



# The project Access2Mountain in the SEE program

## WP 4: Regional Railways: Ways to Success

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Federal Ministry for Transport, Innovation and Technology (bmvi)  
based on 2 reports, worked out by the contracted consultant

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Knoll Traffic & Touristic Solutions

Meeting of the WG Transport Protocol of the Carpathian Convention  
26<sup>th</sup> February 2013, Vienna

Jointly for our common future

## Source of photos:

Most of the presented photos are copied from the 2 reports, worked out by Otfried Knoll and from the English summary, which we elaborated together. In these reports, the sources are indicated in detail.

I thank Otfried Knoll for many interesting pictures, some photos are from our project partners. Many further pictures are downloaded from the websites of the analyzed railway companies and from the STA (board of the province Südtirol/Alto Adige for public transport).



## Targets of the project Access2Mountain:

- providing attractive, multimodal soft mobility offers to motivate additional guests for environmentally and socially sustainable tourism in the Alps and in the Carpathians,
- to improve the mobility situation (without car) for the native population of mountain areas,
- opening up new customer potentials for public transport, especially in the tourist traffic to improve the utilization of buses and trains and contribute to sustain and improve public transport services in mountainous , rural regions.



Jointly for our common future

- **Further Targets of Access2Mountain**
- Use and further development of innovative, user-friendly technology to facilitate the use of public transport (region-specific requirements etc. ) in our project or in follow-up projects,
- improving rail services for the travelling to mountainous holiday regions and back,
- providing solid recommendations for decision makers including a documentation of good solutions ("Good Practice") under consideration of economic aspects



Jointly for our common future

## Partner in the project Access2Mountain

- Leadpartner: Austrian Environment Agency (coordinator),
  - Austrian Federal Ministry for Transport, Innovation and Technology
  - National Park Gesäuse
  - Mostviertel Tourismus
  - Miskolc Holding (HU),
  - University Camerino (IT)
  - European Academy Bozen/ Bolzano, Institute for regional research (IT)
  - Maramures- Infotourism (RO)
- Regional Development Agency Košice (SK)
  - Regional Development Agency Rzeszow (PL)
  - Timok Club (Serbia)
  - Carpathian Foundation
  - Observer (not financing partners) from Belgium, Montenegro; Czech Republic, Slovenia and Austria, e.g. railway operator NÖVOG (Mariazeller Bahn)



# Working Packages (WP), Duration and Budget



- WP 0: project preparation
- WP 1: Project – and financial management
- WP 2: dissemination, e.g. homepage [www.access2mountain.eu](http://www.access2mountain.eu)
- WP 3: transport and environment data , transport model
- WP 4: regional railways
- WP 5: multimodal passenger traffic
- WP 6: Awareness raising, training programs, building networks for implementation of measures
- WP 7: Conclusions for the implementation of the transport protocols of the Carpathian Convention and the Alpine Convention

