mountain hut taxis, on-call taxis and cable cars that take people to the start of the hike are rarely included in information from the rail network or transport associations, these connections are not displayed. There remains a great deal of potential in advice and consulting at the destination. Local residents often need to be convinced first. The association therefore wishes to campaign as an advocacy group for “hikers by public transport” in future.

### What were key factors for success?

The combination of emotion (the editorial aspect) and technology! Particular thanks are due to members of the association who give their time and effort on a voluntary basis and share their wide-ranging knowledge in the form of tour descriptions.

### Further information and contact details

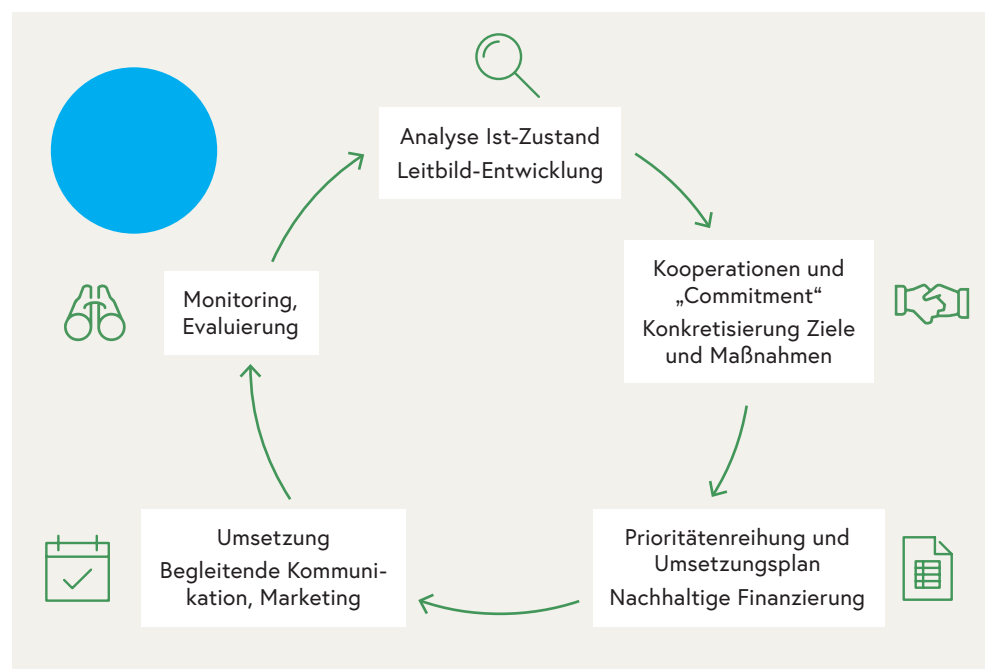
The Bahn zum Berg association: [bahnzumberg.at](http://bahnzumberg.at)

Tour portal: [bahn-zum-berg.at](http://bahn-zum-berg.at)

# 5 From idea to implementation

Every destination has its own requirements. Tailored solutions and creative approaches are therefore required along the way to eco-friendly mobility. However, when it comes to the approach and the rest of the process through to achieving the goal, there are a few aspects most successful projects have in common. From analysing the starting point to monitoring and evaluating measures, all necessary and potential steps are outlined here.

Figure 14: Steps for eco-friendly mobility



## 5.1 Performing a situation analysis



When development of eco-friendly mobility options begins, the project owners (such as the tourist association or local authority) make a fundamental conscious decision. Namely: to position themselves as an eco-friendly destination and therefore to create or improve the necessary conditions in the area of mobility.

A systematic analysis of framework conditions and opportunities in the region is helpful to begin with. The checklists available to download at [klimaaktivmobil.at/tourismusmobilitaets-check](https://klimaaktivmobil.at/tourismusmobilitaets-check) are useful for this purpose. These checklists can be used to shed light on various fields of action in eco-friendly mobility. This tool is also used for structured preparation for initial contact with advisory programmes. The advisers may then provide information or approach questions in a more targeted way. The aim of the analysis is to bring together existing mobility options, gaps in service (for

instance, on the “last mile”) and potential opportunities in a comprehensive way. Analysis of target groups – specific to the region – and their needs and requirements for mobility services should also take place.

