

## Contest „Environmentally Friendly Travelling in Europe“ Winners



EU | AT

**Contest „Environmentally Friendly Travelling in Europe“  
List of awarded projects**

Category	Ranking	Project	Country	Winner
Accommodation facilities	1. Prize	<b>Join us: Travelling like a Friend of nature!</b>	D	Naturfreunde Deutschland e.V.
Accommodation facilities	2. Prize	<b>Empty Roads</b>	UK	YHA (England & Wales) Ltd.
Accommodation facilities	Special Award	<b>Whole Village Project</b>	ROM	The Mihai Eminescu Trust
Regions and Destinations	1. Prize	<b>Yorkshire Dales and Cities Integrated Rural Transport and Visitor Management Program</b>	UK	Yorkshire Dales National Park Authority
Regions and Destinations	1. Prize	<b>Ski!Project</b>	A	Ski!Projekt - Schischule
Regions and Destinations	2. Prize	<b>SchweizMobil</b>	CH	SchweizMobil
Regions and Destinations	3. Prize	<b>Eco-friendly and Mobile - "Schiefergebirgs-Express"</b>	D	Naturpark Thüringer Schiefergebirge/Ober e Saale
Consumer-oriented initiatives	1. Prize	<b>Sustainable Tourism Alps 2005</b>	NL	Institution Niederländische Alpenplattform (NAP)
Consumer-oriented initiatives	2. Prize	<b>Legambiente Turismo – Initiative “Recommended because of commitment to environmental protection”</b>	I	Legambiente Turismo
Consumer-oriented initiatives	3. Prize	<b>"Alpen retour" with "Alpenonline"</b>	CH	Schweizer Alpen-Club SAC
Consumer-oriented initiatives	3. Prize	<b>Reiselust – New Ways to vacation</b>	D	Verkehrsclub Deutschland e.V. (VCD)



Travel businesses	1. Prize	<b>Studiosus – Tour operator for Sustainable Tourism</b>	D	Studiosus Reisen
Travel businesses	2. Prize	<b>ReNatour – Travel that does not cost the Earth</b>	D	ReNatour
Travel businesses	3. Prize	<b>Treinreiswinkel - Train travel shop</b>	NL	Treinreiswinkel
Traffic and Transport enterprises	1. Prize	<b>TRESKI – Ski Express to Austria</b>	A / B	Österreich Werbung Brüssel
Traffic and Transport enterprises	1. Prize	<b>Fahrtziel Natur – Relax.Experience.Conserve.</b>	D	Deutsche Bahn AG
Traffic and Transport enterprises	2. Prize	<b>The Coastal Tram Campaign</b>	B	De Lijn



## Join us: Travelling like a Friend of Nature!

**22 good practice show where and how you can make car-free holidays in Germany**

**22 model hostels are active for car-free holiday and leisure activities. The Friends of Nature Germany create car-free holiday packages in co-operation with transport enterprises and municipalities.**

The Friends of Nature Germany developed with the campaign: "All Aboard: Environmentally Friendly Travelling!" a model for climate protection in regard with leisure travelling together with 22 hostels of the organisation. Main topic was to present the hostels as centres for local recreation, which stand up for CO2 reduction and motivate their customers to take action.

The main focus of the project was mobility in regard with travelling including the local leisure/vacation activities. It was of crucial importance to sensitize tourists and employees in relation to the impacts of travelling. The project tried to open up new alternatives for leisure activities that are not connected with negative attributes (e.g. loss of comfort).

Using an innovative approach, customers are included into climate protection activities. The co-operation between regional partners like transport and tariff associations and tourism boards could cause a broad impact. The services regarding arrival and departure have been enlarged. Additionally, the project developed information material, proposals for excursions, roundtrip-hikes and other examples for a climate friendly mobility within the region. Booking information, web-sites, flyers and even menu-cards were completed with information regarding climate protection. The hostels included relevant issues like energy supply into their activities as well as the use of local products. Each hostel developed an individual service and energy concept.

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## Empty Roads

The UK's leading sustainable transport guide for people wanting to enjoy car-free travel.

*In association with YHA, Empty Roads will take you to some of the most beautiful parts of the country by train, bus and cycle and on foot. This site is designed to help visitors and Britons alike get more out of their leisure time. Go on, get out there and enjoy the view!*

The Empty Roads Project was set up by a group of like-minded organisations to demonstrate how easy and rewarding car-free travel can be. Through collaboration between YHA, the Countryside Agency, Nationwide Building Society and Dartmoor Nat Park Authority, we want to help empty some of the UK's most congested rural roads.

