



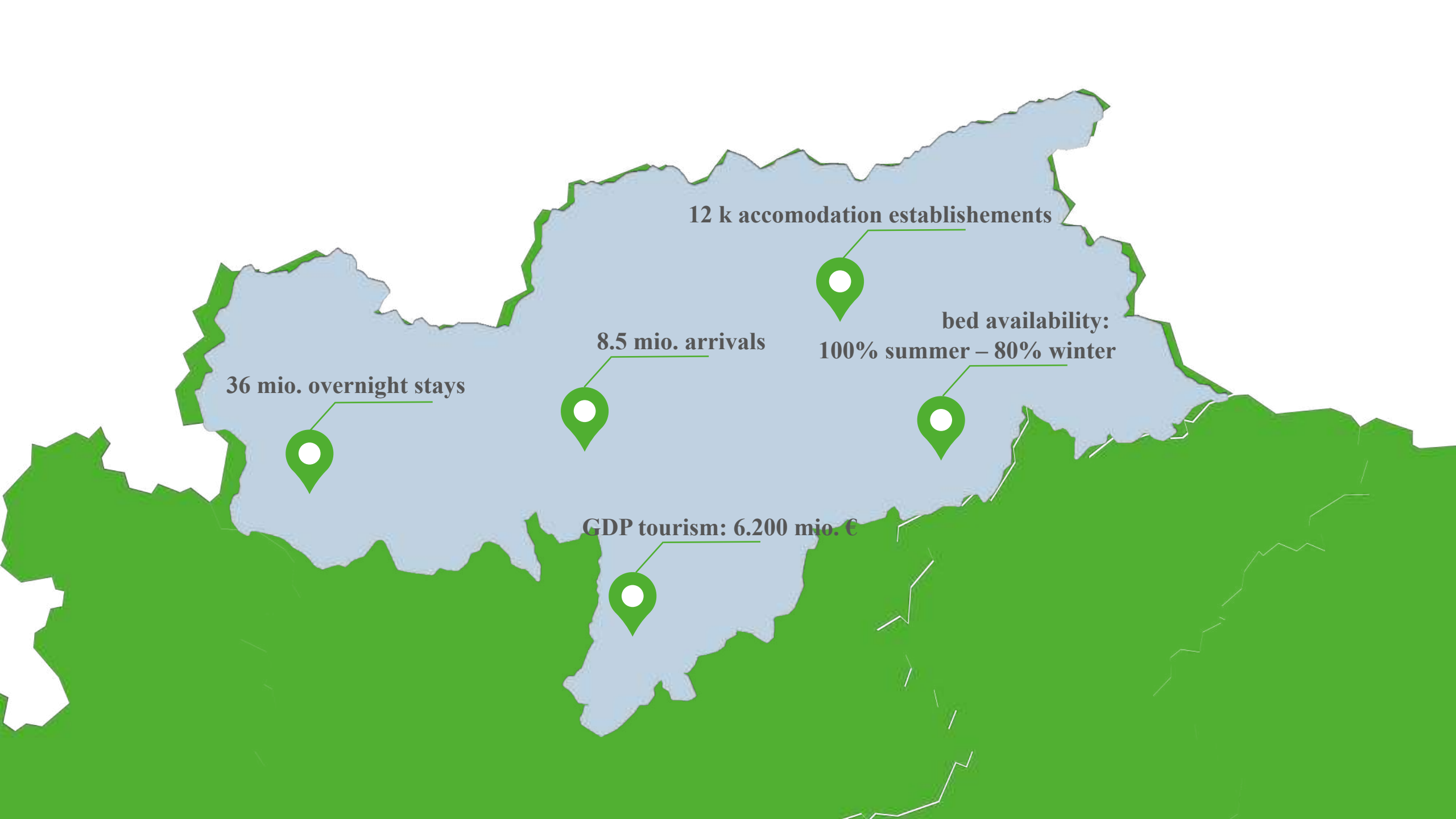
New strategies for ski resorts: public transport as the future essential service

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South Tyrol Numbers and facts





36 mio. overnight stays

8.5 mio. arrivals

12 k accomodation establishments

**bed availability:
100% summer – 80% winter**

GDP tourism: 6.200 mio. €

South Tyrol

2 types of destinations

WINTER

- Bed availability: 80%
- Overnights generated: 15 mio.
 - Alpine ski
 - Ski touring
 - Biathlon



