Soft Mobility in Swiss Alpine Destinations

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Background: The mobility chain in tourism

Mobility chain

Travel Chain

Pre travel phase
- Desire of travelling
- Information
- Choice of mean of transport
- Booking

Arrival
- Ride to and stay on railway station
- Points of changing trains
- Total travel chain
- Luggage transport
- Visitor direction
- Local mobility and mobility outside of the destination
- Round trips by train, bus, ship, cableways, etc.
- Human powered mobility, rental cars, etc.

Local mobility

Departure
- Ride to and stay on railway station
- Points of changing trains
- Total travel chain
- Luggage transport

Post travel phase
- Customer tie
- Travel documentation
- Planning the next trip

Content

1. Holiday mobility – National policy

2. Service Design
   - Traffic and land use planning
   - Arrival and departure (incl. luggage transport), local mobility
   - Human powered mobility
   - E-Mobility
   - Bookable packages

3. Information and communication

4. Questions/discussion
Governmental strategy for holiday mobility

**Goal: Sustainable holiday mobility**

- Less harmful impact of mobility and traffic on environment
- Efficient satisfaction of mobility needs, affordable cost for the state
- Mobility for everyone, i.e. all regions of the country
- Increase of the share of public transport and human powered mobility on total volume of traffic (on a voluntary basis)
- In charge: Service Centre for Innovative and Sustainable Mobility (DZM)
Service Center for Innovative and Sustainable Mobility (DZM)

- Contact point
- Cooperation with other administration units
- Support of innovative and forward-looking ideas and projects in the field of mobility (in addition to normal traffic infrastructure policy)
- Yearly bidding process for support in focal topics (e.g. holiday mobility)
- Focus on interconnection of different modes of transport and improvement of capacity and sustainability of the whole traffic system

Other support channels

- InnoTour (programme for tourism)
- Regional development policy (programme for regional development)
- Normal traffic infrastructure policy
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GOOD PRACTICE DESTINATION: Gstaad

Facts

- Famous holiday destination (winter and summer)
- Famous events (sports, culture)
- High end hotels
- Population: 3 800

Problems

- Very high volume of traffic on village’s main street and in the village centre
- Negative impact on amenity values and quality of living
Solution

Combination of several instruments (traffic planning, communication, participation):
- By-pass with tunnel
- Village centre closed for private traffic and newly designed pedestrian area
- Car park management as accompanying measure (fees, parking areas around the village’s centre, parking decks, guidance system)
- Public participation in the planning at an early stage
- Active and transparent information/communication

Results

- Attractive and alive village centre
- No traffic problems in the village
- Satisfied guests and residents
Map

Car-free pedestrian area
By-pass
Railway station
Parking areas/desks

Traffic and land use planning

Source: http://www.gstaad.ch
Content

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GOOD PRACTICE DESTINATION: Saas-Fee

**Arrival/Departure**

- Frequent public transport from early till late to Visp (railway hub) by bus
- Lots of space for personal luggage transport
- Direct train from London to Visp
- Big bus terminal
- Big and safe car park
- Information on homepage for travellers by car, plane and public transport

Source: http://www.saas-fee.ch
Local mobility

- Strict car-free regulation
- Local bus for free (Winter, 4 Lines)
- E-Taxis
- Free transport services for hotel guests (and some apartment guests)
- Free hand chart for luggage transport
- Good public transport connections to villages around (for free with guest card)
GOOD PRACTICE DESTINATION: Binntal landscape park

Local Mobility

- Landscape park: Small touristic destination in an ending valley with several municipalities

- Activities: Hiking, historic villages, winter sports etc.