## 5.2 Involving stakeholders and forming partnerships

Bringing interested parties on board is already crucial at this stage. They can contribute good ideas and act as ambassadors who support and contribute to implementation (such as hosts). Alternatively, they may support the destination with their own services (such as transport associations, taxi companies, carsharing operators and sports retail).

The commitment of cooperation partners is key to a mobility project’s sustainability. These include both partners for active implementation and relevant stakeholders whose political or financial support is required (such as the political sphere, authorities – for larger projects including up to state level).

Communication and participation help root the project in the region sustainably and make eco-friendly mobility a serious prospect. This is the only way to uncover sources of conflict at an early stage and manage any potential competition situations in a preventative way. Positive progress is facilitated by a working group that meets regularly and brings together permanently appointed representatives from the relevant institutions in addition to individuals from other interest groups based on requirements and current developments.

Feeding back to the demand side through tourist establishments, which usually have a more detailed knowledge of their guests’ needs (see key factors), is also important. The establishments are also important implementation partners for many mobility measures (such as bike hire, guest cards, information material and so on).



## 5.3 Developing a mission statement

Based on the situation analysis and consideration of other regional and overarching development goals and existing regional networks (such as tourist associations, KEM, LEADER or KLAR! regions), objectives are now defined for the different fields of action for eco-friendly mobility. Together, they create a mission statement. This is important for getting potential cooperation partners on board and coordinating with them and offers guidance as the offering is developed. A mission statement may be presented using text, diagrams and/or illustrations. Depending on the region’s size and complexity and available financial resources, now is a useful time to bring external consultants (such as transport planners) on board to provide professional support for the analysis and subsequent conceptual steps.

## 5.4 Defining goals and measures

To get closer to achieving the mission statement, it's essential to define more specific goals first, before going on to develop measures. In addition to primary mobility and climate action goals, other development goals of the destination and economic aspects should be investigated with the aim of coming up with potential mobility goals on this basis.

Evaluation of goals should already be considered at the stage where they are being formulated (see Chapter 5.9 Ensuring monitoring and evaluation). Ideally, goals should be formulated according to the SMART principle (specific, measurable, achievable, relevant and time-bound). For each goal, it is important to assess the requirements for action in the area of (mobility) service provision, partnership structure and communications and the specific measures that could be introduced nearer to the goal. At the same time, it is important to clarify the target groups that should be addressed and the measures that can be used to reach them. This framework of goals and measures should ultimately be expanded to create a list of measures.

Table 1: Sample framework for a list of measures for a goal. Goal: Sustainable mobility for the destination, Sub-goal: Increase the share of rail journeys to the destination (Details: all visitor groups, 5% rise by 2030)

Field of action	Measure	Target group	Cooperation
Mobility options for arrival/ departure inc. "last mile"	Plus-Ticket	Daytrippers	ÖBB
	Rail shuttle	Rail passengers	Local transport company
	Park and ride at outskirts of destination with shuttle	Visitors with a strong attachment to their cars	Local authority
Mobility options at the destination	Varied mobility options at the destination (mobility guarantee for visitors without a car)	All visitor groups, local residents	Partner companies
Communication	Travel to destination service on website including timetable information and link to booking	all visitor groups	Transport association, ÖBB, VAO
	Guest card including mobility options (public transport in the region)	all visitor groups	Tourist and leisure facilities, transport association
	Information on sports equipment hire and online booking at the destination/accommodation including discount on train travel to the destination	all visitor groups	Sports retail

## 5.5 Developing a communication strategy

The development and implementation of a communication strategy should also be included in planning and budgeted for from the outset. At this point, it's worth mentioning that success, however, does not depend on the amount of budget used. Instead, it's highly reliant on acceptance and persuasion of local residents and the workforce at the destination. Internal marketing, local PR, training, excursions and similar should therefore be included in planning in addition to communications in source markets.

