

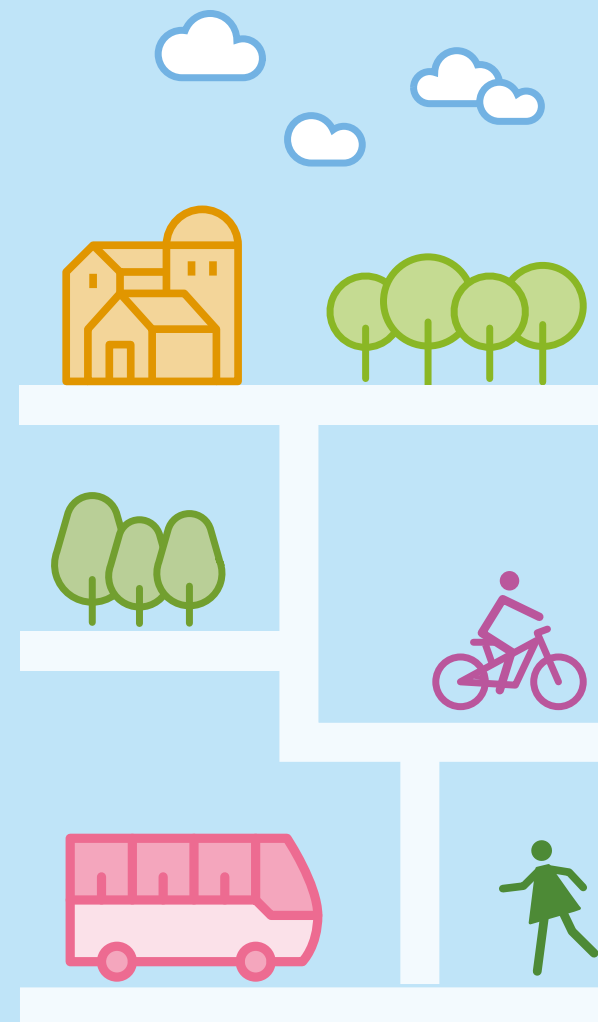
Alpine Pearls: A network promoting car- free tourism in the Alps

Sarah Twardella

Project Manager EGTC Alpine Pearls

sarah.twardella@alpine-pearls.com

www.alpine-pearls.com

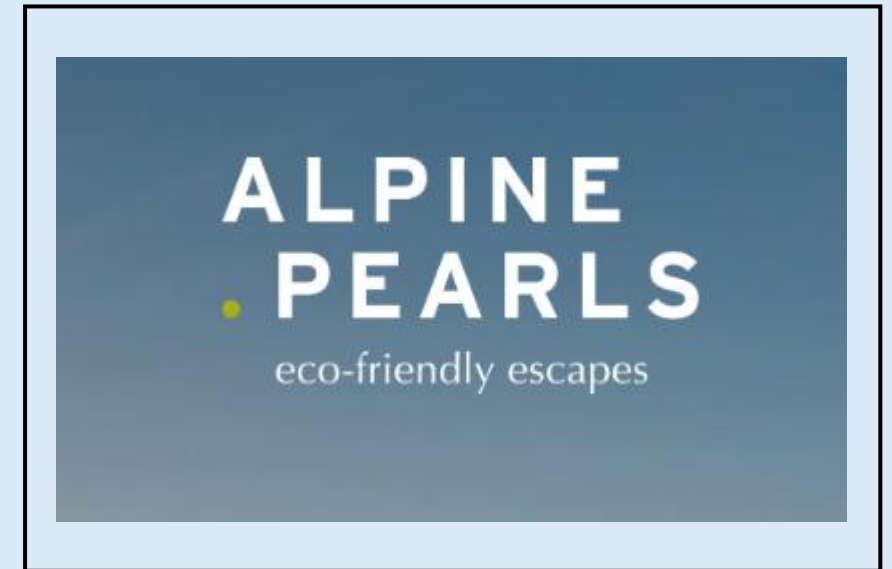


Alpine Pearls is ...

... an international network of holiday destinations (“Alpine Pearls”) in the Alpine region.

