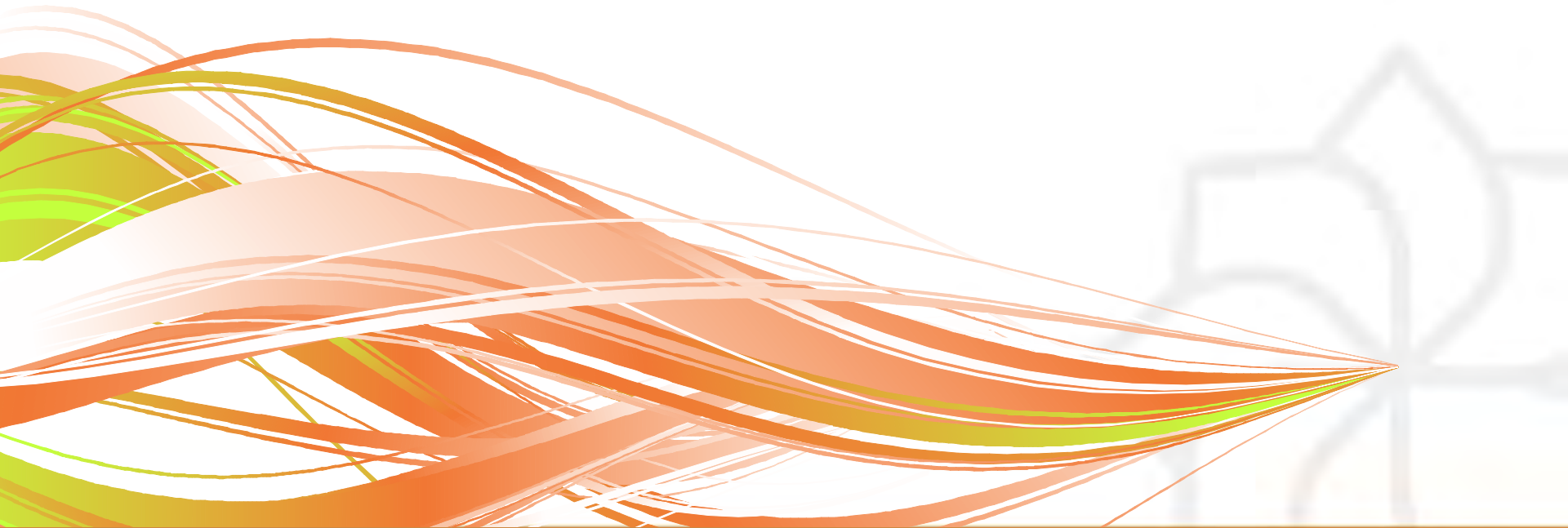




puremobility2puremountains

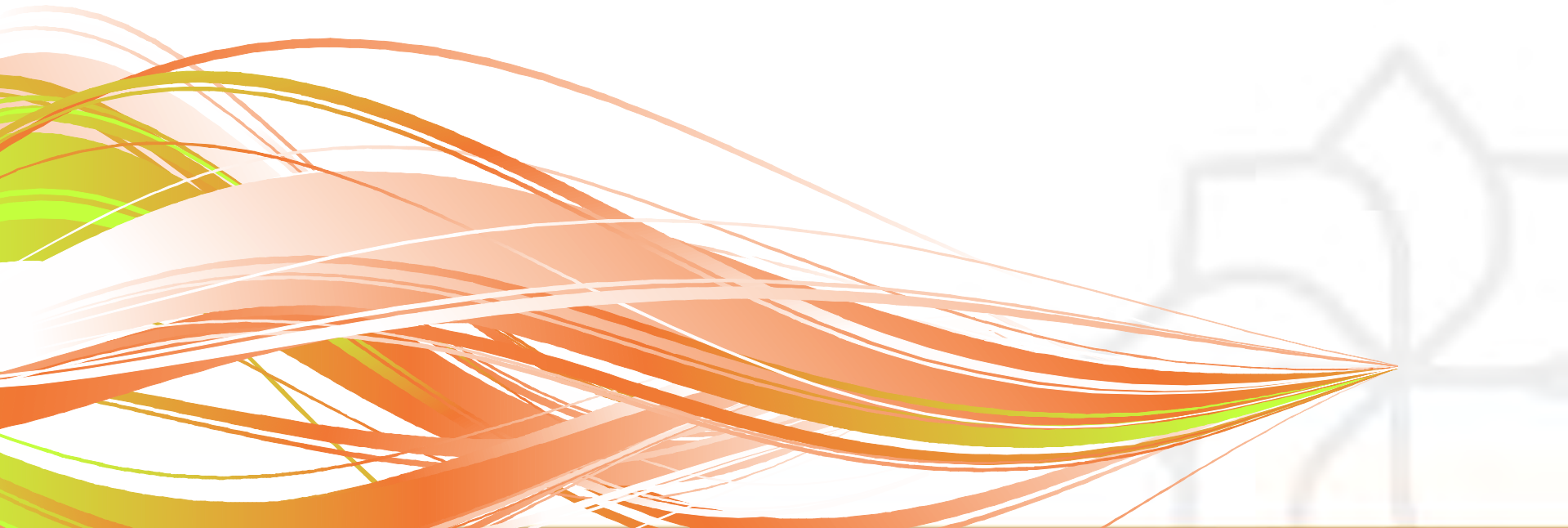
International Conference | National Park Gesäuse, Austria

1st to 3rd of April 2014



Block 2

SUSTAINABLE TOURISM MOBILITY





Paul PEETERS

NHTV Breda University of Applied Sciences
The Netherlands

**Getting to the mountains –
“quick and dirty” or “clever and clean?”**

Jointly for our common future



Getting to the mountains: 'quick and dirty' or 'clever and clean'?

Paul Peeters
Centre of Sustainable Tourism & Transport
NHTV Breda University of Applied Sciences
The Netherlands

Contents



- European tourism transport
- Environmental impacts of tourism transport
- Transport impact on Alpine areas
- Mechanisms driving 'quick and dirty'
- Sustainable tourism transport
- Rail transport challenges and opportunities
- The last miles: 'clever & Clean' solutions
- Conclusions

European tourism transport

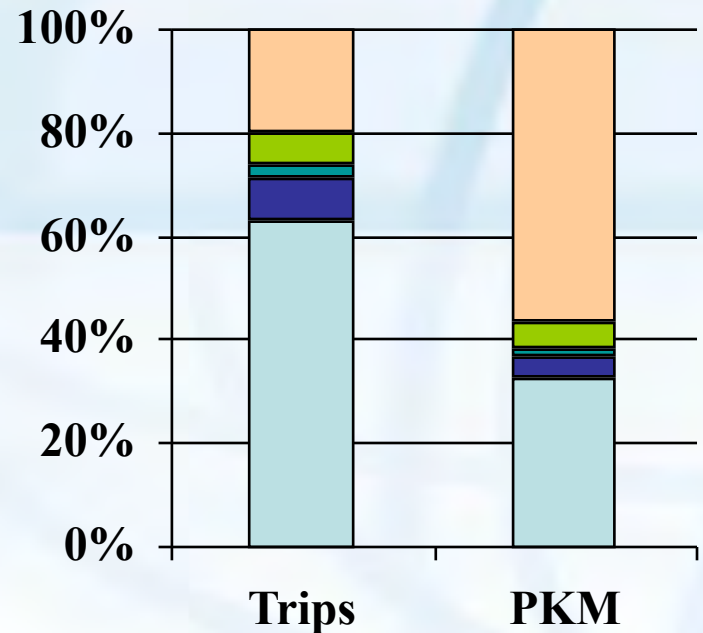
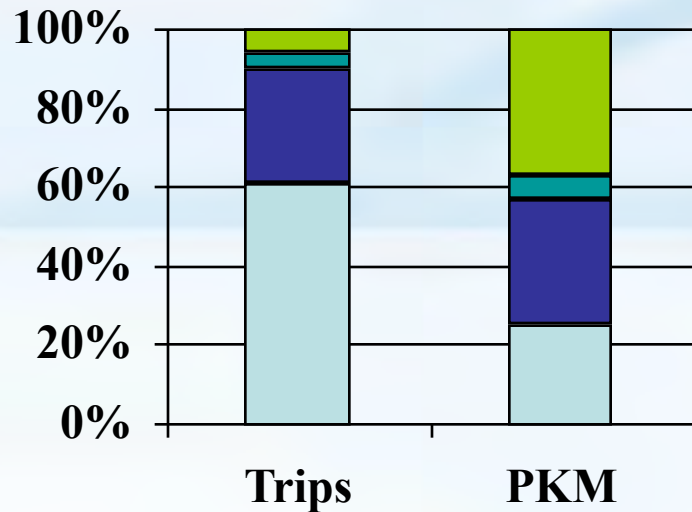


