



BON DIA!



ALPINE PEARLS

An umbrella brand for
tourism and soft mobility

www.alpine-pearls.com



President: Dr. Peter Brandauer
Werfenweng, Austria

Management: Karmen Mentil
ÖAR Vienna, Austria



Alpine Pearls ... Soft Mobility Holiday in the most beautiful places of the Alps in Europe!

- is the umbrella brand for a network of tourism destinations in the entire region of the Alps and was founded in 2006.
- The co-operation currently consists of 27 „pearls“ in France, Switzerland, Italy, Slovenia, Germany and Austria.
- is presenting its member communities to the public by promoting their environmental friendliness and fun mobility.
- is co-operating with the member communities when developing bookable products which are softly mobile and transnational.
- works with partners: railways, tour operator, mobility centres, tourism organizations and commercial partners





All Pearls at a glance:



Yearly: 2,5 m. guests, over 12 m. guest overnight stays





2015: The catalogue of criteria: The basis for high quality

Every Alpine Pearl has to stick to an extensive list of criteria. This list serves as the basis for ecologically aware and incomparable vacation experiences.

Contents:

- Basic requirements for a membership

- Mobility
 1. Mobility of overnight guests: Arrival and Departure, Mobility within the region, Mobility within the destination
 2. Mobility of day visitors
 3. Mobility of inhabitants
 4. Fun mobility

- Other areas: environment, nature, quality of life, regional products

- Organization: Networking, Alpine Pearls vacation packages





The Tasks of the Alpine Pearls - Communication plan 2015

Basis:

- Organisation of and communication for Alpine Pearls

Projects:

- Intensify the hotel-network „Alpine-Pearls-Hosts“
- Product development of „soft- mobility holiday offers“
- Advertising campaign for specified target groups
- Foundation EGTC and initializing EU-projects





Internal communication - Exchange of experience

Study tours

Collection and dissamination
of pilot projects

Yearly event - General assembly:
3-day-conference, exhibition,
press trip, workshops





Media Work

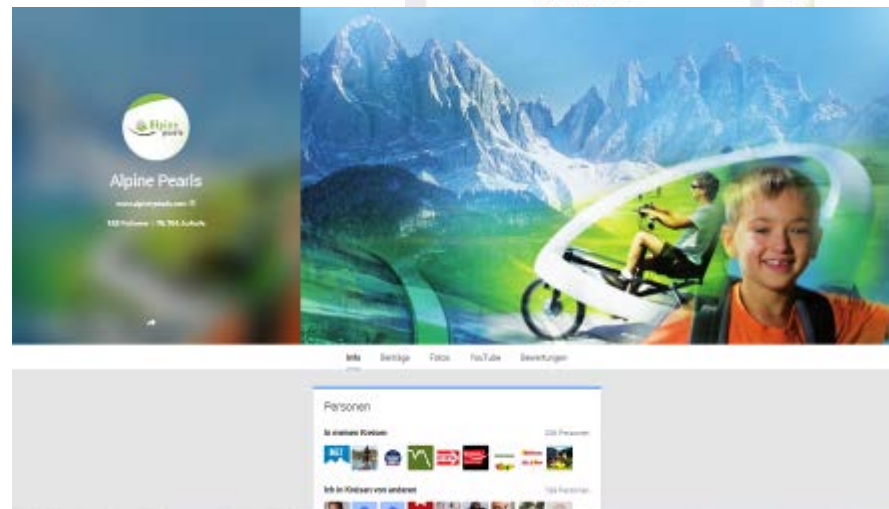
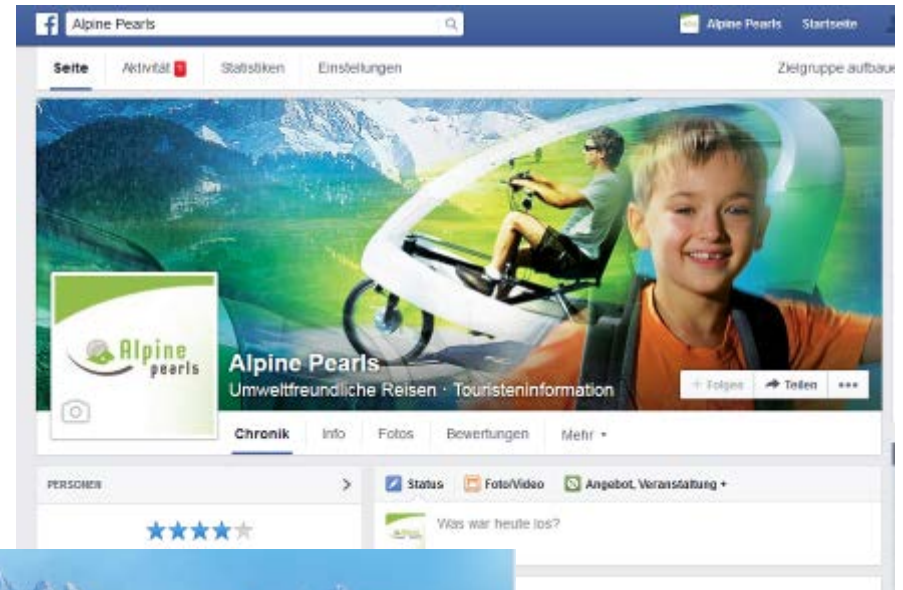
- German, Italian and French
- Print, online, TV, radio
- Media cooperations
- Media events: press conferences and fairs
- Media trips: individual media trips, Alpine Crossing and Alpine Crossing Bike