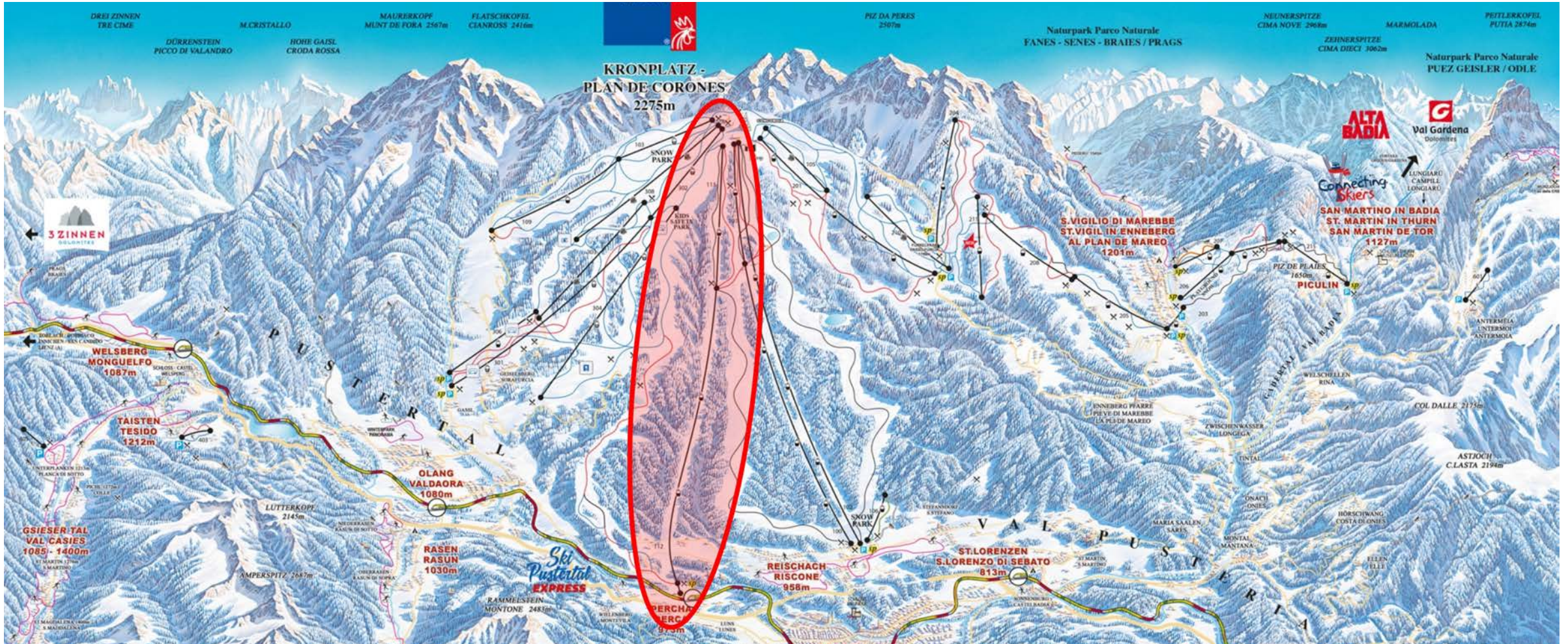
SUMMER

- Bed availability: 100%
- Overnights generated: 21 mio.
 - Bike
 - Hike
 - Lakes



Kronplatz

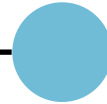
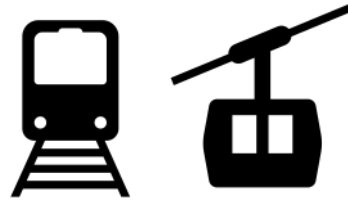
Where the mobility idea began



- 1.5 mio. skier days (77 mio.€ skipass sales)
- 1.000 jobs on the mountain
- 5.000 jobs in the destination
- 500 mio. € turn over per season
- 1.000 mio. € turn over per year

\$ Economic key data

Ried – railroad connection



General aim of the project

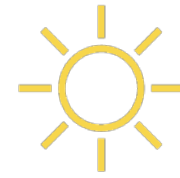
- Realize a tourist and environment-friendly project
- Connecting two destinations to a bigger unit
- Creation of a special destination position



Transport goals of the project

- Road-independent accessibility to our destination
- Barrier-free switching between two destinations
- Reduction of individual traffic



