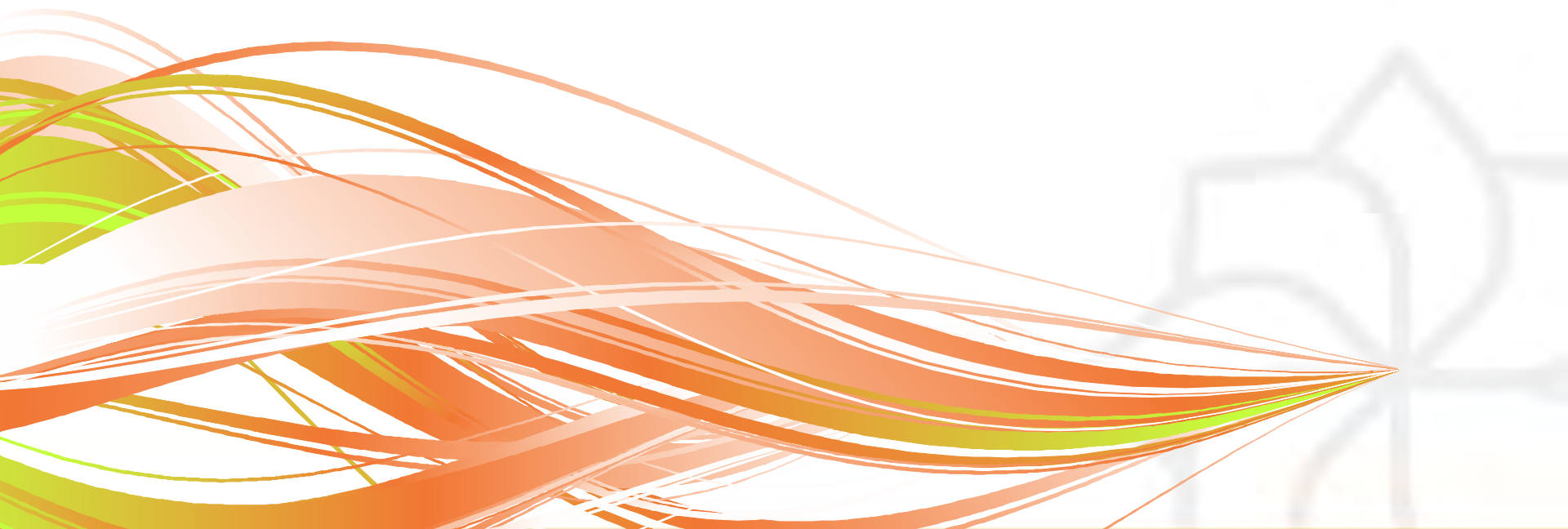


puremobility2puremountains

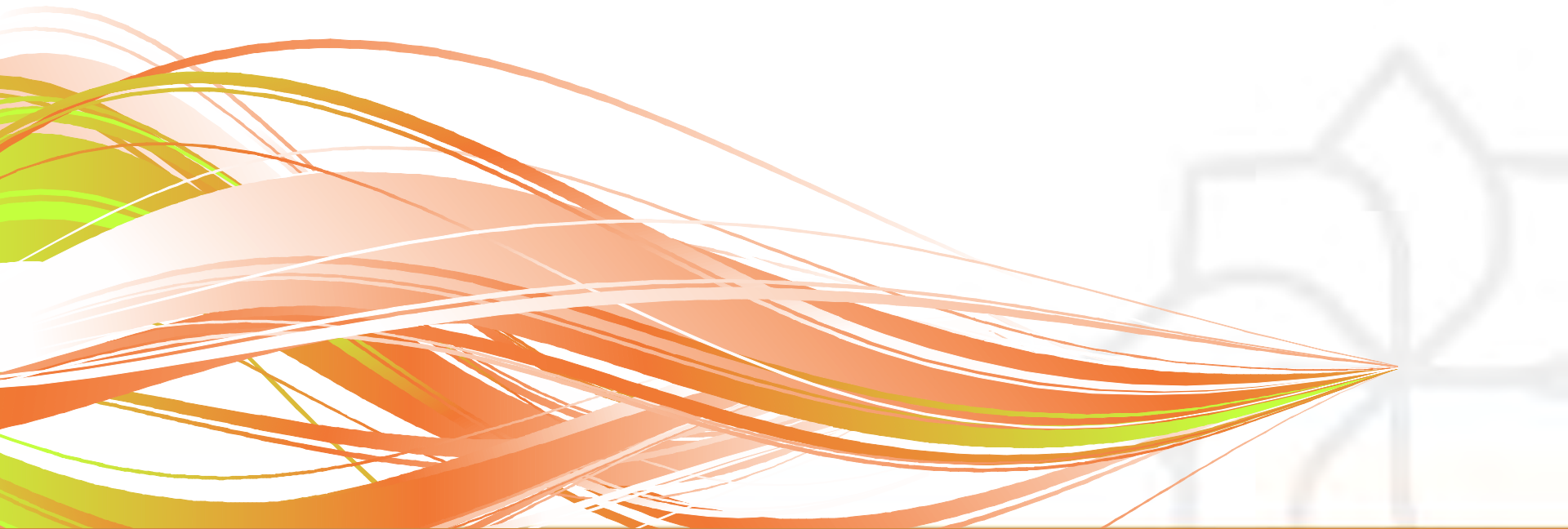
International Conference | National Park Gesäuse, Austria

1st to 3rd of April 2014



Block 3

GOOD PRACTICE (PROJECTS)