EU tourism trips in 2000

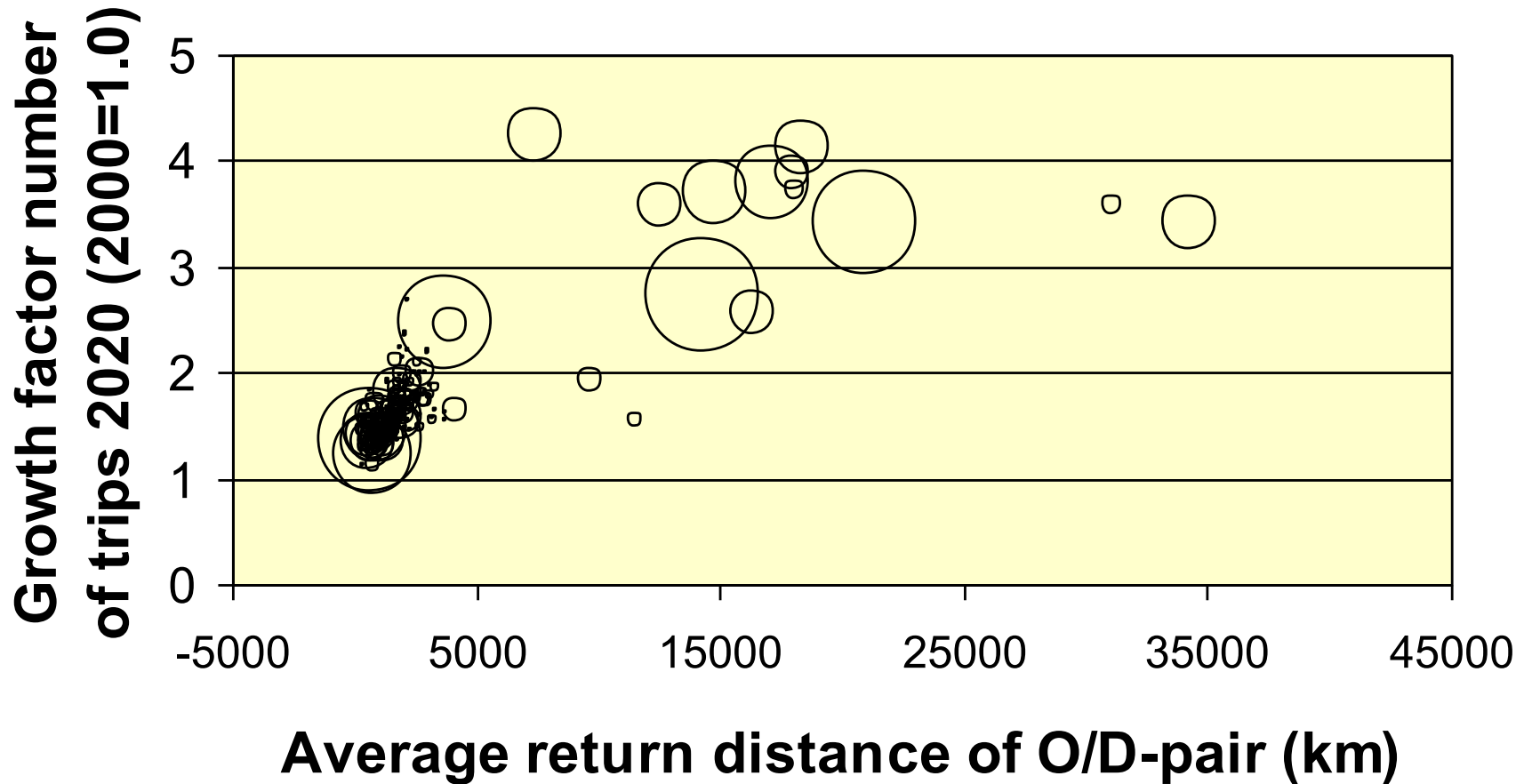
- 875 million outbound return trips.
- 2021 billion pkm (6.6% of world mobility).
- Tourism transport represents 15-20% of all surface based mobility within EU.
- Domestic nr of trips is 60%.



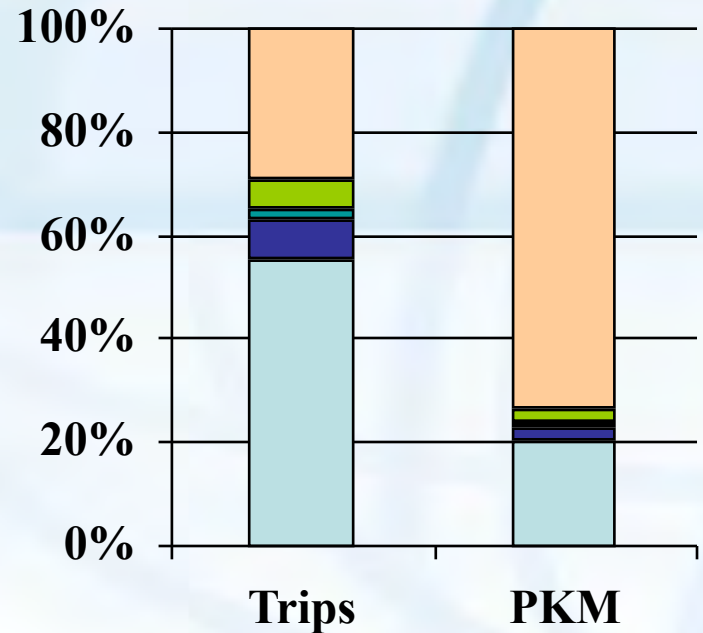
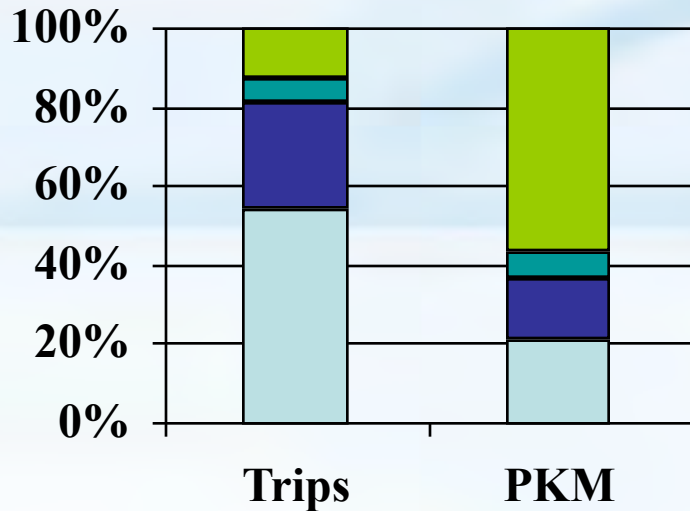
Outbound EU O/D transport in 2000



Growth outbound EU O/D-pairs



Outbound EU O/D volumes in 2020



EU O/D transport 2020

- 1371 million outbound return trips (+57%).
- 4480 billion pkm (+122%; 8.3% of world mobility).
- Domestic is still dominant.
- Air transport pkm almost 'covers' Europe.



“EU tourism transport trips are car-based, but miles are made by air now and even more in 2020”

“Domestic is the main tourism business, now and for the coming decades”

Tourism transport impacts



Environmental impacts: the clean and the dirty



Mode	CO ₂ -e (kg/pkm)	PM10 (gram/pkm)	NO _x (gram/pkm)
Air (short haul)	0.412	0.0018	1.028
Air (long haul)	0.299	<i>0.0010</i>	0.466
Car	0.140	0.0225	0.500
Rail	0.028	0.0130	<i>0.160</i>
Coach	<i>0.023</i>	0.0103	0.246
Ferry	0.069	0.0010	1.600

Source: MuSTT study

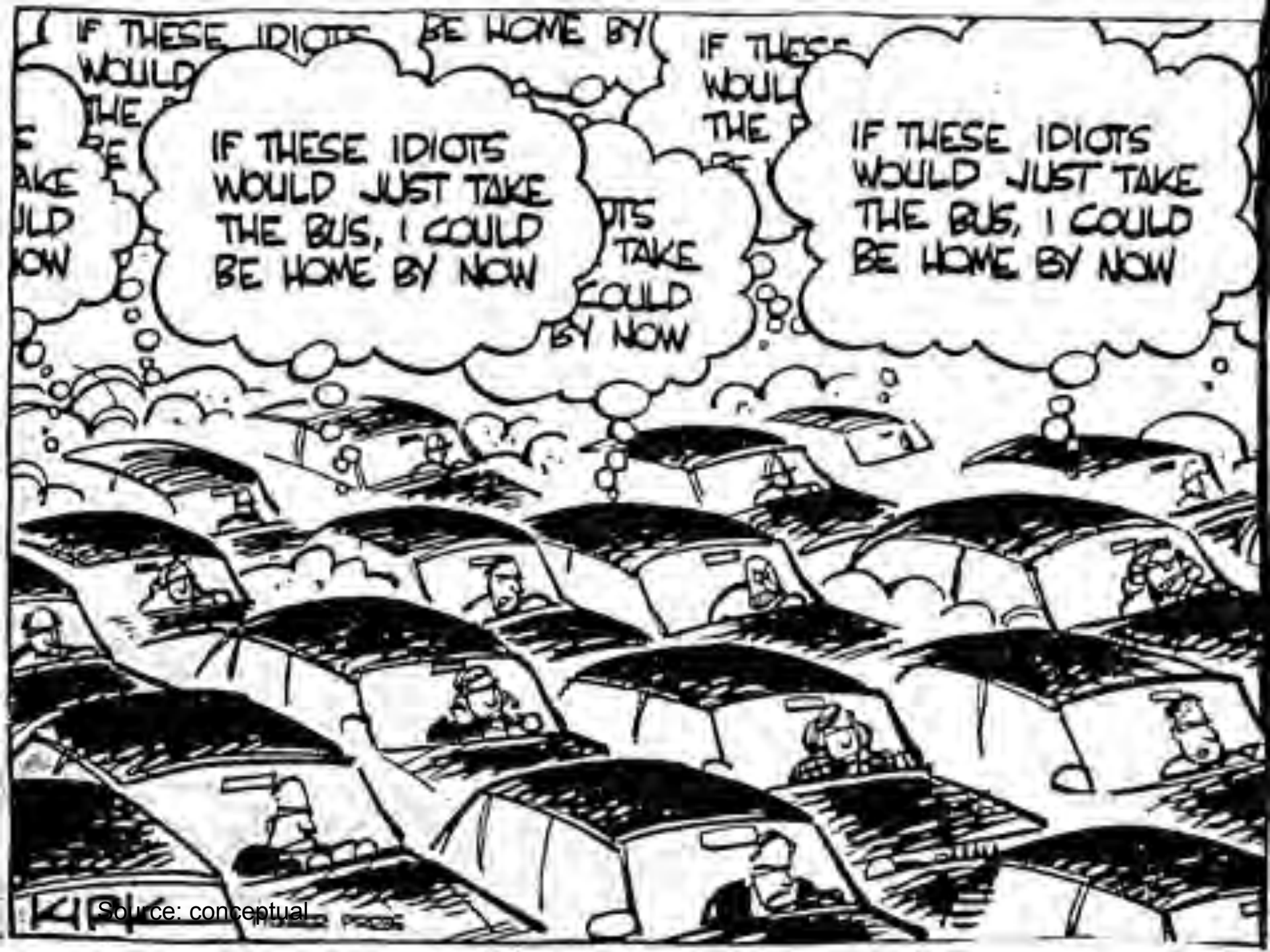
Environmental impacts on Alpine environments



- Harming vulnerable landscapes and ecosystems
 - Parking problems and congestion
 - Noise of car traffic and motorbikes
 - Massive transport through vulnerable regions like the Alps
 - Overloaded campsites, half by cars...
 - Or vans



