

klima:aktiv mobil

Mobility Management for Recreational and Tourist Transportation



MM for Recreational and Tourist Transportation Objectives



Target groups

Holiday and excursion regions, recreational and tourist businesses, event organisers

- **Reduction** of the environmental impacts, especially **CO₂-Emissionen** caused by transport during leisure and holiday activities
- **Creation** of attractive environmental-friendly **offers** for guests for the journey to and within the destination
- **Motivation** of using public and alternative means of transportations
- **Shifting** of leisure and tourism trips to less climate harmful ways of transport



MM for Recreational and Tourist Transportation Service of the Consulting Activities

- **Contact** with interested or strategic target groups
- **Support** with various **information** materials, exchange of experiences and good practise examples
- **Analyse** of the situation and possible activities and measures (checklist)
- **Personal** consultation **onsite** for the planning and the implementation of innovation mobility measures
- **Information** about relevant **subsidy programs**
- **Support** within the documents for the **klima:aktiv mobil subsidy program** (calculation of the environmental effects, mobility concept, technical form etc.)



MM for Recreational and Tourist Transportation Pre- Evaluation by the environmental impact

For all planned projects within the program the expected environmental (CO₂, NO_x, PM₁₀) impacts are estimated

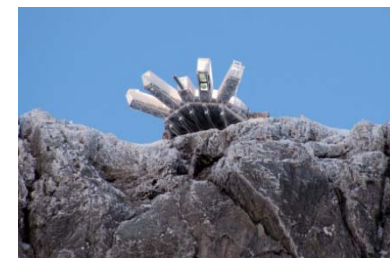
Based on following data and assumptions:

- Emissions caused by accessing the destination:
 - volume, provenance and modal choice (of car) of arriving guest (daily and overnight, event)
 - assumption of possible shifts from the car by implementing the planned activities/measures
- Emissions caused by trips within the destination:
 - distances to the POI and modal split of car-users
 - assumption of possible shifts from the car by implementing the planned activities/measures
- Reduction of road traffic/environmental impact
- Additional effects caused by implemented mobility measures (shuttles, public transport etc.)



MM for Recreational and Tourist Transportation Pre-Evaluation by the environmental impact

- **Ferienregion Nationalpark Hohe Tauern** (offers for accessing and trips within the destination, marketing etc.)
CO₂-reduction of yearly ~1.954 t (1.026 t in AT) \triangleq 3%
NO_x-reduction of yearly ~5.504 kg (2.900 kg in AT)
PM₁₀-reduction of yearly ~ 313 kg (164 kg in AT)
- **Hotel Garni – Pension** (E-bike rental, packages, marketing etc.)
CO₂-reduction of yearly ~39 t (16 t in AT) \triangleq 22%
NO_x-reduction of yearly ~108 kg (42 kg in AT)
PM₁₀-reduction of yearly ~ 6 kg (2,5 kg in AT)
- **Dachstein Eishöhlen** (bus connections, kombi-tickets, information terminals, marketing etc.)
CO₂-reduction of yearly ~297 t \triangleq 12%
NO_x-reduction of yearly ~793 kg
PM₁₀-reduction of yearly~ 46 kg



MM for Recreational and Tourist Transportation Pre-Evaluation by the environmental impact

- **Marktgemeinde Bezau** (bicycle rental, packages, marketing etc.)
CO₂-reduction of yearly ~417 t (159,5 t in AT) \triangleq 8%
NO_x-reduction of yearly ~1.176 kg (450 kg in AT)
PM₁₀-reduction of yearly ~67 kg (25 kg in AT)

- **Schlittenhunde WM 2009** (kombi-tickets, improvement of the accessibility by public transport, marketing etc.)
CO₂-reduction in total of ~233 t (166,6 t in AT) \triangleq 42%
NO_x-reduction in total of ~635 kg (448 kg in AT)
PM₁₀-reduction in total of ~37 kg (26 kg in AT)

- **TVB Radstadt** (hiking bus, kombi-tickets, marketing etc.)
CO₂-reduction of yearly ~625 t t (353 t in AT) \triangleq 7%
NO_x-reduction of yearly ~1.717 kg (950 kg in AT)
PM₁₀-reduction of yearly ~99 kg (55 kg in AT)



MM for Recreational and Tourist Transportation Mid-term review of the program

- In total, up to now, **47** resorts, accommodations, points of interest, national and regional park and event manager joined the program as **project partner**
- Potential of a yearly **CO₂-reduction of ~43.000 tons** in total, of which are **~30.500 tons** in Austria
- Potential of a yearly **NO_x-reduction of ~121.800 kg** in total, of which are **~85.000 kg** in Austria
- Potential of a yearly **PM₁₀-reduction of ~7.300 kg** in total, of which are **~5.000 kg** in Austria