- Arrival with train to the entrance of the valley

- Into the valley: Regular bus

- Mobility concept for the landscape park
  - Goal: Less private mobility without hindering tourism
  - Analysis of state and problems of public transport, human powered mobility (HPM), parking/roads
  - Ideas for solutions and new ideas
  - Partly in progress, e.g. parking concept

Source: http://www.binn.ch
Local mobility

- Parking concept
  - Strict control (parking and road permission)
  - Comprehensive signalling
  - Uniform pricing: One parking ticket for the whole landscape park
  - Predefined areas (preferably at boarders)
  - Packages
  - Early inclusion of all involved parties
  - In progress, but difficulties (politics)

- Summer/fall: Extra “hiking buses” to hiking starting points/alps
  - Belongs to “Busalpin” network
    (see next page)
  - Amongst others sponsored by all municipalities in the landscape park
  - Extra offers: Ride and snack
GOOD PRACTICE SUPPLIER: Busalpin network

**Local/regional mobility**

- Attractive touristic destinations but remote areas and small villages: No regular (subsidised) public transport

  → Car traffic problems (holiday season)

- Busalpin network: Supports destinations in developing touristic public transport services (buses)

- Goals:
  - Better accessibility with public transport
  - Enhanced attractiveness, more tourists, more local value added
  - Less problems with private mobility

- Funding: Local, regional and national sponsors (public, private) and extra fee for passengers

Source: http://www.busalpin.ch
GOOD PRACTICE DESTINATION: Wildlife park Diemtigtal

Local Mobility

- Wildlife park: Small touristic destination in an ending valley with several municipalities

- Activities: Hiking, biking, horseback riding, winter sports etc.

- Arrival with train or bus to the entrance of the valley

- Into the Valley: Regular public bus

Source: http://www.diemtigtal.ch
Local Mobility

- Some local mobility services:
  - Motorless scooter downhill (with cableway)
  - Mountain bike downhill (with cableway)
  - Signalised mountain bike route (map)
  - Signalised E-Bike route (rent, information booklet, map)
  - Signalised hiking routes and learning paths (information booklets, maps)
  - Package “Miracle of nature Diemtigtal”: 3 day-roundtrip using public transport, feet (hiking) and E-Bike (partly guided, information booklet, map). Includes luggage transport
  - Guided horseback riding trips
  - Etc.

- Local mobility to remote areas: **“Alp Taxi” network** (see next page)
  - 2 private suppliers in the valley
GOOD PRACTICE SUPPLIER: Alp Taxi network

Local/regional mobility

- Attractive touristic destinations but remote areas and small villages: No regular (subsidised) public transport

- Complement to public transport: Local suppliers of taxi services: Cars, small buses, cableways

- Goals:
  - Enhanced attractiveness, more tourists, more local value added, local business
  - Less problems with private mobility

- Homepage with maps and contact details. Promotes public transport and sustainable (slow) tourism

Source: http://www.alpentaxi.ch
GOOD PRACTICE DESTINATION: Scuol

Luggage transport

Pilot project “Domicil da vacanzas”

- Luggage transport from “home” railway or bus station to hotel or holiday flat and back again
- For travellers using public transport for arrival/departure
- No additional cost (standard fee for public luggage transport)
- Cooperation with SBB
Goals

- Eco-friendly holiday destination (USP)
- Increase amount of travellers using public transport for arrival/departure
- Close gap in the touristic supply chain
Information/booking: Homepage of SBB

Baggage Switzerland

Travelling easier without luggage.

Standard service: Within Switzerland we can deliver your luggage to or pick it up from any of 445 stations. Take your luggage to a station in Switzerland by 7 p.m. and collect it after 9 a.m. at your destination station two days later.

No more lugging suitcases.

- For Swiss domestic travel, you register your luggage until 7 p.m., and you collect it after 9 a.m. on the day after next. This service is provided at each staffed station, but please give heed to the local opening hours.
- Registering is possible for suitcases and bags weighing not more than 25 kg each.

Skis and snowboards are welcome.

- We transport skis, snowboards and ski boots in protective covering provided by us.

Ship your bike anywhere in Switzerland.

- Click here for more information.