**Duration of the project:** 3 years, May 2011 until the end of April 2014

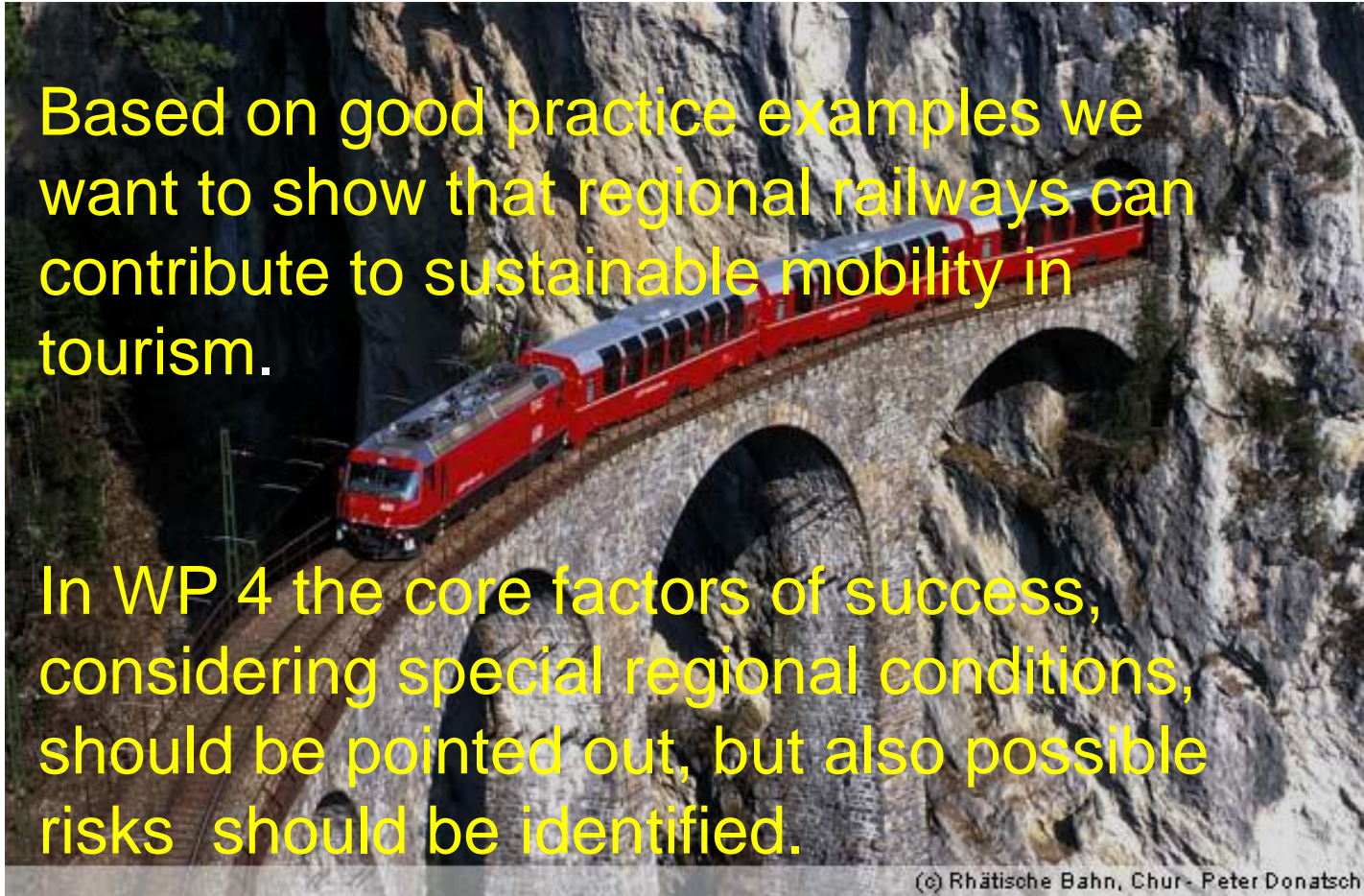
**Project budget** total: 2,22 Mio. € , thereof 1,89 Mio. EU regional funds (South East Europe Program , ETC)



## Objectives of our work package on regional railways

Based on good practice examples we want to show that regional railways can contribute to sustainable mobility in tourism.

In WP 4 the core factors of success, considering special regional conditions, should be pointed out, but also possible risks should be identified.



(c) Rhätische Bahn, Chur - Peter Donatsch

## Overview of analysed railways



Fully analysed railway	1
Tourist analysis only	4



# List of analysed railways

red = full analysis based on questionnaires black = selective analysis

## **Austria:**

1. Pinzgauer Lokalbahn
2. Stern und Hafferl
3. Zillertalbahn

## **Germany:**

4. Bayerische Oberlandbahn (BOB)
5. Harzer Schmalspurbahnen (HSB)
6. Hohenzollersche Landesbahn (HzL)
7. Ilztalbahn
8. Waldbahn
9. Usedomer Bäderbahn (UBB)

## **Czech Republic:**

10. JHMD narrow gauge railway

## **Switzerland:**

11. Chemins de fer du Jura (CJ)
12. Rhätische Bahn (RhB)

## **Italy:**

13. Vinschger Bahn
14. Ferrovia Trento-Male-Marilleva

## **Slovakia:**

15. Tatranská Elektrická Železnica, (TEŽ)

## **Spain:**

16. Ferrocarril de Sóller SA (FS)

## **Great Britain:**

17. Ffestiniog and Welsh Highland Rail

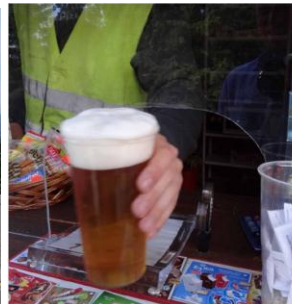
## **USA / Canada:**

18. White Pass /Yukon  
Railway



## Example Tatra Electric Railways

- The network is around 40 km long and contains the lines Poprad – Štrbské Pleso, (29 km) Starý Smokovec – Tatranská Lomnica (6 km) and Štrbské Pleso – Štrba (4,8 km)
- Together the lines transport between 1,5 and 1,9 Mio. passengers yearly, more as 50 % of them are tourists
- The tourism region Prešov counted in 2011 618 000 visitors and more than 2 Mio. over night stays
- Tatra Electric railways are operated by the Slovakian national railway company ŽSR
- Combined tickets for sports and cultural events are offered
- In Kiosks are sold refreshments and train tickets



## Successfactor: Support on all political levels – example communities

- (financial) contributions to the construction and maintenance of railway stations
- improve the accessibility for pedestrians and cyclists
- awareness and information policy
- mobility management activities to strengthen public transport
- land–use planning targeted on short ways to the railway stops.
- presentation of regional railways and public transport on the websites of municipalities

