

Thoughts regarding mobility in South Tyrol

Andreas Dorfmann

Summit Kvitfjell

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MEMBER OF



Thoughts regarding mobility in South Tyrol

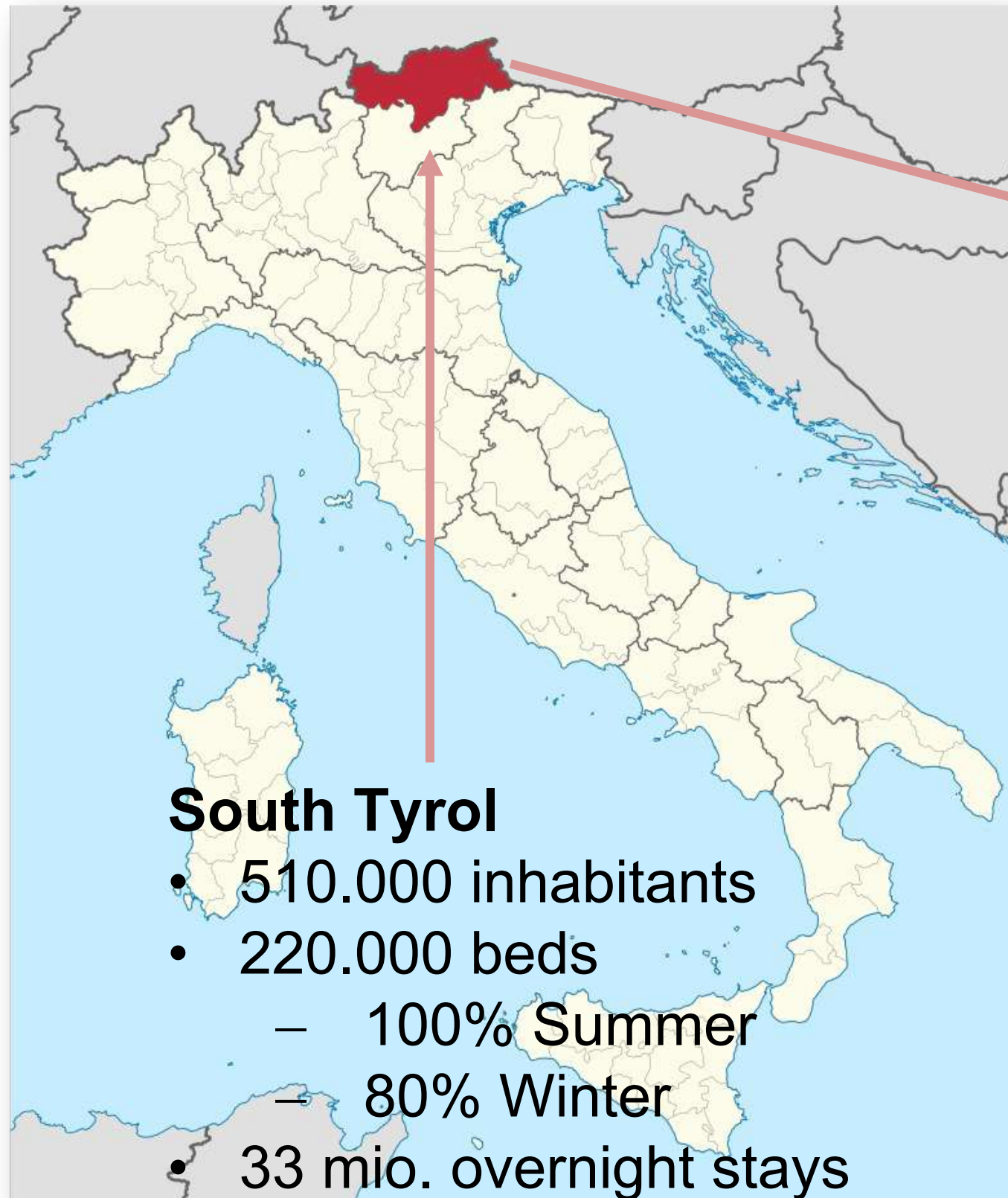


South Tyrol => 2 types of destinations

- Winter
 - Alpine ski,
 - Ski touring
 - Cross country
 - Biathlon
- Summer
 - Bike
 - Hike
 - Wine, Olive, Palme