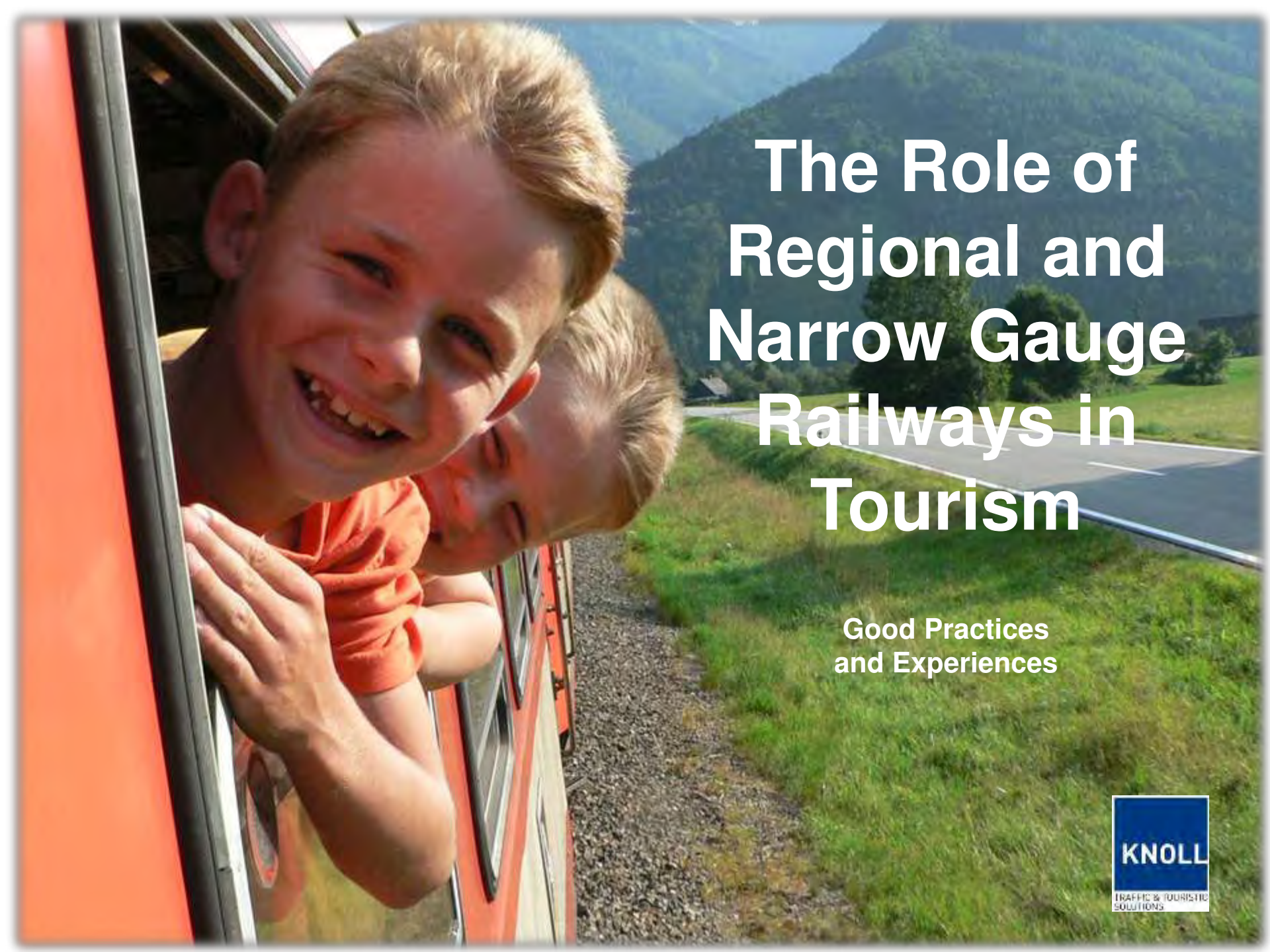


Otfried KNOLL

KNOLL Traffic & Touristic Solutions

The role of regional and narrow gauge railways in tourism

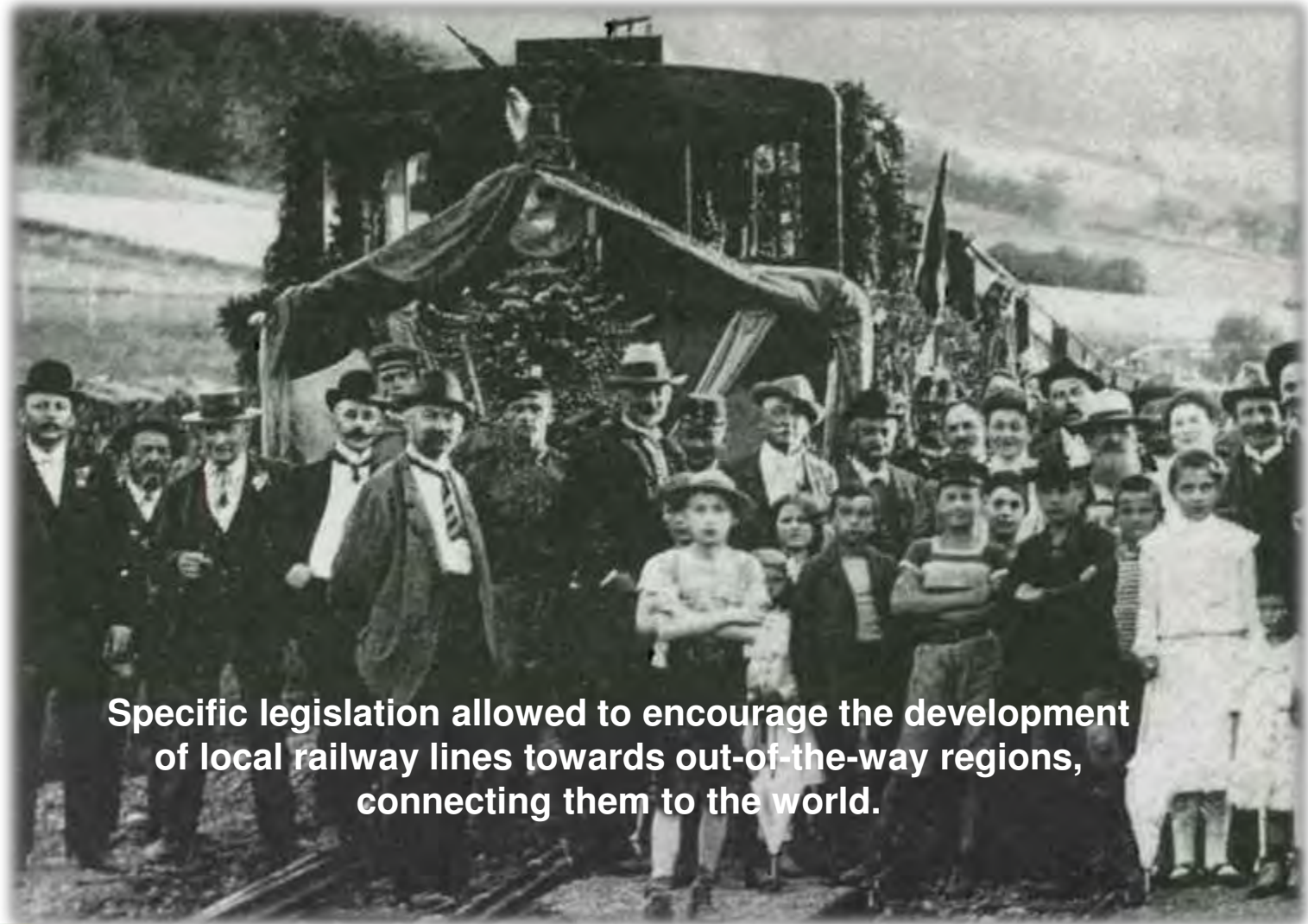
Jointly for our common future



The Role of Regional and Narrow Gauge Railways in Tourism

Good Practices
and Experiences

High expectations



Specific legislation allowed to encourage the development of local railway lines towards out-of-the-way regions, connecting them to the world.

In those days: Spirit of optimism

Some regions became popular destinations thanks to local railways. The completion of railway networks was very important for development in tourism.



Fotos: Otfried Knoll

Well liked at that time :



Fotos: Otfried Knoll

Riding the "electric" for
summer holidays...



...and to the
mountains.



Fotos: Petr Mircev

Tourism today

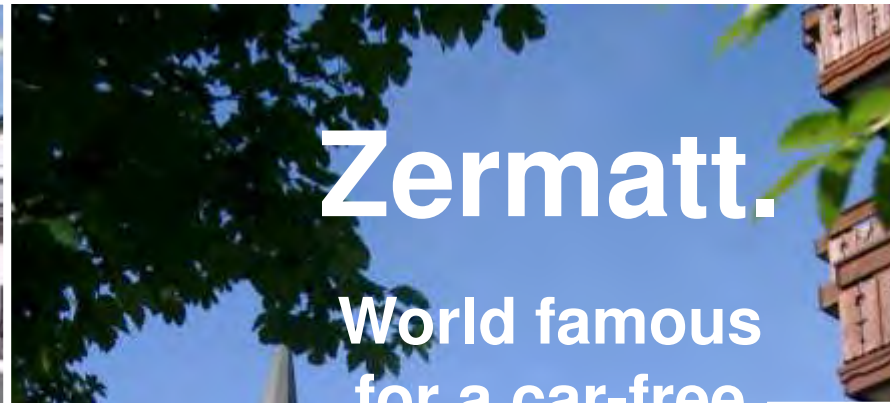
- Increasing awareness of quality by guests requires new distinguishing marks.
- Perception as a destination requires profile.
- Profile means orientation.
- Orientation means alignment with the wishes of the guests.
- Destinations, giving the impression that one could also make adventure holidays without gas pedal are in demand.
- Summer resorts that offer their guests a conscious "locate", are in the ascendant.
- Regions, which are particularly suitable for this purpose, currently have a good chance to establish an unique selling point.
- In this context, the future of regional railways can be seen.

Leisure Mobility

- Motive for leisure traffic: Replacement of daily loads (also rush hour) through positive experiences.
- Leisure offerings intended to bring economic success for the regions.
- Indeed, the burden of tourist destinations with emissions of leisure traffic increases.
- Trend has been observed that leisure traffic volume has surpassed the rush-hour traffic volume.
- In the Access2Mountain - project regions leisure mobility plays a major part
- Mobility = market share?

Perspectives

- Mobility is the determining factor in individual lifestyles. Mobility continues to increase.
- This will remain so.
- Accessibility and location advantages will be even more in the future a considerable factor for winning or losing market share.
- Using the own car gives up only who also has suitable, attractive alternatives.
- In the foreground of the local public transport services, therefore, must always be the quality of available service.
- Increasing awareness of quality in services enforces positive connotations distinctive points (USPs).
- Exactly those distinguishing features can be positioned as a regional identity if they are credible.



Zermatt.

World famous
for a car-free
village.



