

D6.3e The future of the LTPN in Werfenweng

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Lead Author:	Stephan Maurer	Other Authors:	Norbert Sedlacek
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ABSTRACT

STARTER (IEE) aims to promote energy efficient and sustainable mobility policies and practices in five pilot sites across Europe. The main goal is to achieve a 10% reduction in greenhouse gas emissions amongst specific target groups in the pilot sites by the end of the project (2014).

In Werfenweng (Austria) a local travel plan network (LTPN) has been set-up. The main stakeholders in tourism and transport have identified together soft mobility measures relevant for the local situation and possible to be implemented within the lifetime of the STARTER project.

Through the implementation of these measures, STARTER will show that Werfenweng has more to offer: more travel options, more freedom, more fun and a healthier environment. Hereby creating a win-win situation for residents, the touristic sector and tourists.

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The STARTER Consortium:

- Mobycon, The Netherlands
- Municipality of Noordwijk, The Netherlands
- Centre for Research and Technology Hellas/HIT, Greece
- Municipality of Kos, Greece
- Consulting Formaplan SL, Spain
- UNESCO's Biosphere Reserve of Fuerteventura, Spain
- Budapest University of Technology and Economics, Hungary
- KTI Institute for Transport Sciences Non-profit Ltd., Hungary
- Herry Consult GmbH, Austria
- Municipality of Werfenweng, Austria

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Executive summary (in german)

Werfenweng setzt bereits seit Ende des vorigen Jahrtausends auf sanfte Mobilitätsformen sowohl bezüglich der Anreise als auch der Mobilität vor Ort. Wichtig dabei ist, dass sich so viele in Werfenweng ansässige Tourismusunternehmen wie möglich mit dieser Vermarktungsstrategie identifizieren und ihr Angebot an die Gäste entsprechend gestalten. Dies war einer der wesentlichen Motivationsgründe, das LTPN (Lokales Verkehrsplanungsnetzwerk) Werfenweng (SAMO – Sanfte Mobilität) zu gründen. Im Rahmen dieser Tourismusgemeinschaft werden die Mobilitätsangebote für die Gäste entwickelt und finanziert.

Da die Gemeinde Werfenweng jedoch nicht komplett autofrei ist (dies war bislang politisch nicht durchsetzbar), entsteht das Problem, dass Gäste, die einen nachhaltigen autofreien Urlaub in Werfenweng buchen, teilweise auch einen autofreien Ort erwarten. Um diese Diskrepanz in Zukunft zu reduzieren, ist es wichtig, dass immer mehr Gäste ohne Auto anreisen und zur gleichen Zeit die Anzahl der Gäste dennoch erhöht werden kann. Nur wenn beides gelingt, können sowohl die Gäste als auch die Partner des LTPN befriedigt werden.

Die während der Laufzeit des STARTER-Projektes durch das LTPN entwickelten und umgesetzten Maßnahmen (Erweiterung der E-Fahrzeug-Flotte, Buchungs-App und Buchungslogistik für die Verleihfahrzeuge, neue SAMO-Homepage), tragen dazu bei, die Mobilität der Gäste in Werfenweng sicher zu stellen, den Zugang zu den Mobilitätsservices zu erleichtern und damit besser planbar zu machen und darüber hinaus das Angebot besser an potenzielle Gäste zu vermitteln.

Derzeit besteht das SAMO-LTPN aus knapp 50 Mitgliedern, die ca. 70% aller Gästebetten repräsentieren. Ziel ist es, alle Unternehmen der Tourismusbranche von Werfenweng als Mitglieder zu bekommen. Werfenweng plant darüber hinaus auch eine Intensivierung der Zusammenarbeit mit regionalen und nationalen Akteuren wie dem Regionalverband Pongau, der Landesregierung Salzburg und der Österreichwerbung. Diese Akteure können das spezifische Urlaubsangebot von Werfenweng promoten und selbst vom in den letzten Jahren gewonnenen Know how zur Gestaltung und zum Betrieb eines LTPN für Tourismusmobilität profitieren.

