

Dr. Peter Brandauer

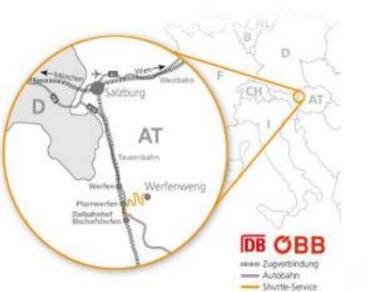
Mayor of Werfenweng (A)

President Alpine Pearls





- We proudly present: Werfenweng, Austria
- O 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









Vision -Mission Statement 1994





- 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 "<u>SAMO-Card</u>" is key factor of success: customer service card with many included services





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





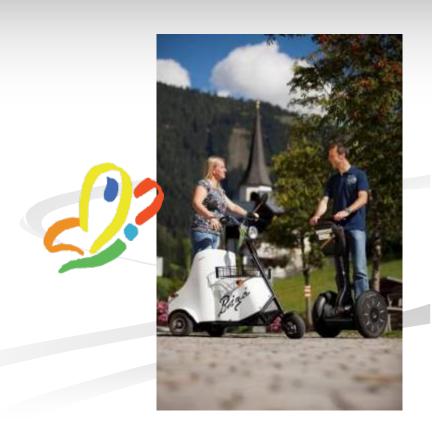


B) Fun Mobility

Rental of vehicles in the village center

- E-bikes, Pedelecs, E-Mountainbikes
- Electro scooter
- Segways, Twizy and many more e-vehicles
- Mountainbikes and bycicles
- 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, lce 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 <u>inhabitants</u> 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 environment

the entreprises

the guests
AND

the inhabitants

AND

AND





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











perle delle alpi

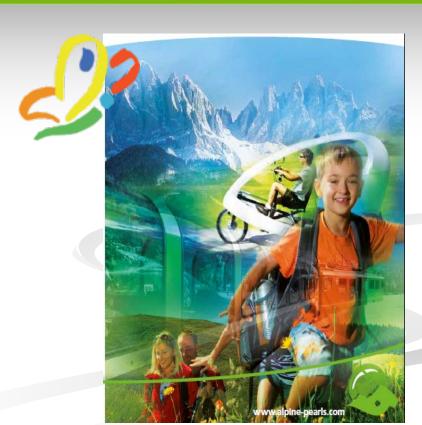
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alpine pearls

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!

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www.alpine-pearls.com