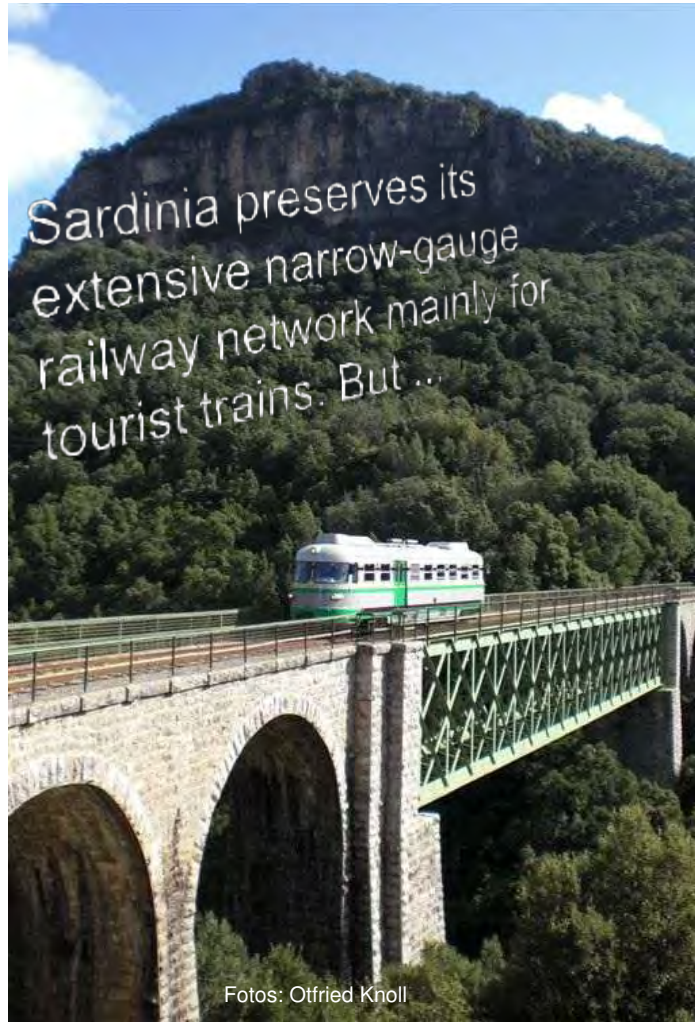
Fotos: Otfried Knoll, Klaus Matzka

Mobility without cars and trucks



Foto: Otfried Knoll

Sardinia



Sardinia



Fotos: Otfried Knoll



Mallorca

On Mallorca island, local railways are an indispensable part of tourism.

Fotos: Rettensteiner



Mallorca

Local railways closed in the 1960s are developed towards modern tram-trains



Fotos: Rettensteiner, Internet





Corsica

The railway
regeneration is in full
swing ...



Fotos: Otfried Knoll

...perceived as ecofriendly track to nature.



TRAIN RANDONNÉE

04 95 32 80 57

RANDONNÉE PLEINE MONTAGNE

Pass montagne (2 jours)

Découverte de la vallée des Trépassés des jureaux par le plateau d'Assol (25 km environ) à pied ou en vélo. Le train ramène les randonneurs à la gare d'Assol (25 km environ). Tous les randonneurs ont leur...

DECOUVERTE DES LACS

Pass estivage (1 jour)

Découverte de la vallée des Trépassés des jureaux par le plateau d'Assol (25 km environ) à pied ou en vélo. Le train ramène les randonneurs à la gare d'Assol (25 km environ). Tous les randonneurs ont leur...

ACTIVITÉ PLEINE NATURE

Pass évasion (1 jour)

Découverte de la vallée des Trépassés des jureaux par le plateau d'Assol (25 km environ) à pied ou en vélo. Le train ramène les randonneurs à la gare d'Assol (25 km environ). Tous les randonneurs ont leur...



CARTE - ZOOM

Passeport Libre circulation

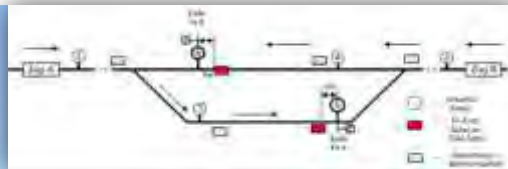
48,00

CHÉMIN DE FER DE LA CORSE EFC



Fotos: Otfried Knoll

In Austria: Pinzgaubahn



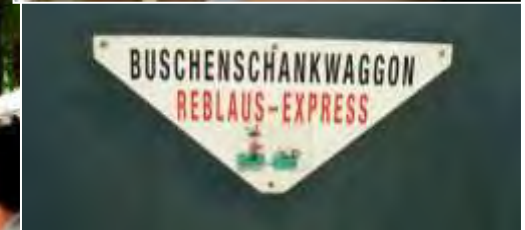
No recipe, but many ingredients

- It is crucial for the success of regional railways, whether they are accepted in the region.
- It is also crucial, as they manage to reach multipliers.
- For this purpose, railways need to be as in tune with the time, perceived as a "lifestyle-friendly" means of transport.
- And they must be able to tell stories.
- To tell stories for people.
- From people to people.
- It is always the sum of the likeable charms, all together are important.

Reblausexpress



Fotos: Otfried Knoll



An Austrian Speciality



Fotos: Otfried Knoll

Always given: freedom of choice



Fotos: Otfried Knoll

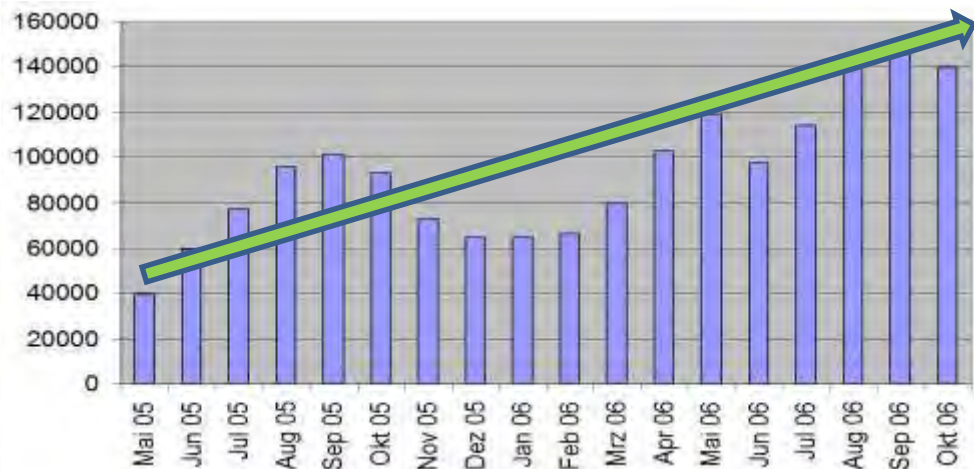


Strategic objectives

- Objective in tourism: decouple local mobility from car use.
- Objective in everyday public transport: decouple mobility from car ownership.
- Mandatory and optional riders should become “I-want-to-be-passengers”.
- This involves factors that focus on the emotional level: Safety, cleanliness, friendliness and favorability for all.
- Quality in public transport is not just frequency and punctuality.
- Especially the "livability" of the transport systems and the vehicles is increasingly demanded.
- Dirty and unkempt waiting points are certainly not “state of the art“ to win passengers.
- The usability of public transport can also be improved by more favorable tariffs. This shows the example of South Tyrol.