It may come as something of a surprise to learn that our most congested roads are often in remote beauty spots, such as National Parks. The Lake District and the Yorkshire Dales have some extremely narrow roads, which for centuries, transported nothing more than the locals and their carts on market days.

Empty Roads has been established to attempt "modal shift" from the private motorcar to more sustainable (and enjoyable) alternatives of getting to, and around, the countryside from existing customers whilst simultaneously introducing the countryside, youth hostels and the softer modes of transport (cycling, walking and public transport) to new audiences.

The survey has highlighted provision of clear information (and mapping) as a key component in successful sustainable travel. A new tool called the "Travel Access Audit" (TAA) was created to supply highest quality information to customers who wants access to hostels and the surrounding areas by soft modes.

"Quick Guide" and "Detailed Guide" information about access to hostels and surrounding areas by public transport is provided for each site in the 230 hostel network. The guides are backed up with specially commissioned location maps putting cycling, walking and public transport access as priority. The information is to be embodied in the final "Network Map", which illustrates how to travel around the UK and get access to the hostel network and surrounding countryside without a car (especially useful to overseas visitors). The audit also provided YHA with clear recommendations and useful internal tools, such as a Transport Grading System for hostels (no sending first time public transport users to difficult to access areas for example).

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## Whole Village Project

### Supporting the Cultural Heritage in Saxon Transylvania

#### Experience Saxon Transylvania and help improve the local community

*The Mihai Eminescu Trust is dedicated to the conservation and regeneration of villages and communes in Transylvania and the Maramures, two of the most unspoilt regions of Europe. The aim of our Whole Village Project is to help turn poor, remote villages, deserted by young people, into thriving cultural and eco-tourism attractions, without spoiling their traditional way of life and beautiful natural surroundings. We are trying to develop a target market in Western Europe for tourists interested in experiencing the rural life and the wildlife of Transylvania, who in this sensitive way could contribute to the sustainable development of the region.*

Tourism is growing fast in the larger towns and cities of Transylvania, in central Romania, but in the more remote Saxon villages it is as yet largely undeveloped. The region is famous for its unspoilt land and oak forests roamed by lynx, wolves and bears, glorious medieval fortified churches and a sense of travelling back in history that is unrivalled in Europe. The aim of the Whole Village Project is to help turn poor, remote villages, deserted by young people, into thriving cultural and eco-tourism attractions, without spoiling their traditional way of life and beautiful natural surroundings. The Trust is trying to develop a target market in Western Europe for tourists interested in experiencing the rural life and the wildlife of Transylvania, who in this sensitive way could contribute to the sustainable development of the region.

Using traditional materials and techniques and original Saxon furniture, the Mihai Eminescu Trust has restored 5 beautiful farmhouses in different villages. They also supported and funded local pensions to upgrade their guesthouses while maintaining their traditional architecture and design and the overall aspect of the village.

The MET has introduced limited tourism to the area in a manner that minimises the negative impact but brings benefits directly to the local community. Besides guesthouses, other schemes initiated by the Trust include providing guides and maps for walking, biologist-guides for discovering Flora and Fauna, the hiring of carts and individual horses. Tourists are given transport details, information about local attractions and general advice, and are welcomed by a multilingual MET guide.

Guesthouse tourism is part of the innovative Whole Village Project, which combines the conservation of the villages' cultural and natural heritage with providing new income-generating activities and skills that would ensure the long-term sustainable development of the Saxon Villages.

Based on the model of the British Landmark Trust, our guesthouse tourism is aimed at visitors interested in cultural and eco-tourism, as well as experiencing a way of life in many ways unchanged since the Middle Ages.

Tourists pay £30 per person per night and all the proceeds from guesthouse tourism finance the MET's charitable activities in Transylvania.

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## **Yorkshire Dales and Cities Integrated Rural Transport and Visitor Management Program**

A real partnership with cooperation of local, regional and national organisations are developing a programme of proactive measures based on an integrated marketing strategy. This work addresses urban-rural car dependency; social inclusion - experiences to the countryside; health benefits for walking and cycling; and support of the rural economy by promoting public transport based short breaks.