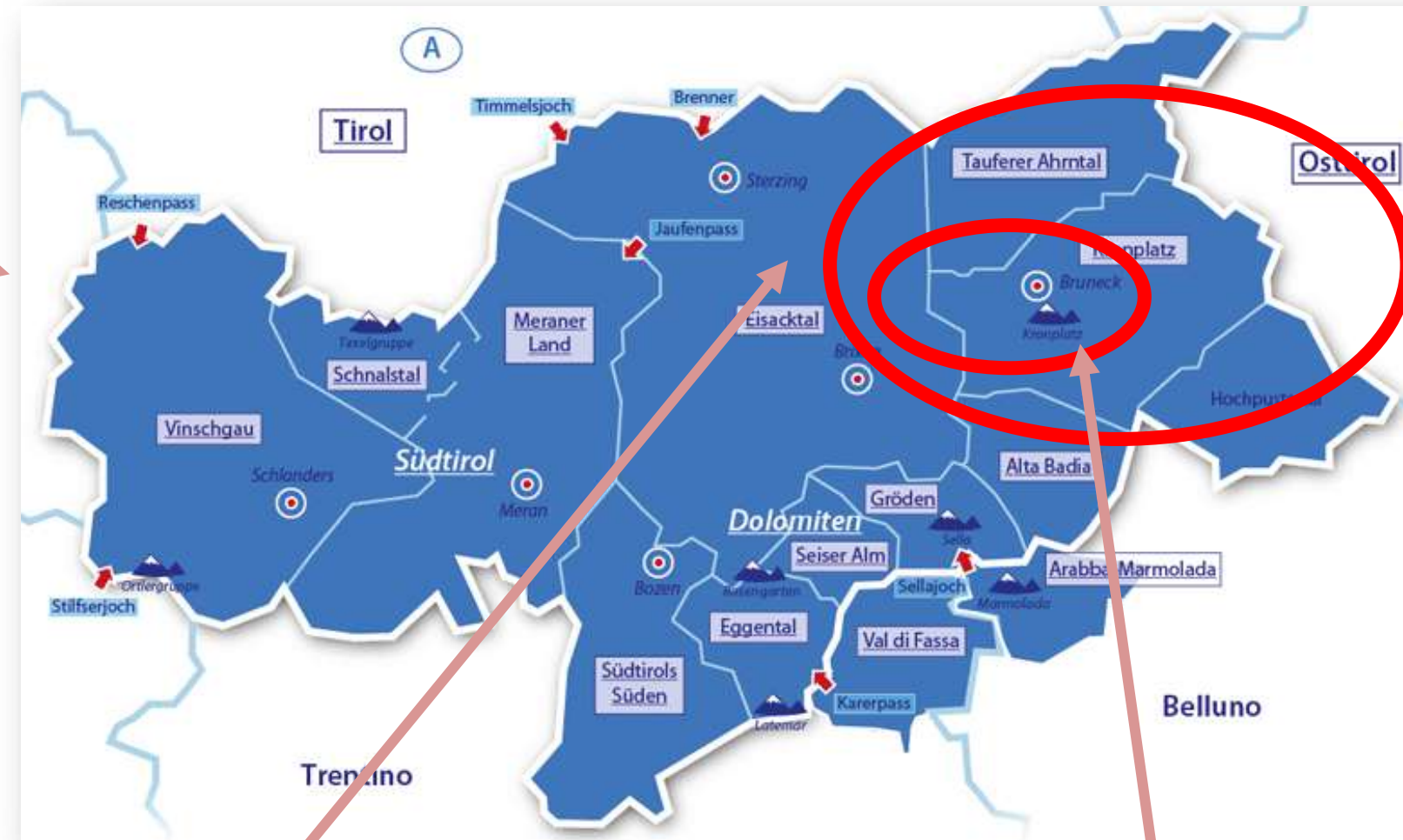
Central Europe's first
Mediterranean destination

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South Tyrol

- 510.000 inhabitants
- 220.000 beds
 - 100% Summer
 - 80% Winter
- 33 mio. overnight stays
 - 55% Summer
 - 45% Winter



Pustertal

- 50.000 inhabitants
- 48.000 beds
 - 100% Summer
 - 100% Winter
- 8 mio. overnight stays
 - 52% Summer
 - 48% Winter