Source: conceptual



IF THESE IDIOTS WOULD JUST TAKE THE BUS, I COULD BE HOME BY NOW

IF THESE IDIOTS WOULD JUST TAKE THE BUS, I COULD BE HOME BY NOW

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SELF-SERVICE

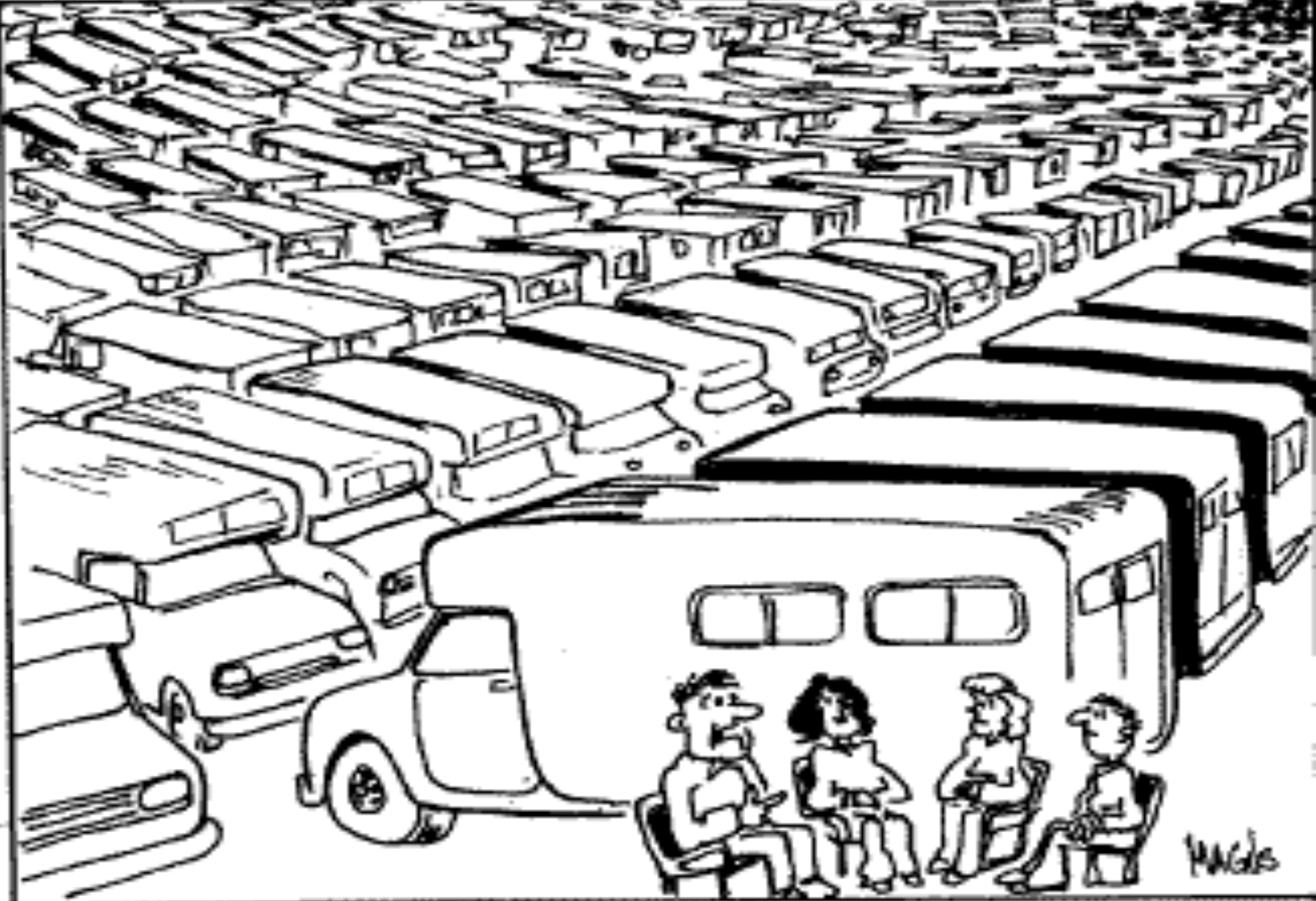
BAR SELF-SERVICE IMBISS

CESKA
SPORTS
MČR

SPEED
RACE
SIXTY



Source: conceptual



WE BOUGHT ONE OF THESE UNITS SO WE
COULD GET AWAY FROM IT ALL !

Source: conceptual



Source: conceptual

And it is never silent again...

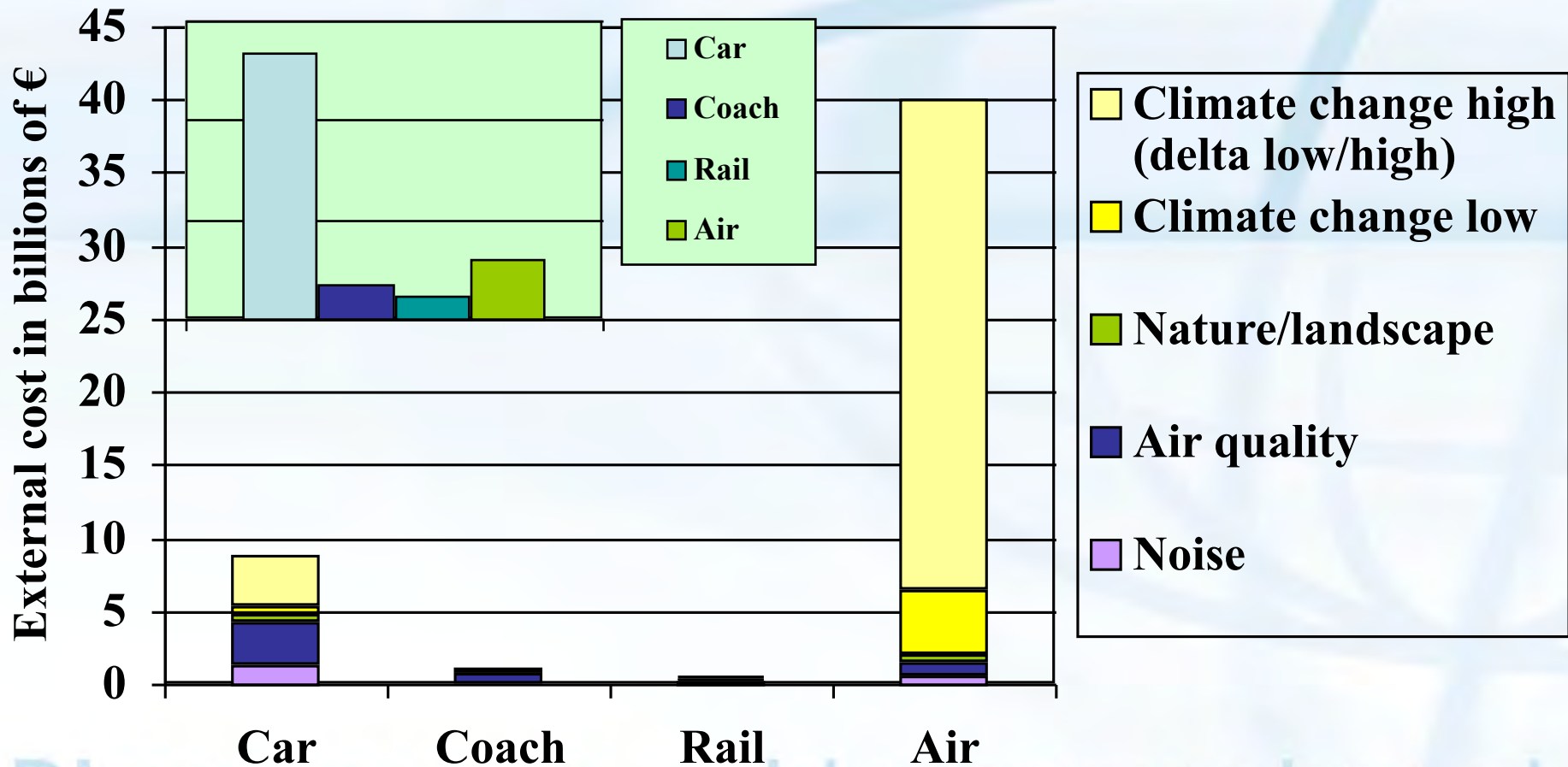


https://www.youtube.com/watch?v=yx7_yzypm5w

And it is never silent again...



Environmental impacts: external cost intra-EU25 tourism transport



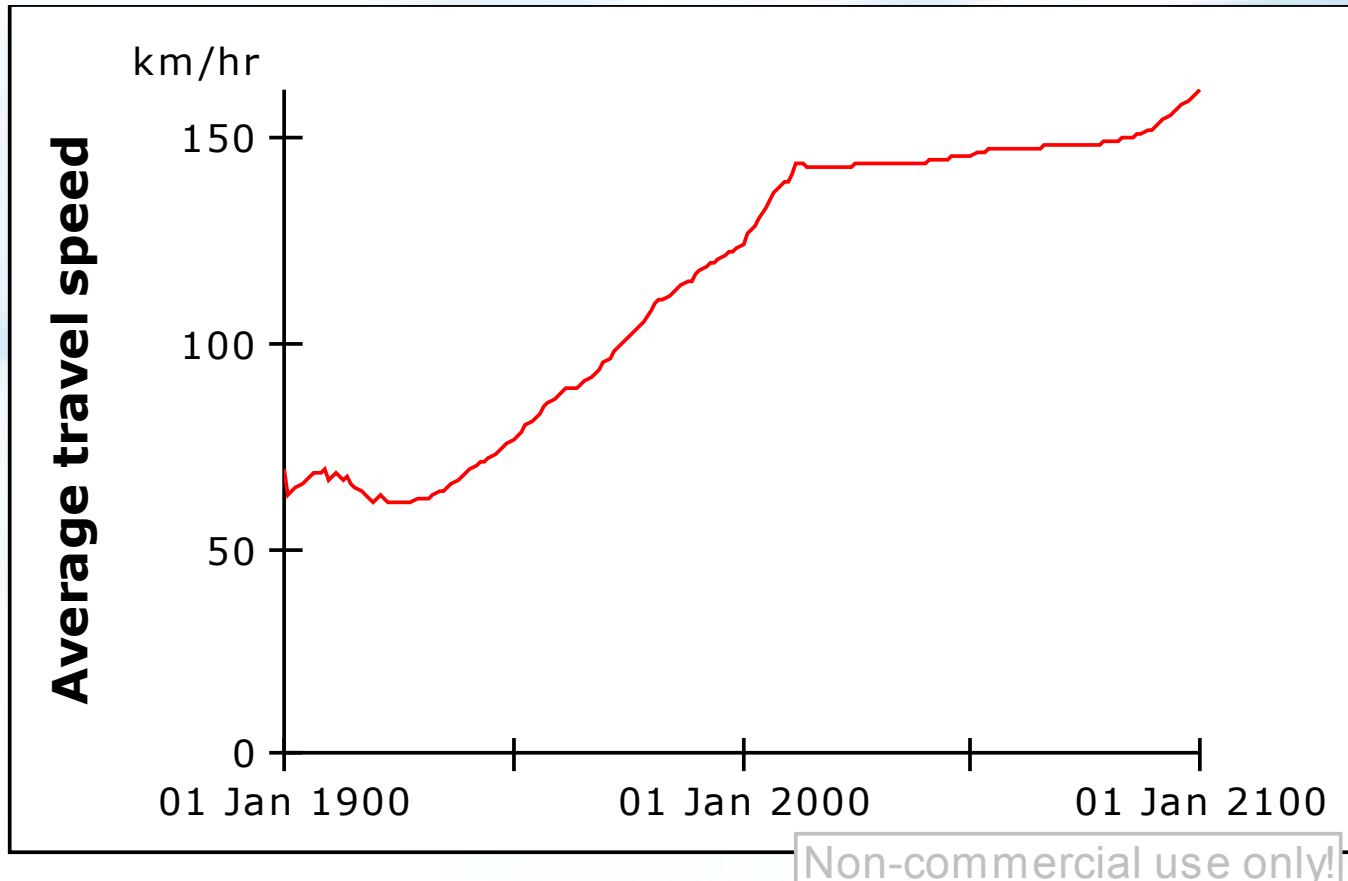
“The external costs of tourism transport are very significant”