Home delivery holiday region Engadin Scuol Samnaun.

- Click here for more information.
Information/booking: Homepage of destination

Travelling by public transport

Online Schedule

Source: http://www.engadin.com
First results

Bookings luggage transport 2011 – 2012 (without winter season)

<table>
<thead>
<tr>
<th></th>
<th>Bhf zu Bhf 2011</th>
<th>Pilot: Tür zu Tür 2012</th>
<th>Bhf zu Bhf 2012</th>
<th>Total 2012</th>
<th>Differenz (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Mai-Okt.</td>
<td>907</td>
<td>279</td>
<td>754</td>
<td>1’312</td>
<td>+12.2%</td>
</tr>
</tbody>
</table>

Source: Dominik Grünenfelder, Product Manager Baggage SBB, November 2012
GOOD PRACTICE SUPPLIER: Swiss federal Railway SBB

Luggage transport

Transport to 200 hotels in 66 holiday destinations
- From „home“ railway or bus station to destination railway or bus station by SBB
- From destination railway or bus station to hotel by hotel luggage transport
- No additional cost (standard fee)

Fast Baggage
- Luggage transport within one day
- From and to 46 railway or bus stations: Main Cities, main holiday destinations (including e.g. Scuol and Saas-Fee)
- Extra fee

Fly Rail Baggage
- From any airport in the world over Swiss airports Zurich, Geneva and Bern to destination railway or bus station
- Extra fee
Baggage

**Baggage Switzerland**
From and to 445 stations.

**Fast baggage**
From and to 46 stations.

**Luggage transport to destinations abroad**
To D, F, A and L.

**Check-in at the railstation**
At 56 railway stations incl.

**Fly Rail Baggage**
From the plane directly to your railway station.

**Flat luggage fee for schools and Y+S groups**

**Group baggage "à la carte"**
Group travel without lugging

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*Source: [http://www.sbb.ch](http://www.sbb.ch)*

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**Service Design** - Arrival, departure and local mobility
Content

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GOOD PRACTICE DESTINATION: Adelboden

Motorless scooter

- Summer activity: Downhill motorless scooter trail ("Trottiland")

- 45km of dedicated routes with different levels of steepness

- 4 cable cars

- Deposit scooter at one station and pick up another somewhere else

- Cost: Day rent of scooter (including helmet), ticket for cable car (single or day ticket)

- Goal: Increase degree of capacity utilisation in summer/fall

Source: http://www.adelboden.ch
Map

- **Routes**
- (different levels of steepness)
- Cable cars with scooter station

Source: http://www.adelboden-silleren.ch
Results

Sales Adelboden cable cars

Passengers cable car Bergläger-Sillerenbühl

Source: Reto Burn, Bergbahnen Adelboden
GOOD PRACTICE SUPPLIER: SchweizMobil

**Different activities**

- Hiking in Switzerland  
- Cycling in Switzerland  
- Mountainbiking in Switzerland  
- Skating in Switzerland  
- Canoeing in Switzerland  
- slowUp

- Information (maps, routes,...)  
- Packages  
- Luggage transport from hotel to hotel  
- Smartphone App (see later)

Source: http://www.schweizmobil.ch
Goals:

- Nation-wide network of suppliers in human powered mobility
- Official an uniformly signalised nation-wide routes for human powered mobility

«Combined mobility»: Intersections of public transport points and routes of SchweizMobil

- Link between human powered mobility and tourism: Cooperations with tourism enterprises, touristic offers, public transport enterprises

Source: http://www.schweizmobil.ch
**Example: Hiking**

<table>
<thead>
<tr>
<th>Routes (national, regional, local)</th>
<th>About 20 000 km</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Signalised hiking trails in all Switzerland</td>
<td>About 65 000 km</td>
</tr>
<tr>
<td>Stopovers</td>
<td>550</td>
</tr>
<tr>
<td>Partners for overnight stays (hotels, campings, yout hostels)</td>
<td>About 1 200</td>
</tr>
</tbody>
</table>