Kronplatz

- 25.000 inhabitants
- 25.000 beds
 - 100% Summer
 - 100% Winter
- 4 mio. overnight stays
 - 50% Summer
 - 50% Winter

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Mobility Consortium South Tyrol founded in 2011

- Non-profit organization
- cover all overnight stays with the guest pass
- Members are: all tourist organizations
- Responsibilities:
 - Mobility coordination (busses, train etc.)
 - Contact institution within South Tyrol Government
 - Negotiating and contractual partner and Accounting service provider

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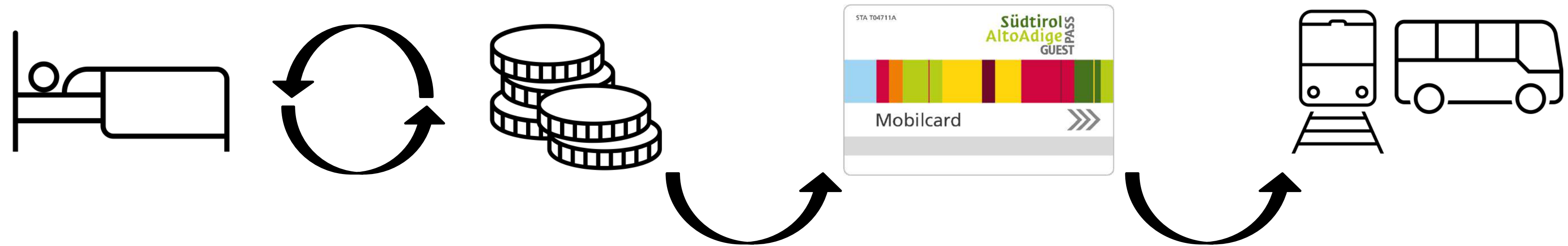
Tourist Organizations South Tyrol



Public institution – mobility office



The „Südtirol Alto Adige Guest Pass“



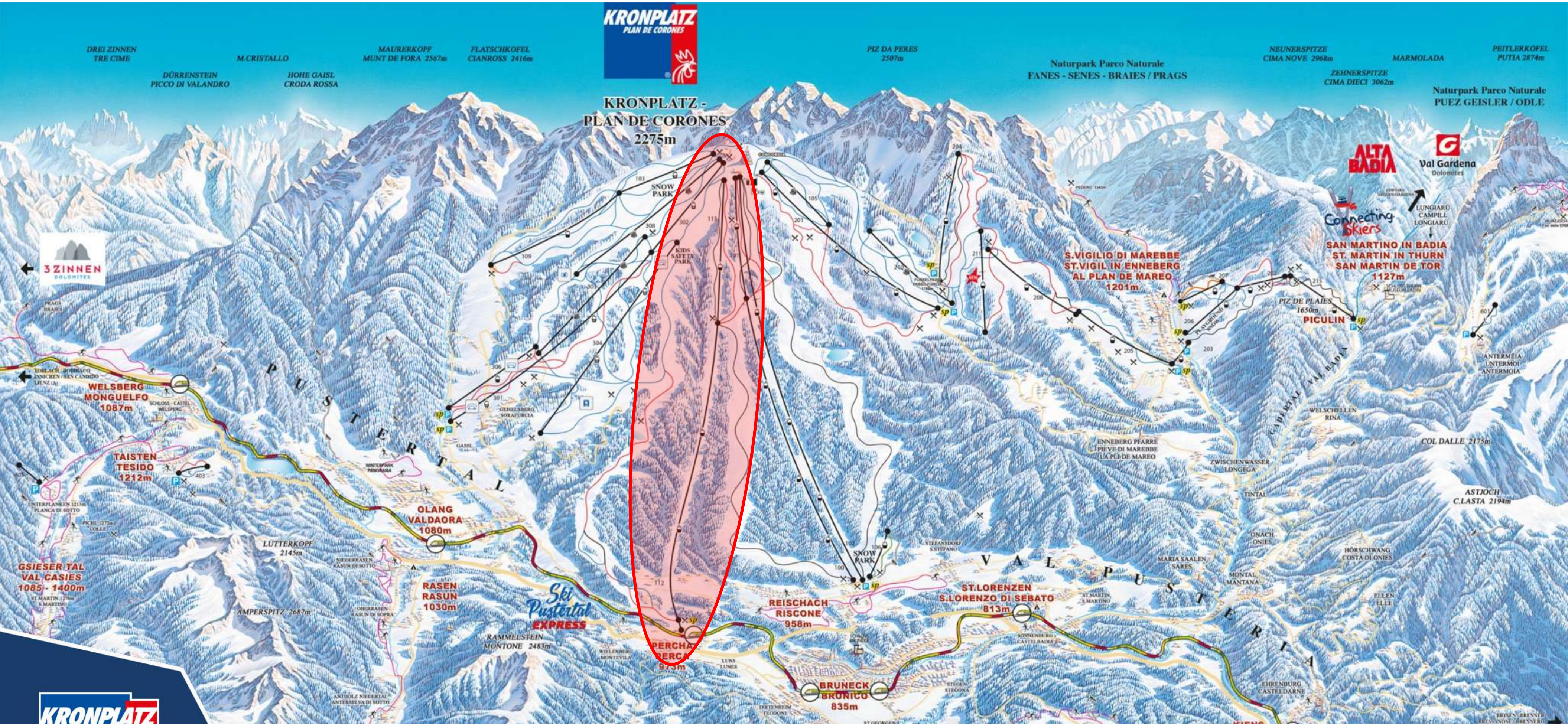
- All overnight stays are covered with the guest pass
- Every guest has a base access to public transport and museums
- Every region can add local special products like cable car, swimming pools,...