## Examples for political support: Land-use planning to improve accessibility by rail , reconstruction and maintenance of railway stations by communities

Stations of the Vinschgerbahn



Linz Solar City: Tram station is the centre





# Example: Website of the community Naturns (Südtirol/ Alto Adige)



The screenshot shows the website [www.naturns.it](http://www.naturns.it) in a browser window. The page features a green header with the text "mehr erleben naturns" and "naturns bei meran - südtirol". A search bar contains the text "Unterkünfte, Kultur, Events" and a "Suchen" button. The date "26" is displayed. Navigation tabs include "Aktiv", "Alpine Wellness", "Familie", "Events", "Ortsinfo", and "Unterkünfte". The main content area has a large image of a person riding a bicycle and a train. Below the image, there is a weather widget showing "315 Sonnentage im Jahr" and "32°C", and a "Reiseführer" section with "0 Objekte hinzugefügt". The footer contains a "Startseite > Ortsinfo > Mobilität > Öffentliche Verkehrsmittel" breadcrumb, a section titled "Öffentliche Verkehrsmittel" with a description and a list of services, and a "Unterkunftssuche" section with a search form and a "Aktivitäten" section with a photo of two people.

Öffentliche Verkehrsmittel in Na... +

www.naturns.it/ortsinfo/mobilitaet/oeffentliche-verkehrsmittel.html

Italiانو English

Unterkünfte, Kultur, Events.

26

Aktiv Alpine Wellness Familie Events Ortsinfo Unterkünfte

315 Sonnentage im Jahr 32°C +

Reiseführer 0 Objekte hinzugefügt

Startseite > Ortsinfo > Mobilität > Öffentliche Verkehrsmittel

### Öffentliche Verkehrsmittel

Wenn Sie bereits mit öffentlichen Verkehrsmitteln nach Naturns anreisen, oder einfach Ihr Auto während Ihres Aufenthalts lieber in der Garage lassen möchten, mit Bus, Zug, Taxi und zahlreichen Aufstiegsanlagen bleiben Sie immer mobil.

Die 2005 wieder eröffnete **Vinschgerbahn** bringt Sie beinahe im Halbstundentakt in die Kurstadt Meran und nach Mals. Ab Meran gibt es eine zeitlich abgestimmte Anbindung

- Orte und Fraktionen
- Wetter & Klima
- Sport- und Freizeiteinrichtungen
- Sehenswertes
- Reinhold Messner / Schloss Juval
- Essen und Trinken
- Shopping / Dienstleistung
- Mobilität
  - Wandertaxi
  - MobilCard
  - BusCard Meran und Umgebung
  - Öffentliche Verkehrsmittel
  - Südtirol Karte
  - Ausflüge

Unterkunftssuche

Anreise TT MM JJJJ

Abreise TT MM JJJJ

Aktivitäten

Source: Otfried Knoll, presentation TU-Vienna 22.11.2012 , based on [www.naturns.it](http://www.naturns.it)