When developing the communication strategy, engaging with the following questions is useful:

- Which quantitative and qualitative goals do you wish to achieve with regard to eco-friendly mobility?
- Which visitor segment can be addressed particularly well with these?
- Where can I reach interested parties and how can I address them?
- What are their needs and values?
- What information is required?
- What are the reasons why someone wouldn't want to arrive by rail or bus?
- What are the staffing and financial resources involved?

These questions offer guidance for planning specific measures. In addition to measures in source regions, it's also important to plan communications via disseminators at the destination. Those in charge of communications at the destination must know the mobility offering inside out – including details concerning the timetable or vehicle equipment – and be able to convincingly convey the message of eco-friendly mobility. Partnerships with other stakeholders on different levels can be used to tap into synergies that help address a wider target audience together.

## 5.6 Drawing up a plan for implementation

A comprehensive analysis and a visionary mission statement enables a correspondingly extensive list of goals and measures. Frequently, not all measures can be implemented at the same time, as financial and other factors (such as staff resources, provision of an overarching transport infrastructure, etc.) are crucial to implementation.

Once measures are ranked, a rough budget is drawn up based on non-binding price information, quotations or own calculations. The costs of evaluation should also be taken into account here.

An order of priority can be established taking into account available financial resources, cost-benefit ratios for individual measures and efficiency (interactions with other goals or measures must be taken into account here too). If all relevant players are brought on board, this step creates a solid foundation for short- and long-term implementation.





Table 2: Example of an implementation plan table. Goal: Sustainable mobility for the destination; Sub-goal: Increase the share of rail journeys to the destination (Details: all visitor groups, 5% rise by 2030)

No.	Measure	Field of action	Who?	With whom?	When?	Costs/year	Inter-action	Priority
1	Plus-Ticket	Mobility options arrival/ departure	Tourist association	ÖBB	2024	Euro	2, 6	1
2	Rail shuttle	Mobility options arrival/ departure	Local transport company	Tourist association	2025	Euro	1, 4	1
3	Park and ride at outskirts of destination with shuttle	Mobility options arrival/ departure	Local authority	Local transport company	2025	Euro	-	3
4	Mobility guarantee for car-free visitors (shuttle system)	Mobility options at the destination	Tourist association	-	2025	Euro	2	2
5	Cycling and walking path development	Mobility options at the destination	Local authority	Local authority, state	2024	Euro	-	3
6	Travel to destination service on website including timetable information and link to booking	Communication	Tourist association, Hotels	Transport association, ÖBB VAO	2024	Euro	1, 2, 3, 8	1
7	Guest card including mobility options	Communication	Tourist association	Tourist and leisure facilities, transport association	2024	Euro	-	2
8	Information on sports equipment hire at the destination/ accommodation including discount on train travel to the destination	Communication	Tourist association	Sports retail Accommodation facilities	2024	Euro	-	-

## 5.7 Securing sustainable funding

Sustainable mobility measures often do not cover their costs, at least in the initial phase. It's important, especially at the beginning, to get visitors as well as local residents on board with the alternative offering or introduce them through trying them out. These awareness-raising and test campaigns are made as affordable as possible for the user.

Subsidies may help in the difficult initial phase. However, in the long term, sustainable funding must be secured. This means the measures must also be viable without subsidies. In most cases, the project owner (such as the tourism association, local authority or a tourism establishment) is not solely responsible for implementation. There is usually support in the form of partnerships that have already been established at an earlier stage (see Chapter 5.2 Involving stakeholders and forming partnerships). Partnership agreements can also establish a fair and proportionate distribution of project costs on this basis.

With regard to possible funding, however, project ownership should clearly lie with a definite legal entity, which is also the client and invoice recipient. In terms of funding, it is advisable to manage the distribution of costs internally and to keep project ownership as simple as possible for external parties.