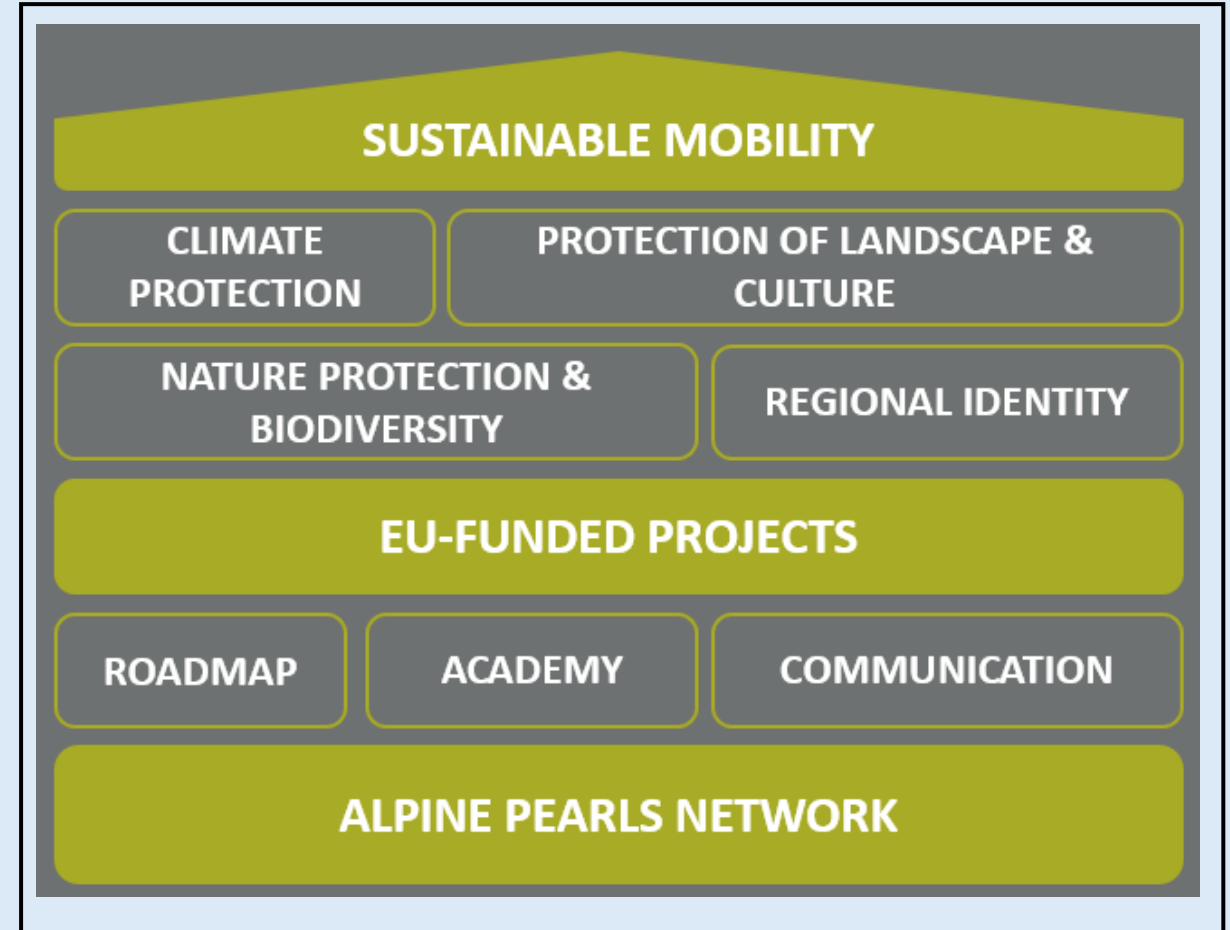
Founded in 2006 as an association out of EU-funded projects and restructured in 2022 into a transnational organisation – a European Grouping of Territorial Cooperation (EGTC).

A platform for continuous cooperation and joint development across borders to enhance sustainable, eco-friendly tourism in small Alpine destinations.