## Integrated traffic plans: buses improve the accessibility of railway stations (Alto Adige / Südtirol)



Source: Working paper of the transport group of the Alpine Convention, July 2012

## transborder cooperation creates success

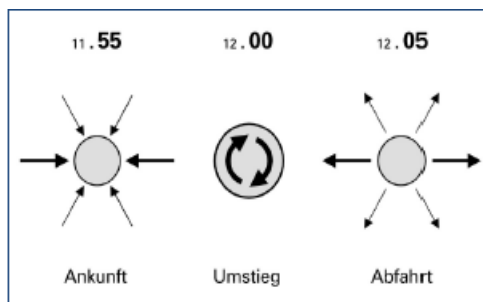


Source: Otfried Knoll, presentation TU- Vienna 22.11.2012



## Timetables meeting the demand of (potential) passengers

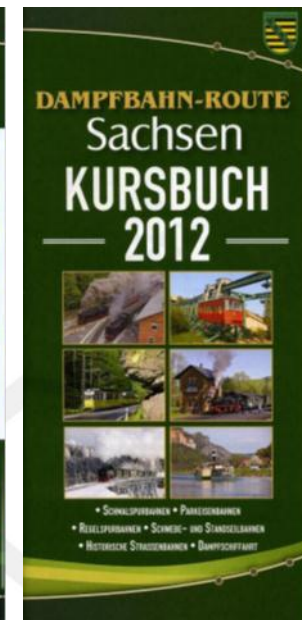
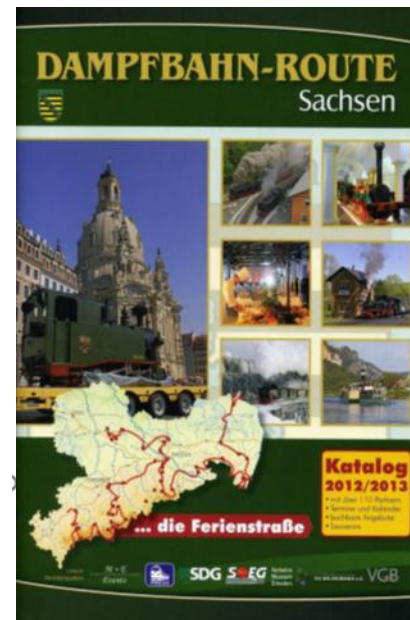
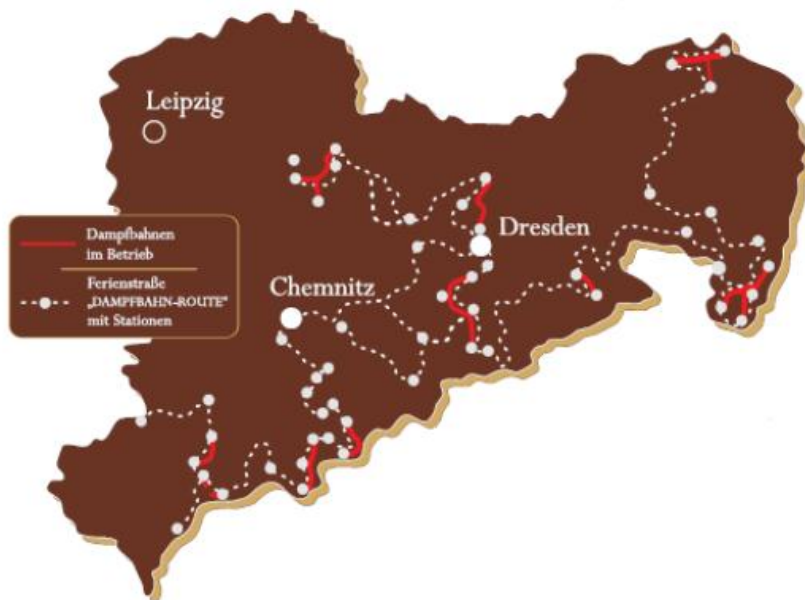
- Almost all regional railways that are also relevant for every day mobility offer one train every hour in both directions in a fixed schedule („Taktfahrplan“),
- In some cases every half an hour a train is offered (plan of RhB, partially implemented by Zillertalbahn and Vinschger Bahn (accelerated trains))
- Connections with regional and local bus services and long distance trains are offered in most cases





## Successfactor: Integration of regional railways in tourism strategies and close cooperation with tourism stakeholders

Example: „Dampfbahnroute Sachsen“, cooperation of regional railways with many other tourist points of interest and common marketing