The Austrian funding landscape offers a range of options for mobility measures:

- On the federal level, for climate action, there is the funding and advisory programme and klimaaktiv mobil and the Climate and Energy Fund first and foremost.
- On the state level in the area of sustainable or alternative mobility. State subsidies can generally be combined with federal subsidies.
- Also individually on the local authority level for sustainable mobility measures.
- In the case of interest in a transnational project partnership with co-financing from the EU: Information on relevant programme and state bodies.

### Contacts

Information on the path to klimaaktiv mobil funding is available from the advisory programme "Mobility management for tourism and leisure":

[klimaaktivmobil.at/tourismus](https://klimaaktivmobil.at/tourismus)

An overview of further funding and information bodies is available in the Contacts chapter.

In any case, it is always worth getting in touch with the relevant points of contact early on – i.e. several months before implementation – and clarifying basic funding options. This reduces the risks of overlooking important steps or requirements relevant for funding purposes and helps prevent stress shortly before the start of implementation.



Once quotes for individual measures and information on subsidies have been obtained, a funding plan can be drawn up. This should include the following information at a minimum:

- What is money spent on? (Breakdown of measures into individual cost items)
- Which costs are involved? (Planning expenditure, investment, operating costs, external services)
- When are the financial resources required? (Preliminary work/planning costs prior to the start of implementation, one-time investment for repair or repeat investments, ongoing costs/operating costs, etc.)
- Where does the money come from? (Own funding from which partners, applications made to which funding bodies)

Public contracting authorities must also observe the regulations and thresholds of the Federal Procurement Act (BVerG 2018 as amended). Contract awards above the thresholds must be made public throughout the EU.

## 5.8 Implementing and communicating measures

Once financing is clarified (potentially with a positive funding decision) and additional framework conditions for implementation (such as planning approval, permits) have been created, the services can be commissioned and implementation steps can be initiated.

Measures to raise awareness among employees, including briefings and training, provide your own team with key expertise on new mobility options and strengthen identification with eco-friendly mobility within the organisation.

After the first season, it is worthwhile conducting an interim evaluation to enable improvements to be made already for subsequent seasons.

## 5.9 Ensuring monitoring and evaluation



Evaluation assesses whether the implemented measures have also had the desired effect with regard to achieving goals (this requires measurable goals, see Chapter 5.4 Defining goals and measures). It is crucial in deciding whether to continue with, optimise or better adjust measures.

At the same time, note that funding programmes (such as klimaaktiv mobil) often require corresponding evidence of success as part of the final settlement. Accordingly, in parallel to the list of measures, a method for evaluating implementation should be developed and a corresponding budget for data collection and evaluation should be proposed.

Monitoring before and during implementation, i.e. systematic gathering and compiling of data, constitutes the basis for project evaluation. Ideally, for each planned measure, a parameter should be defined, for which a baseline value is established before implementation and any changes are recorded during implementation.

The evaluation ultimately involves assessing the data collected with in-depth analyses of the effects that have occurred. Attempts are made to explain the relevant results and conclusions are drawn.

A rise in passenger numbers already clearly indicates high or higher satisfaction with the service. An additional, more detailed insight can be obtained through visitor surveys (such as satisfaction with specific services or elements thereof, most popular services, potential for improvements through timetabling/equipment etc.).

Table 3: Example success parameters for monitoring

<b>Simple parameters for success</b>	<b>Time</b>	<b>Method</b>
Proportion of arrivals by public transport	before/after	Visitor survey on arrival
Public transport passengers within a limited area/on a line	before/after	Passenger count/ticket sales – coordination with transport companies, electronic guest card
Passengers on a newly created line	after	Passenger count/ticket sales – coordination with transport companies, electronic guest card
(E-)vehicle/bike hire, potentially including additional data (such as distance covered)	after	Automated hire system; documentation of hire by hire partners
Number of visits to a website (such as a mobility subpage)	(before)/after	Web statistics
Number of combi offers booked or similar	after	Booking software
Circulation quantity of information materials on climate-friendly mobility	after	Copies in circulation, orders

# 6 Contacts and more information

This directory includes a thematic selection of funding programmes, strategic partners and further information. It is not exhaustive.