Example Kronplatz Where the mobility idea began

Economic key data

- 1.5 Mio. Skier days (60 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

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Guest Mobility Südtirol
Mobilitätskonsortium
Consorzio mobilità

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Ried - railroad connection General aim of the project

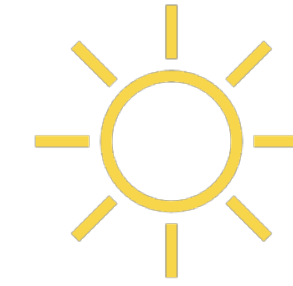
1. Realize a tourist and environment friendly project
2. Connecting two destinations to a bigger unit
3. Creation of a special destination position

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Ried - railroad connection Transport goals of the project

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

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Mobilitätskonsortium
Consorzio mobilità

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Ski area 3 Zinnen Dolomites



Railroad
connection
realized



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DOLOMITI SUPERSKI
 *1 chip-skipass
 *12 valleys - domaines skiables
 *450 lifts - remontées mécaniques
 *1220 kilometres of runs - km pistes

Gitschberg Jochtal
 Rio Pusteria

KRONPLATZ
 PLAN DE CORONES

3 ZINNEN
 DOLOMITES



GM
 Guest Mobility Südtirol
 Mobilitätskonsortium
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In addition to a barrier-free change, additional offers are needed for acceptance