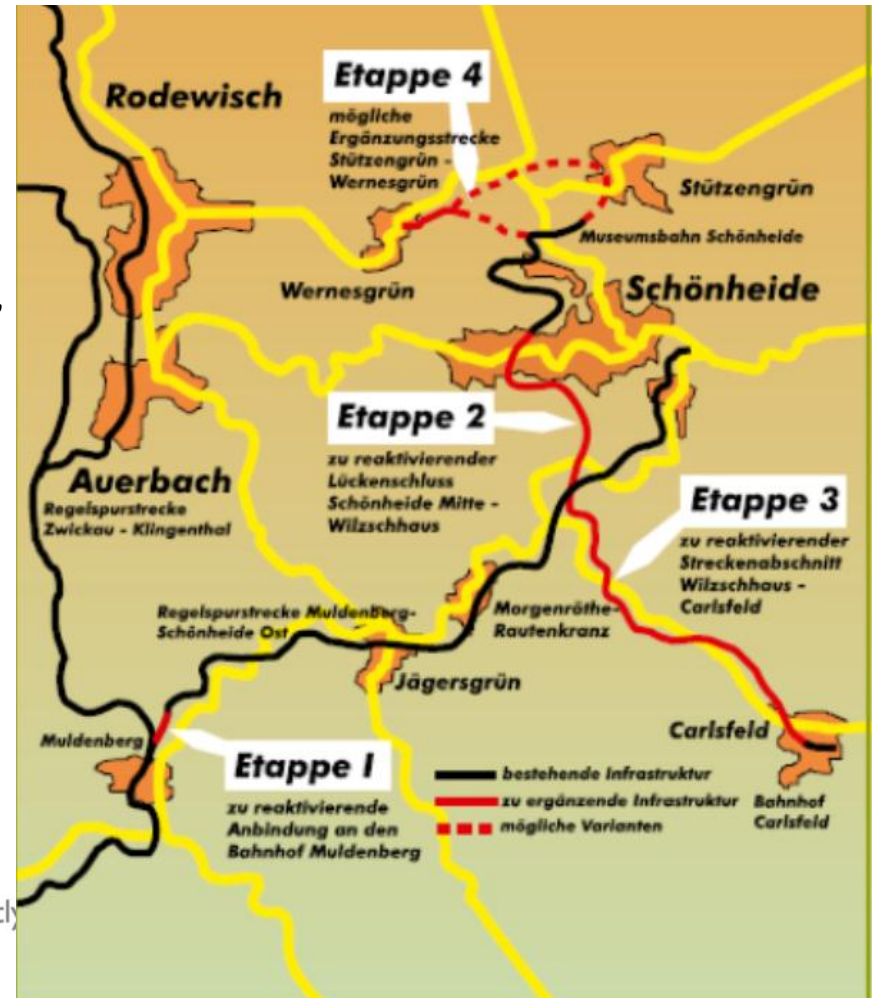


## Example Via Wilzschhaus:

Reconstruction of regional railways and building a short new railway line to improve market chances in tourism, studies funded by the European Commission

## Conclusion:

All successful regional railways Cooperate well with touristic stakeholders, further examples are shown under “marketing”.



Jointly

## Successfactor infrastructure Investments

Our analysis shows that improvements of the tracks and the stations were implemented by the 9 of 18 of the analysed regional railways, based on a sufficient support by policy and in some cases also on voluntary work of citizens.

Vinschgerbahn



Ilztalbahn



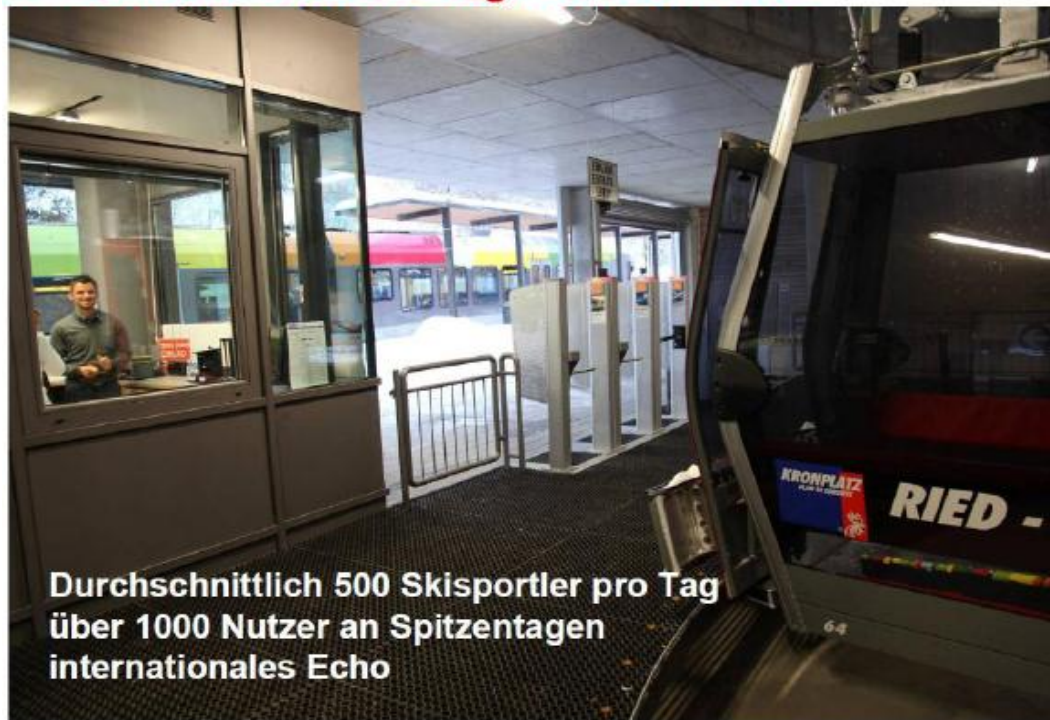
Harzer Schmalspur B.





# Cooperation of regional railways and tourism also in a coordinated infrastructure development

## Percha: in einem Zug auf die Piste







# Successfactor infrastructure investment:

## Voluntary activities of abandoned lines by citizens and railfans

- Ilztalbahn: Support by a club with 700 members, also Interreg Project CZ - DE
- Ffestiniog Railway: reconstruction between 1954 and 1982 by voluntary working people
- Welsh Highland Railway : also reconstructed by voluntary working members of a citizen club, 1995 -2011 supported by EU regional funding (target 1 region)



Big honor for work on regional railways !



## Successfactor rolling stock , suitable for the requirements of passengers:

- easy accessibility for all passengers, also for handicapped people with wheel-chairs and for passengers with heavy luggage,
- comfortable facilities to transport luggage and sports utilities,
- carrying bicycles,
- good view on the landscape,
- enough capacities to meet peak demand

For longer trips buffets or dining cars are helpful to improve the impressions of travelling by regional railways.