Neben dieser wichtigen Kooperation mit regionalen und nationalen Akteuren, arbeitet das SAMO-LTPN natürlich daran, das Mobilitätsangebot für die Gäste weiter zu verbessern und Kanäle zu finden, um Urlaubsgäste mit Affinität zur sanften Mobilität besser erreichen zu können. Ein wichtiger Punkt dabei sind die Tagesgäste, die überwiegen mit ihren eigenen konventionellen Autos anreisen. Entsprechende Angebote, die es ermöglichen, die Mobilität der Tagesgäste in Werfenweng nachhaltig abzuwickeln und damit den Autoverkehr in Werfenweng weiter zu reduzieren sind derzeit in Diskussion. Um das Ziel einer weiteren Reduktion der Fahrzeuge und gleichzeitig mehr Gäste im Ort erreichen zu können wird derzeit an folgenden Maßnahmen, die in den nächsten Jahren umgesetzt werden sollen, gearbeitet:

- Reiseangebote mit Gepäckservices (z.B. Angebote, die auch das Schiequipment beinhalten)
 - Spezialgästezimmer für Zugreisende (Spezialdienstleistungen und -preise für Gäste, die mit dem Zug anreisen, Möglichkeit verpflichtend zu errichtende Parkplätze für Zimmer, die immer ausschließlich für Zugreisende reserviert sind, nicht errichten zu müssen)
 - Mobilitätszentrum Werfenweng mit Parkplatz und Verleihstation am Ortseingang und attraktiver Mobilitätslösung zur Fahrt zu den Bereichen ab dem Parkplatz (auch für Busse und Tagestouristen)
 - Bürgerauto Werfenweng: e-Car-Sharing für die Einwohner Werfenwengs in Kombination mit Jahreskarten für den öffentlichen Verkehr der Region.
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1. Introduction

1.1 Short description of the STARTER Project

There are a vast number of touristic regions in Europe, all of them attracting many tourists from Europe and around the world. These regions include islands and seaside resorts visited during the summer, mountainous regions, lakes and lakesides, historical and religious sites as destinations of cultural or religious visits, and many others. Despite the different characteristics of these places and the different type of tourists that they attract, they all share a common feature, which is the fact that the touristic activity is, to a higher or lower degree, concentrated during a specific season.

The seasonality of tourism demand leads to a rising demand for transport and mobility services during the high season, which has a large effect on the traffic situation in the specific touristic regions. Besides a peak in transport peak during peak seasons, touristic sites are also facing a significant growth of mobility demand while local alternatives for the private car tend to be very limited and there is often a lack of effective information towards tourist for getting around with sustainable travel modes.

Side effects of this include high energy use (mainly fossil fuels), traffic noise and air pollution leading to negative health and environmental effects, increased risk of traffic accidents, low quality of transportation services and damage to the transport infrastructure.

Based on the above, it is clear that there is a great need to improve the effectiveness and efficiency of local transport systems in order to cope with the growing problems and most importantly to put emphasis on the use of alternative sustainable transport modes and/or mobility measures. On the other hand, sustainable transport is also a market opportunity for the touristic sector, since consumers are becoming more and more conscious of the need for sustainability. The problem however is that 'greening' seasonal traffic is not simply the task of the authorities: the main players of the transport sector, the environmental organisations and the economic/touristic sector should join forces with local/regional authorities to ensure sustainable seasonal traffic.

For this reason STARTER (*Sustainable Transport for Areas with Tourism through Energy Reduction*) aims to promote energy efficient and sustainable mobility policies and practices across the EU through the cooperation of all local interested parties.

The main outcome of the project will be the implementation of Local Travel Plan Networks (LTPNs)¹ and innovative mobility measures in 5 regions suffering from a steep seasonality of transport demand, which will contribute to achieve a less energy consuming transport system and less car-dependant 'lifestyles'. Increased awareness of LTPNs and sustainable mobility policies by policy shapers, makers and implementers is a key result of the project.

¹ A Local Travel Plan Network (LTPN) is: "A group, or network, of organisations that have come together to share resources and ideas for developing and implementing a travel plan in their local area." Where a travel plan is: "A package of measures tailored to the needs of individual organisations and aimed at promoting greener, cleaner travel choices and reducing reliance on the car."

1.2 Scope of the report

As mentioned in the previous paragraph, the main goals of the STARTER project are to create and sustain a Local Travel Plan Network in each one of the five pilot sites, as well as to identify and implement soft mobility measures aiming to shift residents and tourists towards more environmental friendly and energy efficient modes of transport. Moreover, the specific goal of the project is to achieve a 10% decrease in greenhouse gas emissions in the five touristic areas participating in the project.