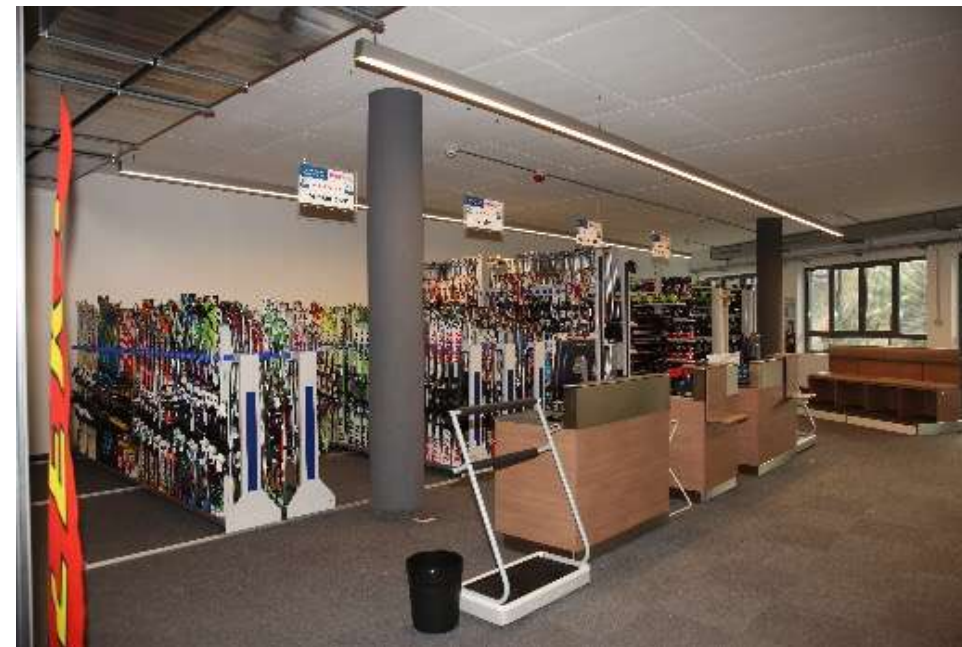


Gastronomy

Ski depot

Ski rental

Ski service



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Future outlook



- accessibility everywhere without own car
- continuous improvement of the public transport system
- visitor tracking and regulation with the digitalization of the guest card



Thanks for your attention!