# Suitable Space to carry luggage, bicycles and other sport utilities

## Bernina Express



## Vinschger Bahn



## Bicycles to rent

## Vinschgerbahn



## Biking Car of ÖBB



## Luggage logistics in Zermatt





## Good view on the landscape

MOB- Golden Pass line



Bernina Line: older wagons meet demand peak and have windows to open



Cabrio Wagons of “Le Train Jaune” and Harzer Schmalspurbahnen





## Dining cars and buffet services

Barrel (= Fassl) wagon of the Zillertalbahn



Photo Otfried Knoll

simple, but charming buffet service in the HSB



Photo Otfried Knoll

## Reblaus Express Retz – Drosendorf (Niederösterreich)

Regional wines and culinary highlights were offered by farmers of the region



Source and photos: Otfried Knoll, presentation TU - Vienna 22.11.2012



# Nostalgic Trains

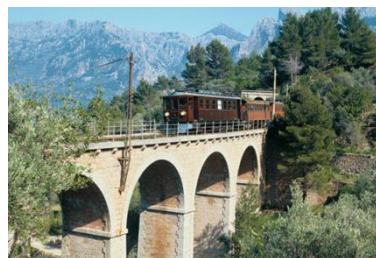
Steamtrain HSB



Ilztalbahn



Ferrocarril de Sollér RhB



Stern und Hafferl



Zillertalbahn



JHMD



CJ –belle époque



Welsh Highland



White Pass –Yukon



Pinzgauer  
Lokalbahn



## Freight transport on regional railways

Transport of Containers  
in Zermatt



Photo: Otfried Knoll

System “Rollbock” to carry normal  
gauge wagons on narrow gauge



Photo: Otfried Knoll

Shift “Rollwagen” to normal gauge



Photo: Ernst Lung



Photo: Verkehrsbericht Tirol 2005,



## Successfactors marketing, easy access to tickets and information

Although the internet get more and more importance (75% of the Austrian households have an access to the web), personal contacts and printed information are still helpful to win people for sustainable mobility in tourism (example: brochures rail adventure in Romania)