In order to develop the Local Travel Plans, a user need analysis has been performed based on standard data collection questionnaires with qualitative/quantitative data concerning mobility and information related to tourists (including user needs, expectations, and current behaviour) and other potential stakeholders in each pilot site. Additional data has been gathered from questionnaires distributed to tourist, residents, tourist employees, local authorities and potential LTPN stakeholders for the zero-state analysis as part of the evaluation methodology (WP5).

It has to be mentioned that this deliverable is mainly written for (and by) members of the local network and therefore all kind of background information (site description, geographical-, economic- and political context etc.) is not included in this document. Detailed information about the network can be found in D4.2 – Final Implementation Report (available on the project website: www.starter-project.eu)

The demonstrators all like to see that their network continues beyond the scope of STARTER. This task therefore includes the revision of the Local Travel Plans developed at the beginning of the project (WP3), with special focus on:

- measures to be taken beyond the scope of the project,
- policy plans to be adapted, and
- plans for financial viability of the LTPN.
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1.3 Structure of this report

This deliverable first starts with a short overview of the results and experiences gained during the STARTER project. Chapter three details the future beyond STARTER: objectives, network members, development plans and final issues. The deliverable ends with an action plan for the coming years.

2. OVERVIEW OF RESULTS AND EXPERIENCES DERIVED FROM IMPLEMENTATION

2.1 The initial problems

With more than 200.000 overnight stays per year, tourism has a significant economic importance for Werfenweng. The peak seasons take place between January and March (Winter season) and from July to September (summer season).

Since 1997 the Werfenweng area has been a model destination for 'Soft Mobility' (SAMO), which stands for environmental friendly travel. It involves providing advantages like free e-vehicle rental, taxi- and shuttle services and supplementary benefits are offered for guests not using their car (guests arriving by public transport, train or bus). All this offers are developed planned and financed by the LTPN in Werfweng, which is existing already since several years.

The activities to promote sustainable transport in the last years have increased the portion of people arriving by trains and using sustainable modes at their stay in Werfenweng. Nevertheless most of the visitors to the area still arrive by their own car (63%), followed by train (with already 23%).

One main problem is, that guests deciding to have sustainable holidays also regarding mobility expect to see more or less no cars in Werfenweng – which is not true. Therefore it is necessary for Werfenweng to be able to decrease mobility with conventional cars in the village but in the same time increase the number of guests coming to Werfenweng to satisfy the members (most of the are accommodation providers).

One problem in this sense is that the existing offer is not yet communicated enough especially at the origin regions of the guests. An additional problem is the information on the availability of the different vehicles (e-cars, other e-vehicles, bikes and fun vehicles) in real time to make the mobility at the Werfenweng more planable for the guests.

One main problem recognized during the first guest survey in the course of the STARTER project is the availability of e-cars for the guests. Only with enough e-cars for rent it is possibility to secure an attractive sustainable mobility for guests who abstain from using their one (conventional) car.

2.2 The planned measures

Based on the problems and the targets identified and fixed in the local travel plan developed by the network in Werfenweng, the following long list of potential measures (and corresponding necessary actions) have been initially listed and further discussed until an implementation decision (see chapter 2.4):

- Improvement of the "soft-mobile" communication
 - Definition of (new) target groups for sustainable mobility
 - Development of a new communication concept
 - Definition of the (different) needs of guests without an own car (public transport travelling tourists)
 - Creation of a clear and generally understandable "wording"
-

- Definition of new communication channels
- Professional translations
- Communication of the effect of the sustainable mobility offers (e. g. noise reduction, positive environmental effects)
- Improvement of the cooperation between Werfenweng and transport suppliers
- Development of communication channels
 - Development of new communication channels and platforms
 - Development of “new ways” in communication and distribution for sustainable mobility to reach the specific target groups
- Equalisation of peak demand and peak season
- Redesign of SAMO-bicycle rental
 - Planning and design of a new rental area for the fleet
 - Development of a new, customer-friendly and modern rental system
 - Development of a quality assurance system for the vehicle rental
 - Development of a new hire logistics system
- SAMO Winter (service with quality)
 - Guest survey in the winter season: which requirements and needs
 - Development for supply options, options for luggage-free travelling, integration of ski hiring possibilities
- SAMO in general (service with quality)
 - Development of quality and service standards for tourist accommodations and leisure providers (e.g. lifts)
 - Development of a quality control system, continually quality assurance

Discussions during the project time of STARTER led to additional relevant measures and to a concretions of measure (see chapter 2.4).

