

## **Werfenweng Mobile + Tourism With New Forms Of Mobility - Summary by Peter Brandauer -**

### **We proudly present: Werfenweng:**

- Werfenweng is located on the southern slopes of the Tennen-mountains just 45 km south of Salzburg city. The village and its 800 inhabitants offer 1800 beds for its guests. It registers 38.000 arrivals and 210.000 overnight stays per year.
- Since 10 years Werfenweng has been realising activities contributing to the principle of soft mobility.
- Werfenweng is the partner village of the Austrian model project "soft mobility – holidays from your car" as well as partner of the EU projects Alps Mobility, Alpine Awareness and MOBILALP.
- Werfenweng is one of the „ALPINE PEARLS“ - together with other famous and innovative tourism destinations from Austria, Germany, Italy, France and Switzerland.

### **Our offer for soft-mobile guests:**

- Werfenweng Shuttle  
The distance to the train station Bischofshofen is easily covered by the popular Werfenweng shuttle in a 2-hours-interval.
- Electric and fun vehicles  
The car-free village square with the solar station represents the soft-mobile centre of Werfenweng: here you can hire electric cars, electric scooters, electric bikes, funrider, bigas, velos and many other vehicles.
- Elois - your private soft-mobile chauffeur  
Elois, the private chauffeur is available for guests using the „soft-mobile-Card“ daily from 10 a.m to 10 p.m. He brings them everywhere in Werfenweng: to the cable car, to your hiking trip, to your restaurant, to the ice-skating field, to friends. Only very short waiting times should be taken into consideration.
- Night-Taxi every friday and saturday  
Our offer for fly-by-nights! Every friday and saturday the night-taxi is available fom 7 p.m until 4 a.m. in the morning and can be used free of charge within Werfenweng.



- Holidays from your car: hotels co-operate for a better service  
37 hotels have joined this co-operation. Their guests enjoy all soft-mobile advantages of Werfenweng! These co-operation group seeks to satisfy the soft-mobile guest with all amenities needed for an unforgettable holiday from the car.
- Horse carriages, hiking and walking tracks, hire equipment for cross country and skiing, snow shoe, ice skating boots, toboggan, Lama trekking, and much much more!

### **USP Werfenwengs – reduce speed and relax:**

Arrive by train ... or with your car, but then ... hand in your car-key... and reduce speed and relax without your car! Visiting Werfenweng offers to dive into a soft-mobile world in a lovely scenery.

Werfenweng has developed a sustainable tourism offer which has an excellent national and international reputation. It is favoured as the "Secret spot for soft-mobile family holidays"

### **Werfenweng plans for the future:**

We aim at becoming Europe's train holiday destination No 1!

That means: intensifying our tourism strategy "Soft Mobility – holidays from your car".

Further development of soft-mobile tourism offers - attractive packages, innovations, marketing.

### **Furthermore, emphasis is put on:**

- use of low emission vehicles (hybrid and electric) by inhabitants, guests and for transportation of goods
- installation of innovative local transport systems
- enlarge of the fleet of fun vehicles
- improve of hiking trails and cycling trails
- increase use of horse carriages
- offers for exclusive and fun day trips
- intensify use of solar energy
- further traffic reducing measures
- visualize measures
- and much more to come...

### **Our vision:**

With the extensive use of low emission cars, fun vehicles and horse coaches Werfenweng will become an oasis of new mobility - for inhabitants and guests!

### **Municipality Werfenweng, Tourism Office**

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