



Transdanube.Pearls - Network for Sustainable Mobility along the Danube



Sustainable Regional Tourism Mobility Plan for the Danube region

<http://www.interreg-danube.eu/approved-projects/transdanube-pearls>



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Sustainable Regional Tourism Mobility Plan for the Danube region

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Contacts

Coordinator:
WGD Donau Oberösterreich Tourismus GmbH
info@donauregion.at
www.donauregion.at



Authors:
Arbeitsgemeinschaft Rettensteiner & Körndl
Wastiangasse 1 / I, 8010 Graz
rettensteiner@regionalis.at

DI Stephanie Knap-Rieger
DI Waltraud Körndl
DI Günther Rettensteiner



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Project Partners

More information about TRANSDANUBE.PEARLS and the project activities & results are available on: <http://www.interreg-danube.eu/approved-projects/transdanube-pearls>



Sustainable Regional Tourism Mobility Plan for the Danube region

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1. Background Information

As part of the EU project "Transdanube.Pearls - Network for Sustainable Mobility along the Danube", a network of so-called "pearls" along the Danube is being set up. The pearls are different destinations and regions across the Danube region, from Germany to Romania. The "pearls" are characterized by the fact that they

- can be reached by sustainable means of transport,
- are inter-linked by sustainable means of transport,
- offer sustainable mobility services,
- provide holistic information on tourism and mobility.

(Source: WGD Donau Oberösterreich Tourismus GmbH)

The Danube region of Upper Austria aims to be part of this network. In order to meet the demands placed on a "pearl," a multi-stage development must be carried out. The first step was to produce a detailed analysis of the region, summarizing the strengths, weaknesses, opportunities and risks within a SWOT analysis. In the next phase of the project, a vision for the Danube region was developed, in which the desired future development of sustainable mobility offers was determined. The following Sustainable Regional Tourism Mobility Plan, is built upon the basis of these two documents.



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1.1. Summary of SWOT-Analysis and Vision

Currently, in and around the region, the mobility of tourists is highly difficult without a car and remains a time-consuming task. Particularly in the west of the region, it is not possible to travel to and from the region and to reach various destinations by public transport. As such, for day tourists a smooth arrival and departure with a sustainable means of transport is highly desirable. While, the rest of the Danube region of Upper Austria is better linked by public transport, there remain often missing transport solutions for the last mile i.e. from the train station to the respective accommodation or other facilities. An additional complicating factor is that too often the travel to tourist accommodations, destinations and other facilities are promoted by car and there is little or no information on sustainable alternatives.