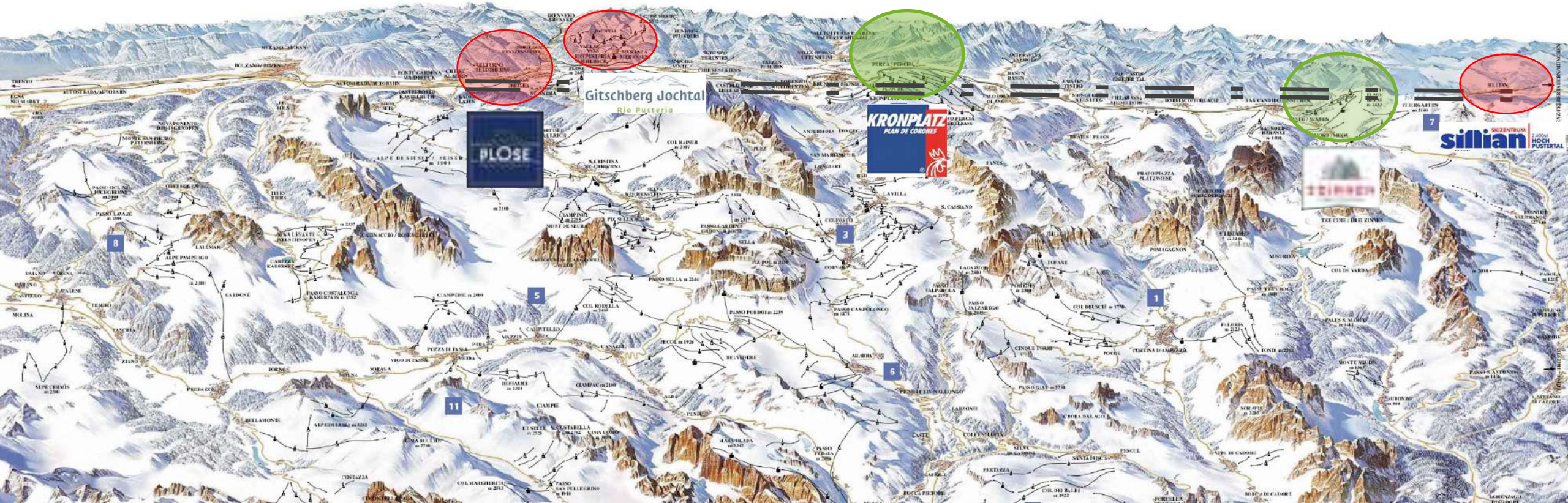


➤ On-site approach

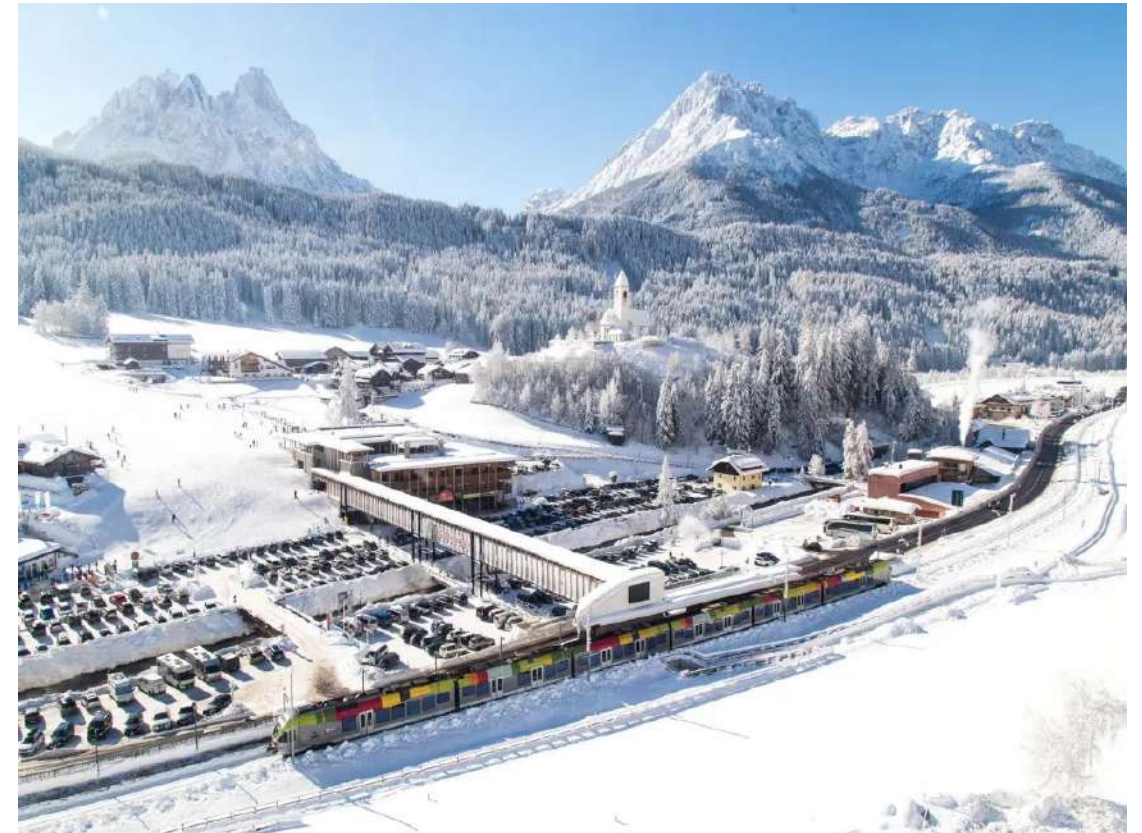
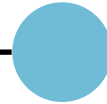
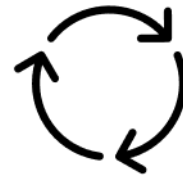
- Barrier-free change
- Additional offers
- Gastronomy – ski depot – ski rental – ski service