2.3 Barriers during implementation

The LTPN in Werfenweng is not only a living and active network. It is – with approximately 50 members– a large network, complex to manage. Furthermore, it is complex to balance different opinions and to reach consensus within the different members. This is the reason why a large network needs more time to decide on measures and finance them.

The majority of the SAMO measures (e. g. electric cars) imply a high amount of finance. The funding of the implementation is one of the largest challenges of an implementation-focused project - the challenge is to find out the adequate supporting programme. For the case of the e-fleet, it was necessary to mix different financing forms (purchase, leasing and rent) in order to be able to provide an adequate number of vehicles. In addition to this, it was necessary to find funding sources, which was also rather difficult. By the help of a consultancy company (paid by the ministry for environment) it was possible to manage the funding.

Given the above mentioned complexity, the implementation of a project requires adequate personnel resources. Or in other words: limited human resources handicap the efficient implementation of a project.

Large networks in complex project need enough time for exchange of views, decision-making and finally for implementation. That means, that it is necessary to predict and include in the implementation phase some starting time that is adequate for the problems to occur and be solved before the guests (users) are actually affected by these problems.

In the scope of using new technologies (SAMO App, e-vehicles) and in order for the users not to face malfunctions, it is necessary to test the vehicles and charging procedures long enough before making them available for renting. Otherwise, a bad experience of the mobility offer in Werfenweng will be imprinted to the guests, which is worse than actually not having so many available vehicles. In addition to this, it is important to ensure an adequate service by the provider in order to shorten the time where the expensive vehicles are not available.

2.4 Results of the measures

After intensive discussion within the network members, the following measures (which are based on the initial measure options – see chapter 2.2) have been chosen to be implemented during the STARTER and have been consequently implemented during the last two years:

1. The SAMO web-app
2. New website for SAMO
3. Expansion of the e-vehicle fleet (continuous action)

Measures 1 and 2 as part of the improvement of SAMO communication

Werfenweng has created a huge number of interesting mobility offers in order to promote sustainable transport to/from Werfenweng and during the stays in Werfenweng. The offer also aims at making Werfenweng a special destination and being different to the other destinations.

But without informing potential guests in a coordinated and focused way it is not possible to reach the right target group. Therefore a new communication concept was considered necessary, in order to achieve a better customer satisfaction and reach out to more “sustainable” guests. For this the communications agency “Stockwerk2” was contracted after an agency competition to worked on the re-branding SAMO (new slogan “PUR”: re-launch corporate identity, development of a visual strategy, re-design of print media), a new text strategy: development of a text concept and wording (objective: better communication of SAMO), headline development and additional actions (new SAMO brochure, redesign of the “SAMO-Card”)

Beside these actions the two core measures are the above mentioned development of the new website for SAMO and development of the SAMO-App for informing potential users of the SAMO- card about their sustainable travel choices (also before reaching Werfenweng) and to provide them the possibility to book one of the vehicles of the rental fleet through the Web.

Main parts of the website’s development have been the definition and developing of the functional concept, the development of screen design, the integration of the “Feratel” booking system (existing desktop booking system for tourism boards to show available rooms online) and the address based data base (points of interest, additional sites for gastronomy, shopping, events).

The core part of the developed SAMO-App is a new electronic booking system for SAMO services, such as vehicles, in combination with an application for guest to get detailed information about the offer, the real time availability of vehicles and to be able to book vehicles online. With the app, the potential users are able to check the availability of the vehicles online with their smart phones and to book one of the disposable vehicles (maps-based/position fixed) without visiting the rental station physically.

The aim of the 3rd measure – the increase of the e-vehicle fleet – is to meet the increased guest demand for e-cars and fun vehicles (as this demand also resulting from the STARTER evaluation – zero state). The first steps of the implementation procedure were undertaken before summer 2013 and included the development of (technical) requirements of the new fleet, the resource planning (quantity and use possibilities of new vehicles) and of course the provider search and testing phase (testing new BMW i3 and Mercedes e-Vito bus, VW e-up in spring and summer 2014)

Since August 2012, there were overall 9 new electric cars, 1 biogas vehicle and 1 electric taxi, which were constantly available at Werfenweng.