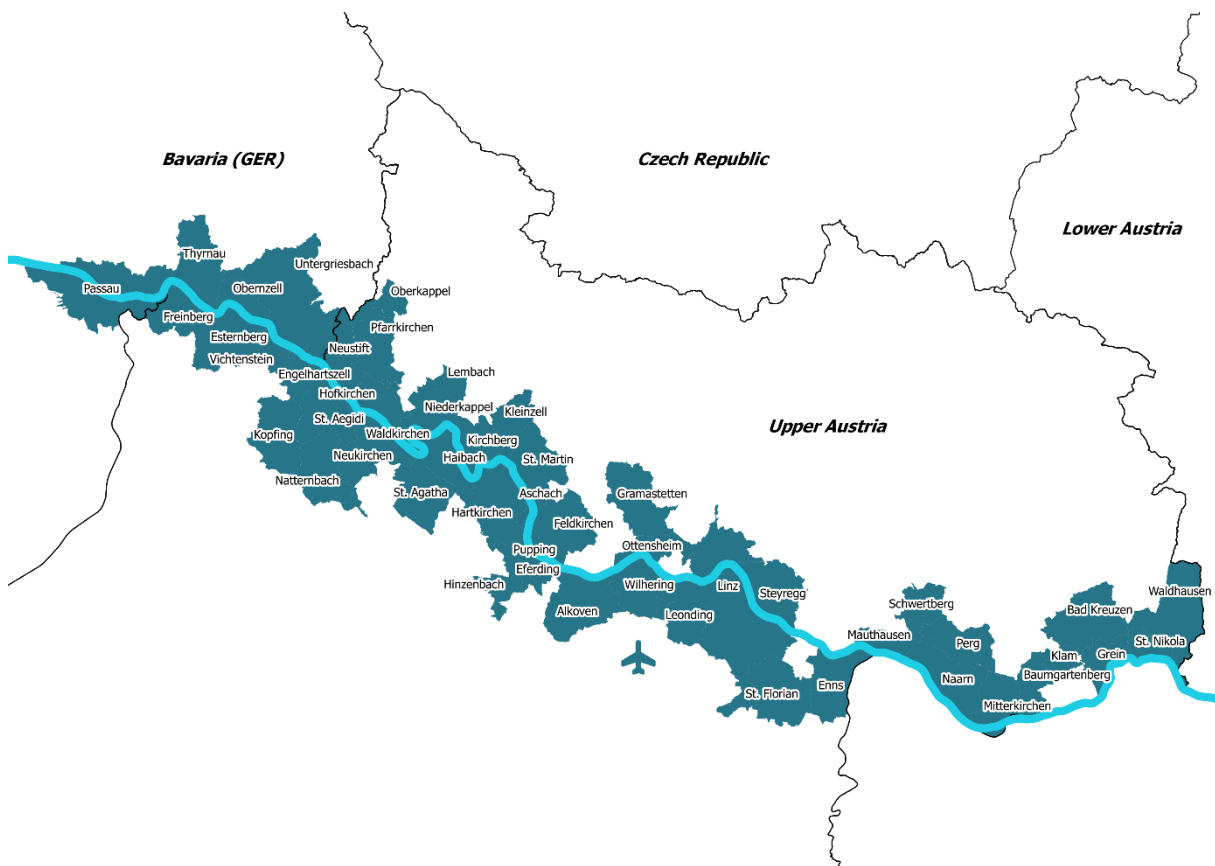


Figure 1: Upper Austria Danube region (own illustration)

Nevertheless, what remains positive across the region are the strong Danube brand, the well-known tourist attractions such as the Danube Cycle Path and the Donausteig,



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as well as the excellent, transport links to Linz-Hörsching and Munich airports and regional train stations. A special feature is the possibility of including passenger shipping lines in the sustainable mobility solution. There are already numerous offers to explore the region on the water. Overall, the Danube region of Upper Austria is a scenically outstanding tourism destination with a versatile offer and high development potential.

To improve accessibility and develop sustainable tourism throughout the Danube region, the conscious promotion of environmentally friendly modes of transport should be encouraged. In the future, transport along the Danube will be ensured across all sections of the Upper Austrian Danube region for tourists without their own car through environmentally friendly and resource-saving mobility offers. These offers should be both **economically** and **ecologically sustainable** and should support **multimodality** in the region.

The multimodal, effortless and seamless handling of the arrival / departure as well as the local paths is equally anchored in the Upper Austrian state tourism strategy 2022 (Oberösterreichisches Landstourismusstrategie 2022); forming an integral part of the holiday experience's holistic product development. This is also relevant in view of the fact that - according to the Danube Region Study 2016-2026 - mobility will in future be a central topic for the travel decision. Hard-to-reach destinations will no longer be booked in the future (especially by an aging society). This is why innovative mobility concepts will be even more in demand in the future.



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1.2. Functional sub regions

Due to the size of the area, the Upper Austrian Danube region does not have a homogeneous structure in terms of landscape features, urban development, economic conditions and public transport connections. For the development of suitable sustainable mobility offers, it is therefore appropriate to differentiate the state into the following three sub regions:

- Sub-region West: from Passau to Schlögen / Aschach an der Donau
- Central Region: between Aschach an der Donau and Mauthausen
- Sub-region East: Mauthausen to St. Nikola (Strudengau)