Yorkshire Dales and Cities Integrated Rural Transport and Visitor Management Program is an innovative partnership project involving both public transport organisations, the Yorkshire Dales National Park Authority, Local Authorities and user groups. The aim is to promote travel to the Yorkshire Dales National Park by sustainable means, address urban-rural car dependency, promote social inclusion, support the rural economy and the health benefits of countryside visits. These aims were tackled by promoting public transport use by developing through ticketing for cross-boundary journeys, and a diverse programme of marketing campaigns aimed at the target audiences of current car users, young people and socially excluded groups.

To encourage public transport use local Dales businesses offer discounts to public transport users upon presentation of a valid bus or rail ticket. The incentive for businesses participation is free advertising on a website, [www.traveldales.org.uk](http://www.traveldales.org.uk) inclusion in a directory/booklet and other promotional materials. With the on-bus and direct mail promotional campaign existing bus users receive information about the leisure bus services available to them. Another aim is to promote Malham and Swaledale as destinations and encourage travel to these locations by public transport. The Program wants to create easy access for other sustainable forms of travel i.e. cycling and walking. Proposals included the integration of public transport by the use of buses with cycle trailers and the production of a rail line map with details of linked walking trails.

The development of partnerships; that encourage visitors to extend their stay and activities in the Dales National Park to help boost the rural economy, such as weekend breaks, trip packages with accommodation and activity options that can be tailored to meet the needs of each group of visitors.

These aims are achieved by increased patronage using public transport, developing through ticketing for cross-boundary journeys, and a diverse programme of marketing campaigns aimed at the target audiences of current car users, young people and socially excluded groups.

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## Ski!Project

**Co-operation of tourism service suppliers in the Bregenzerwald gives an environmentally sound skiing vacation**

*The Ski! Project is a special ski school which provides new, innovative and integrative ways of teaching skiing in Au-Schoppernau/Bregenzerwald/Vorarlberg. Skiing courses on the basis of contemporary modern dance, returners to skiing courses are supported by special physical therapy as well as race and touring/freeride trainings in combination with integrated kinematics are offered.*

*The Ski!Projekt is committed to observing the highest ecological standards. A central concern of this project is to assure the eco-friendly mobility of tourists. Ski! Project encourages visitors to travel without a car, actively using a variety of services.*

In most cases, the decision whether or not to travel to a skiing vacation by car is usually made at home while packing – the amount of luggage, transfers which require waiting in the cold, and insecurity about the infrastructure at one's destination, all contribute to the decision to travel by car.

Ski! Project addresses all of these practical problems. Tourists receive information about travel alternatives by train and bus when they book their holidays. In addition, they receive organisational assistance in finding car-pools where train connections are less than ideal, and transfer services from train/bus station to hotel or hostel.

Local buses can be used free of charge with ski passes. Wherever possible, the Ski! timetable corresponds to the timetables of local buses. In order to minimise the amount of luggage and thus to facilitate travel by public transport, the Ski! Project encourages the use of rental skis. A rental ski-advantage-pack was introduced for precisely this purpose. Free mountain bikes and an effective bus system ensure mobility at the destination. As an incentive and thank-you, the Ski! Project offers bonus points for the use of public transport, which can be used for either a free private skiing lesson, or a one-day group class.

55% of the Ski! Projekt guests arrive by train or bus and appreciate the services. 20% of the guest form carpools. More than 50% rent their equipment on site, which leads to positive environmental impacts.

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## **SchweizMobil**

**Network for sustainable transport in spare-time, tourism and every day.**

### ***Switzerland as leading destination for Human Powered Mobility (HPM)***

***Human Powered Mobility means mobility by human power – by foot, bicycle, skates or paddle boat. SchweizMobil created Human Powered Mobility (HPM) offers for spare-time, tourism and every day which are perfectly connected to the public transport and the individual motor car traffic.***

SchweizMobil develops national networks of hiking, cycling, and mountain-biking trails, as well as skating and paddling routes. It focuses on the development of a 'Best of Routes Offer' for Switzerland. All trails and routes are consistently marked. Another important factor contributing to sustainability is the networking of the infrastructure of the trails and routes and communications with the public transport system and tourist services in the so-called 'service locations'.