Reactivation of the Vinschgerbahn (Italy)

- The Vinschgerbahn railway was taken into ownership by the country, using a politically favorable time window
- Ultimately, the country of South Tyrol (Province Alto Adige) has been the driving force, developing a new concept of operations and renewed the route fundamentally
- The success was far beyond the expectations!



Reactivation: A great success



Empirical findings Vinschgerbahn

After the effort to implement a forward-looking strategy, even the everyday things must be solved.

If the crosslinking with everyday life should succeed, the municipalities have an important role.

In the Vinschgau region, there were assigned tasks for municipalities in order that the everyday traffic became more attractive.

For example:

- A competent mobility counseling at municipal offices, possibly even ticket sales and job ticket advice
- The take over of conservation, design and maintenance of stations
- Create a design for the municipality home page with reference to the railway
- Providing of useful information at public transport stops
- A good integration of the railway stations in cycling and walking networks
- Parking management and access restrictions for cars
- Supporting the railway company by provision and maintenance of bicycle stands and park + ride locations.

Website Naturns village



Öffentliche Verkehrsmittel in Na...

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

naturns
naturns bei meran - südtirol

Suchen:

26

Aktiv Alpine Wellness Familie Events Ortsinfo Unterkünfte

315 Sonnentage im Jahr

Reiseführer

Merano | Ortsteile | Mobilität | Öffentliche Verkehrsmittel

Öffentliche Verkehrsmittel

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

Die 2005 wieder eröffnete **Vinschgertalbahn** bringt Sie beinahe im Halbstundentakt in die Kurstadt Meran und nach Malles. Ab Meran gibt es eine zeitlich abgesenkte Anbindung.

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

Übersuchung

Zentrum TT MM JJJJ

Abfahrt TT MM JJJJ

Aktivitäten

South Tyrol / Alto Adige

Bahnangebot mehr als verdoppelt

Rail offer more than doubled

2004 2,8 Mio km

2012 5,8 Mio km



AUTONOME PROVINZ BOZEN - SÜDTIROL

Abteilung 38 - Mobilität



PROVINCIA AUTONOMA DI BOLZANO - ALTO ADIGE

Ripartizione 38 - Mobilità

Source: STA

22

South Tyrol / Alto Adige

Passenger information:
Info screens and real time information



Source: STA



AUTONOME PROVINZ BOZEN - SÜDTIROL

Abteilung 38 - Mobilität



PROVINCIA AUTONOMA DI BOLZANO - ALTO ADIGE

Ripartizione 38 - Mobilità

South Tyrol / Alto Adige

Percha Station: Directly to the ski slope - by train!



Average 500 skiers per day, 1000 skiers on peak-days. International echo!