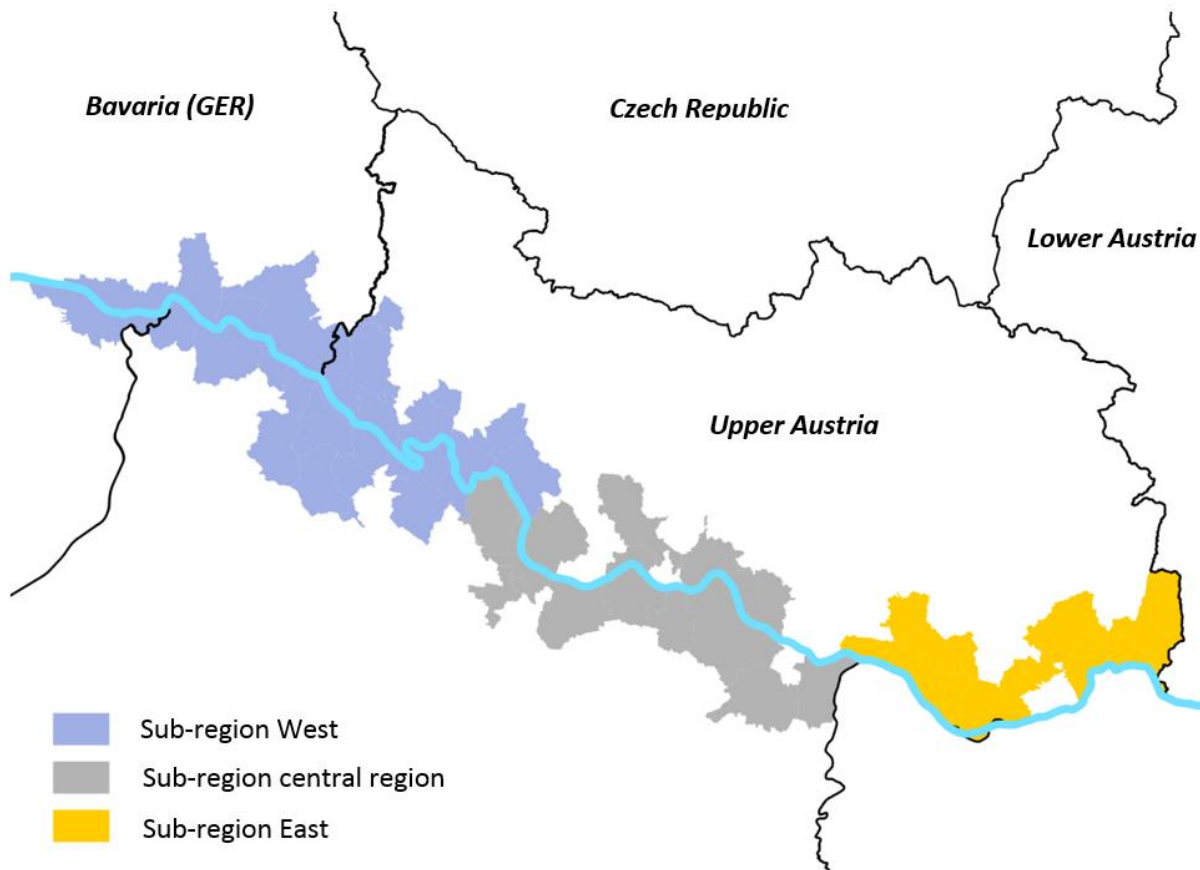


Figure 2: Functional sub regions of the Danube Region of Upper Austria (own illustration)



2. Development of the Sustainable Regional Tourism Mobility Plan

Sustainable tourism mobility was defined by the project partners of Transdanube.Pearls as transport, which generates for the local population and tourists

- socially fair,
- economically viable,
- environmentally friendly, and
- health-promoting

mobility and tourism. What saves resources and preserves the natural and cultural heritage is the development of climate-friendly, low-carbon and low-emission, multimodal and efficient transport systems and sustainable tourism based on renewable energy.

In order to achieve these goals, alternatives to motorized private transport (MPT) must be created. The following forms of mobility are considered as comprehensively sustainable:

- **Physically active forms of mobility** (walking and cycling)

Due to the topography away from the Danube Cycle Path and the resulting long distances, support by a small electric motor in the form of Pedelecs is considered a sustainable form of mobility.