Website in 5 languages

Social Media

- Facebook
- Google+
- Twitter
- YouTube
- Flickr





perlen der alpen

• perle delle alpi

• perles des alpes

• alpski biseri

Co-operation project supported by AP



ALPINE PEARLS
MTB CUP 2014

 **MountainBIKE Cup**

 **La Via del Sale**

 **Gran Paradiso Bike**

 **Val di Fassa Bike**

Alpine Pearls
MTB-Cup:

- Cogne
- Limone Piemonte
- Moena





perlen der alpen

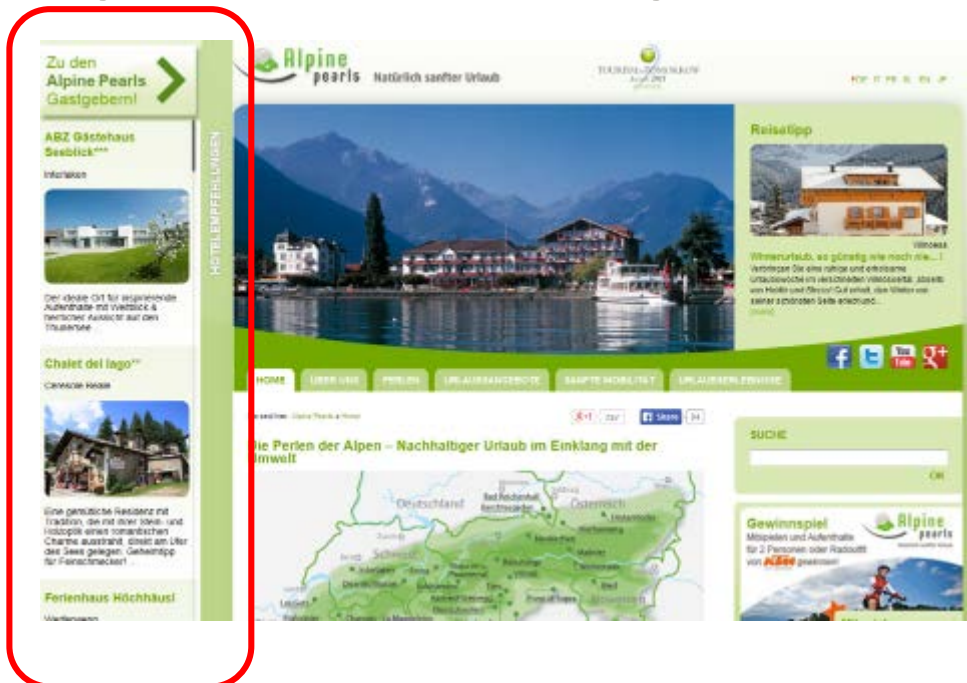
perle delle alpi

perles des alpes

alpski biseri

Alpine Pearls Hosts

- 40 certified hotels, 31 candidates
- 300 visits per week
- High traffic to webpages of hosts





Annual contribution for pearls / pearl destinations (new!)

- Municipalities € 12.000,-
- Destinations / regions:
 - up to 500.000 overnight stays/year € 18.000,-
 - from 500.001 to 1,000.000 overnight stays/year € 21.600,-
 - from 1,000.001 overnight stays/year € 24.000,-
- Entrance fee (for municipalities and destinations) € 8.000,-





Relevance and benefits for Member-Pearls

- The possibility to use this umbrella brand (positive image, advertising, media)
- Clear common message on the market: WE are the holiday resorts in the Alps, where climate-friendly holidays are already possible today.
- Pooling of budget funds for market development and communication (print, social media, PR, etc).
- Cooperation with tour operators and economy partners
- International exchange of experiences for soft mobility
- Increasing awareness level of all Alpine Pearls members (internal marketing)
- Number of arrivals and overnight stays are increasing - value added for members!
High contact rates





perlen der alpen

• perle delle alpi

• perles des alpes

• alpski biseri

Soft Mobility

Recently realized projects in our Pearls





perlen der alpen

• perle delle alpi

• perles des alpes

• alpski biseri

Disentis Electric supercar to rent

- new electric car „Tesla Roadster“ (premium electric vehicle) to rent
- emission-free Roadster can cover 340 km per electric charge
- Perfect to discover mountain passes on an environmentally-friendly way



Villnöss, Moos in Passeier, Werfenweng Innovative visitor guidance

- digital visitor guidance in the villages to increase use of public transport
- information screens like huge tablets
- Combines information on leisure activities, tourism- and mobility services including real-time information



www.alpine-pearls.com

www.facebook.com/AlpinePearlsHolidays