“Air transport mode causes global problems, cars the local ones”

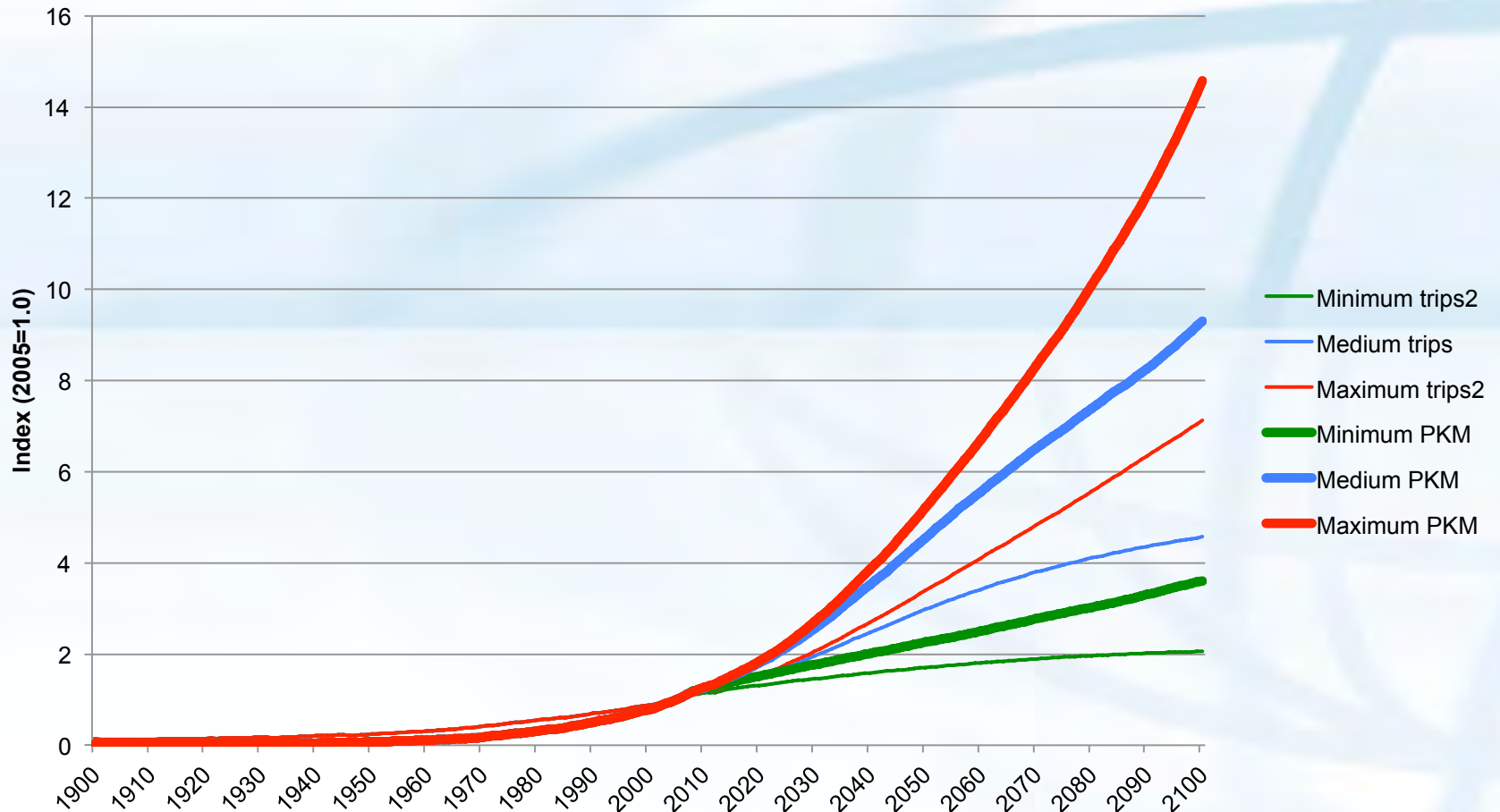
Mechanisms driving “quick and dirty”



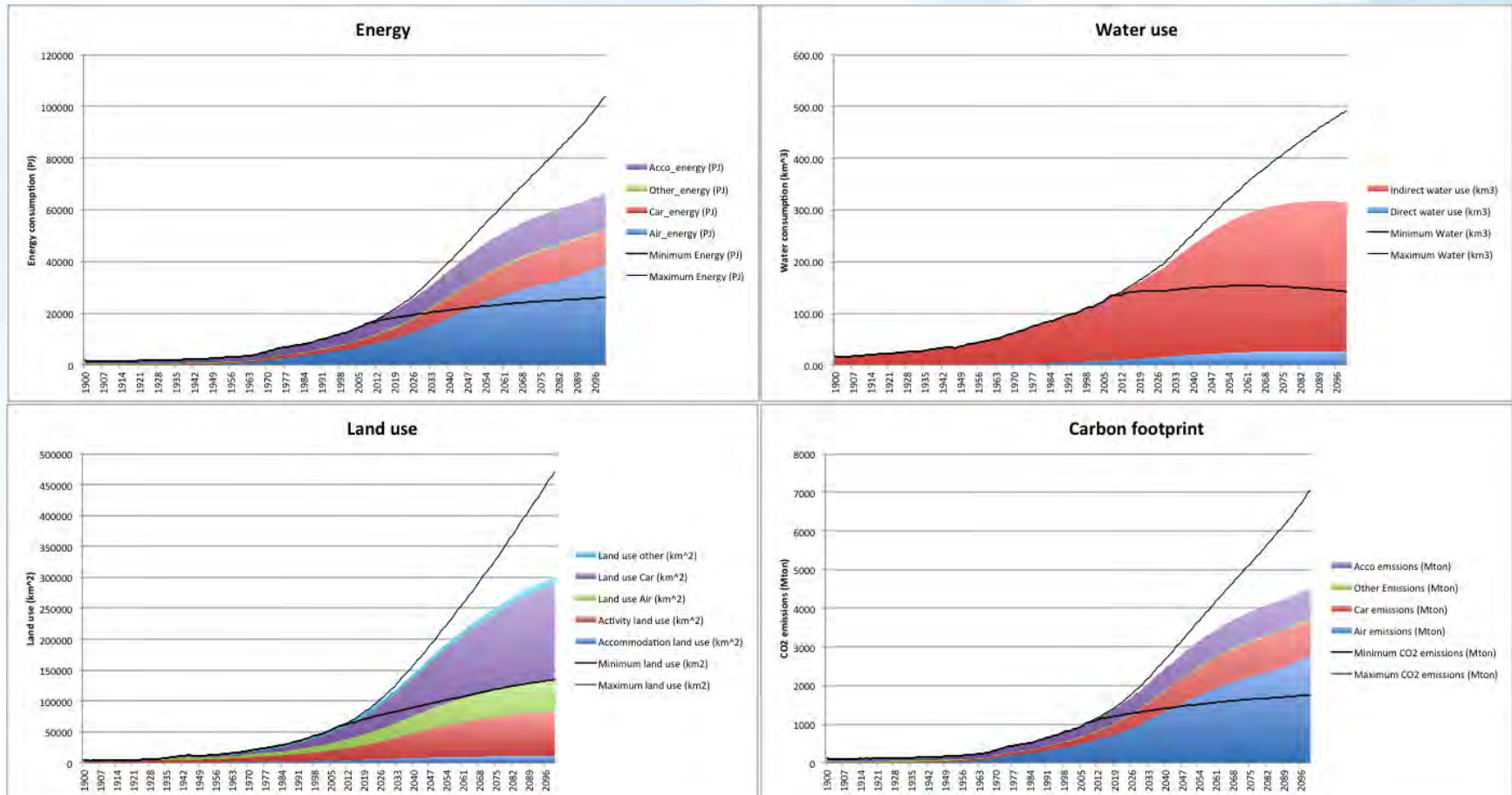
The “Quick”: Average travel speed



The “&”: growth of trips and distances



The “dirty”: environmental impacts



Drivers of change: transport economics



- Demand (+) = $f[\text{cost} (-), \text{travel time} (-), \text{discomfort} (-), \text{'fun'} (+)]$
- Cost per seat-km will reduce if:
 - Seat capacity is increased
 - Average speed is increased
 - Maximum technical speed is reduced
- Travel time decreases if:
 - Max speed increases
 - Service frequency increases
 - Network density increases
- **So a small soft mobility/rail system by definition is unattractive!**