Sources: STA and <http://www.kronplatz.net/skigebiete/skizug>

AUTONOME PROVINZ BOZEN - SÜDTIROL

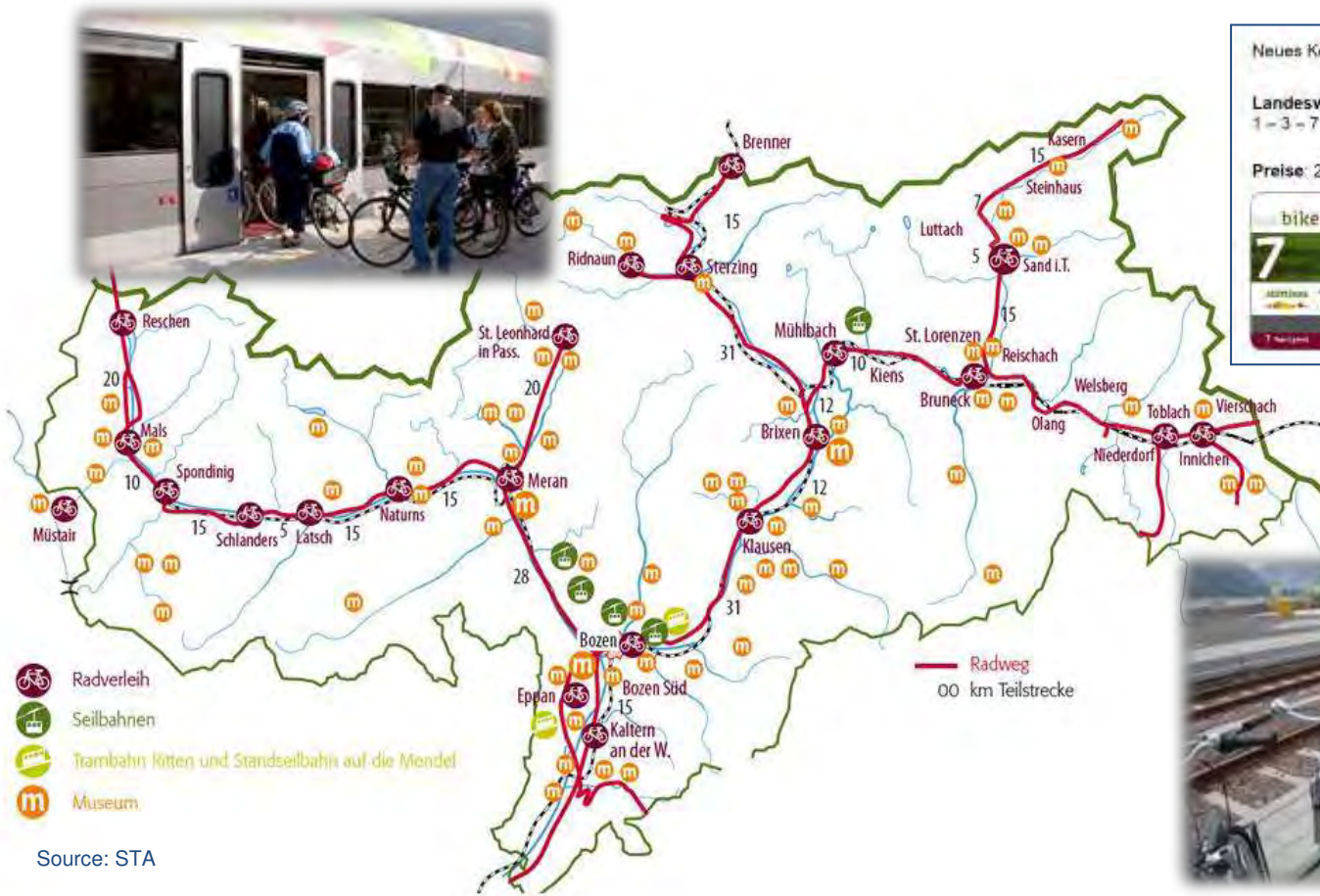
Abteilung 38 - Mobilität



PROVINCIA AUTONOMA DI BOLZANO - ALTO ADIGE

Ripartizione 38 - Mobilità

South Tyrol / Alto Adige Bicycle



Source: STA

Neues Kombi-Ticket für Bus & Bahn & Leihfahrrad

Landesweit gültig:

1 - 3 - 7 Tage alle öffentlichen Verkehrsmittel plus 1 x Radverleih

Preise: 24 € - 30 € - 34 €, Jugendliche bis 14 zahlen die Hälfte



Great success of train + bike on the Vinschgerbahn, some capacity constraints. The countrywide project train + bicycle rental (also e-bikes) will continue; meanwhile "Südtirol bicycle" hire and battery exchange points at 14 railway stations and 33 bicycle rentals.

Pustertal Railway stations



A careful interface formation between nature and technology, also at the entrances for pedestrians to the station and park + ride, is focused countrywide.

Vinschgau Railway stations



Fotos: Otfried Knoll



With the new, state-owned organization structure new ways were chosen. For example, the previously perfectly restored stations were supplemented with modern waiting areas and information devices and then placed in the custody of the Venosta Valley ("Vinschger") communities.

Information at stations

**DIE LAUBENGASSE
LA VIA DEI PORTICI**

Einmal, sieben gepflegte Stadthäuser bilden die Laubengasse aus dem 15. Jahrhundert. Hier verbindet sich das alte Merano mit der modernen Stadt. Die Laubengasse ist eine der schönsten Straßen der Stadt. Hier finden Sie viele Geschäfte, Restaurants und Cafés. Die Laubengasse ist eine der schönsten Straßen der Stadt. Hier finden Sie viele Geschäfte, Restaurants und Cafés.

**SISI WEG
SENTIERO DI SISI**

Der Sisi-Weg führt von der Laubengasse zum Schloss Tirol. Hier finden Sie viele Geschäfte, Restaurants und Cafés. Der Sisi-Weg ist eine der schönsten Straßen der Stadt. Hier finden Sie viele Geschäfte, Restaurants und Cafés.

**THERME MERAN
TERME DI MERANO**

Die Thermen von Merano sind eine der schönsten Anlagen der Stadt. Hier finden Sie viele Geschäfte, Restaurants und Cafés. Die Thermen sind eine der schönsten Anlagen der Stadt. Hier finden Sie viele Geschäfte, Restaurants und Cafés.

**GÄRTEN VON SCHLOSS
TRAUTTMANSDORFF & TOURSEUM
GIARDINI DI CASTEL TRAUTTMANSDORFF
& TOURSEUM**

Die Gärten von Schloss Trauttmansdorff sind eine der schönsten Anlagen der Stadt. Hier finden Sie viele Geschäfte, Restaurants und Cafés. Die Gärten sind eine der schönsten Anlagen der Stadt. Hier finden Sie viele Geschäfte, Restaurants und Cafés.

**PFLEGEZENTRUM FÜR VOGELFAUNA
SCHLOSS TIROL
CENTRO RECUPERO AVIFAUNA
PRESSO CASTEL TIROLO**

Das Pflegezentrum für Vogelfauna ist eine der schönsten Anlagen der Stadt. Hier finden Sie viele Geschäfte, Restaurants und Cafés. Das Pflegezentrum ist eine der schönsten Anlagen der Stadt. Hier finden Sie viele Geschäfte, Restaurants und Cafés.

Source: STA

Clear, attractive and self-explanatory information at stations contribute to the fact that also longer waiting time is accepted. Especially welcomed is information of the environment of the station, that can be understood by children, for example, simply illustrated descriptions of the surrounding paths and attractions.

Usedomer Bäderbahn (Germany)



Dedicated approach

- Deutsche Bahn (DB) defined the UBB to a pilot project for the regionalization of secondary railway lines and implemented that project quickly and forcefully.
- The UBB, as specially formed 100% owned subsidiary of DB AG (now DB Regio) in 1995, is an “integrated” railway undertaking. The company took over 54 km of railway tracks, all (desolate) stations and vehicles.
- Instead of the ferry a new combined road and rail bridge was built from the island Usedom to the mainland and ensured the formerly missing connection to the long-distance rail network.
- Since 2002 the UBB has extended its service to Stralsund within the framework of project “Vorpommernbahn” using the DB electrified main line.
- 2008, the former line was extended once more to the polish town of Swinoujscie.

Corporate processes

- All activities of the regional planning processes take into account the UBB line: Planned residential areas were laid directly to the railroad tracks in the vicinity of the stop.
- New stops - even for tourist destinations – were created.
- Outside the swimming season UBB runs every hour.
- In the summer season the interval is partially shortened and trains run every half hour.
- Trains to Stralsund run in a 2-hour interval over the DB main line.
- In addition fast trains from Berlin and Cologne are operated to Usedom island.
- The timetable provides enough buffer time for loading of bikes, the reliability is over 99% overall train journeys.
- UBB –trains are clearly visible from the main street where in the high season, however, often extended jams occur.