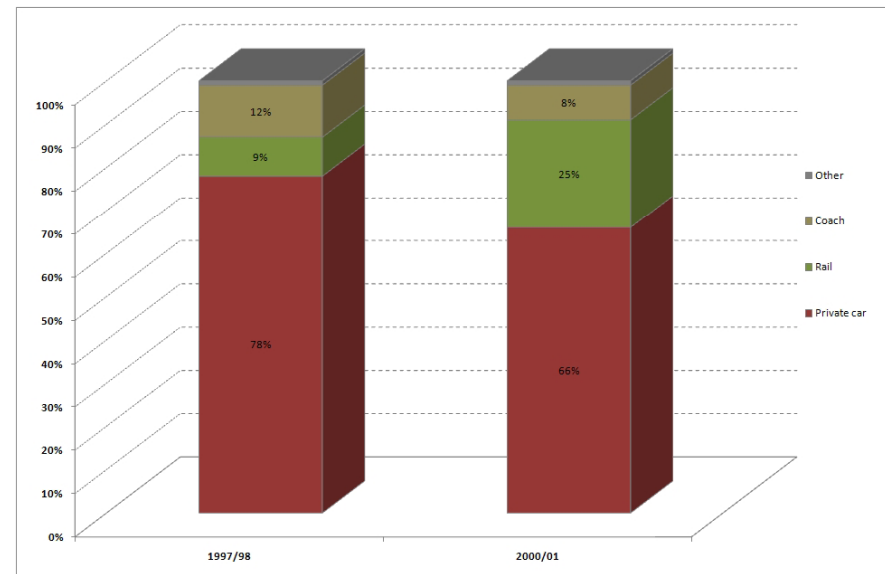
MM for Recreational and Tourist Transportation Evaluation

Werfenweng: Austria's model community of soft-mobility and car-free tourism since 1998

Implementation of various measures/activities (fleet of alternative means of transport, shuttle to the train station, attractive offers for hiking and biking, all-inclusive packages, special train tickets etc.)



- Development of the **modal choice** of accessing the resort
- **CO₂-reduction** of 491 t/a of which 468 t/a are due to the change in modal choice of accessing the resort



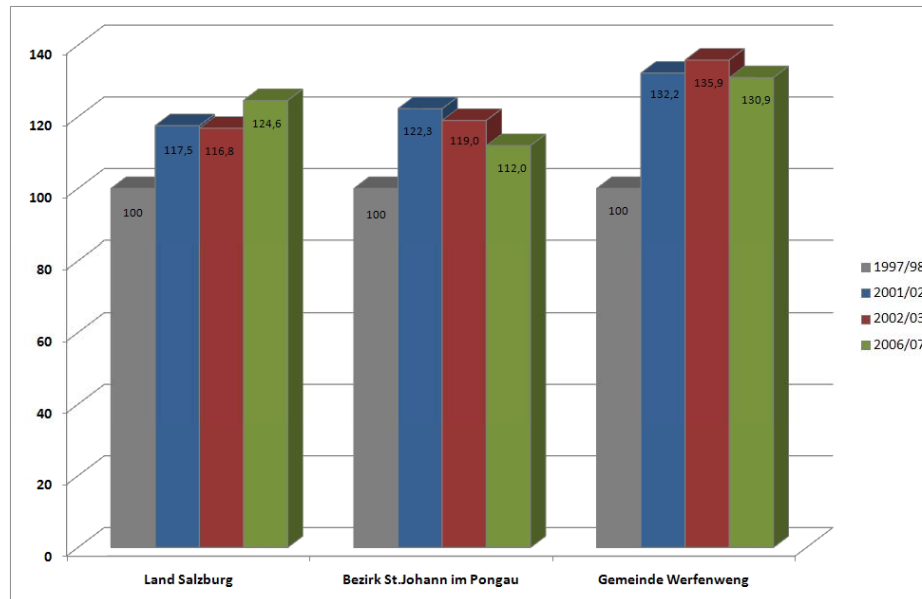
Source: Herry 1998, Gemeinde Werfenweng, Koch 2001

MM for Recreational and Tourist Transportation Long-term evaluation

Werfenweng: Austria's model community of soft-mobility and car-free tourism since 1998