## 6.1 Specific funding programmes on the federal level

### **klimaaktiv mobil advisory and funding programme Mobility management for tourism and leisure**

Strategic management: Federal Ministry of Climate Action, Environment, Energy, Mobility, Innovation and Technology (BMK)

Division II Mobility, Dept. II/6 Active Mobility and Mobility Management

+43 1 71100-611214, [ii6@bmk.gv.at](mailto:ii6@bmk.gv.at)

### **Advice on selecting suitable measures (eligible for funding) and support with applications: komobile GmbH, Vienna branch**

+43 1 89 00 681, [tourismus@klimaaktivmobil.at](mailto:tourismus@klimaaktivmobil.at)

[klimaaktivmobil.at/tourismus](https://klimaaktivmobil.at/tourismus)

Funding body: Kommunalkredit Public Consulting

Transport and mobility service team

+43 1 31 6 31 – 716, [umwelt@kommunalkredit.at](mailto:umwelt@kommunalkredit.at)

[umweltfoerderung.at](https://umweltfoerderung.at)

### **Climate and Energy Fund programmes**

+43 1 585 03 90, [office@klimafonds.gv.at](mailto:office@klimafonds.gv.at)

[klimafonds.gv.at/ausschreibungen/](https://klimafonds.gv.at/ausschreibungen/)

### **EBIN – Emissions-free Buses and Infrastructure programme**

Funding body contact:

Austrian Research Promotion Agency (FFG)

[ffg.at/EBIN](https://ffg.at/EBIN)

### **Federal Ministry of Labour and Economic Affairs (BMAW)**

Tourism Division, Tourism Funding Department

+43 1 71100-807633, [tourismusmobilitaet@bmaw.gv.at](mailto:tourismusmobilitaet@bmaw.gv.at)

[bmaw.gv.at/Themen/Tourismus](https://bmaw.gv.at/Themen/Tourismus)

## National contact point for EU partnership programmes

Österreichische Raumordnungskonferenz (ÖROK)

+43 1 53 53 444 0

[oerok.gv.at/eu-kooperationen](http://oerok.gv.at/eu-kooperationen)

## IWB/EFRE regional programme “Investments in growth and employment”

[efre.gv.at](http://efre.gv.at)

A funding compass provides information on the relevant regional point of contact.

## 6.2 Specific funding programmes on the state level

### Vienna

Funding for bike and scooter parking not in the public domain

City of Vienna, Road Management and Construction (Municipal Department 28)

+43 1 4000-49600, [post@ma28.wien.gv.at](mailto:post@ma28.wien.gv.at)

[wien.gv.at/amtshelfer/verkehr/strassen/privatflaeche/fahrradstaender](http://wien.gv.at/amtshelfer/verkehr/strassen/privatflaeche/fahrradstaender)

### Lower Austria

Regional areas of focus: Investment funding quality tourism

Lower Austrian State Government Office, Department of Economic Affairs, Tourism and Technology

+43 2742 9005 – 16140 and 16130, [post.wst3@noel.gv.at](mailto:post.wst3@noel.gv.at)

[noe.gv.at/noe/Wirtschaft-Tourismus-Technologie/Investitionsfoerderung\\_Qualitaet\\_Tourismus](http://noe.gv.at/noe/Wirtschaft-Tourismus-Technologie/Investitionsfoerderung_Qualitaet_Tourismus)

### Upper Austria

Funding for transport

Upper Austrian State Government Office, Department of Road Construction and Transport

+43 732 77 20-121 23

[land-oberoesterreich.gv.at/12849](http://land-oberoesterreich.gv.at/12849)