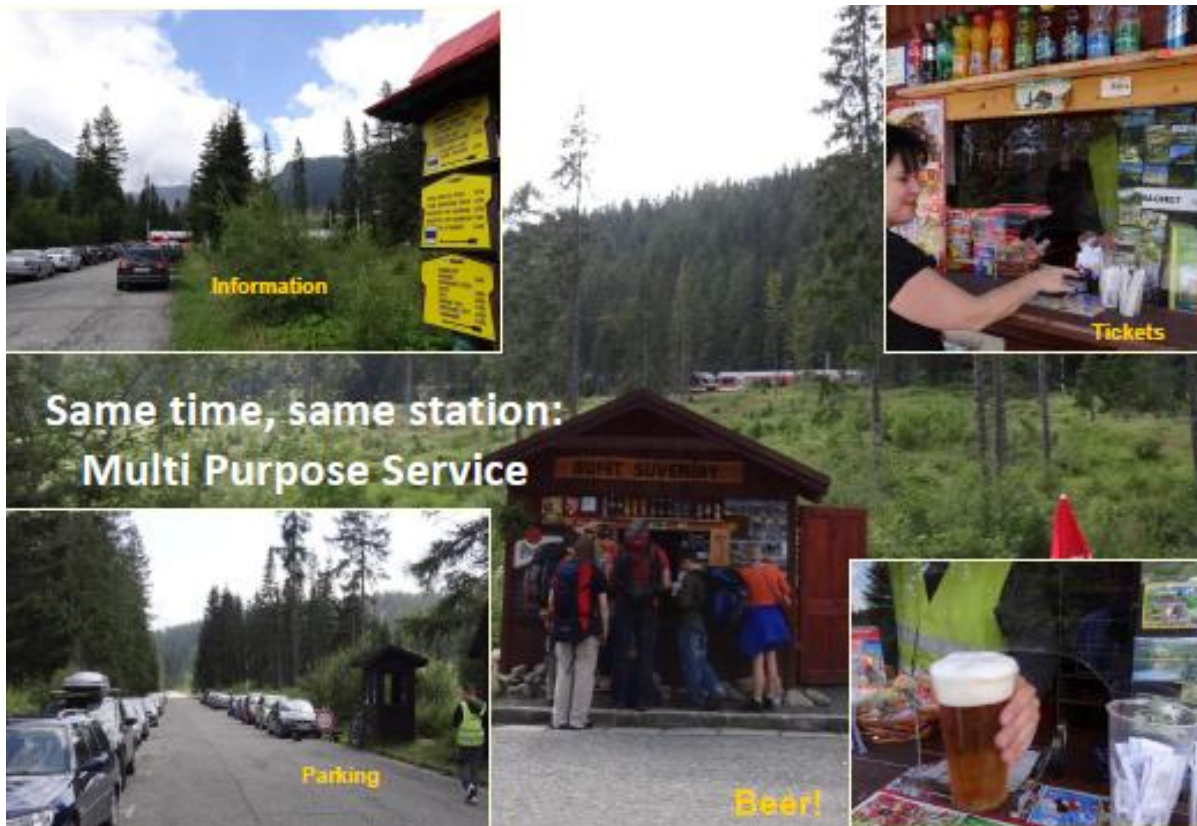


## Easy access to suitable tickets

- Conductor service in the trains. Examples: UBB, Pinzgauer Lokalbahn, Zillertalbahn
- Regional train tickets are included in existing all-inclusive packages
- Tickets are sold in hotels. Examples: Harzer Schmalspurbahnen  
Destination guest cards are including public transport. Example: South Tyrol /Alto Adige
- Service points in railway stations
- Cafeterias in railway stations sell tickets (Vinschger Bahn)
- Internet ticketing (RhB)
- Chip Cards with best price calculation (introduced in February 2012 in South Tyrol / Alto Adige)



# Multi purpose service on the Tatra Electric Railways: Tickets and more



Source: Otfried Knoll, presentation TU- Vienna 22.11.2012



## Shops and information centres of railways provide more services than selling train tickets, friendly train staff is preferred by many passengers

“Dampfladen “ of HSB offer a big assortment



Photo: Otfried Knoll



Photo: Otfried Knoll



Photo: Ernst Lung



Photo: www.mobilito.at

Mobility service center “Mobilito “ (IC station Bischofshofen)



# Nice designed tickets are liked by rail fans to collect them: example Usedomer Bäderbahn (Germany)



Source:  
Otfried Knoll  
presentation, TU-Wien  
22.11.2012



## Suitable tickets—public transport included in free guest cards

**Konus Karte** – Schwarzwald, financed by a little supplement to „Kurtaxe“ (city tax for overnight stay

<http://www.schwarzwald-tourismus.info/service/konus>

**GUTI (Gäste-Umweltticket)**, financed by communities in Bayrischen Wald, served by Waldbahn <http://www.bayerwald-ticket.com>

**Neusiedler See Card**, Burgenland, also financed by a supplement to Kurtaxe

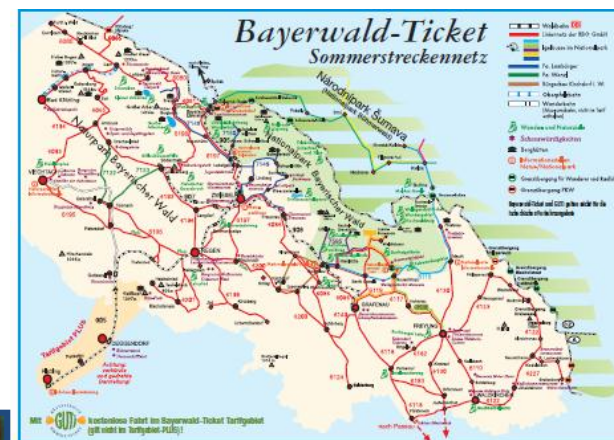
<http://www.neusiedlersee.com>



Hier gilt KONUS ab 2012:

KONUS gilt außerdem auf der ...

Linie S1 Albtalbahn zwischen Bad Herrenalb über Etslingen nach Karlsruhe  
Linie S6 Enztalbahn zwischen Bad Wildbad und Pforzheim Hbf  
Nagoldtalbahn zwischen Bad Liebenzell und Pforzheim Hbf



Programme co-funded by the EUROPEAN UNION

**Some regional railways provide interesting tourist packages for single travellers and especially for groups, train trips combined with sports and culture, RhB introduced a contact point for (bus)tour operators**

Railway and e-bike

railway and rock-opera



>>> WIR BEWEGEN MENSCHEN **stern hafferl** VERKEHR >>>

**Sanftes Natur- & Kulturerlebnis  
mit Bahn & E-Bike**

Stift Lambach, Stift Archen, Brauerei Eggenberg, Motorratmuseum

Buchbar von April bis Oktober, für Gruppen von 6 bis max. 20 Personen





# More ideas to get unique selling propositions

## + Adventure tours, examples:

train hijacking by horse riders in a wild-west style (CJ)

Combination with sports:

“Trottinet (scooters) riding (CJ)

bicycle tours (some railways)

## + Visit of maintenance workshops (e.g. HSB)



Keltenschmaus  
Stern und Hafferl

## + Hobby train driver courses (e.g. Stern und Hafferl and Zillertalbahn)

## + attractive packages railway and culinary and cultural highlights



## Examples for on-trip information

Information available in often needed languages



Information to touristic points of interest



near field communication for mobile phones



# Conclusions of our analysis 1

Some common patterns on the way to success can be identified, even though specific regional conditions have to be considered.

From the customers point of view the offer (train + train and additional touristic services) should:

- have a high recreational value and leisure convenience
- address a wide target group (suitable for families)
- offer the opportunity to consume in modules; e.g. being active actor as well as passive consumer
- address as many senses as possible in the target group
- offer a remarkable price-performance ratio.