What we do ...

- Constant exchange of information and knowledge between members
- Joint work on ideas and projects on the focus topics
- Participation in EU-funded projects
- Development and expansion of partnerships with like-minded interest groups
- Cooperation with transport and tourism organisations at the European, federal, state and local levels





Alpe Cimbra



Bad Reichenhall



Bled



Bohinj



Ceresole Reale



Chamois



Cogne



Falcade



Forni di Sopra



Limone Piemonte



Mallnitz



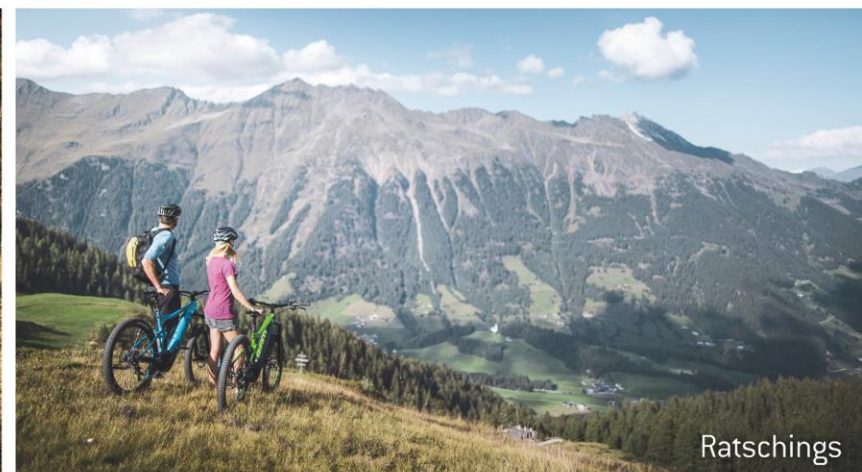
Moena



Moos in Passeier



Primiero San Martino di Castrozza



Ratschings



Villnöss



Weissensee



Werfenweng



GERMANY

AUSTRIA

SWITZERLAND

Moos in
Passeier

Ratschings

Villnöss

Forni di
Sopra

Weissensee

Bled

Bohinj

Moena

Falcade

Primiero
San Martino
di Castrozza

Alpe Cimbra

Chamois

Cogne

Ceresole Reale

Limone
Piemonte

ITALY

SLOVENIA

CROATIA

Example 1: Local association in the municipality of Mallnitz (Austria)

A local association with representatives from the municipality, the tourism association, businesses and the national park deals with relevant issues and organises and finances a free train station shuttle and hiking/ski bus for all guests in partner businesses, free bike rental and discounted activities. The partner businesses and the municipality cover the costs.



More information:
<https://visitmoelltal.at/en/>

Example 2: Municipality of Cogne (Aosta valley), Italy

A free shuttle service connects the different hamlets and was introduced in 2011.

With the introduction of free use of the service, the number of passengers rose from around 30.000 to over 120.000 per year.

The municipality currently invests over 100.000 euros per year in public transport.



Example 3: Julian Alps Bohinj Card, Slovenia

The Julian Alps Cards are an encouraging instrument for more environmentally friendly forms of transport.

The main advantages of the card are:

- Free transport by bus and by train
- Free parking in Bohinj with a parking card
- Free panoramic boat ride on Lake Bohinj
- Free tickets for attractions
- Free pass for use of entry/exit points.
- Many discounts in Bohinj and elsewhere in Slovenia.



More information:

<https://www.bohinj.si/en/julian-alps-bohinj-card/>

3 needs for eco-friendly mobility

- Infrastructure
- Communication
- Role models

Connections & infrastructure	Communication	Role model
Attractive services for the last mile	Pre-trip information on all channels (website, SM)	Anchoring eco-friendly behaviour among the local population as well
Public transport: frequency and price improvement (incentives)	The companies and employees should be informed	Getting stakeholders on board: creating and implementing a comprehensive mobility concept
Combined offers and uncomplicated card solutions	Reliability and transparency	

Muchas gracias

diba.cat/ca/web/jornada-mobilitat