### Salzburg

Mobility and funding advice for companies, local authorities and institutions

umwelt service salzburg, advisory body for the state of Salzburg

+43 662 8888-438, [info@umweltservicesalzburg.at](mailto:info@umweltservicesalzburg.at)

[umweltservicesalzburg.at/de/angebote](http://umweltservicesalzburg.at/de/angebote)

## **Styria**

State funding for cycling projects from local authorities, companies and associations

Styrian State Government Office, Department 16: Transport and State Building Construction Projects

+43 316 877 – 4134, [abteilung16@stmk.gv.at](mailto:abteilung16@stmk.gv.at)

[radmobil.steiermark.at/cms/beitrag/12724332/146403228](https://radmobil.steiermark.at/cms/beitrag/12724332/146403228)

## **Tyrol**

Funding for mobility projects

Office of the Tyrol State Government, Department of Transport and Roads, Transport Planning

+43 512 508 4081, [verkehrsplanung@tirol.gv.at](mailto:verkehrsplanung@tirol.gv.at)

[tirol.gv.at/verkehr/mobilitaetsplanung/verkehr-und-umwelt/foerderungen-fuer-mobilitaetsprojekte](https://tirol.gv.at/verkehr/mobilitaetsplanung/verkehr-und-umwelt/foerderungen-fuer-mobilitaetsprojekte)

## **Vorarlberg**

Mobility funding for local authorities

Energieinstitut Vorarlberg

+43 5572 31 202, [info@energieinstitut.at](mailto:info@energieinstitut.at)

[energieinstitut.at/gemeinden/massnahmen-und-projekte-im-wirkungsbereich-von-gemeinden/mobilitaet/mobilitaetsfoerderung-fuer-gemeinden](https://energieinstitut.at/gemeinden/massnahmen-und-projekte-im-wirkungsbereich-von-gemeinden/mobilitaet/mobilitaetsfoerderung-fuer-gemeinden)

## **6.3 Strategic partners**

### **Federal Ministry of Labour and Economic Affairs**

Division VIII – Tourism, Department VIII/3 – Tourism service centre

+43 1 71100 807597, [tourism@bmaw.gv.at](mailto:tourism@bmaw.gv.at)

[bmaw.gv.at/Themen/Tourismus](https://bmaw.gv.at/Themen/Tourismus)

### **Austrian Ecolabel (for tourist facilities and destinations, green events)**

+43 1 71162 61 1656, [info@umweltzeichen.at](mailto:info@umweltzeichen.at)

[umweltzeichen.at/de/tourismus](https://umweltzeichen.at/de/tourismus)

### **Austrian Economic Chamber (Wirtschaftskammer Österreich)**

Transport and Traffic section

+43 5 90 900 3251, [bstv@wko.at](mailto:bstv@wko.at)

[wko.at/verkehr](https://wko.at/verkehr)

### **Tourism and leisure industry section**

+43 5 90 900 3566, [bstf@wko.at](mailto:bstf@wko.at)

[wko.at/bstf](http://wko.at/bstf)

### **Information on package travel law**

Austrian Economic Chamber (Wirtschaftskammer Österreich)

[wko.at/oe/tourismus-freizeitwirtschaft/hotellerie/pauschalreiserecht](http://wko.at/oe/tourismus-freizeitwirtschaft/hotellerie/pauschalreiserecht)

**Individuals to contact for matters relating to package travel law can be found in the state chambers of the Austrian Economic Chamber in the field of hospitality.**

### **Bett + Bike ADFC**

[bettundbike.de](http://bettundbike.de)

### **Service centre for the electric charging station label**

Austrian Energy Agency

[ladelabel@klimaaktivmobil.at](mailto:ladelabel@klimaaktivmobil.at)

[klimaaktiv.at/mobilitaet/elektromobilitaet/ladestellen](http://klimaaktiv.at/mobilitaet/elektromobilitaet/ladestellen)