Projects along the train line



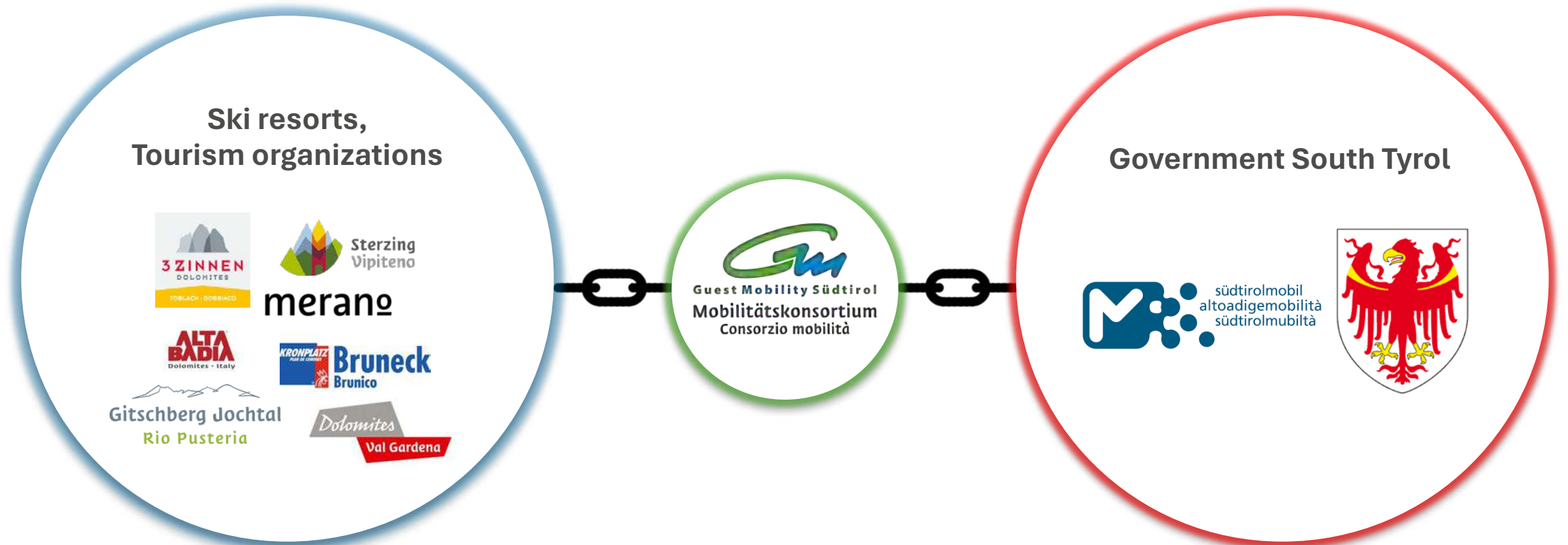
Project already realized: 3 Zinnen Dolomites – railroad connection



Mobilitätskonsortium South Tyrol

South Tyrol Guest Pass

MOBILITÄTSKONSORTIUM SOUTH TYROL

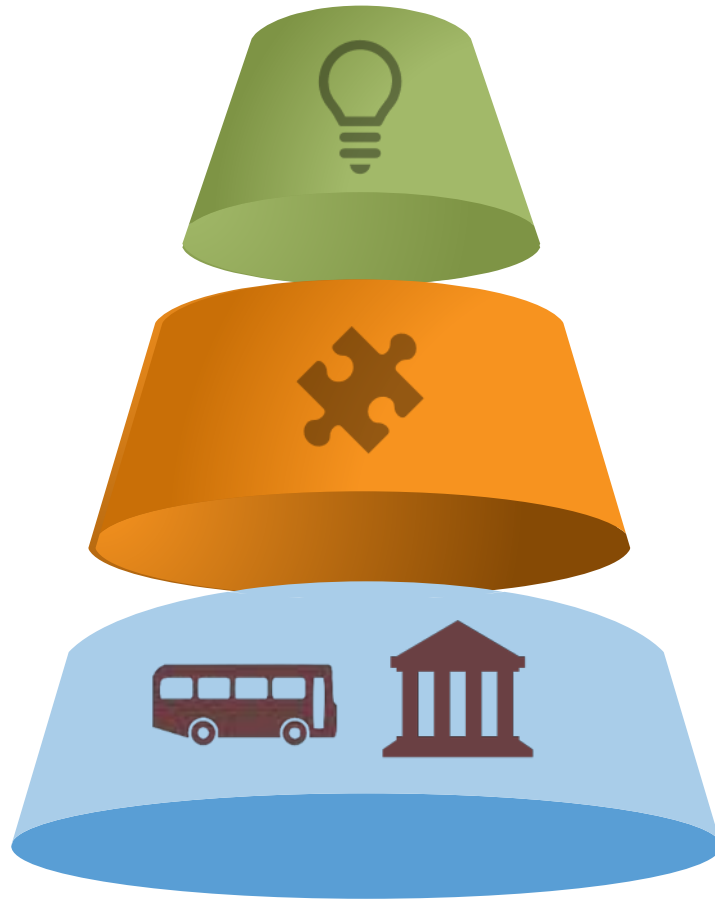


RESEARCH



- **Proportion** of different guest pass overnight stays out of total overnight stays in 2019: **56%**
- Stakeholders requirement: a **combination of contribution-based, benefit-based and purchasing card**
- Base for South Tyrol: free access to **public transport**