Nuanced use of UBB stations



Fotos: Otfried Knoll



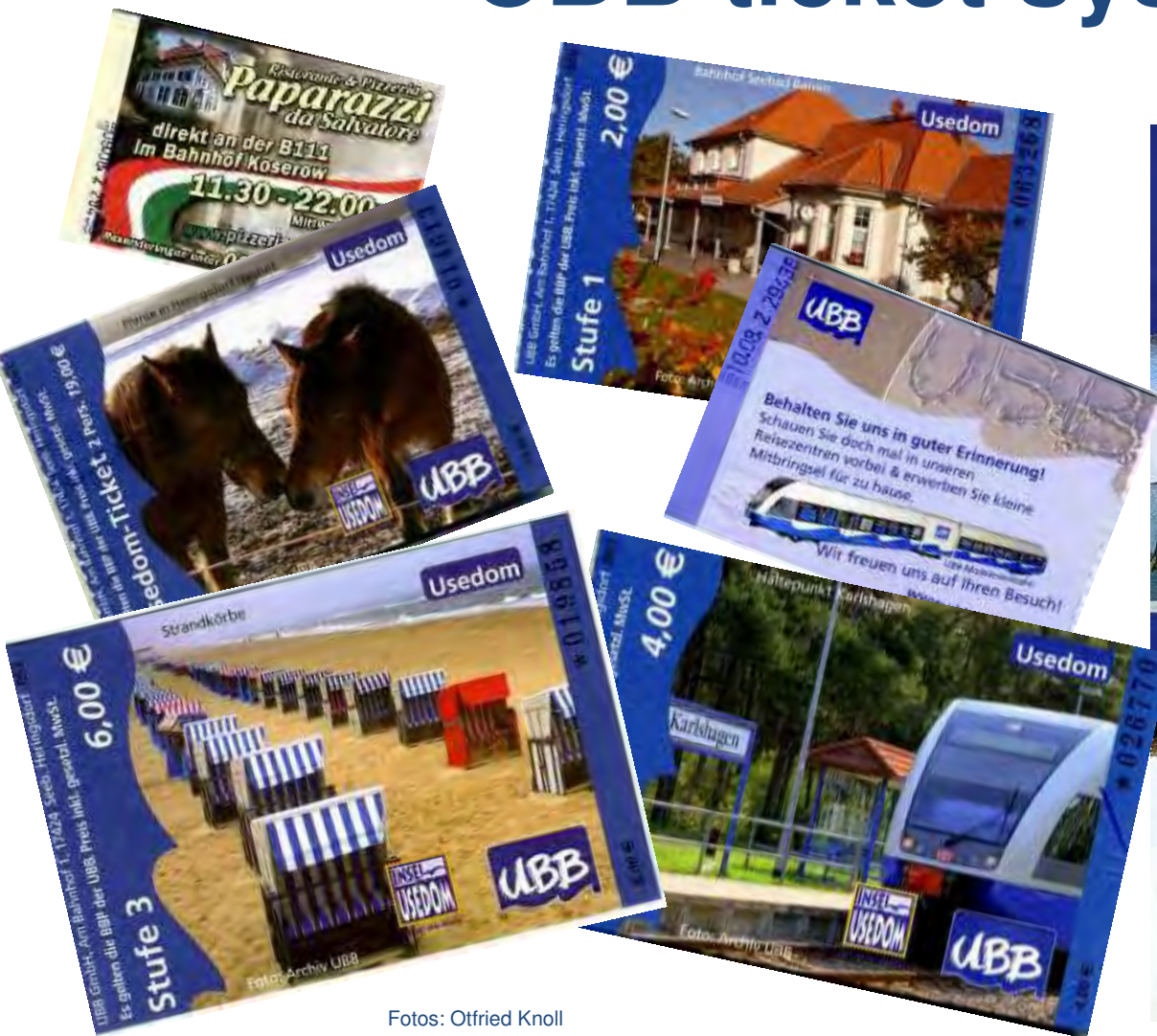
UBB staff



Fotos: Otfried Knoll



UBB ticket system



Fotos: Otfried Knoll

Sommer-Fahrplan 2012

Usedomer Bäderbahn

gültig
vom 17. Mai 2012
bis 14. Oktober 2012

D

Usedom bicycle and railway



Fotos: Otfried Knoll



The UBB way to success

According to their CEO, important factors for the success of UBB were the following:

- The structure as an integrated railway company.
- The continuation of UBB-trains using the DB tracks to Stralsund.
- The regular timetable (Taktfahrplan) with seasonal extensions.
- The decision-making on site.
- The highly motivated team of employees.
- The close links to regional policy and its support.
- The consideration of the railway accessibility in the land-use-planning.
- The close involvement in the regional tourism activities.
- The consistent branding across the region as well as a region wide. cultivated style of railway stations.
- The web-awareness in tourist services.
- The appear in all regional brochures.

What is important?



Foto: Otfried Knoll

Excellent view and space for all...



Fotos: Otfried Knoll



Both in tourism & everyday traffic



Fotos: Otfried Knoll



Trainsets for all target groups



Fotos: Otfried Knoll

Smart: Cinema-style seating



Fotos: Otfried Knoll



Clever: First class in the first row



Foto: MOB

Usable also for everyday user



Comfortable seats, functional luggage compartments and large windows through which you can also look if you have to ride standing up - important features for a contemporary everyday market presence.

Space for luggage and sports equipment



Fotos: Otfried Knoll

Livable atmosphere



Fotos: Otfried Knoll





Information



Tickets

Same time, same station: Smart multi purpose service

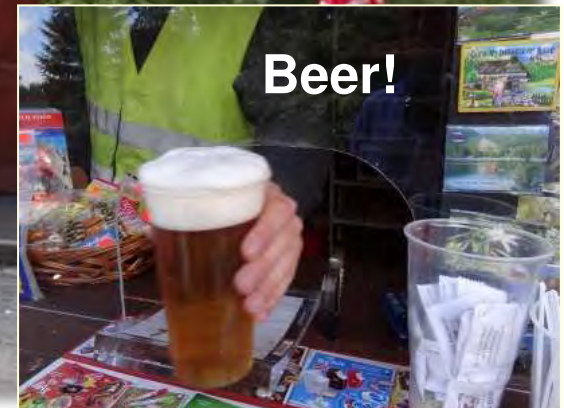


Souvenirs



Parking

Fotos: Otfried Knoll



Beer!