- **Public transport** (railways, bus lines, passenger shipping lines, ferries)
- **Ridesharing offers**

Ridesharing includes all offers wherein people share a vehicle to move from one place to another. These include both the privately-initiated sharing of a car trip, as well as booking transport through a (professional) placement agency - such as a shared taxi.



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What is not considered is for example car-sharing. Although the number of vehicles is reduced when several users use a single vehicle, all the other negative effects of the MPT remain in place (emissions, space requirements, negative effects on spatial planning and traffic safety).

Even E-car sharing largely retains the negative consequences of the MPT. While, it is true that e-vehicles emit no emissions, the compilation of a comprehensive environmental balance including the production of the (additionally) required electricity and the production / recycling / disposal of batteries shows that the lifetime CO2 emission is comparable to a hybrid car. Thus, the greater part of / additionally required electricity continues to come from calorific and nuclear power plants. The lithium needed for the batteries is damaging to the environment during mining and extraction and is also a finite resource. Also, the fine dust emission is reduced compared to a conventional gasoline car only by 13 - 17%, as the majority of the fine dust is caused by braking, tire abrasion and resuspension.

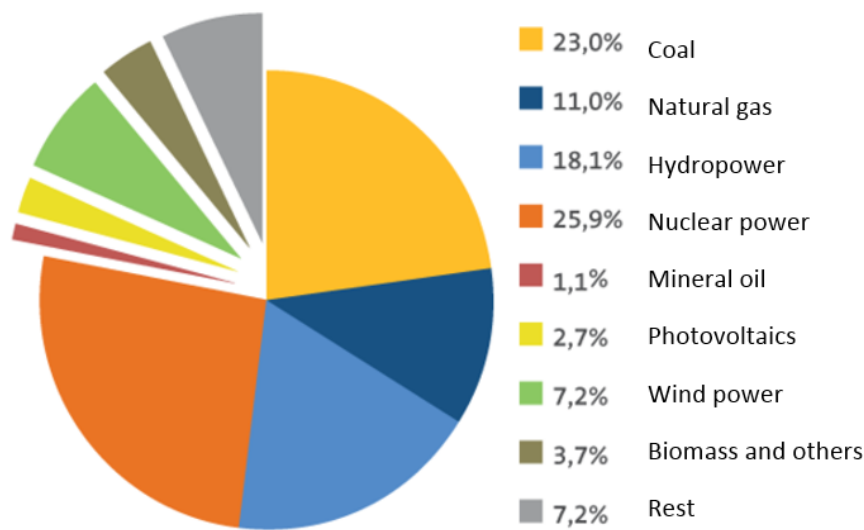


Figure 3: Electricity mix of the ENTSO-E Countries 2014
 (Source: European Network of Transmission System Operators for Electricity)

The Sustainable Tourism Mobility Plan therefore, focuses on the development of the types of mobility mentioned above.

While, considerations on the Sustainable Regional Tourism Mobility Plan primarily serves tourism purposes, the new offers can equally be used by local inhabitants of



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the region. Attention was also paid to the vertical and horizontal integration of the various themes and stakeholders.

The last step is the definition of evaluation indicators. For the implementation of the mobility plan it is necessary to observe the execution of the measures and their effects. For this purpose, a quality control system is presented in the form of a follow-up evaluation based on specific indicators (see chapter 3.5).