SOUTH TYROL GUEST PASS



GUEST PASS MODEL



BASIC SERVICE



Mobility & museums



REGIONAL INCLUSIVE SERVICES

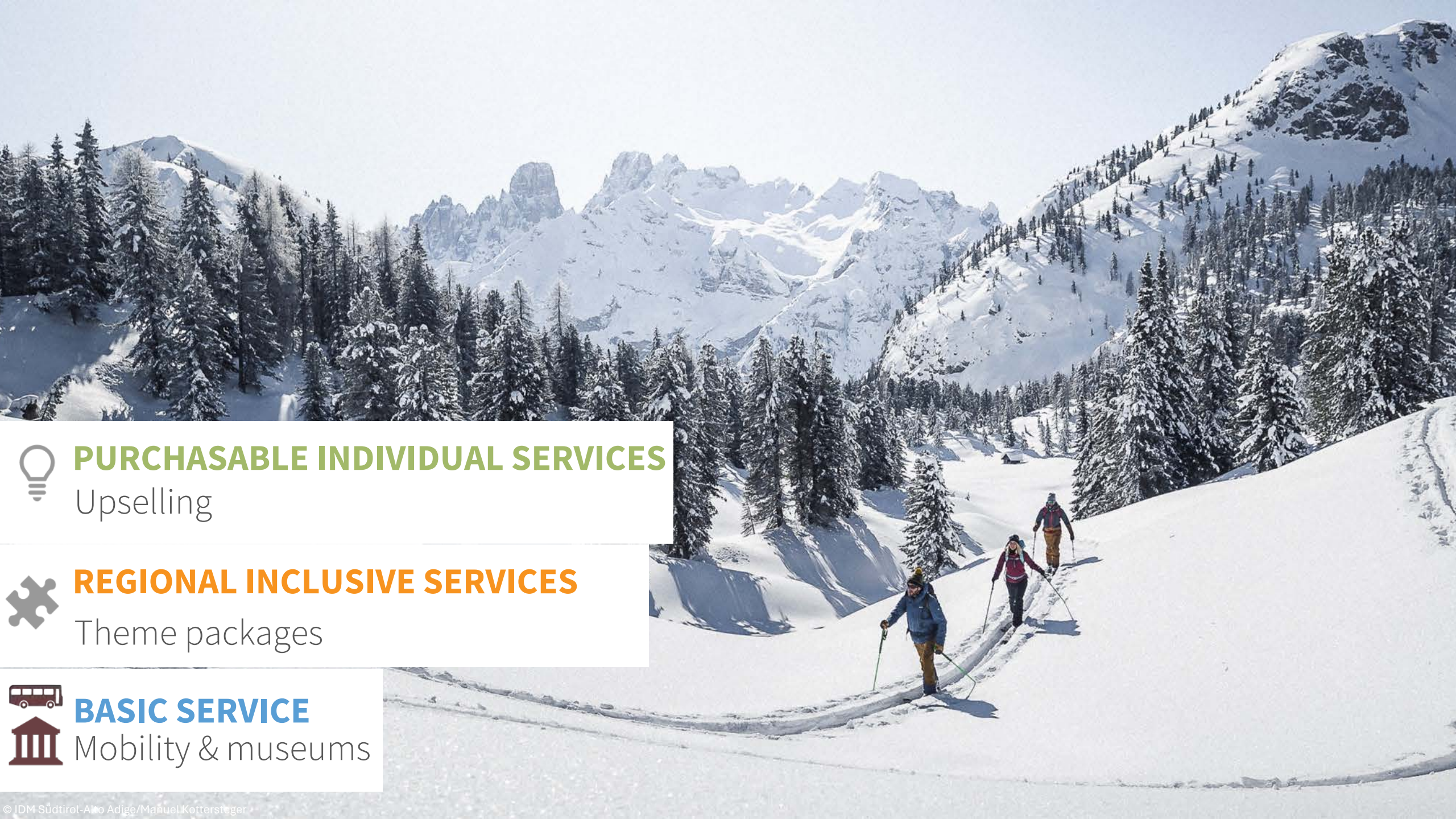
Theme packages



BASIC SERVICE



Mobility & museums



PURCHASABLE INDIVIDUAL SERVICES

Upselling



REGIONAL INCLUSIVE SERVICES

Theme packages