Causes for mobility growth



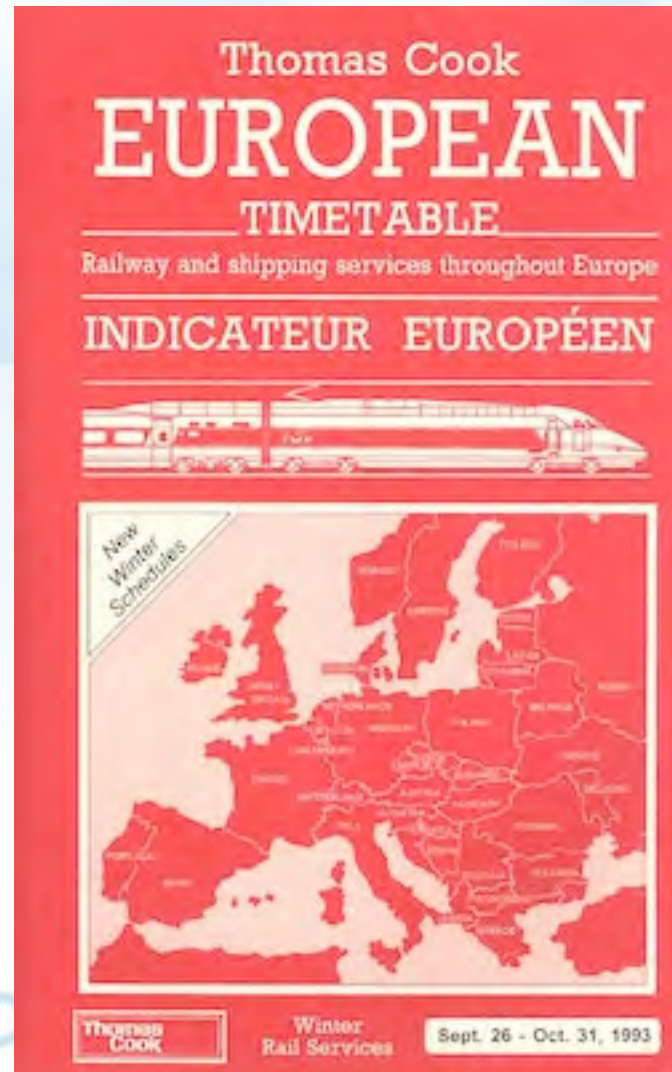
- Mobility growth rates equal to GDP growth rates
- Money budget almost constant (% of income)
- Time budget constant at 70 minutes/day (you will never save time by increasing speed!)
- More money → faster transport modes
- Faster transport → more passenger kilometres.

Some intermediate conclusions



- ‘The quick’ always leads to ‘the dirty’
- Climate change is the big external cost of tourism mobility
- Aviation cause climate change (and ends the idea of silence)
- The car causes most local problems

Rail transport challenges and opportunities



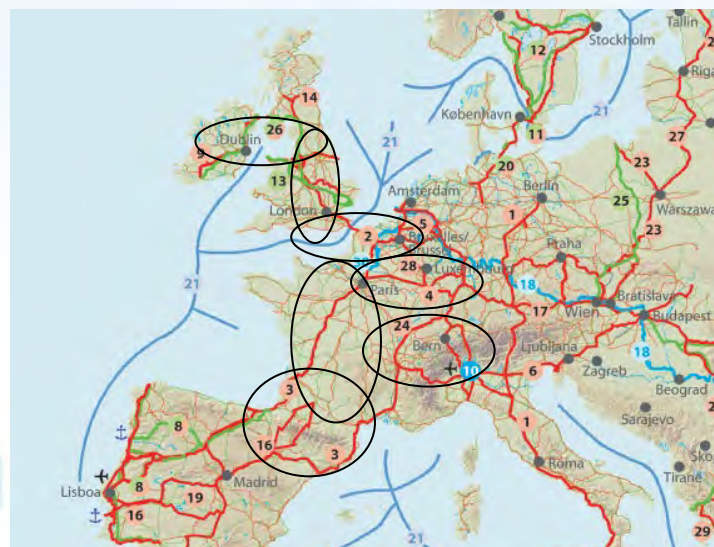
Reinforcing tourism rail transport (1)



- Average share of rail is 6.1% trips:
 - Domestic market is 6.4%
 - Neighbouring countries 7.6% and
 - Other relations 3.5%
- But there is large variation:
 - Ireland domestic just 1%, while
 - Switzerland domestic takes 22% and
 - Switzerland-Italy 21%
- So which markets give the best chances?

Reinforcing tourism rail transport (2)

- Best chances for markets:
 - With high total flow
 - Moderate or small rail share and
 - Domestic or neighbouring
- Markets (current total market; rail share):



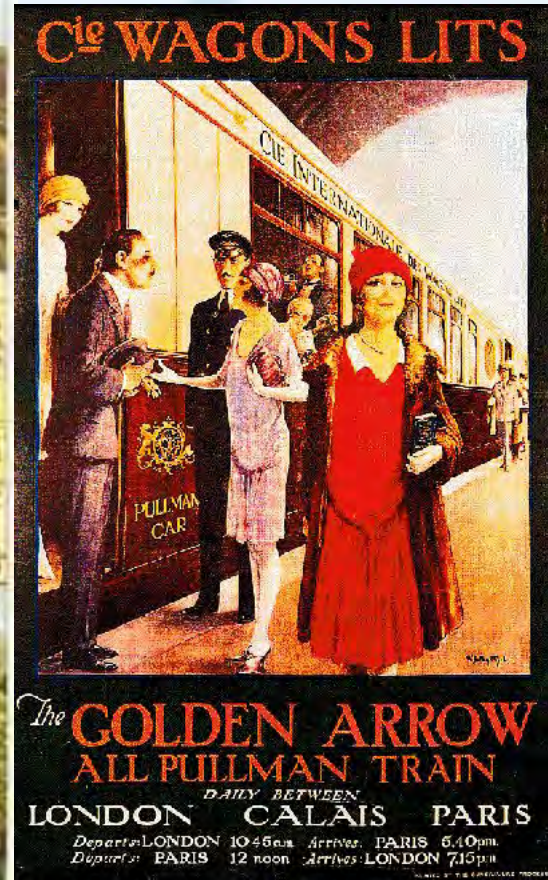
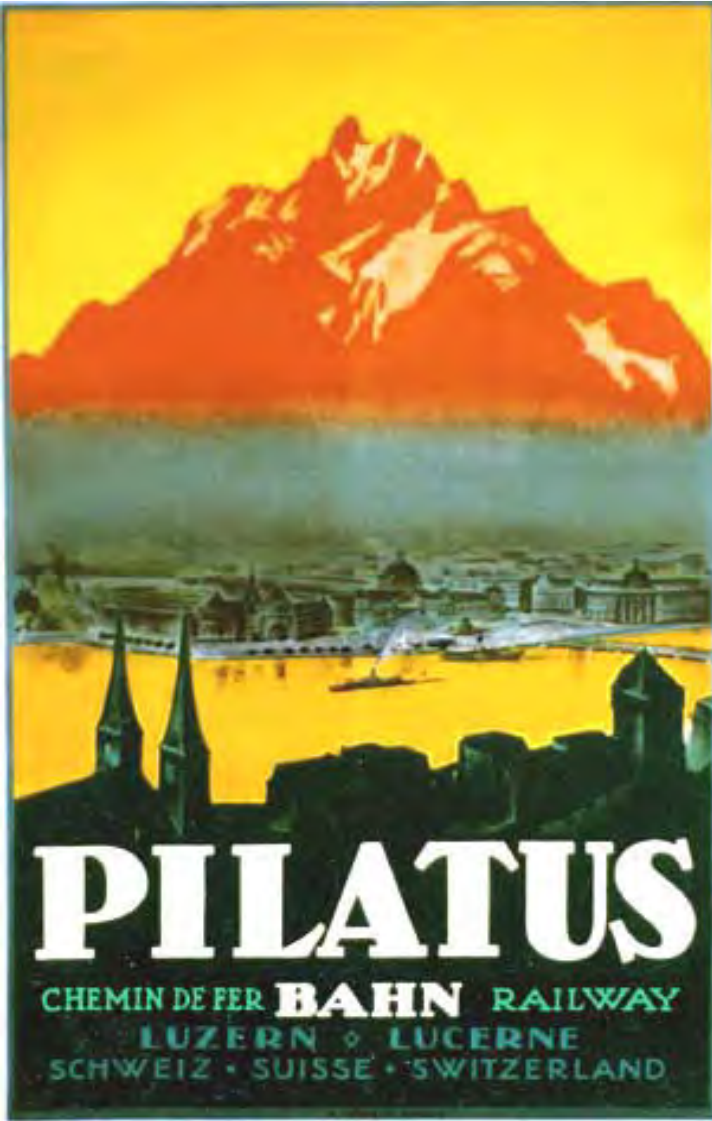
Reinforcing tourism rail transport (3)

- The Swiss have consistently planned rail infrastructure...
- towards the optimal time table, without...
- neglecting service, comfort and maintenance, and...
- thus succeeded in >20% rail share for tourism OD transport.



Overland Railway

Railway marketing: the old days...