Source: [http://www.schweizmobil.ch](http://www.schweizmobil.ch)
GOOD PRACTICE SUPPLIER: Historic Mail coach Gotthard Pass

Coach

- Historic traffic route Gotthard Pass
- Horse drawn mail coach
- Historic ambiance (route, coach, coachmen,...)
- One way trip Andermatt – Airolo
- Arrival/return trip with public transport promoted
- Package: Passage, aperitif, lunch, museum
- High end product

Source: http://www.myswitzerland.com
Source: http://www.gotthardpost.ch
GOOD PRACTICE SUPPLIER: Coach/sleigh Fex Valley

Coach/sleigh

- Car-free valley (all year inhabited)
- Horse-drawn coach/sleigh trips (one-way or return)
- Summer (coach) and winter (sleigh)
- Different suppliers
- Special offers (night ride, personalised trips, lunch,...)

Source: http://www.myswitzerland.com

Source: http://www.graubuenden.ch
Content

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GOOD PRACTICE DESTINATION: Werfenweng

**E-Mobility**

- Austria, near Salzburg
- International best practice soft mobility
- Soft mobility projects since 1995
- Belongs to Alpine Pearls (like Bled in Slovenia) => [http://www.alpine-pearls.com](http://www.alpine-pearls.com)

Source: [http://www.gemeinde-werfenweng.at](http://www.gemeinde-werfenweng.at)
Model project “Soft Mobility – Car-free Tourism”

- 1996 – 2007

- Goals:
  - Better quality of environment and life
  - Testing and using environment friendly mobility technologies
  - Changing mobility behaviour
  - Sustainable tourism: International benchmark

Source: http://www.werfenweng.eu
- **Soft Mobility Card:**
  - For arrival/departure with public transport
  - If car key deposited during stay

- **E-Mobility offers with Soft Mobility Cards** (among lots of other offers)
  - E-Cars “smile-E” for rent for free (solar electricity, reach 120km)
  - Fun E-bikes for rent for free

Source: http://www.werfenweng.eu
Results

- 25% more arrivals with public transport
- 400 tons of CO$_2$-emission per year
- Significant increase in number of (overnight) guests
- International known destination with strong USP (awards)

Source: netwiss (2011)
GOOD PRACTICE SUPPLIER: Herzroute

E-Biking

- Signalised E-Bike trail
- 7 stages
- Length: 400km
- Further expansion planned

Source: http://www.herzroute.ch
Services

- Maps
- Rental service (to return anywhere)
- Reload stations
- Restaurants/Hotels
- Sights
- Travel booklet with all information
- Packages
- Similar offers exist also in wildlife parks (e.g. Diemtigtal)

Source: http://www.herzroute.ch
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GOOD PRACTICE DESTINATION: Arosa

Guest card “Arosa All-Inclusice”

- For free for overnight guests (for same-day visitors with cost)
- Summer period

Mobility offers

- Cableways for free
- Local bus for free
- Regional railway for free
- Rental rowboat and pedalo for free

Source: http://www.graubuenden.ch
Results

- Pioneering task in Switzerland (awarded 2003)
- Significant increase of earnings in tourism during summer period
- Attractive for families

Source: http://www.graubuenden.ch
GOOD PRACTICE SUPPLIER: Railaway

- All-in-one booking: Public transport and leisure activity
  - Day-trips: Skiing/snowboarding, hiking, museums, leisure parks,…
  - Events: Exhibitions, concerts, sports, festivals,…
  - Several-day-trips: Skiing/snowboarding, hiking, city-trips, wellness-hotels,…

- Price reductions: Public transport (train, bus ship), leisure activity (e.g. entrance fee, ski pass), additional services (e.g. ski rent, luggage transport)

- Partners: Public transport enterprises, event organisers, touristic suppliers, media, holiday destinations, other enterprises and sponsors

- Over 1.5 Mio. booked packages in 2011 (over 2 Mio. in 2009 including ice hockey world championship)
Online platform

Leisure & holidays.