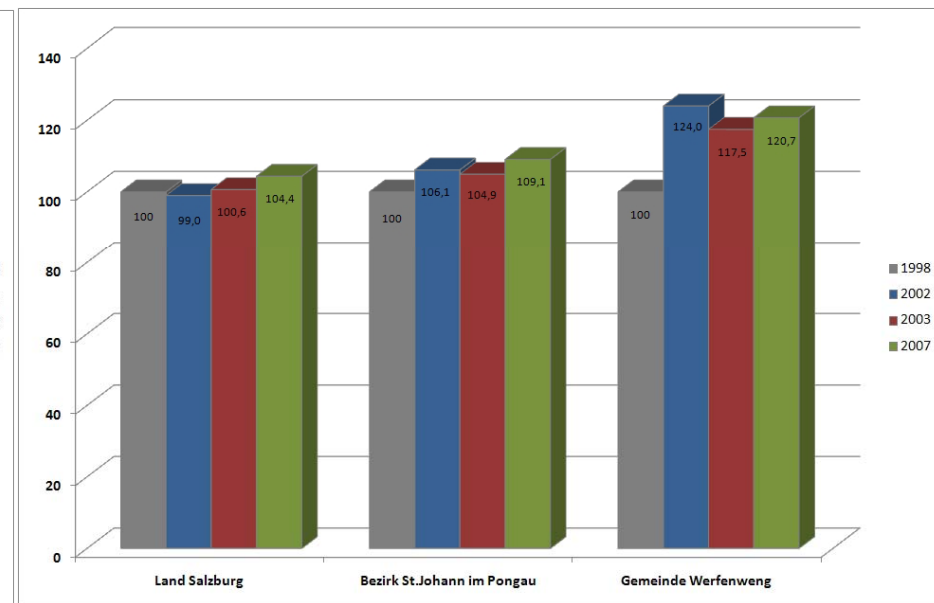
- Development of the overnight-stays

Winter:



Source: Statistik Austria, TVB Werfenweng

Summer:

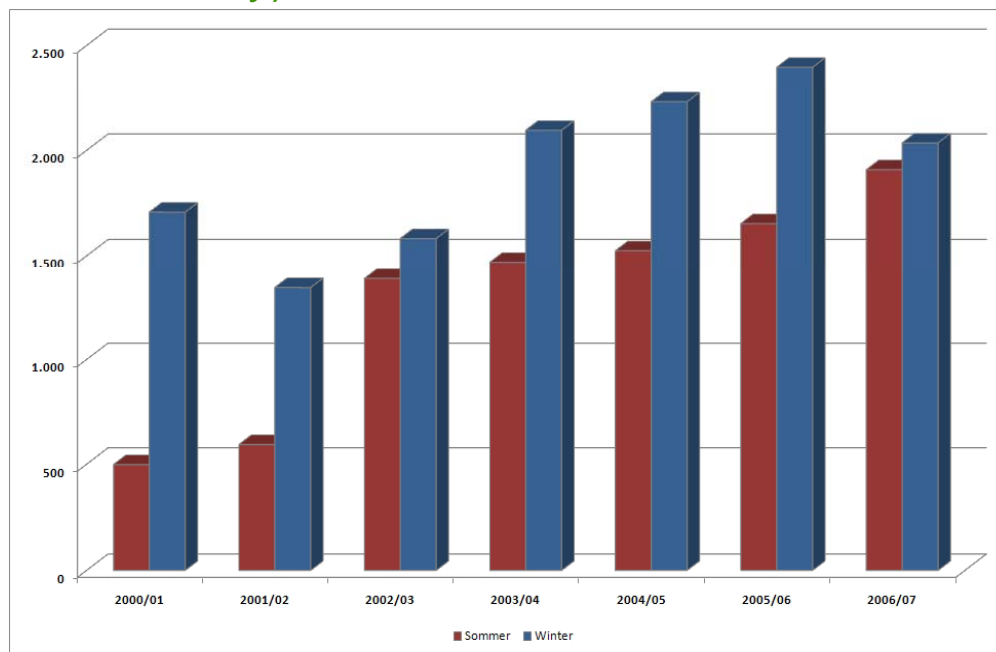


Source: Statistik Austria, TVB Werfenweng

MM for Recreational and Tourist Transportation Long-term evaluation

Werfenweng: Austria's model community of soft-mobility and car-free tourism since 1998

- Development of the SAMO-key (packages for guests for soft mobility)



Source: TVB Werfenweng

Programmmanagement TRAFICO-NATURFREUNDE INTERNATIONALE- MOBILITO -STADTLAND-KLIMABÜNDNIS

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Conclusions

- Evaluation by CO₂ reduction complex and data gaps: figures of trips, modal choice data and shifts, partly based on assumption and estimations
- Confrontation with long-term effects (need of estimation and assumption)
- Wide range of project in general, but soft-factors - as public awareness and marketing activities - play a mayor role for the success within mobility management measures: difficult to evaluate



MM for Recreational and Tourist Transportation Contacts

- **Strategic co-ordination:**
Federal Ministry of Agriculture, Forestry, Environment and Water Management
- **klima:aktiv mobil management:**
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Thank you for your attention!