Marketing international rail travel: the basics



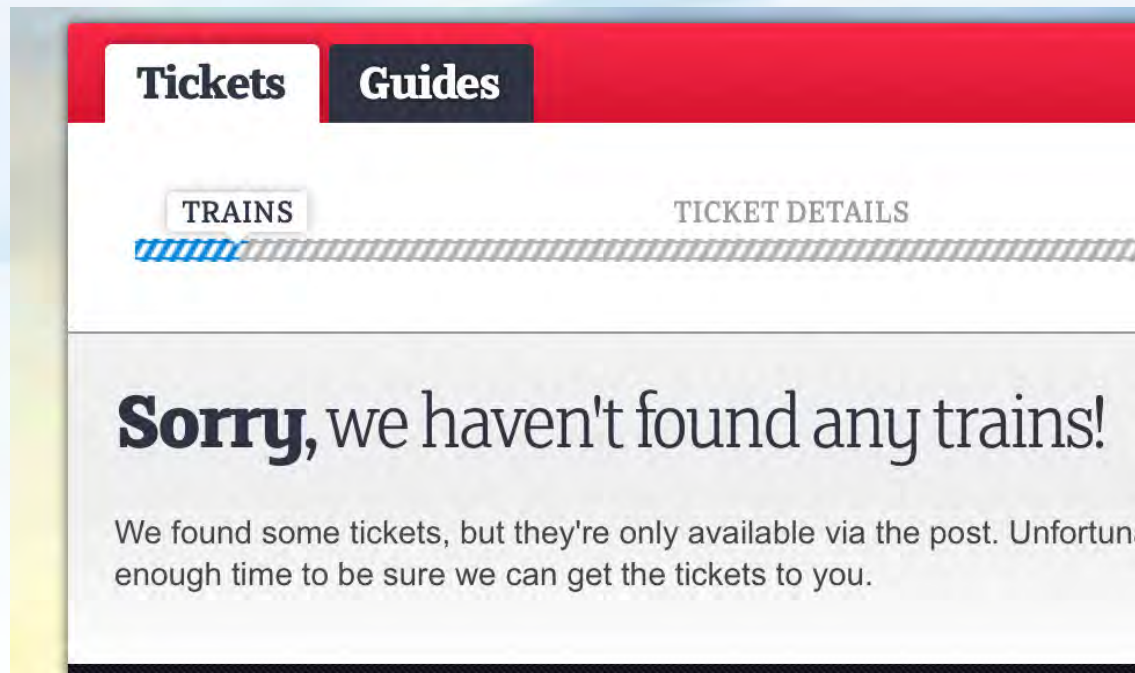
- Safety
- Reliability
- Accessible (physically, information, booking)
- Competing travel speed
- Competing Prices
- Supplying transport chains
- Well advertised and published

When one of the above fails, the whole product fails!

Booking international train tickets

	Preis für alle Reisenden*	
	Normalpreis 	
	Es gilt Auslandsterif 	→ Rückfahrt hinzufi
	Preisauskunft nicht möglich 	→ Rückfahrt hinzufi
	Preisauskunft nicht möglich 	→ Rückfahrt hinzufi

Booking international train tickets



The screenshot shows a web interface with a red header bar containing 'Tickets' and 'Guides' tabs. Below this is a navigation bar with 'TRAINS' and 'TICKET DETAILS' options. The main content area displays a large 'Sorry, we haven't found any trains!' message, followed by a paragraph explaining that tickets are only available via the post and may not be available in time.

Tickets **Guides**

TRAINS TICKET DETAILS

Sorry, we haven't found any trains!

We found some tickets, but they're only available via the post. Unfortunately, there isn't enough time to be sure we can get the tickets to you.

Booking international train tickets



Er is een fout opgetreden


< Ga terug

Booking international train tickets



Your European Travel Itinerary Add Trip

Ede Wageningen to Innsbruck

 At this time, our online system can't find tickets or schedules for this trip.

[Click Here](#) for more information

Innsbruck to Munich [Edit Trip](#)

Wed, Apr 09 2014

From: **\$58** Per Adult Traveler.

5 Trains / 10 Fares

Booking international train tickets



BOOK YOUR UK RAIL TRAVEL
WITH OUR PARTNER THE TRAINLINE

Booking international train tickets



SORRY, THERE ARE TOO MANY CHANGES TO BOOK THIS JOURNEY ONLINE



Unfortunately there are too many changes in the journey to book this online. Either break down your journey into separate legs and add each leg to your s basket or select an option below:

Booking international train tickets

Date	Dep.	Arr.	Dur.	Changes	Details
27.03.2014	07:47	17:59	10:12	2	
Arnhem (connection coming from Ede-Wageningen) - Salzburg Hbf				Details	fr. 151.20 EUR
Standardpreis International/TEE					
<i>Standard ticket not restricted to a specific train, full flexibility.</i>					
<p>Please note: It is not possible to purchase all tickets for your journey online. Please choose either 1st or 2nd class and then refer to the price details for more information!</p>					
					<input checked="" type="radio"/> 2nd class 151.20 EUR
					<input type="radio"/> 1st class 245.20 EUR
Price details					
Ede-Wageningen					
InterCity IC 3021					
It is not possible to purchase a ticket online for the section of your journey „Ede-Wageningen - Arnhem“. Please acquire the ticket separately. Kindly note that this will cause additional costs for your journey. Please contact our ÖBB Customer Service on +43 (0)5-17 17.					
Arnhem					
InterCityExpress ICE 121					
Emmerich(Gr)					
Frankfurt(Main)Hbf					
EuroCity EC 219					
Salzburg Hbf					
					Total: 151.20 EUR

Booking international train tickets

Tickets Guides Q&A Blo

TRAINS TICKET DETAILS BASKET

London Any Zone 12 Station to Abergavenny

Outbound - 27 Mar - 06:00


Departs	Arrives	Changes	Duration	Price
06:44 27 Mar	09:28 27 Mar	1	2hr 44m	£81.30
07:44 27 Mar	10:01 27 Mar	1	2hr 17m	£99.10

Warning: This journey starts with a transfer.

Step 1 and 2:

£99.10 Standard Class Advance Single **Fare conditions**

TRANSFER 1 minute



Map showing the route from London to Abergavenny, including major cities like Bristol, Cardiff, Southampton, Portsmouth, Brighton, Exeter, and London.

Air ticket shop: one click booking

CheapTickets.nl home | newsletter | my booking | service & contact English

Search again

From: Amsterdam (Schiphol)
 To: Milan (Bergamo Apt.)
 Dep: 14/04/2014
 Ret: 19/04/2014

Search

Filter your results

Outbound

Departure time: Mon 06:20 - Mon 23:55
 Arrival time: Mon 07:50 - Tue 13:20

Inbound

Departure time: Sat 06:20 - Sat 21:20
 Arrival time: Sat 08:05 - Sun 09:25

Number of stops, Airline, Total price, Duration, Places of transfer, Arrival airport

Reset to default

LOWEST FARE Amsterdam - Milan € 74,07

SHORTEST TRAVEL TIME depart: 1u 30m | return: 1u 35m € 87,33

HIGHEST RATING KLM: 7,4 € 3289,93

Flight options Show other dates (+/- 3 days) how to use this overview

Amsterdam - Milan, Economy Class
 Outbound: Monday 14 April 2014, Inbound: Saturday 19 April 2014, 1 adult

	Ryanair	EasyJet	Eurowings	Pegasus Airlines	KLM
non-stop flights					
1 stop				€ 3248,68	€ 3289,93
Alternative route	€ 74,07	€ 146,88	€ 304,62		

Prices are per person, excluding file charges € 27 and possible luggage fee.

Tip! Search also from Brussels or Dusseldorf.

Sort on price (from low to high)

RYANAIR € 74,07

Note: The departure and/or arrival airport is not the same as your search airports.

Monday 14 April 2014 CheapTickets customers rate this airline with a 6

Outbound	arrival	Total travel time
19:50 Niederrhein, Weeze	21:25 Milan, Bergamo Apt.	1u 35m non-stop flight

Saturday 19 April 2014

Outbound	arrival	Total travel time
09:40 Milan, Bergamo Apt.	11:15 Niederrhein, Weeze	1u 35m non-stop flight

Select this flight

ca 30 Min später

Abfahrt 16:42

Verbundfahrausweise
gelten nicht

4

4

Verbundfahrausweise
gelten nicht

annheim · Köln ·



Amsterdam CS

C | D | E | F | G



Dortmund

1 2 5 6

Some conclusions



- International rail travel product has good opportunities to compete with car and air travel, but...
 - International rail travel sales and marketing are inadequate
 - Customers are too often frustrated by very incomplete or inadequate (online) rail travel products, while online is current main stream travel sales system.
 - Much of the long-distance (500-1500 km) international travel market is missed due to wrong focus in marketing (the latent demand exists!)
 - Transport chain generally not too well organised

Suggestion with respect to Alpine destinations



- Customers look for destinations, not means of travel.
- Have a fully functional online itinerary and booking system from all origin markets to the Alps and link to home page and pages for activities, accommodations.
- Lottery marketing: every hundredth ticket for free will grow your sales by >10% at the cost of 1%
- Combined marketing; do not sell the train, but sell full packages where the train/no car option is the most convenient solution.

The last mile “Clever and clean”