Special theme rides actively address younger people.



Fotos: Otfried Knoll



Success factors

- Task oriented structure of the railway company.
- Railways as part of regional and local transport strategies and land-use plans.
- Population density.
- Intensity of overnight stays of guests.
- Connections to main railway lines and/or continuous connections over local and main lines.
- Coordination and operational linkage with buses (“last mile”).
- Enough space on trains.
- Attractive timetables, reliable connections, understandable information, friendly and helpful staff.

Success factors

- Hotels and agencies as partners for ticket sale.
- Offers for and active contact to schools.
- Day tickets for trains and regional public transport, bonus cards, combination tickets with other means of transport (e.g. ships).
- Market penetration: Conscious of railways and their offers.
- Linking the local population by promoting rail offers in clubs, schools, especially with children in any form.
- Travel-centres at the stations.
- Gastronomy at the stations.

Smart use of historic stations



Fotos: Otfried Knoll

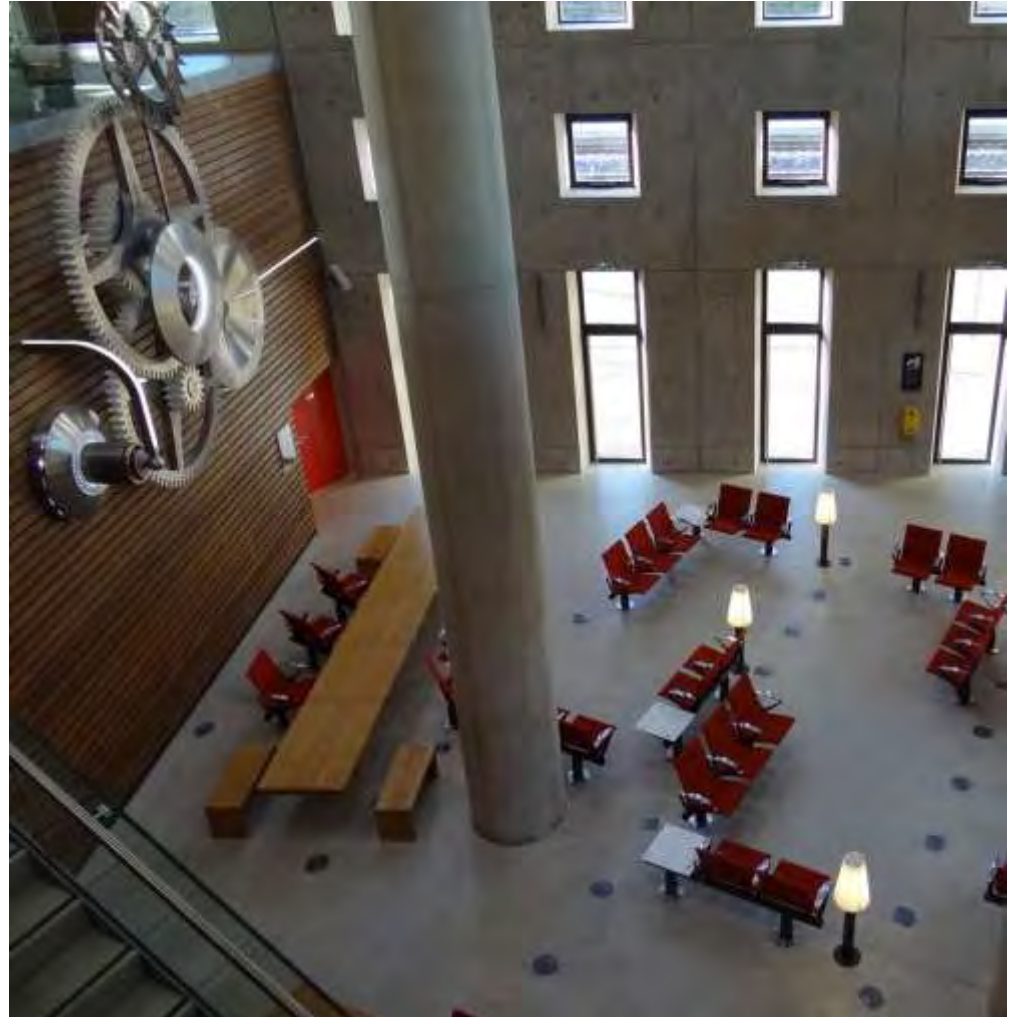
**Meeting place for all.
With diverse functions.**



Contemporary interior of stations



Fotos: Otfried Knoll



No question of nostalgia



Fotos: Otfried Knoll

Modern design for regional services



Foto: Otfried Knoll

Challenges

- To combine modern technology with understanding of tradition and regionalism is both a challenge and guarantee for success.
- But only if this is done in a very customer-oriented way.
- All that includes courage, expertise and, above all, a feeling for relationships and needs of the region and their guests.
- Regional railways that are oriented close to the market are the best deal to be mobile in a region in a reason-oriented way.
- Such regional railways will survive all discussions.

What is really important?



Fotos: Otfried Knoll

Yes, We Can!

Thank you for your kind attention !

Link to the full report

The detailed report on which this presentation is based is termed

ACCESS2MOUNTAIN Work Package 4 Regional & Narrow Gauge Railways.

http://www.access2mountain.eu/SiteCollectionDocuments/Best-practices-Railway_Deutsch_Mai_2012.pdf

© Otfried Knoll
All rights reserved



Dipl.-Ing. Otfried Knoll
Kremser Gasse 19
3100 St. Pölten
Tel: +43 (0)2742 / 725 22
Mobil: +43 (0)676 / 617 75 15
otfried.knoll@knoll-tts.com
www.knoll-tts.com

puremobility2puremountains

International Conference | National Park Gesäuse, Austria

1st to 3rd of April 2014