All offers are presented in maps and guidebooks, as well as on the internet. Visitors can find detailed information regarding trails and routes, timetables, bicycle handling and renting, car-sharing, as well as local and regional tourist offers in the internet. There is no shortage of standard tourist information either: Board and lodging, gastronomic offers, and sights are part of the range of the networked information provided.

Thus, it is easy to plan a trip of any length through Switzerland, regardless of which activity you choose: hiking, cycling, mountain-biking, skating, paddling, or a combination of any of these.

Thus, Switzerland boasts a unique offer for sustainable tourism and leisure traffic.

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## Eco-friendly and Mobile – Schiefergebirgs-Express

***The blue belt of the Saale and Sormitz, the “Thuringian Sea” and the woods of the Rennsteig are perfect destinations for day-trips. And they can be reached easily and comfortable by the Schiefergebirgs-Express.***

The project partners have developed a series of new offers and package tours for tourists travelling without a car. DB Regio AG Thüringen and Saalfeld Tours took the first step in creating this project with the joint-development of the ‘Schiefergebirgs-Express’, a new, direct and comfortable train connection between the metropolitan area of Leipzig and the holiday region of Schiefergebirge. The Schiefergebirgs-Express has been initiated by the VCD-project “Reiselust – New ways to vacation”.

The outcome is an eco-friendly offer, combining transportation and vacation.

What is offered is an all-in holiday, geared to tourist regions, inclusive of train travel and with on-site services provided by the relevant provinces, districts and tourist associations. Thanks to the ICE connections of the Saalfeld railway station, the Schiefergebirgs-Express, ever more visitors from the Berlin area have been able to use this service.

Since the 14th of May 2005, ever more day tourists have visited the nature reserve Schiefergebirge by means of the Schiefergebirgs-Express, in order to enjoy the natural beauty and cultural diversity of the region using comfortable public transport.

In co-operation with the partners of the Schiefergebirgs-Express, DB Regio has developed the timetable as well as the communications concept for marketing the offer.

Train connections were introduced in order to allow tourists from the greater Berlin region to take advantage of the Schiefergebirgs-express train in Saalfeld. Furthermore, bus time-tables were adjusted to train schedules so as to assure even better connections to landmarks which are not served by train.

Posters, fliers and advertisements are the main advertising media for the project, which is a package holiday focused on the Halle/Leipzig-Gera area.

As a special service for package-holiday tourists, attractive leaflets for hikers are produced by the administrative department responsible for the nature reserve, which is also in charge of Saalfeld Tours, in association with regional tourist offices and Nahverkehrsservicegesellschaft Thüringen mbh.

The Nature Reserve timetable, which customers can collect at local tourist offices, gives tourists detailed information regarding the region, landmarks and train stops, as well as up-to-date departure times for busses, trains and ferries.

The basis of the Schiefergebirgs-Express project has always been a close and constructive co-operation between transport organisations, a tour operator, tourist offices, and the nature reserve administration. The goal of this joint project is to coordinate the information and transport networks for tourists without cars, and in this way to attract new visitors.

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## Sustainable Tourism Alps 2005

### Dutchmen and car-free tourism in the Alps – how does this go together?

***The goal of the pilot project ‘Sustainable Alpine Tourism 2005’ is to develop and offer a coherent package of eco-friendly and sustainable forms of alpine tourism. In this way it should contribute to the conservation of fragile alpine eco-systems and to sustainable enjoyment of biodiversity.***

The project will be implemented together with all participants in the travel chain and seeks to establish a transnational network of all participating parties in the Alps and the Netherlands. The two million Dutch tourists who travel to the Alps each year are to be made aware of the sensitive alpine environment and encouraged to enjoy the biological diversity of the Alps in the long run. An online data base with ‘green’ information on the Alps was developed to this end, which is accessible to both travel agencies and tourists.

The establishment of a ‘house to hotel’ train and bus service, including luggage logistics on international trains, should discourage tourists from travelling by car. Saturday is the traditional arrival and departure day for tourists, which causes congestion on roads and damage to the environment. With this project, a more flexible scheme of arrival and departure days is to be introduced.

To date, the project has resulted in the offering of 20 alpine packages, using eco-friendly systems of transport, certified accommodation, and environmentally-conscious mountaineering activities. ‘Alpine Tourism 2005’ networks travel organisations and alpine enterprises, thus creating favourable conditions for lasting cooperation and sustainable economic activities in the Holland-Alps service chain.