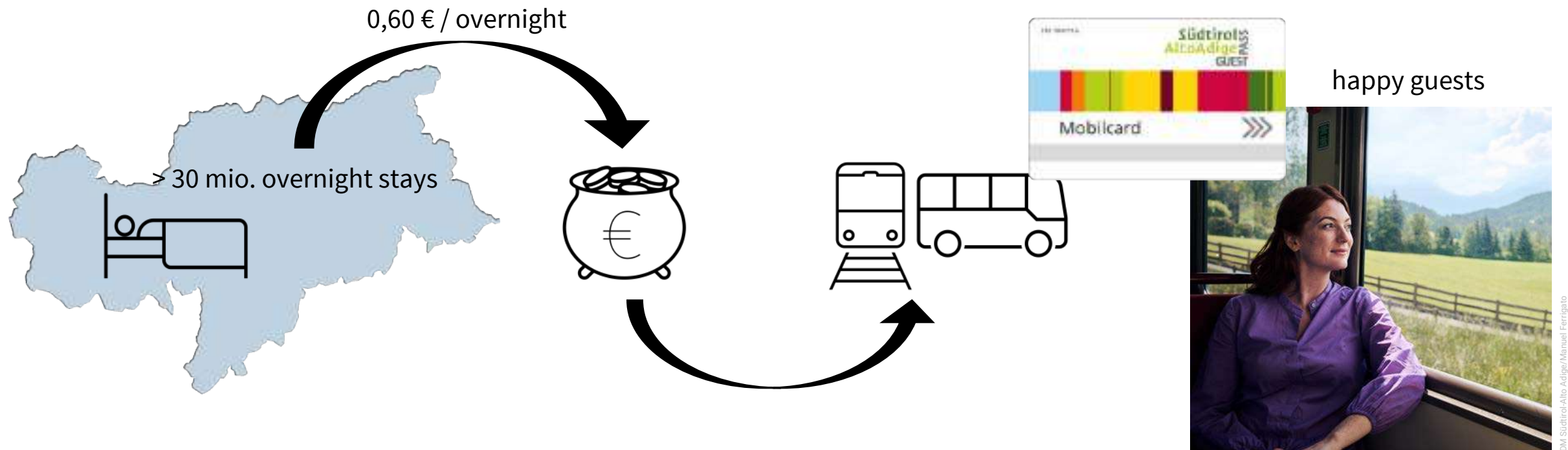


BASIC SERVICE

Mobility & museums

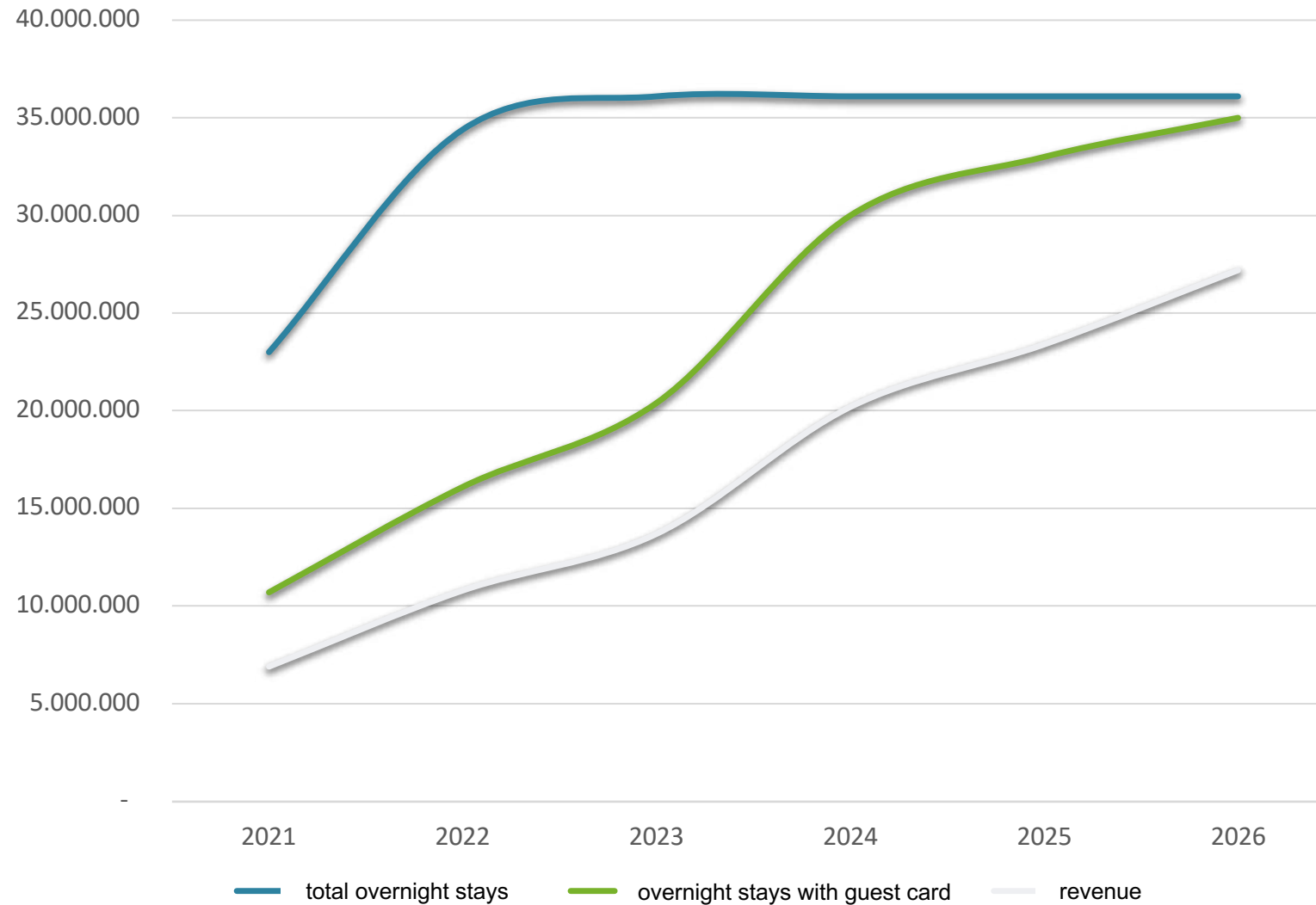
FINANCING

- All overnight stays are covered with the guest pass
- Every guest has a base access to public transport

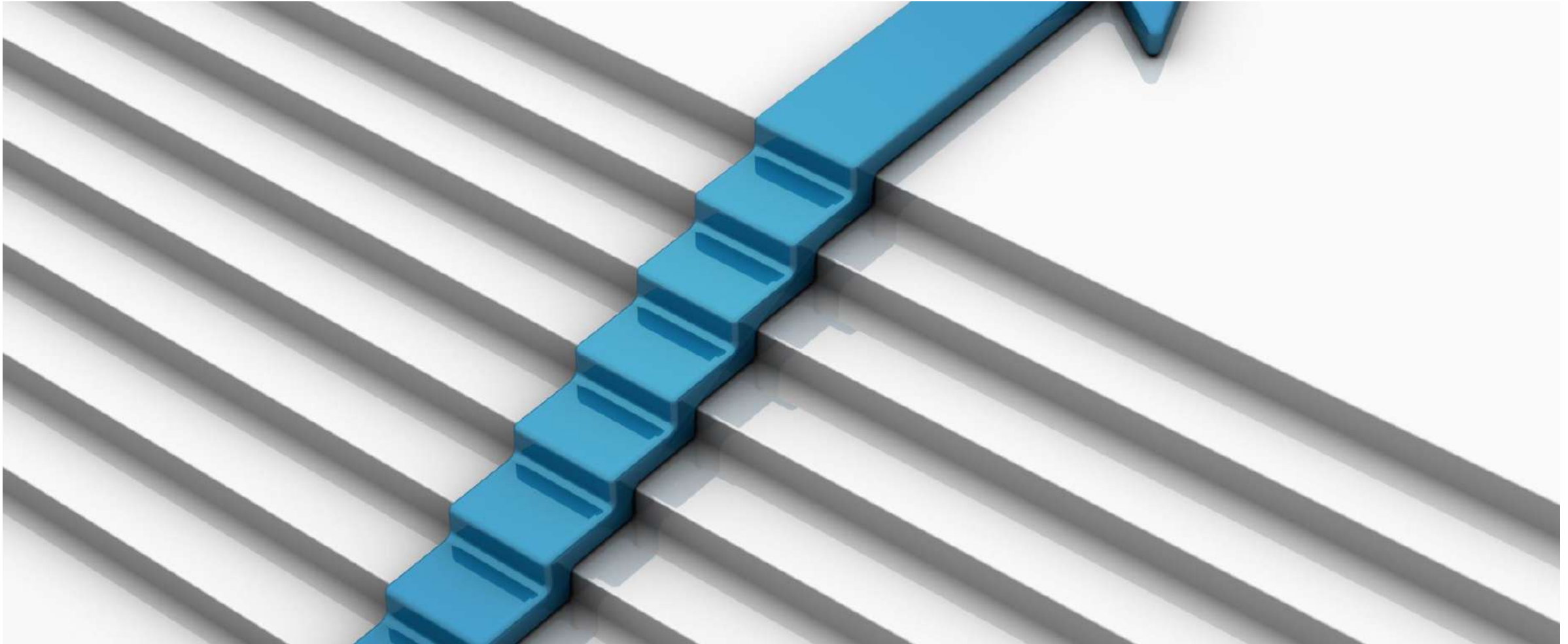


SÜDTIROL

REVENUES



NEXT STEPS





Voluntary decision of 70 tourism organizations in South Tyrol

- Covering all overnight stays in South Tyrol
- Shifting individual tourist traffic to public transportation
- Free access to public transport – relieving the roads
- 200 bus lines, 4 train lines, 5 public cable cars + all ski busses

