

Vienna, 8 August 2012

## **Flagship Story for INTERACT and European Cooperation Day**

### **ACCESS 2 MOUNTAIN - Project Story**

ACCESS 2 MOUNTAIN brings together tourist regions in the Alps and Carpathians with different framework conditions and generates individual solutions but also guidelines for improving accessibility and sustainable local mobility. The project covers investments in the regional bike and public transport infrastructure, the elaboration of master plans and innovative visitor packages as well as awareness raising activities.

Studies on existing best practices in the field of railways and multimodal transport systems in tourism provide incentives for concrete pilot actions in the regions. The exchange between project partners and external experts promotes “creative thinking” leading to innovative ideas within the pilot regions.

The involvement of stakeholders and railway operators such as the Mariazellerbahn in Lower Austria pursues the improvement of existing railway connections, benefitting both local inhabitants and tourists. New or advanced services as well as packages especially developed for visitors shall enlarge the number of potential clients of public transport.

Sparsely populated and remote areas like the Gesäuse National Park in Upper Styria (Austria) afford an individual and demand-oriented approach. Beside the coordination of the spare existing mobility services, further initiatives, such as ridesharing or dial-a-ride services, need to be equally promoted. With the support of SEE programme the National Park is capable to develop and implement an ambitious concept for a cooperative mobility platform. The service will not only provide information about sustainable transport offers in the regions but also allow booking and organising your trip. Finally a catchy name – to be refined - shall attract the attention of a broad target group.

Maramures (Romania), traditional area in Northern Romania, on the other hand, focuses on integrative visitor packages, taking advantage of the landscape’s advantageous pre-conditions for bike tourism combined with public transport. Small scale investments in bicycle infrastructure and bus services (e.g. adaption of busses for bike transports) co-funded by the ERDF in the frame of the SEE programme contribute significantly to the improvement of the existing infrastructure.

### **ACCESS 2 MOUNTAIN - Project Results**

Improved accessibility by sustainable means of transportation to touristic areas in the Alps and Carpathians. Attractive environmentally-friendly mobility offers within the regions benefitting both tourists and locals. Raised awareness for sustainable mobility offers in touristic mountain areas.

Accompanying photos to the Access2mountain project stories:



Photo: Hikers using railway connections, Mostviertel (Austria) – source: Mostviertel Tourismus / weinfranz.at



Photo: Demand-oriented mobility in Gesäuse Nationalpark (Austria) – source: Andreas Hollinger



Photo: Bikers towards Plestioare Peak, Baia Mare (Maramures) – source: Janos Rusiczki