### **ÖBB Personenverkehr**

Tourist services for local and long-distance transport

+43 5 1717, [mobilitaet.tourismus@pv.oebb.at](mailto:mobilitaet.tourismus@pv.oebb.at)

### **ÖBB Rail Tours Touristik GmbH**

Combi tickets / ÖBB Plus

+43 1 89930, [kombitickets@railtours.oebb.at](mailto:kombitickets@railtours.oebb.at)

[kombitickets.railtours.at](http://kombitickets.railtours.at)

### **WESTbahn Management GmbH**

WESTbahn Co-operations

+43 1 899 00, [meinenachricht@westbahn.at](mailto:meinenachricht@westbahn.at)

[westbahn.at/deals](http://westbahn.at/deals)

### **Mobility Association Austria**

+43 1 955 55-7313, [office@mobilitaetsverbuede.at](mailto:office@mobilitaetsverbuede.at)

[mobilitaetsverbuede.at](http://mobilitaetsverbuede.at)



## **Interessengemeinschaft Österreichischer Verkehrsverbände (IGV)**

Branch office

+43 1 95555-1112, [igv@vor.at](mailto:igv@vor.at)

[verkehrsverbund.at](http://verkehrsverbund.at)

Points of contact for tourist mobility can also be found at the relevant regional associations (see below).

## **Verkehrsverbund Ost-Region (VOR) GmbH**

(Vienna, Lower Austria, Burgenland)

+43 1 955 55, [office@vor.at](mailto:office@vor.at)

[vor.at](http://vor.at)

## **Oberösterreichische Verkehrsverbund-Organisations GmbH Nfg. & Co KG**

+43 732 66 10 10-0, [office@ooevg.at](mailto:office@ooevg.at)

[ooevv.at](http://ooevv.at)

## **Salzburger Verkehrsverbund GmbH**

+43 662-875787-0, [office@salzburg-verkehr.at](mailto:office@salzburg-verkehr.at)

[salzburg-verkehr.at](http://salzburg-verkehr.at)

## **Steirische Verkehrsverbund GmbH – Styria Regional Transport Authority**

+43 316 812138-0

[office@verbundlinie.at](mailto:office@verbundlinie.at)

[verbundlinie.at](http://verbundlinie.at)

## **Verkehrsverbund Kärnten GesmbH**

+43 463 546 18 21, [sekretariat@vkgmbh.at](mailto:sekretariat@vkgmbh.at)

[kaerntner-linien.at](http://kaerntner-linien.at)

## **Verkehrsverbund Tirol GesmbH**

+43 512 57 58 58, [info@vvt.at](mailto:info@vvt.at)

[vvt.at](http://vvt.at)

## **Verkehrsverbund Vorarlberg GmbH**

+43 5522 83951-0, [info@vmobil.at](mailto:info@vmobil.at)

[vmobil.at](http://vmobil.at)

## **Mobility centres:**

### **Plattform Mobilitätszentralen Österreichs**

[klimaaktiv.at/mobilitaet/mobilitaetsmanagem/pmzo](https://klimaaktiv.at/mobilitaet/mobilitaetsmanagem/pmzo)

### **Touristische Mobilitätszentrale Kärnten [Carinthia]**

[region-villach.plus/mobilitaet](https://region-villach.plus/mobilitaet)

### **MOBILBÜRO HERMAGOR – Karnische Region [Carnic Region]**

[mobilbuero.com](https://mobilbuero.com)

### **Mobilitätsbüro Südkärnten [South Carinthia]**

[rv-suedkaernten.at/de/mobilitaetsbuero](https://rv-suedkaernten.at/de/mobilitaetsbuero)

### **Mobilitätszentrale Burgenland**

[b-mobil.info](https://b-mobil.info)

### **mobilito – die Mobilitätszentrale in Salzburg**

[mobilito.at](https://mobilito.at)

### **NÖ.Regional**

[noeregional.at](https://noeregional.at)

### **Mobilitätsagentur Wien [Vienna]**

[mobilitaetsagentur.at](https://mobilitaetsagentur.at)

