



Good Practice East Tyrol

1. General information		
Title of the practice	<i>An overall mobility information website for the region</i>	
Location of the practice	Country	<i>Austria</i>
	NUTS 1	<i>AT3</i>
	NUTS 2	<i>AT33</i>
	NUTS 3	<i>AT333</i>

2. Detailed description	
Detailed information on the practice	<p><i>A website (https://mobilitaet.osttirol.com) has been set up that summarizes all relevant information on mobility and booking mobility and accommodation. The target groups of this website are overnight and day tourists. However, the information can be accessed by residents as well. The website is available in German, English and Italian language. On its general landing page, a booking tool for accommodation is integrated, combined with information about and further links on the topics: (1) How to get to East Tyrol. Is structured in: by train, from the train station to your accommodation, by car, by plane, or routes over alpine passes and important transport routes in and around East Tyrol. A comparison of CO₂ emissions between the different modes of arrival (car, train, plane, etc.) can be made. (2) How to get around in East Tyrol. Including: buses & trains, hikers' buses and mountain hut taxis, ski bus, travelling by car in East Tyrol, motorcycling in East Tyrol, FLUGS e-car sharing, travelling by bicycle in East Tyrol, free use of public transport with the guest card and taxis. (3) Activities without an own car. The guest will find recommendations for activities possible without the own car (e.g. points of interest with suitable bus routes, adventures and experiences that can be reached by e-car sharing, etc.).</i></p> <p><i>The tourism association East Tyrol is the host of the website, co-financed by the INTERREG project Smacker (https://www.interreg-central.eu/Content.Node/SMACKER.html). The chamber of commerce (tourism department) was included in the measure as well.</i></p>
Timescale (start/end date)	<i>June 2020 – ongoing</i>
Resources needed	<i>The human resources of a staff member for the coordination of the development and elaboration of the website. External expert to elaborate and deliver content and pictures for the website and an expert for programming the website. Budget for advertising and promotion.</i>
Evidence of success (results achieved, benefits)	<i>For the first time booking of accommodation and information about mobility could be integrated at one overall website for the region. Tourism-coaches were trained to show providers of accommodation in the region the new website and how to integrate it on their own website. This worked very well for owners of small enterprises. In addition, print products were created, which can be placed in the guest cards in the rooms or listed at the reception.</i>
Difficulties encountered / barriers	<p><i>Some accommodation owners (especially the bigger hotels) were not aware of this website, although they received the information through newsletters or emails. According to them they receive too many newsletters and cannot filter all the information.</i></p> <p><i>It is necessary to address hotels and tourism offices directly (e.g. by trained tourism-coaches) and onsite to make them aware of the new offer and the topic of sustainable mobility.</i></p>
Potential for learning or transfer / Lessons learned	<i>It is very important to develop a strategy on how to share and promote this website to the agents in the tourism sector, as they act as multiplier and information providers to their guests.</i>
What exactly did trigger the choice of the selected measure	<i>For sustainable mobility in tourism, it is necessary to offer an integrated website as a starting point for comprehensive mobility as a service tool with options for booking accommodation, travel to the destination and mobility in the region during the stay.</i>

3. References and contacts

Name	<i>Tourismusverband Osttirol</i>
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