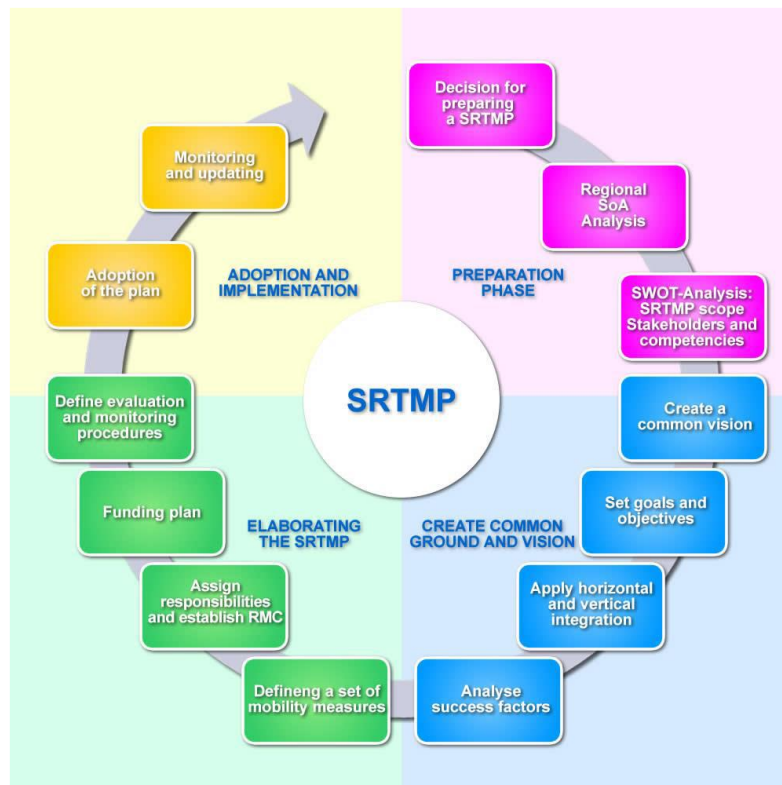


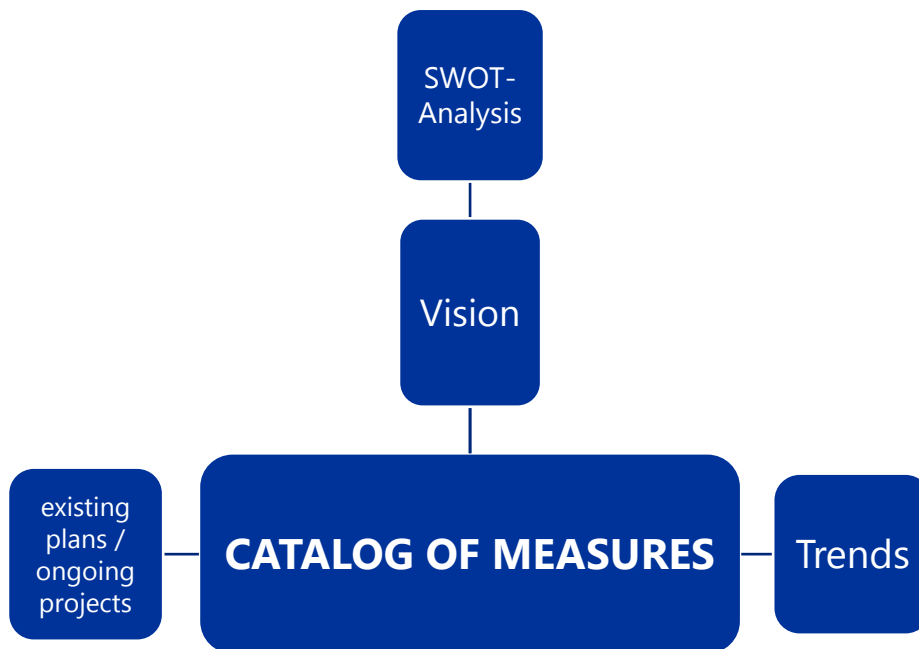
Figure 4: Project cycle guide to the creation of the Tourism Mobility Plan (Source: Guidelines for SRTMP Development, „Sustainable Development of Civil Society“ 2017, p. 22)



2.1. Methodology and process

Based on the SWOT analysis and the vision, several action fields exist. In addition, separate workshops for the three sub regions with stakeholders were held on a single day to engender a need for sustainable mobility and generate ideas and proposals from the region. Social trends such as the increasing digitization or the declining number of car or license holders were equally included under the considerations of the Tourism Mobility Plan.

In addition, existing plans and ongoing projects of local authorities and tourism associations were included in the catalogue of measures, provided that they contribute to the achievement of the objectives. The planning and implementation of the measures is planned partly across the entire region and partly within individual sub regions or single municipalities.