- Day trips: Travelling by train, bus or boat
- Events
- Holidays in Switzerland: Enjoy Switzerland
- Europe & worldwide: Europe. Ticket to ride
- Groups: Travelling together is a bonding experience

Source: http://www.railaway.ch
Example: Skiing in Scuol

Book public transport ticket and ski pass in advance:

- 20% Reduction public transport (whole way)
- 20% Reduction ski pass
- 15% Reduction for possible ski rent

Source: http://www.railaway.ch
GOOD PRACTICE SUPPLIER: Alpavia and Via Spluga/Viamala

Packages with luggage transport

Alpavia

- “Hiking and E-Biking without luggage”

- Several pre-defined hiking and E-Bike trails in a broad region

- Mostly one way trips

- Includes: Hotel(s), luggage transport from hotel to hotel, other services (maps, sights, E-Bike rental for E-Bike trails, cableways, ...)

- Luggage transport with public transport whenever possible

Source: http://www.alpavia.ch
Via Spluga/Viamala

- Historic mule trail Splügen Pass
- 6 day hiking package
- One way trip Thusis – Chiavenna
- Includes: Hotels, breakfast and lunch, maps and documentation, **luggage transport from hotel to hotel**, museums, fees

Source: http://www.viamala.ch
Content

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GOOD PRACTICE DESTINATION: Gantrisch Wildlife Park

- Wildlife park in the cantons Bern and Fribourg

- Services and Supply:
  - Nature and wildlife
  - Museum
  - Ruins
  - Hiking
  - Skiing
  - Bicycle
  - Food
  - ...

- Area: 400km²

- Inhabitants: 33’000

Source: http://www.gantrisch.ch
Communication on Homepage: Overview

- Direct link on frontpage
- Map
- Further information about all possibilities
  - Regular public transport
  - Touristic public transport (Busalpin)
  - E-Bikes
  - Car sharing
  - Taxi (Alp taxi)
  - Carriage rides

Source: http://www.gantrisch.ch
Communication on Homepage: Examples

**E-Bikes**
- Route suggestions
- Reload and rent stations

**Public transport**
- Regular lines
- Special touristic lines
- Schedules
- Routes

**Mobility**
- Swiss car sharing community
- Nearby stations and available car models

Source: http://www.gantrisch.ch
GOOD PRACTICE DESTINATION: Arosa

- Direct link on frontpage
- Wording: “Conscious” travelling

Source: http://www.arosa.ch
Conscious travelling

Arrival/departure
- Public transport
- Luggage transport
- Schedules
- Information and Links

Local mobility
- Taxi/Hotel taxi
- Local public bus
- Night bus
- Schedule
- Information and Links

Car users
- Park&Rail possibilities (use car half way)
- Leave car parked during stay
- Information and Links

Source: http://www.arosa.ch
GOOD PRACTICE SUPPLIER: SchweizMobil Smartphone App

Route Information and overview

Interactive map

Still folgt die Route den Mäandern der Glatt im Zürcher Unterland, unterbrochen nur vom lärmigen Intermezzo des Flughafens. Die urbane Geschäftigkeit weicht der weisig fliessenden Landschaft des Zürcher Oberlandes, ruig geht’s hinab nach Rapperswil.

Services (e.g. stores, hotels, public transport)

General and contact information to services

GOOD PRACTICE SUPPLIER: SchweizMobil Smartphone App

Interactive map

Wahl Services

Hotel Restaurant Bahnhof

Hebeisen Paul

Hotel Restaurant Bahnhof

CHF 85–78
Betten: 20

Hotel Restaurant Bahnhof
Bahnhofstrasse 9
8193 Eglisau
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Any questions and/or remarks?
Najlepša hvala za vašo pozornost!