## Conclusions of our analysis 2

Decision makers have to bear in mind that from the guests' and passengers' point of view a service chain, consisting of individual services, is offered. Promotions provoke certain expectations in the customers mind. In order to create repeat visitors these expectations should be exceeded during the whole trip.





## Conclusions of our analysis 3

There are several potential threats that have to be considered too:

- Service portfolio and operations are designed too closely to the operator's needs. The market's needs are succumbed.
- The service is oriented towards rapid economic results and successes. Profitability is too much in the foreground. If the targeted profitability is not achieved within a specified time limit the goal is often abandoned.
- The willingness for investments and financial support by public authorities are only focused on infrastructure while marketing activities are not supported at all.
- The railway's operator expects the full support by the regional actors in any means while these actors rely too heavily on the operator's activities. As a result there is no common spirit of optimism.



# Masterplan for regional railways key elements (1)

- Strengths and weaknesses / chances and risks analysis
- general vision for the regional railway
- budget framework
- passenger potentials (trends and forecasts)
- embedding in regional planning, traffic- and tourism concepts
- coordination with land use planning and regional development priorities
- objectives and measures for infrastructure, services, rolling stock, conservation concept for vehicles, workshops,
- time schedule (“roadmap”) for the implementation, coordinated with the budget

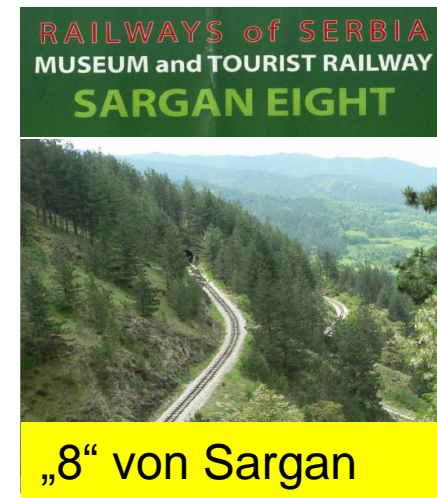
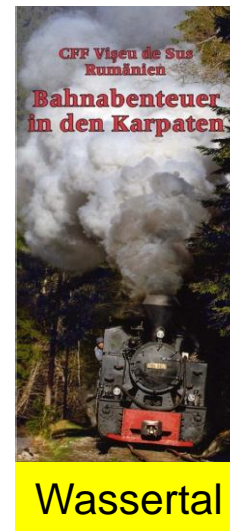
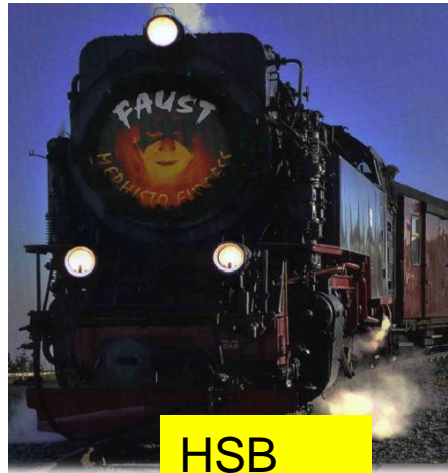


# Masterplan for regional railways, key elements (2)

- operational part (management strategy, timetable, special operations, personnel, ...)
- commercial section (supply and service levels, pricing, sales strategy, ...)
- creativity part (design quality, CI, CD, promotional policies, information systems, ..)
- cooperation strategies
- communication concept (make the market aware of USP, external and internal)
- communication strategy: partners, reporting, press contacts, information of the public.



# Examples where (reopened) regional railways became a top destination for tourism



# Evolution from nostalgic trains to modern regional public transport: Regional railway lines on Mallorca



Source: Otfried Knoll,  
presentation TU- Vienna 22.11.2012

## WP 4 Regional Railways – Work plan of the partner bmvit for the next periods

- Developing implementation measures on the Mariazeller Bahn, especially for preparing the country exhibition (Niederösterreichische Landesausstellung) in the year 2015 and creating tourist packages
- Improvements of the logistics for bicycle transport and bicycle renting
- Know how exchange and transfer between the Access2mountain partners, focused on supporting implementation measures
- Packages for long distance tourist rail traffic





## Planned common activities of the Access2Mountain project partners

- Development of “soft mobility” touristic packages including travelling by train
- Common marketing for the regional railways in the Alps and in the Carpathians
- Improvement of long distance train connections to our model regions (advantageous packages with national railway companies, improved timetables, trough coaches..)



For further information please look at:

<http://www.access2mountain.eu/en/activities/Railway.html>

(English summary of the analysis of regional railways) and

<http://www.access2mountain.eu/en/downloads/countryspecific/Deutsch.html> (Interim report in German language)