In November 2014 in total 99 vehicles (cars, bicycles, fun bikes, scooters etc.) are available for the guests.

3. POTENTIAL DEVELOPMENTS OF THE LTPN

3.1 Objectives of the network

Based on initial situation and the identified problems (see chapter 2.1), the following main targets to be reached with respective measures have been identified by the LTPN members:

- Increase the number of guests coming by train to Werfenweng in general.
- Increase attractiveness of the presentation of the sustainable mobility offer in Werfenweng to increase the use of the offer and reduce the car use during the stay.
- Increase the number of guests coming by train to Werfenweng in winter, decrease car use during stay in winter.
- Increase quality of the sustainable mobility offer in Werfenweng to increase the use of the offer and reduce the car use during the stay.
- Increase the supply of the sustainable mobility offer to meet the increased demand due to the new large hotel (+ 400 guest beds).

The measures implemented during starter project time are important measures to reach these targets. But still a lot has to be done to reach these targeted improvements. The network members are already discussing a lot of potential additional measures that can help make further steps in the targeted direction. This discussed measures are presented in chapter 3.3.

3.2 Actual and potential future members of the LTPN

At the moment, more than 70 % of the spare beds of Werfenweng (from 4-star-hotel to farm holiday) have joined the LTPN:

Type (of accommodation)	Organisation	Name
Alpine chalet	Sonnseit'n Hochmaisalm	Fam. Barbara Huber
Alpine chalet	Almdorf Eulersberg	Martina Pichler
Alpine chalet	Wood Ridge	Fam. Schwarzenberger
Appartement	Ferienhotel Samerhof	Fam. Lottermoser
Appartement	Ferienhaus Höchhäusl	Fam. Huber
Appartement	Ferienhaus Regina	Fam. Wallner
Appartement	Ferienhaus Untereulersberg	Herta Mayr
Appartement	Haus Gruber	Fam. Gruber
Appartement	Landhaus Rohrmoser	Fam. Rohrmoser
Appartement	Haus Silvia	Fam. Kasberger
Appartement	Haus Alpenflora	Fam. Lottermoser
Appartement	Haus Ramsauer	Fam. Ramsauer
Appartement	Haus Edelweiß	Fam. Holzschuster
Appartement	Haus Crystal	Fam. Gschwendtner
Appartement	Landhaus Salzburg	Fam. Rettenbacher
Appartement	Ferienwohnung Glatzbichl	Fam. Huber
Appartement	Haus Rosenegg	Christine Geppert

Appartement	Appartement Dr. Seitz	Fam. Dr. Norbert Seitz
Farm Holiday	Steinerhof	Fam. Reiter-Brandauer
Farm Holiday	Leitenhof	Fam. Brucker
Farm Holiday	Leitingerhof	Fam. Leitinger
Farm Holiday	Untereulersberghof	Fam. Karin Mayr
Farm Holiday	Pferdehof Obereg	Fam. Steiger
Farm Holiday	Vorderoberlehen	Fam. Lottermoser
Farm Holiday	Örglgut	Fam. Grünwald
Farm Holiday	Kendlhof	Fam. Barbara Weissacher
Farm Holiday	Kendlhof	Fam. Maria Weissacher
Farm Holiday	Häuslhof	Fam. Huber
Hotel ***	Hotel Hochthron	Fam. Engljähringer
Hotel ***	Sportalm Strussing	Fam. Rieder
Hotel ***	Gasthof Zistelberghof	Fam. Lienbacher-Wlattnig
Hotel ***	Wenger Alpenhof	Fam. Berger
Hotel ****	Gut Wenghof	WRB Hotelbetriebe GmbH
Hotel ****	Ferienhotel Elisabeth	Fam. Meilinger
Hotel ****S	Travel Charme Bergresort Werfenweng	Dir. Volker Kördel
Inn	Gasthof Hochkönigblick	Fam. Weissacher
Inn	Gasthof Schöntal	Fam. Rettensteiner
Pension	Gästehaus Gamsblick	Fam. Krahbichler
Pension	Haus Karin	Fam. Rampitsch
Pension	Haus Michaela	Fam. Hafner
Pension	Haus Alexandra	Fam. Rettensteiner
Pension	Haus Waldheim	Fam. Dölderer
Pension	Haus Alpina	Fam. Pfister
Pension	Haus Colonia	Fam. Stadler
Pension	Haus Rosi	Fam. Gschwandtner
Pension	Haus Josefine	Fam. Brandner
Public Administration	Municipality of Werfenweng	Dr. Peter Brandauer, mayor
Public Administration	Tourism Board of Werfenweng	Peter Brandauer (Chairman)
Mobility Management Centre	mobilito (mobility management centre, Pongau district)	Stephan Maurer, Managing Director