### **Mobilitätsprogramm Tirol mobil [Tyrol]**

[tirol.gv.at/verkehr/mobilitaetsplanung](https://tirol.gv.at/verkehr/mobilitaetsplanung)

### **Mobilitätszentrum Bahnhof Lienz**

[lienz.gv.at/stadtleben/mobilitaet-parken/mobilitaetszentrum](https://lienz.gv.at/stadtleben/mobilitaet-parken/mobilitaetszentrum)

### **Mobilitätszentrale “Kufstein Mobil”**

[k-mobil.eu](https://k-mobil.eu)

### **Vorarlberg MOBIL - Koordinationsstelle Mobilitätsmanagement**

[vorarlberg.at/-/vorarlberg-mobil-koordinationsstelle-fuer-mobilitaetsmanagement](https://vorarlberg.at/-/vorarlberg-mobil-koordinationsstelle-fuer-mobilitaetsmanagement)

### **Mobilitätsmanagement des Landes OÖ [Upper Austria]**

[land-oberoesterreich.gv.at/111271](https://land-oberoesterreich.gv.at/111271)

### **Mobil Zentral (Styria)**

[verbundlinie.at/mobilzentral](https://verbundlinie.at/mobilzentral)

## 6.4 More information

Visit the online publications catalogues

[klimaaktiv.at/service/publikationen](https://klimaaktiv.at/service/publikationen)

[bmk.gv.at/service/publikationen](https://bmk.gv.at/service/publikationen)

### Selected national and international projects related to sustainable mobility and tourism

- Easy Travel – new mobility concepts in tourism, [projekte.ffg.at/projekt/1705881](https://projekte.ffg.at/projekt/1705881)
- LAST MILE – Sustainability for the “last mile” in tourist regions, [projects2014-2020.interregeurope.eu/lastmile/](https://projects2014-2020.interregeurope.eu/lastmile/)
- TRANSDANUBE.PEARLS – Network for sustainable mobility along the Danube, [danube-pearls.eu](https://danube-pearls.eu)
- Transdanube Travel Stories – Sustainable mobility linking Danube Travel Stories, [interreg-danube.eu/approved-projects/transdanube-travel-stories](https://interreg-danube.eu/approved-projects/transdanube-travel-stories)
- E-MOTICON – E-mobility transnational strategy for an interoperable community and networking in the Alpine Space, [alpine-space.eu/project/e-moticon](https://alpine-space.eu/project/e-moticon)
- THE PEP Partnership on Sustainable Tourism Mobility, [unece.org/thepep/pcyfm](https://unece.org/thepep/pcyfm)

### Events

- Tourism Mobility Day. The annual event held by the federal ministries BMK and BMAW is designed to raise awareness and connect different stakeholders by presenting cases of good practice in addition to tips and advice on creating sustainable tourist mobility solutions. Dates and further information are available at [bmk.gv.at/themen/mobilitaet/mobilitaetsmanagement/tourismus/tourismusmobilitaetstag](https://bmk.gv.at/themen/mobilitaet/mobilitaetsmanagement/tourismus/tourismusmobilitaetstag) and [bmaw.gv.at/Themen/Tourismus/tourismuspolitische-themen/tourismusmobilitaet/tourismus-mobilitaetstage](https://bmaw.gv.at/Themen/Tourismus/tourismuspolitische-themen/tourismusmobilitaet/tourismus-mobilitaetstage)

# 7 Checklists

Want to create or improve eco-friendly mobility options in your region? A systematic analysis of framework conditions and opportunities in the region is helpful to begin with. Checklists are particularly suitable for obtaining an overview of the current situation.

With the klimaaktiv mobil tourism mobility check, we help you obtain an overview of the fields of action covered in the guide (see Chapter 3 fields of action for eco-friendly mobility).



All checklists are free to download at  
[klimaaktivmobil.at/tourismusmobilitaets-check](https://klimaaktivmobil.at/tourismusmobilitaets-check)

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