Another important outcome of the project is the “Low land Protocol” a treaty signed by Alpine associations from Belgium, Denmark and the Netherlands, which contents directives for new environmentally sound alpine sports activities.

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**Legambiente Turismo – Initiative “Recommended because of commitment to environmental protection”**

**„Discovering Italy" - A Legambiente proposal for "sustainable" tourism**  
*"All-inclusive" holiday packages flying people to artificial locations, which reproduce the same customs and faults as in the small daily world they wished to leave behind, increasingly look like just a way of enduring personal loneliness and anxiety elsewhere.*

***On the contrary, a country deeply marked by human presence, such as Italy has been since ancient times, still retains its attractiveness. The idea of the future and the sense of discovery that Italy communicates along with the wonderful heritage of its millenary history, are yet unrivalled even by the highly sophisticated technical tools of contemporary man.***

The initiative "Recommended because of their commitment to environmental protection" is an ecolabelling scheme in Italy. It is based upon cooperation between Legambiente and tourism industry associations (hotels, campsites, B&B, guest farms, country inns etc.), often involving local authorities. Since then, 26 local projects on seaside resorts, mountains, city-of arts, parks etc. have been developed in 8 regions of Italy with over 300 member businesses. Ecolabelled businesses are marked by the Green Swan, i.e. the Legambiente logo. Legambiente Turismo is founding member and chairman of the VISIT Association for European tourist ecolabels as well as leader of the EEB WG Tourism since 2004.

Compliance with the general Guidelines (LT Decalogue) laid down by Legambiente Turismo is required. Guidelines divide into 10 sections and concern resource use (waste, energy, water), food (healthy food and local produce/gastronomy), transport (collective transport and soft mobility), noise, heritage and communication to guests. The key environmental objectives are to minimize all impacts by tourism, including local transport impacts (in terms of CO2) without diminishing guests' comfort.

The Guidelines on transport includes the active promotion of both public and private collective transport. That means businesses shall provide exhausting info on services and timetables and when possible keep tickets of local bus companies for sale. The use of existing pedestrian and cycle paths and the building of new ones is encouraged for soft mobility. Bicycles for hire or free of charge should be available. The use of electric cars is also promoted in campsites.

Special innovation: "FREE TRAIN TO RICCIONE" is the 2005 Campaign by LT-ecolabelled hotels (36 from 2 to 4 stars) in Riccione with the cooperation of Legambiente Turismo and Trenitalia. Train fares to Riccione and back are fully reimbursed in case of a full week stay in a double room (half/full board) in participating hotels. Campaign poster by Trenitalia was in all main train stations in Italy.

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„Alpen retour“ with „Alpenonline“

## Mountain hikes in the Switzerland become more environmentally sound

*The importance of leisure time travel constantly increases. Thus the share of individual motor car traffic is high, too. In the context of alpine sports activities big distances are covered. Therefore approaches are searched how to make leisure time travel more environmentally sound, healthier, using less energy and space and – all in all – make it more sustainable and release the existing roads. The national Schweizer Alpen Club SAC responds to these challenges with the mobility campaign “Alpen retour”.*

The Schweizer Alpen Club SAC is the largest Swiss alpine club. It comprises 111 independent sections with a total membership of approximately 110,000. It maintains some 153 alpine cabins in unique locations in the Swiss Alps under the motto ‘SAC cabins – moving mountain experiences!’ These cabins report about 350,000 overnight stays every year.

Travel to and from a mountain tour causes a lot of traffic and uses a lot of energy. Travel to a mountain tour consumes around 30-35 times the amount of energy needed for one night’s operation of a cabin. Thus, with the campaign ‘To the Alps and Back’, the SAC and its project partners have actively addressed the topic of mobility.

The aim of the mobility campaign was to achieve a shift from individual motorised transport to the use of public transport in travelling to the mountain regions. To this end, the SAC focused on the appeal of services, such as mobility consulting and ‘Alps Online’, material incentives such as the Alpine ticket, or immaterial incentives such as youth contests. As a result, one million passenger kilometres were shifted to public transport.