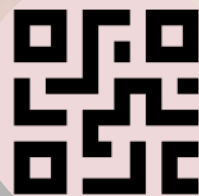


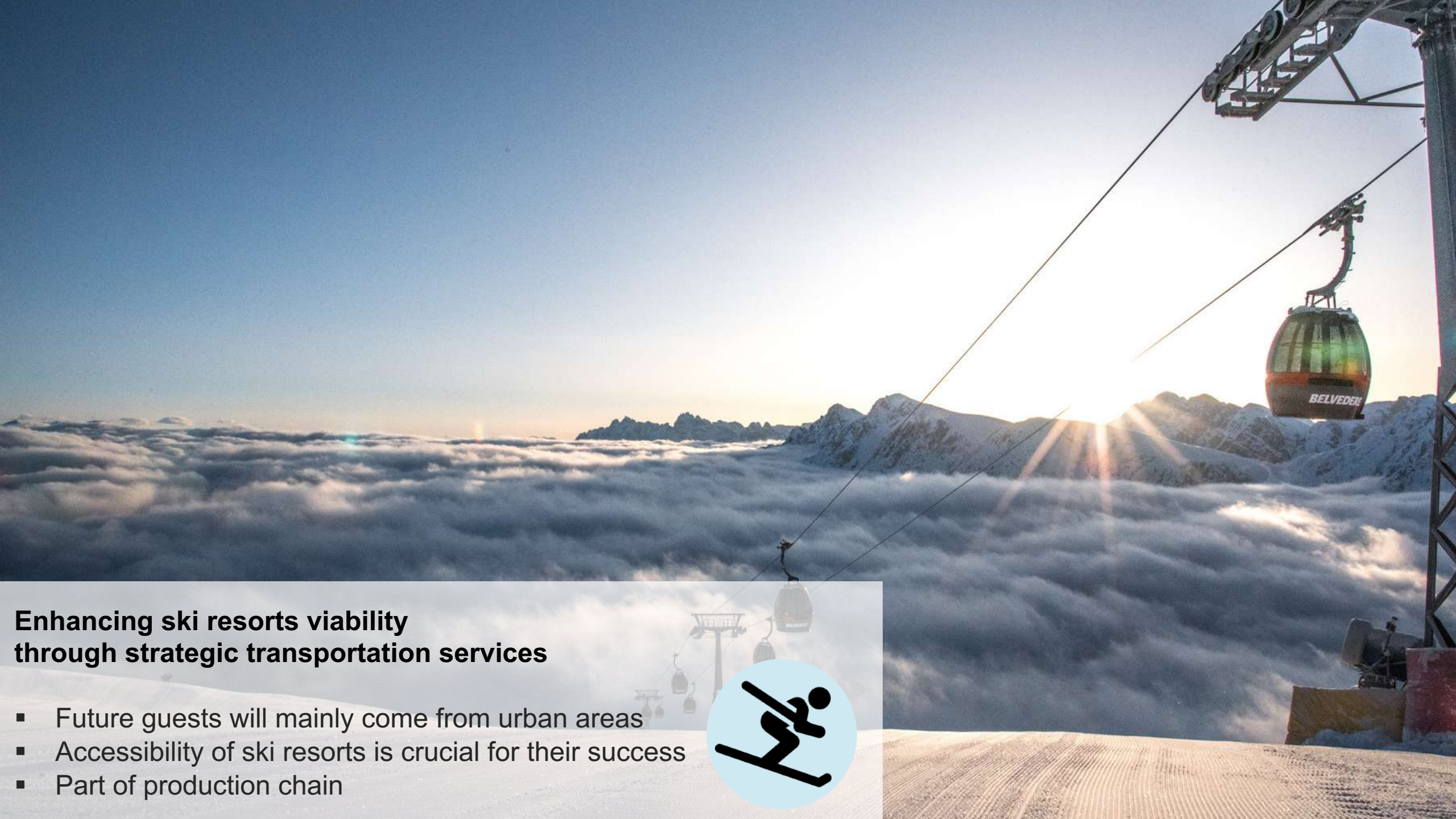


Digitalization Guest Pass

Integrating all services:

- Mobility
- Museums
- Regional inclusive services
- Purchasable individual services





Enhancing ski resorts viability through strategic transportation services

- Future guests will mainly come from urban areas
- Accessibility of ski resorts is crucial for their success
- Part of production chain





**Thank you for
your attention!**