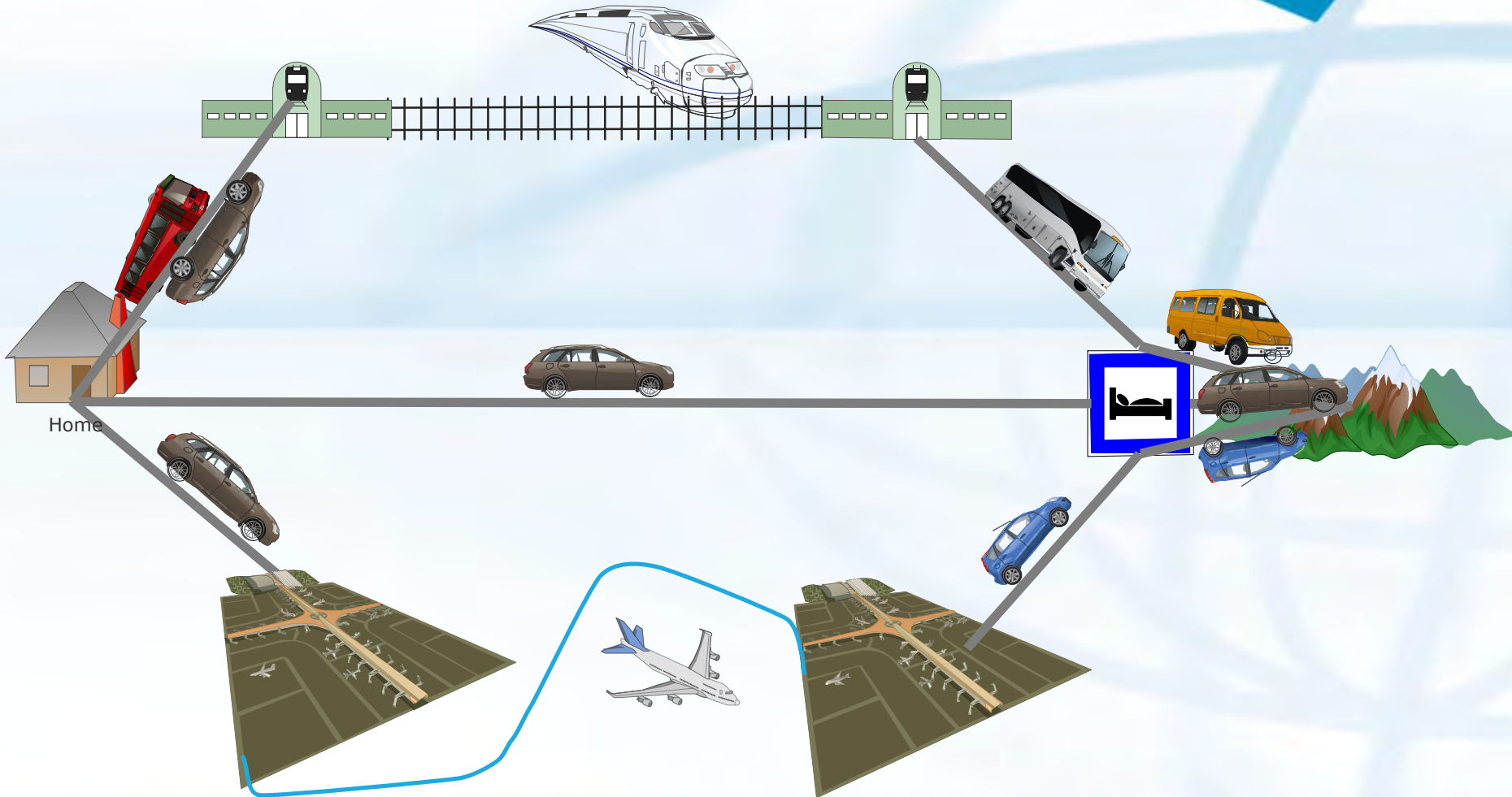
Cases of sustainable travel

Clever and clean solutions



1. Transport between station and accommodations
2. Integration of tourism/leisure and public transport
3. Ticket integration
4. Apps
5. Vehicles
6. Infrastructure
7. Other

The challenge...



Station to accommodation

- All EU InterCityHotels free local public transport
- Transport from railway station to campsite in Netherlands



Transportation

- FreeCityTicket: free use of local public transportation in Frankfurt
- airport shuttle (extra charge) every 30 minutes (4:45-12:30 am)



Integration of tourism/leisure and public transport

- Best prospects for really integrated public transport and leisure products
- The PT part becomes a natural part of the leisure itself.
- Cotswolds integrated PT activities brochure
- Interactive UK Carfree walking guide



uding magnificent stained glass,
ieval fan-vaulted cloisters. Getting
s, alight at Gloucester.
e Green, Gloucester. Tel: 01452 528095.



Find walks near

place name, address, postcode or OS grid within 50 m



- Freizeit-Datenbank, Austria, Steiermark (250 integrated trips)
- Leisure activities integrated in local railway brochure
- Swiss hiking website: just click gives rail timetable from home!
- Nockberge bus beautifully integrated brochure.

BusBahnBim-Auskunft

Von

Nach
Mürzzuschlag Brahmuseum [Straße/Hausnr.]

Wann
Ich möchte um 16:32 am 17.02.2014 abfahren

Optionen » Eingabekorrektur » Neue Abfrage »



Abmelden

Anleitung

Einstellungen

Route zeichnen

Route zeichnen

Letzter Punkt löschen

Zeichnen beenden / speichern

GPS-Track importieren

Länge / Höhe / Zeit		
↔	834.8 m	35 min
↗	205.6 m	45 min
↘	6.5 m	

Vergrößern und Drucken

Bearbeiten / Drucken

Liste der Routen



Discover your world >

Integration PT and leisure

- Up by train, down by bike
- Coach with bicycle transport
- Urban rail with bikes
- Alpine Pearls and Werfenweng



Ticket integration

- AltoAdige Pass
- Breeze up to the Downs: cheap, bargains in restaurants, etc.
- Freizeit ticket
- Full day PT ticket (€10)
- Mobilcard (Bolzano)
- Pass Rochelais

Find out about interesting sights along the route and facts about Devil's Dyke.

Download the Devil's Dyke Podcast at www.visitbrighton.com/things-to-do/walking-guides/podcasts or pick up the Route Guide leaflet while you're on the 77 bus.

Things you'd never see from a car!

Devil's Dyke
Seven Dials
Trains to Worthing
Churchill Square



Ontdek Groningen en Drenthe met de bus

€10,-
Dal-Dagkaart

Freizeit-Ticket

Jedes Jahr im Sommer hat das Freizeit-Ticket Hochsaison: Jedes Freizeit-Ticket ist ein **1-Tages-Ticket** für die ganze Steiermark, es gilt wahlweise an Samstagen oder Sonn- und Feiertagen für bis zu zwei Personen. Und: Bis zur vier Kinder (bis zum vollendeten 15. Geburtstag) können gratis mitfahren! **Wieder erhältlich ab Samstag, 5. Juli 2014!**

Was kann das Freizeit-Ticket?

- Das Freizeit-Ticket gilt für alle städtischen Verkehrsmittel, die Schloßbergbahn in Graz, alle Regionalbusse (ausgenommen die Linien 311/321) und alle Nahverkehrszüge in der Steiermark.
- Pro Samstag oder Sonntag ist es zum **Pauschalpreis** erhältlich.
- Mit der „**Aufzahlungskarte IC zum Freizeit-Ticket**“ können Sie auch alle Fernverkehrszüge benutzen.



LE CONCEPT DU PASS' ROCHELAIS

Mobilcard

3 Tage / Giorni

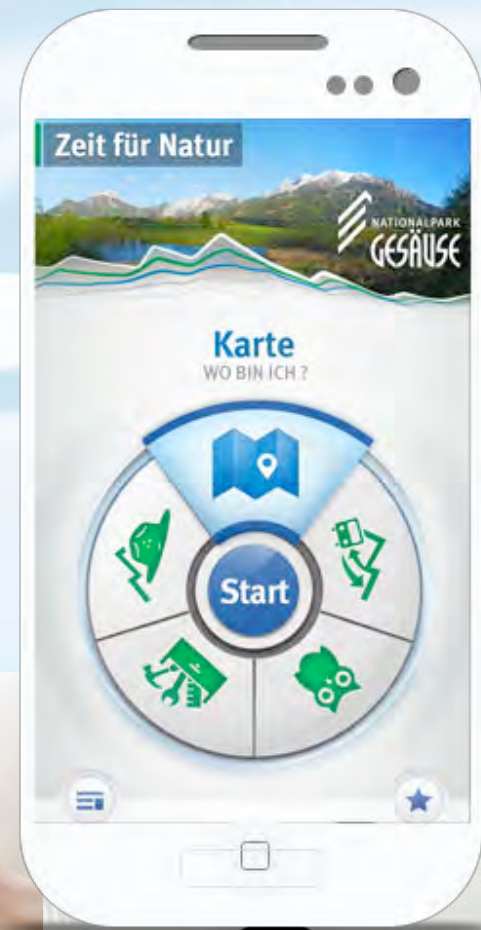
Südtirol Alto Adige

AUTONOME PROVINZ BOZEN SÜDTIROL
PROVINCIA AUTONOMA DI BOLZANO ALTO ADIGE

TRANSPORTE INTEGRATO ALTO ADIGE



App's



Connection Details
Duration 0:22 / 1 ch.

Start: München, Vollmarstraße 10 End: München, Menterschlagstraße 4

MVV Single ticket
Adult €2.60 (2 Streifen)
Child €1.30 (1 Streifen)
Ticket purchase for this connection is not available.

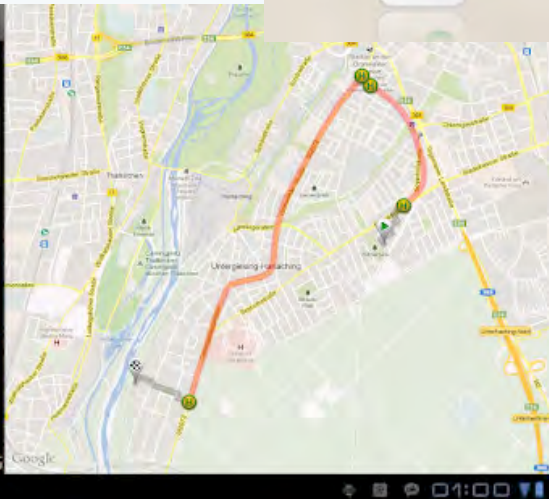
walk 10 minutes (441m) to Mangfallplatz

U1 → Olympia-Einkaufsz.

- 10:52 Mangfallplatz
- 10:53 St.-Quirin-Platz
- 10:54 Wettersteinplatz

25 → Grünwald, Barendlinger Platz

- 11:06 25H Wettersteinplatz
- 11:07 25H Aurorestraße
- 11:08 15/25 Südrieter Straße
- 11:09 15/25 Traiser Platz
- 11:10 25H Aulitzplatz
- 11:11 25H Theresienplatz



world > w

Innovative Vehicles



Discover your world

Last mile: do's and don'ts (Hallstatt)

Don't



Parken in Hallstatt: Mit dem Hallstatt-Shuttle-Bus bequem zu Ihren Gastgebern! - © Kraft

Home Hallstatt entdecken Unterkünfte Bilderbuch Veranstaltungen Informationen **Parken**

Wettervorhersage

Hallstatt, 26.03.2014 Webcam:



mehr Wetter...



Parken in Hallstatt



Google

Map data ©2014 Google Terms of Use Report a map error

Last mile: do's and don'ts (Salzkammergut)



SCOTTY

SCOTTY – der Routenplaner für Öffis.

Über SCOTTY

deutsch | english
www.oebb.at

Fahrplanauskunft - Hinweis

Fahrplanauskunft	Stationsinformation	Züge/Linien	Zugradar	Fahrplanheft	Autoreisezug	Streckeninformation
-------------------------	----------------------------	--------------------	-----------------	---------------------	---------------------	----------------------------

Sehr geehrte Kundin, sehr geehrter Kunde,

leider konnte zu Ihrer Verbindungsanfrage kein Weg gefunden werden (evtl. eine Via-Station eingeben).
Wir bitten Sie, Ihre Anfrage zu wiederholen.

Vielen Dank

Code: H891

Don't

Reiseinformationen verfügbar vom 15.12.2013 bis 13.12.2014.

Softwareversion/Datenstand: HAFAS 5.35.OEBB.4.7-p6/5.35.OEBB.4.7/t-9.59 - 20.03.2014 / 10:12 / c0mnu

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Bahnsteig-, Gleis- und Bussteigangaben können aufgrund betrieblicher Erfordernisse abweichen. Bitte achten Sie auf die örtlichen Informationen.