**‘To the Alps and Back’ sought to highlight the traffic problem and to demonstrate options for energy conservation in SAC travel. It sought to utilise an awareness of the problem to motivate tourists to use public transport, and to benefit from the opportunities of combined transport systems (Alpine taxis, bicycles etc. complementing public transport). In addition, the SAC serves as a role model for its own members, as well as the public, other sports associations, mountain residents, etc.**

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## Reiselust – New ways to vacation

**25 % of all Germans go on holiday without their cars; 20 % of German households do not own a car. The question is where these major target groups can find suitable vacation offers? Vacation starts already at arrival with sound means of transport – by bus, train or bicycle. Enjoy car-free vacations and make holidays in Germany – this is the aim of the Verkehrsclub Deutschland VCD and the tourism regions Müritz, Uckermark, Münsterland, Sächsische Schweiz, Eggegebirge, Elbtalau/Wendland, Vogelsberg, Thüringer Schiefergebirge and Zweitälerland.**

In order to create a wide range of offers for tourists without cars and to bring the topic ‘Sustainable Mobility in Tourism’ into the public eye, VCD launched the project ‘A Taste for Travel – New Ways to Vacation’, which was sponsored by the Federal Environment Ministry and the Federal Environmental Agency in 2003. This VCD project prepared the way for the subject of ‘Tourists without Cars’ at the political level, in parallel to practical work done on this subject at the regional level.

In the long run, VCD seeks to enable tourists in Germany to travel without a car to all tourist destinations, and still be able to enjoy the full range of tourist attractions in the target region. Germany should be promoted, and recognised, as a particularly suitable destination for tourists without cars, both inside Germany and abroad. The needs of such tourists should be known and taken into consideration by tour operators. ‘A Taste for Travel’ endeavours to bridge the gap between supply and demand for tourists without cars.

This project is a first step towards improving the range of offers for tourists without cars. In this context, it highlights the important role of services. An internet portal informs interested holiday-makers about opportunities for vacations without cars on offer, and about travel destinations as well. 10 regions in Germany have committed themselves to advertising and improving their range of offers via a communications network, consisting of various participants in the tourist industry, the transport business and the political sphere.

The 10 Reiselust-destinations are spread all over Germany and will meet every taste: Müritz und Uckermark, Wendland und Münsterland, Eggegebirge and Vogelsberg, Thüringer Schiefergebirge and Sächsische Schweiz, Frankenwald und Zweitälerland.

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## Studiosus – Tour Operator for Sustainable Tourism

***The assets of tour operators are the beauty of the world, unspoilt nature, lively cultures and cultural heritages. Studiosus wants to contribute to the preservation of this variety and beauty – following the sense of responsibility against the next generation but also the future travel market.***

Studiosus Reisen München has stood for sustainable tourism since 1970. Studiosus was a trendsetter in many areas, such as certification and validation of environmental management systems in the tourist industry, or the introduction of train travel to airports being included in the price of the package tour, and has given important impulses going far beyond its own enterprise.

To be able to achieve their objectives of environmental protection and social responsibility Studiosus introduced an environmental management system – in 1996. 1998 Studiosus passed the European “Environment TÜV” as first tour operator in Europe. In the meantime Studiosus has introduced a comprehensible management system for quality assurance where the environment management system is part of it.

In addition to environmental protection at its headquarters, Studiosus seeks to minimise environmental damage caused by its corporate activities by means of the careful design of the excursions it offers, and various other measures. Other goals of the tour operator are to contribute to increasing awareness of the need for environmental protection in destination countries, to encourage other travel agencies likewise, to raise the number of eco-friendly train trips, and to give tourists a better understanding of nature in terms of the countries they visit and the people living there.

Studiosus endeavours to communicate social, environmental, and socio-political interaction in an interesting way, by placing special emphasis on the protection of the environment and resources. The model project ‘Cinqueterre’ has succeeded in devising eco-friendly hiking-study trips. Public transport is organised on site, so that tourists can set out on hikes from numerous starting points without having to use their own cars. As a comparison, a hiking study trip from Munich consumes 1162 MJ (mags-joule) of primary energy, whereas a similar trip by plane, for example ‘Tuscany – Around Siena’, uses up 2673 MJ.

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## ReNatour – Travel that does not cost the Earth

**The specialist travel agency ReNatour has developed eco-friendly, active, and eco-conscious trips for tourists interested in environment, culture, country and people. ReNatour offers creative holidays with a pronounced emphasis on relaxation and adventure for individuals, families, and smaller groups. The programme includes more than 50 destinations in 16 European countries.**

The planning of travel to and from each destination takes the environmental impact of modes of transportation into consideration. At the destination, public transport is used sensibly. The tourist groups, which are kept deliberately small, are housed preferably in accommodation facilities typical of the locality and boasting eco-friendly features. Board usually consists of the regional cuisine, which gives a boost to the organic food trade. Tourists travelling by train enjoy special discounts.

