

ALPINE PEARLS

Network of soft mobility destinations in the Alps

17 tourist destinations in five European countries (Italy, Switzerland, France, Germany and Austria) are working on a joint soft mobility programme for their guests. They offer unique, exciting facilities – simultaneously distinguishing themselves from other tourist destinations and favouring environmental protection and sustainable regional development in the Alps.

“Alpine Pearls” Offer More to Their Guests!

Spending your holidays at a true “Pearl” means spending them at an exceptionally beautiful place in the Alps – without your own car. Mobility, however, is guaranteed nevertheless, both as far as travelling to and from your destination is concerned and within the region – by attractive, convenient, funny, cosy and, above all, environmentally sound means of transport. Shuttle services, electric cars, solar vehicles or electric bicycles offer the highest possible comfort and mobility as well as fun and entertainment.

A “String of Pearls” along the Alpine Arc

The 17 “Pearls” are strung out along the whole Alpine Arc. In Italy Sauris, Forni di Sopra, Pieve di Cadore, Feltre, Chamois, Villnoess, Ratschings and four communities of the South Tyrolean Rosengarten-Latemar region– Steinegg, Tiers, Welschnofen und Deutschnofen – are part of the “string of pearls”. In Germany it is Berchtesgaden and Bad Reichenhall, in France it is Les Gets. Swiss Pearls are the well-known destinations Interlaken und Arosa. Werfenweng in the Pongau region (Province of Salzburg) is Austria’s Alpine Pearl. Together these 17 communities pave the way for a new kind of tourist attraction, combining relaxation and the advantages of soft mobility to offer a unique holiday experience.

Co-operating to Establish a Trademark

Alpine Pearls are distinguished by a wide variety of ecologically sound tourist offers. What is most important now is to turn “Alpine Pearls” into an established, internationally acknowledged trademark for high-quality tourism in the Alps. For this purpose, the association “Alpine Pearls” was founded to promote common marketing strategies, joint public appearances and co-operation with tour operators and building contractors.

Those destinations wishing to become a member of Alpine Pearls have to comply with a number of high-quality standards: train or bus services must provide transport 4 times a day, luggage transport for guests must be offered, a traffic plan has to exist, ecologically benign transport to reach cycling routes and hiking trails must be provided for, and a national park has to be near. Moreover, members must guarantee that requests by prospective guests are answered by a central tourist information office within 24 hours.

Guests profit from these measures in many ways: They can enjoy a stress-free holiday at an unspoiled destination with a healthy climate. They are neither molested by noise nor air pollution, for these tourist destinations are far from major roads or industrial sites.



Successful Initiative by the Austrian Ministry of Agriculture Forestry, Environment and Water Management

The project “Alpsmobility II – Alpine Pearls” was developed within the framework of the Alpine Space Programme of the Initiative Interreg IIIB. It is co-financed by the EU and carried out by 15 partners from Austria, Germany, France, Italy and Switzerland. In Austria the project is implemented by the Federal Ministry of Agriculture, Forestry, Environment and Water Management as lead partner, in co-operation with the Federal Ministry of Transport, Innovation and Technology and the Federal Ministry of Economics and Labour, as well as the Province of Salzburg and the Municipality of Werfenweng.

Apart from the Federal Ministries it is the Municipality of Werfenweng in the province of Salzburg that is especially dedicated to the implementation of the project “Alpsmobility II – Alpine Pearls”. The Austrian model destination for soft mobility not only offers attractive soft mobility packages but also played a major part in founding the network of municipalities “ALPINE PEARLS”. The “ALPINE PEARLS” project contributes essentially to the implementation of the Alpine Convention.

For further information: www.alpsmobility.net
www.alpine-pearls.com
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