Table 1: LTPN - members

The objective is, to union all tourism accommodations at Werfenweng (that means 100 % of the spare beds) to the LTPN. Besides this, several other authorities can be prospective partners for the Werfenweng LTPN:

- **The Pongau district (Regionalverband / regional association Pongau)** has a focus on carsharing and rural e-mobility solutions for the next years. Werfenweng and it's LTPN is a part of the regional network and the region can benefit from the experiences gained at Werfenweng.
- The **government of the province of Salzburg** has decided the "Masterplan Tourismus Salzburg 2020" (strategic plan tourism 2020 - province of Salzburg"), which leads towards a sustainable tourism until the year 2020. The province of Salzburg should be positioned with a "green image" in tourism by focusing on soft mobility: the experience of model destinations and networks (as the LTPN of Werfenweng) should be used by other destinations as well (objective: arrival and departure of guests without using an own car, sustainable mobility solutions for dayly visitors, regional e-mobilty for guests).The "ÖW" (Austrian national

tourism board) and the Austria federal ministry of economic affairs developed a 4 years strategy (2015 to 2019) with one focus (subsidies) on mobility and infrastructure: awarenessrising in tourism to increase the Austrian “tourism industries” efforts on tourism mobility. The strategy and those who want to launch projects with a focus on sustainable mobility an touristic mobility management can benefit from the experiences gained at Werfenweng. Werfenweng and its LTPN can benefit from the strategy, because it can be assumed, that a funding programme will follow the Austrian strategy.

3.3 Development plans of the next 3 years

The network members will continue to work on strenghtening the LTPN. This includes the following two tasks:

1. Local public campain for inhabitants (or accomodations or other touristic enterprises), who are critically toward the SAMO.
2. Optimization of the internal communication and of the communication of the LTPN members towards the guests (explaining SAMO to guests via websites).

3.4 Financial viability of the LTPN

The annually total budget for all SAMO-services (costs of infrastructure, costs of electric vehicles, personnel expenditures) is raised during the STARTER project by the LTPN members (accommodation enterprises) organisations in order to be able to finance the measures. A contribution of € 1,40 in stead of € 0,70 per person and overnight-stay is paid into a common fund, the fee for the SAMO-Card has also been increase from €8 to €10.

This way, an annually total of € 154.000 Euro was accumulated with the € 0,70 contribution. The “new budget” of the LTPN for the next 3 to 5 years will increase up to € 280.000 per year to finance the SAMO vehicles and –services.

Besides the budget raised by the LTPN the focus of financing future measures and projects lies on the possibilities of funding programmes on a national and European level. The possibilities of public funding have to be clarified

4. ACTION PLAN BEYOND STARTER

1. Development of travel offers with luggage services (for example: travelling by train to Werfenweng in winter season – guests do not have to carry their skis with them, the skiing equipment is included).
 2. Project “special train travelling guest rooms”: special services and rates for guests arriving by train. These rooms have to be dedicated only to guest without a car (an accommodation has to verify sufficient parking areas for the guests, with the “train rooms” a hotel can avoid to build additional parking areas when it plans to expand).
 3. Mobizentrum Werfenweng: realization parking area at the village entrance (parking area for busses and cars, rental services for e-vehicles, new attraction for tourists incl. daily visitors, solar charging station, new public transport services at Werfenweng (including a new busline with horse-drawn carriages)
 4. “Bürgerauto Werfenweng”: car sharing with e-cars for inhabitants. In combination with annual tickets (commuter-tickets) for public transport.
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