An entire page in the catalogue provides customers with information about the environmental impact of various means of transportation. Although there is sometimes no alternative to travel by air, ReNatour has played a large part in 'Atomsfair', a project that aims to make tourists aware of the threats to our climate caused by air travel.

One of the most innovative offers of ReNatour is the "gipsy wagon holidays" in the Vogesen which is supposed to attract families and group travellers. The gipsy wagon covers six different routes in the Vogesen with one Horse Power. The re-discovery of slowness is one of the major intentions of most stressed out holiday makers in order to relax. ReNatour gained with the offer "Sapori Cilantani – Tasting the Cilento" the first prize in the NETS AWARD 2005.

ReNatour is founding member of forumandersreisen e.V, an association of small and medium tour operators who emphasize all issues of environment and culture in the holiday destinations in their product design. To promote soft and sustainable tourism is a common aim of all members of forumandersreisen e.V..

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## Treinreiswinkel - Train Travel Shop

### A specialized travel agency in the Netherlands offers environmentally friendly train holidays

*The travel agency Treinreiswinkel exclusively sells train tickets and train holidays. The aim of the travel agency is to transport as many guests as possible comfortably and for reasonable prices by train. They offer all kinds of tickets but also accommodation which can be reached by train.*

In 2004 Treinreiswinkel was awarded the LEF-prize of the Trade Chamber Rijnland for the most innovative business plan. In 2004 27.000 guests travelled by Treinreiswinkel, a year later this number increased by 50%. App. 600.000 holiday makers in the Netherlands travel by train, this is a share of 5% total. Treinreiswinkel wants to convince "non-train-travellers" from the benefits of train travelling. Survey shows that 30% would otherwise choose another mean of transport.

Treinreiswinkel offers train holidays of all suppliers. So tickets and holidays are accessible to a big target group.

A good example is the five-day round-trip "Car free Swiss Villages" showing a comprehensible programme like a ride with the famous Glacier-Express. The extra for the client is the easy access to the full range of train trips. Round-trips can be planned and booked individually. All trips can be booked online and tickets of many train suppliers are available for print-out.

Promotion activities of the suppliers are supposed to make train holidays more attractive for vacationists. An example is the holiday express for bikers to Croatia 2005, the marketing of exceeding capacity with CityNightLine or the DB night train Prague special 2005.

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## TRESKI – Ski Express to Austria

According to market research, 70% of Belgian winter sports enthusiasts travel to Austria's winter-sport resorts in their own cars. The main reasons for this can be found in the relatively short distance and inadequate public transport connections. Neither charter flights, nor direct trains run between Belgium and the West of Austria.

It is the goal of Österreich Werbung Brüssel to offer regular, environmentally friendly and – what is most important- inexpensive travel to Austria during the winter months. Especially young winter sports aficionados are to be addressed, in order to attract this target group as alpine tourists.

In order to bring Austria's strengths (undamaged environment, pristine nature) to bear, Belgian tourists are to be presented with an eco-friendly, low-cost and stress-free alternative to travelling to their Austrian holiday destination by car. The subsequent bus transfers to the smaller Tyrolian valleys should result in a reduction in the volume of traffic to and from destinations while assuring tourists' comfort. The early arrival times of trains imply a temporal distribution of traffic at weekends.

In collaboration with the Belgian railways (NMBS, the main provider of tourist services and transport company) and Tirol Werbung, train schedules, on-site tourist offers, as well as transfers from train stations to hotels were coordinated in order to offer tourists an optimal product. Thus, a Belgian tourist has an opportunity to plan his/her entire eco-friendly trip comfortably while still outside Austria. Complicated individual reservations for trains, transfers and hotels are no longer necessary. Visitors can travel comfortably from the Belgian train station all the way into their Tyrolean hotels and can book everything as one package.

If the train was fully utilised in the winter season, 15,000 tourists would travel to Austria with TRESKI in an eco-friendly way. Experience has shown that each motor car used as holiday transport from Belgium contains, on average, 2.5 occupants. If these tourists were transferred to the railway, this would mean approximately 6,000 fewer cars in the traffic flows through Europe (Belgium, Luxembourg, Germany), as well as in the Tyrolean winter sports resorts.