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Last Mile: do's and don'ts (Werfenweng)

Do



NEWS

08.02.2014

Morgengrüsse aus Werfenweng

...es wartet weiterhin herrliches Urlaubswetter
>> weiterlesen

26.02.2014

HEUTE anrufen - MORGEN anreisen

Jetzt kurzfristig in den Winterurlaub...
>> weiterlesen

29.01.2014

Bilder der Woche

Neu: Schnee & Sonne 29.1.
>> weiterlesen

05.01.2014

SKI Special 2014

Tiefschneewochen, Sonnen-Skilauf, NEU: 60+ Angebot



Urlaub vom Auto - "Sanft-Mobilcard" Modellgemeinde Werfenweng

Werfenweng befindet sich in einer der schönsten Naturregionen Österreichs und ist seit mehreren Jahren Modellgemeinde für "Sanfte Mobilität". Das Hauptanliegen der Gemeinde ist die Lebens- und Urlaubsqualität von Einwohnern und Gästen beispielhaft zu verbessern. Den Erholungssuchenden steht ein gut ausgebauter öffentlicher Verkehr und alternative E-Mobile zur Verfügung. Auf Mobilität muss also nicht verzichtet werden.

Ganz besonders möchten wir Sie aber auf die vielen Vorteile und kostenlosen Leistungen aufmerksam machen, wenn Sie "**Urlaub vom Auto**" machen. Und das ist ganz einfach:

- ◆ Sie reisen entweder umweltfreundlich mit der Bahn an und wir holen Sie kostenlos vom Bahnhof ab und bringen Sie wieder zurück **oder**
- ◆ Sie geben den Autoschlüssel für mind. 4 Tage bei uns ab und lassen Ihr Auto auf unserem sicheren Hotelparkplatz stehen
- ◆ Sie bekommen dann die **Sanft-Mobil-Card** mit beliebten Urlaubsleistungen wie Busausflüge (Salzburg/Burg/Eishöhle), Badesee, Leihautos, Fahrräder, E-Mobile, Mountainbikes usw. Umweltbeitrag: € 8,--/Person und Aufenthalt

21 zusätzliche Leistungen mit der ► SANFT-MOBIL-CARD


Last Mile: do's and don'ts (NP Gesäuse)

Do

- Pros:
 - Soft mobility on top
 - Accurate and direct booking information rail
 - Limited car information
 - No air access info
 - Integrated app
- Cons:
 - Soft mobility/rail not on home page
 - The soft mobility promotion text is defensive not attractive

General map of the region 3726 x 2486 1.72 MB

SOFT MOBILITY:




Simply arrive using the Gseispur mobility platform...

[hide infos](#)

Further information about soft mobility and car-free holidays in the Gesäuse National Park is available under:

[Gseispur
www.gseispur.at](http://www.gseispur.at)
Gesäuse National Park App (Android und iOS)
GSEISPUR Hotline +43 3637 212


BY CAR:



The Gesäuse National Park offers you a holiday from your car. For example, you can reach four mountain huts from the Gstatterboden camping site without needing a car...

[more infos](#)

TRAVELLING FROM OTHER REGIONS BY TRAIN:



The environmental-friendly way of travelling to the Gesäuse ...

[hide infos](#)

Travelling from Vienna:
Option 1: Vienna Südbahnhof – Semmering – Selzthal (when arriving with the GSEISHUTTLEPUR) or Liezen (when travelling with regional bus lines)
Option 2: Vienna Meidling – Western Railway – stations Kleinreifling or Weissenbach an der Enns
Option 3: Directly from Vienna to the Gesäuse National Park on Saturdays, Sundays and holidays: Vienna – Amstetten – Kleinreifling with the National Park stations Hieflau, Gstatterboden, Johnsbad, Admont

Travelling from Graz:
Graz Hauptbahnhof – Bruck/Mur – Leoben – Selzthal (when arriving with the GSEISHUTTLEPUR) or Liezen (when travelling with regional bus lines)

Travelling from Linz:
Linz Hauptbahnhof – Ardnig (when arriving with the GSEISTAXISPUR or regional bus lines) or Selzthal (when arriving with the GSEISHUTTLEPUR)

Travelling from Salzburg:
Salzburg Hauptbahnhof – via Bischofshofen – Liezen (when travelling with regional bus lines) or Selzthal (when arriving with the GSEISHUTTLEPUR)
Scotty - route planner of the Austrian Railways (ÖBB)
Verbindlinie (Styrian Public Transport Association)

How to add soft mobility to destination promotion?



- Always give factual information:
 - best rail/long distance coach access station link to booking site)
 - the last mile (link to timetable, booking, general timetable info)
- Just giving information only helps those planning to use soft mobility
- Integrate soft mobility in destination product (discounts with activities, accommodations; integrated ticketing, etc.).

Requirements soft mobility access information



- Always list soft mobility and rail access on home first!
- Limit car info to the parking (car drivers know how to find their way...)
- Give no air access information or just soft mobility info to the nearest main air hub, but ...
- ... avoid low-cost carrier regional airport information
- Soft mobility/rail always directly linked on home page; car (air) through 'visitor information' or 'access' links
- Link directly to soft mobility/rail timetable/booking sites
- Link this info also from activity and accommodation pages/sites
- Formulate positive/hire communication expert.. .

Sell soft!



- The www.bookdifferent.com example: order accommodations green labelled first → sales of green up to 20% out of green offer of only 1%!
- So order your accommodation with best soft mobility access on top!
- Same for activities and excursions; the easy soft access ones on the first place.
- Do this always: no compromise!

Test soft mobility + rail access information



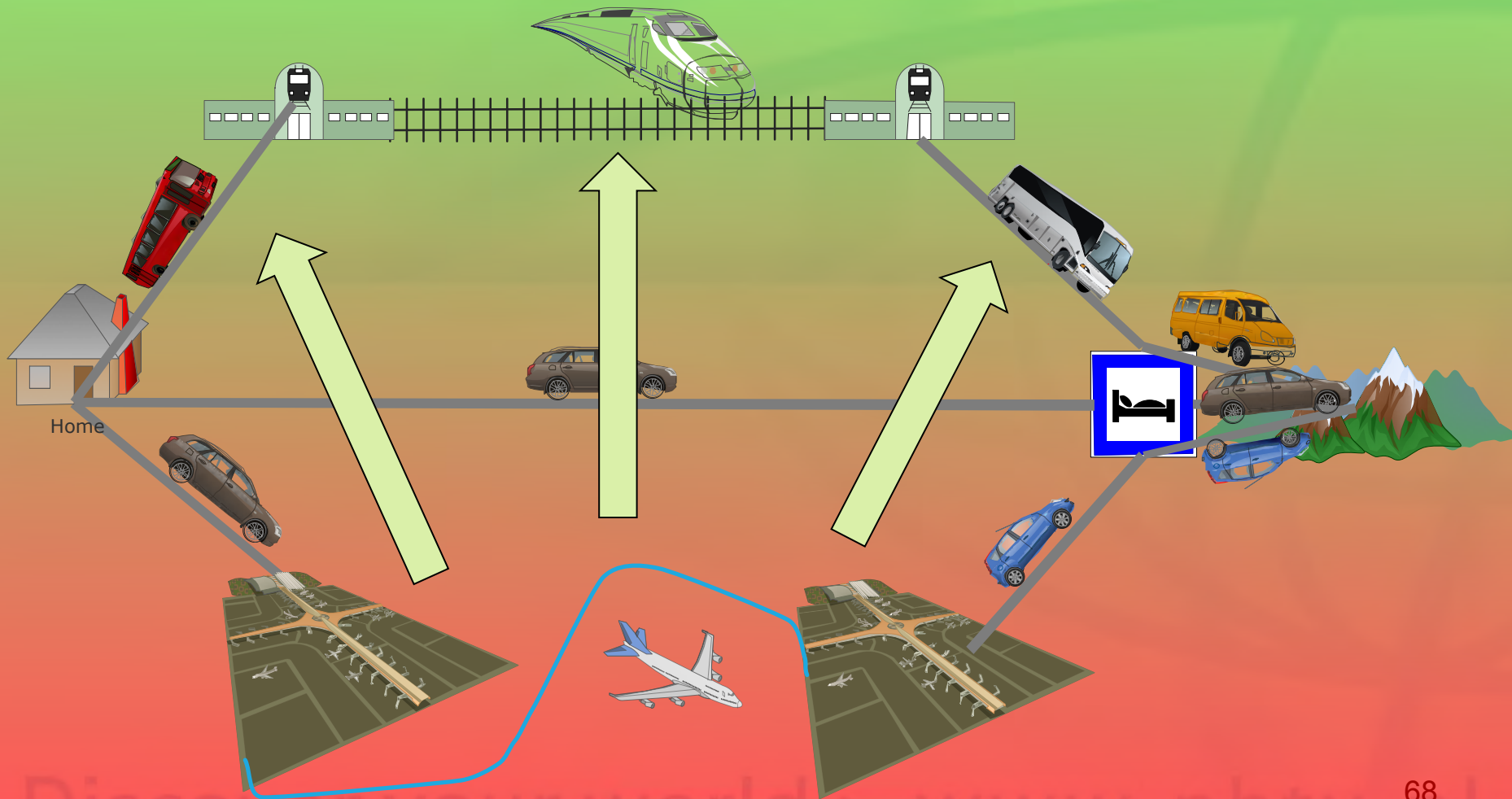
- Use a checklist of directness and concreteness of the information
- Ask family members or friends to find information how to travel from her home to the destination with soft mobility and car and air) and note what goes wrong
- Keep up-to-date
- Develop integrated activities and soft mobility apps
- National Park Gesäuse: does relatively good.....

Conclusions



- Tourism transport causes most environmental impacts: air globally, car locally
- Short haul markets are always big!
- The 'quick' always leads to the 'dirty'
- Air causes global problems (and ends Alpine solitude) The car causes most local problems
- International rail sales and marketing inadequate
- Soft mobility/rail: one failing link fails all!
- Fully integrate soft mobility/rail into your destination product and websites
- Invest in 'clever & clean' not 'quick&dirty'

Thank you for your attention





puremobility2puremountains

International Conference | National Park Gesäuse, Austria

1st to 3rd of April 2014

