

## VISTAS 2014 – WERFENWENG Good Practice Innovation Sheet

Provided by Alpine Pearls/ Werfenweng, January 2014

ITEMS		DESCRIPTION	PICTURES
<b>Name of the organization submitting this practice case</b>	Name Contact  website	Municipality of Werfenweng <a href="mailto:buergermeister@werfenweng.gv.at">buergermeister@werfenweng.gv.at</a> mentil@oear.at www.werfenweng.eu	
	Tourism Organizations  Resident population Tourism Arrivals Tourism nights	TVB Werfenweng Member of Alpine Pearls  950 inhabitants 55.000 arrivals 260.000 tourism nights 50 % summer, 50 % winter	
<b>Why</b>	Reason for action	Werfenweng lies 45 km south of Salzburg, in the mountains of Salzburger Land. It had seen a major decrease of tourism development in the 1980.	
	Issues and challenges	In 1995 Werfenweng started to develop the new tourism positioning “ <b>Gentle mobility – a break from the car</b> ”.  Werfenweng took part actively in various model projects:  - Austrian „Modellvorhaben Sanfte Mobilität – Autofreier Tourismus“ - EU-Project Alps Mobility - EU-Project Alps Mobility II - etc.	
<b>How</b>		With those projects the tourism product „SAMO Card“ in cooperation with the SAMO-Hotels could be developed.  <ul style="list-style-type: none"> <li>• many local projects realized</li> <li>• a touristic product for the marked could be developped</li> <li>• the „<u>SAMO-Card</u>“ is key factor of success:     customer service card with many included services</li> </ul>	

		<p>The SAMO-Card receive guests who arrive by train or bus  OR leave their car key with the tourism info  Total cost per guest: € 8  All SAMO-Card offers are then free of charge!</p> <p>SAMO Card mobility offer:</p> <p>A) General mobility</p> <ul style="list-style-type: none"> <li>• Werfenweng Shuttle: a bus connecting Werfenweng directly to the train station Bischofshofen</li> <li>• ELOIS – The private taxi service , Mercedes Vito E-CELL Electric night taxi</li> </ul> <p>Rental cars  E-cars “Werfenwenger smile-E´s”: 5 Peugeot iOn, 3 Mitsubishi iMiev,  2 Renault ZOE, 1 Renault Twizy; all charged by solar power</p> <p>Biogas cars “Werfenwenger Grass hoppers”: biogas produced of grass</p> <p>B) Fun Mobility - Rental of vehicles in the village center</p> <ul style="list-style-type: none"> <li>• E-bikes, Pedelects, E-Mountainbikes</li> <li>• Electro scooter</li> <li>• Segways, Twizy and many more e-vehicles</li> <li>• Mountainbikes and bicycles</li> <li>• scooter and vehicles for small children</li> <li>• special bikes like tandems, etc.</li> </ul> <p>C) Additional advantages included in summer:</p> <ul style="list-style-type: none"> <li>• day tours by bus to popular destinations (Salzburg, Ice caves, castle Hohenwerfen, ski jump Bischofshofen)</li> <li>• guided hiking tours</li> <li>• nature watch tours</li> <li>• guided nordic walking tours</li> <li>• bicycle taxi</li> <li>• entry to swimming lake</li> </ul> <p>C) Additional advantages included in winter:</p> <ul style="list-style-type: none"> <li>• tour with horse coach/sledge</li> </ul>	
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<b>Results</b>	<b>Benefits</b>	<p>From 1995 to 2013 the share of non-car arrivals rose from 6% to 25%</p> <p>Success factors include: free pick-up at railway station Bischofshofen, free transport during holidays, free mobility services. Communication measures for this offer.</p> <p>The winners are</p> <ul style="list-style-type: none"> <li>● the environment: 25 % Arrival by train; minus 400 tons CO2/Year</li> <li>● the enterprises : Positiv development of overnight stays</li> <li>● the guests: enjoying a well-priced mobility-inclusive package</li> <li>● the inhabitants: using the Werfenweng Shuttle, night taxi and fun vehicles;</li> </ul> <p>Employment: several new jobs have been created. Trade and shops: Rising income by more tourism. Image: The inhabitants are proud to live in a role model village. Co-</p>	

		operation: The hotels co-operate very well for soft mobility.	
	Recognition and awards	Werfenweng has received several awards for its SAMO-projects	
Coverage of GSTC criteria for destinations REFLECTION		<p>Werfenweng meets many of the GSTC criteria. See also the Werfenweng GSTR self assessment results (link)</p> <p>The “<b>Gentle Mobility – a break from the car</b>” innovation meets a.a. the GSTC criteria:</p> <ul style="list-style-type: none"> <li>• “<b>D12 Low-impact transportation</b> <i>The destination has a system to increase the use of low-impact transportation, including public transportation and active transportation (e.g., walking and cycling).</i>”</li> </ul>	
	Multiplier effect and transferability	<p>As proud member of Alpine Pearls <a href="http://www.alpine-pearls.com">www.alpine-pearls.com</a> Werfenweng is ready to hand on and hereby multiply the experiences made.</p> <p>Every year around 40 study tours visit Werfenweng in order to learn about the experiences.</p>	
	Lessons learned and critical success factors	<ul style="list-style-type: none"> <li>• Hotels need to be involved from the beginning</li> <li>• Strong leadership required, especially in the beginning and when problems occur</li> <li>• Product development is very important</li> <li>• High standards of quality important</li> <li>• Continuous development of new ideas and innovations</li> <li>• Integration of other sectors (agriculture, energy production, architecture, etc.)</li> </ul>	