



Werfenweng

Sanfte Mobilität - Urlaub vom Auto

Gentle mobility - a break from the car

Dr. Peter Brandauer
Mayor of Werfenweng (A)
President Alpine Pearls



We proudly present: Werfenweng, Austria

- 950 inhabitants, altitude 900 m
- 45 km south of Salzburg, in the mountains of Salzburger Land





Tourism

- 2.000 guest beds
- 55.000 arrivals
- 260.000 over night stays
- 50 % Summer-, 50 % Winter Tourismus





- ★ Luftkurort
- ★ Autofrei

Werfenweng
2000

- ★ Umweltqualität
- ★ Volkskultur

Das exklusive Ferienhochtal im Tennengebirge



Vision - Mission Statement 1994





Active participation in various model projects:

- Austrian „Modellvorhaben Sanfte Mobilität - Autofreier Tourismus“
- EU-Project Alps Mobility
- EU-Project Alps Mobility II
- etc.

- many local projects realized
- a touristic product for the marked could be developped
- the „SAMO-Card“ is key factor of success:
customer service card with many included services





The SAMO-Card

receive guests who

➡ arrive by train or bus

OR

➡ leave their car key with the tourism info

Total cost per guest: € 10

All SAMO-Card offers are then free of charge!





SAMO Card mobility offer:

A) General mobility

- **Werfenweng Shuttle**

a bus connecting Werfenweng directly to the train station Bischofshofen

- **ELOIS - The private taxi service**

Mercedes Vito E-CELL

- **Electric night taxi**



Rental cars

E-cars “Werfenwenger smile-E’s”

- 5 Peugeot iOn, 3 Mitsubishi iMiev, 2 Renault ZOE, 1 Renault Twizy
- charged by solar power



Biogas cars “Werfenwenger Grass hoppers”

- biogas produced of grass





B) Fun Mobility

Rental of vehicles in the village center

- E-bikes, Pedelecs, E-Mountainbikes
- Electro scooter
- Segways, Twizy and many more e-vehicles
- Mountainbikes and bicycles
- scooter and vehicles for small children
- special bikes like tandems, etc.

Mobility and fun for our guests!







C) Additional advantages and offers / Summer

- day tours by bus to popular destinations (Salzburg, Ice caves, castle Hohenwerfen, ski jump Bischofshofen)
- guided hiking tours
- nature watch tours
- guided nordic walking tours
- bicycle taxi
- entry to swimming lake





C) Additional advantages and offers / Winter

- tour with horse coach/sledge
- ice skating including skates
- trekking with lamas
- guided snow-shoe walking tour
- cross country equipment
- Trail fees for cross country
- Tobogganing hire





Where does the energy come from ? From the sun!

- 54 solar street lamps
- Solar-fuelling station for the e-vehicles
- Fotovoltaik plant Werfenweng
- Small edutainment park „Solarpark“





Regional and local development:

- The farmer's shop with delicious local products and souvenirs
- projects of cooperation of local farmers and producers with hotels and restaurants
- bio mass heating works





New: wirSaMo Card

Soft-mobility service card for the inhabitants of Werfenweng:

- Service package for inhabitants reducing car use
- with various advantages and rebates
- Basis is a contract between the municipality and the individual person or household
- Important! Soft mobility is not only for tourists - Credibility only if measures also for inhabitants!



... the lucky winners are

- the environment

AND

- the enterprises

AND

- the guests

AND

- the inhabitants





Werfenwengs Credo: No **MUSTS** - just **ADVANTAGES**





Future

- New village development concept
- SAMO-Card for day visitors
- Solar parking space
- Project E-Mountainbiking
- New SAMO-Point -
a E-Mobility-Center Safty Dock



A real value added:


Our membership at
Alpine Pearls





„There are more important things in life than to enhance ones speed“

Mahatma Gandhi



We gladly invite you
to visit our facilities and measures
for soft mobility!

Municipality Werfenweng, Tourism Association

Mayor Dr. Peter Brandauer, President Alpine Pearls

Weng 42, 5453 Werfenweng

www.werfenweng.eu

www.alpine-pearls.com