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## Fahrtziel Natur – Relax. Experience. Conserve.

Barefoot along the endless beaches of Souteast-Rügen, through the mountainous landscape of the Harz or by paddle boat on the Uckermärischen Seen – Germany offers pure wilderness, but one has to discover it. All who want to experience nature without stress and directly “Destination Nature” will be the right choice.

With Destination Nature, German railways and the four large German environmental organizations, Bund für Umwelt und Naturschutz Deutschland e. V. (BUND), Naturschutzbund Deutschland e. V. (NABU), Verkehrsclub Deutschland (VCD) and WWF Germany, advocate sustainable tourism. Destination Nature takes visitors to the most beautiful and natural scenic locations in the country and advertises its services for the 14 regions it currently covers. It incorporates complete travel offers, including practical information on travel by train, and small and medium-sized travel agencies. It is a unique provider of such services in the growing market of nature-conscious tourism.

Destination Nature advertises attractive excursions, including bicycle and hiking trails into the nature reserves, and using public transport as a means of travel to and from these destinations. Information concerning destinations and travel for the every-day visitor is in the foreground of the project, which aims to provide tourists with an unrestricted enjoyment of nature. Travel is made easy by address-specific time-table information, which indicates many of the excursion destinations located near public transport stops. Statistics record around 100,000 internet visits per month.

The co-operation aims to boost sustainable tourism in Germany, promote nature reserves as attractive travel destinations, and expand the volume of leisure travel by train. The large nature reserves covered by Destination Nature ensure that future generations, too, will also be able to enjoy nature in its unspoiled state. Thus, instead of excluding tourists from these areas, visitors are always welcome to the nature reserves. Travel by eco-friendly means of transport such as by train, bus, bicycle or by boat, makes an important, specific contribution to the goals of eco-tourism.

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## The Coastal Tram Campaign

The Coastal Tram is a prototype of how the product can be seen from a client-oriented viewpoint and adapted accordingly. The objective of the Coastal Tram Campaign is to develop product concepts that reach practical and explorative passengers. The development of the practical aspect of the product is created by higher frequency, improving user-friendliness, low floor access, expanding passenger information, specific timetables, better tram stop infrastructure and information, visual and spoken announcements of stops.

The thinking behind the Coastal Tram Campaign is based on a piece of in-depth qualitative market research (carried out in 1986) which revealed that the coastal tram has two important target groups. The practical passenger uses the Coastal Tram as an efficient means of reaching his destination. The explorative passenger views the Coastal Tram as part of his holiday and as an ideal way of getting to know the coast. Thus it was that both product concepts were developed.

Belgium's beaches are among the best in northern Europe. The country's 70 km (44-mile) North Sea coastline is one continuous vista of fine white sand backed by dunes and dotted with seaside resorts. The Coastal Tram is an environmentally-friendly mean of transport, which runs the entire length of the coast, with departures every 10 minutes in summer, 15 minutes in half season and every 20 minutes in winter.

The Coastal Tram is not only a great and environmentally friendly way to get around but also an attraction in its own right. Moreover, it promotes a better quality of life on the coast. During summer 2005 approximately 3,800,000 passengers used the tram. On average 1.25 persons travel by car. Therefore the Coastal Tram was responsible for more than 3,000,000 cars being left aside.

Two important and ever-present aspects of the Coastal Tram Campaign are client-orientation and continuous quality improvement. A typical subject would be whether the frequency of the Coastal Tram is sufficient. With 70 stops along the whole coast there is always another stop nearby. During the summer months, there are 40 De Lijn Help Centres where passengers can go for information or to purchase their travel cards. Proposing special offers also plays an important role. Another important and fundamental aspect is a communication campaign with a strong impact.

The Coastal Tram does not bring traffic or parking problems in its wake. The Coastal Tram is part of a holiday at the coast and an easy and pleasant way to discover the coast all the way from Knokke to De Panne. The Coastal Tram Campaign improves traffic quality and promotes the development of sustainable mobility.

Practical improvements have also been made to the environment: e.g. the re-design of certain parts of the coastal route, crossings, measures to improve traffic flow (the tram rides for 80 % in its own lane, safety measures (traffic turning left, special signals, etc).

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