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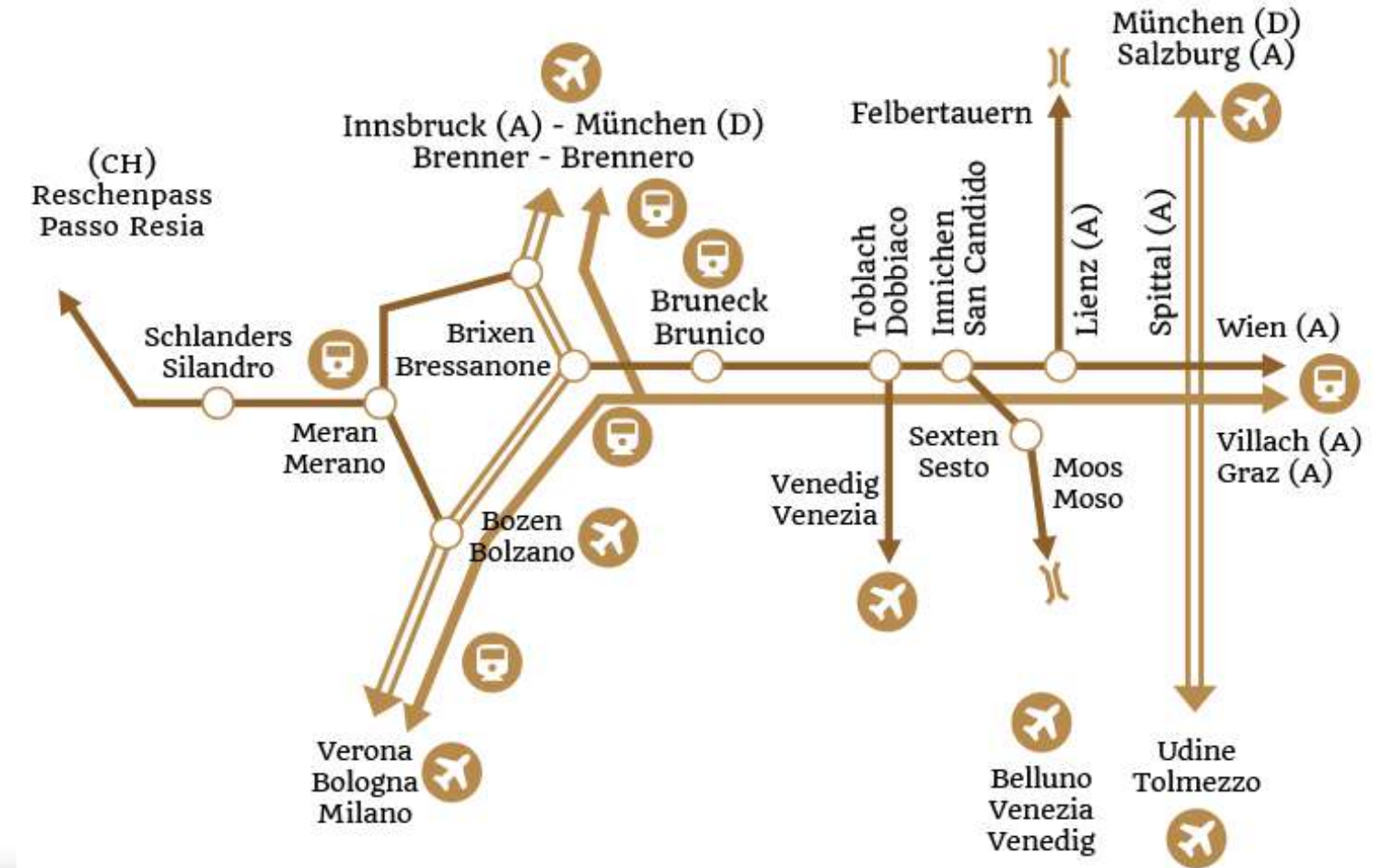
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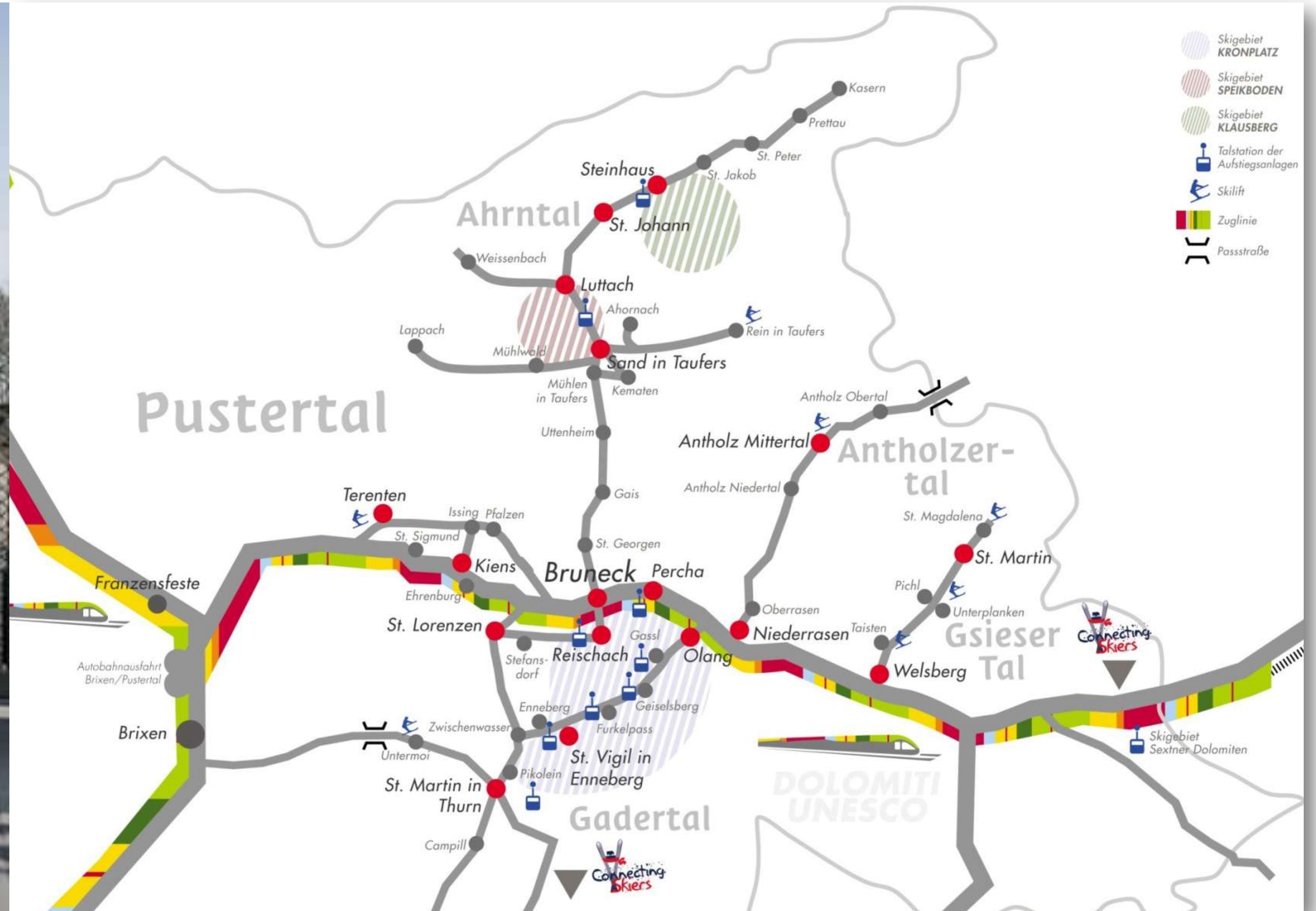
SÜDTIROL



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