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2.2. Definition of goals

Each measure is assigned to an overarching goal. These self-defined goals are to be met in order to fulfil the requirements placed on a "pearl" within the Transdanube network. Additionally, in order to investigate the effect of the measures and to evaluate whether the goals have been achieved, an evaluation (shown in the figure) is to be carried out at a self-chosen time in the future.

The four objectives of the Sustainable Regional Tourism Mobility Plan of the Danube Region of Upper Austria deal with four different action fields: the structure of information and communication across the region, the avoidance of further increases in mobility by car, the attraction of cycling and the development of sustainable mobility services directly along the water. To successfully implement the Tourism Mobility Plan, these four objectives should be achieved.

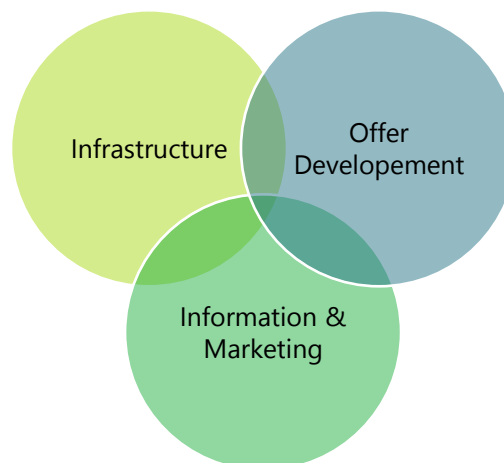




3. Measure Description

The measures described serve to achieve the previously stated goals. They sometimes differ greatly in terms of their scope - some measures are to be implemented across the entire Danube region, some are limited to a sub-region or individual communities. Furthermore, each measure is to be assigned to three thematic areas - infrastructural measures summarized under the term **INFRASTRUCTURE**, measures for **OFFER DEVELOPMENT** and measures that fall into the area of **INFORMATION & MARKETING**.

These three areas are synergetic which means that they work together and are not mutually exclusive. For example, bid development measures cannot be implemented without functioning infrastructures. It also does not help the best measure of supply development unless it is published and promoted through information and marketing.



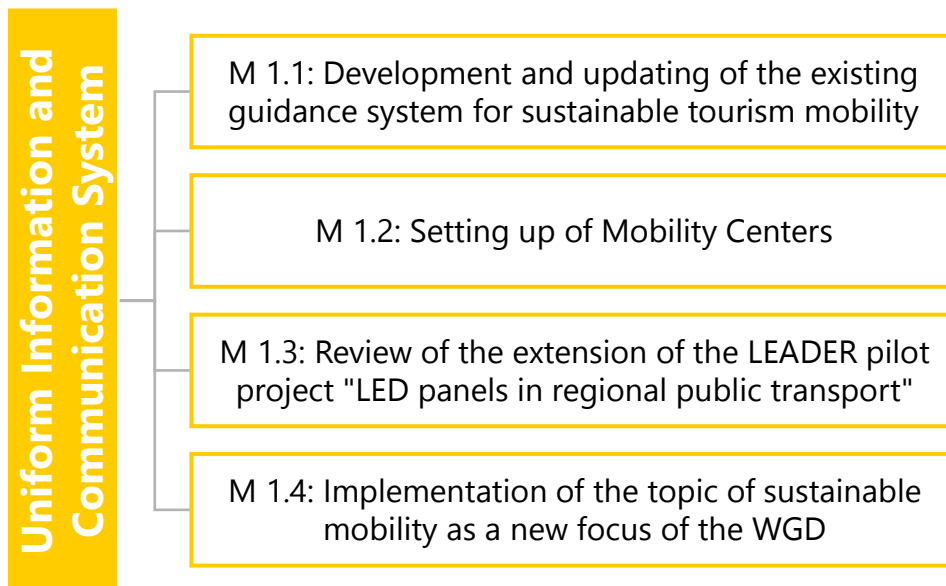
In the following, the measures proposed for implementation are described and assigned to the respective topic areas and goals.



3.1.Goal 1: Uniform Information and Communication System

Currently, there are several ways to find out about sustainable mobility offers in the Danube region of Upper Austria. Unfortunately, the plethora of sources, particularly online, makes it difficult find relevant information. It is often difficult to find clear indications of sustainable mobility offers. Therefore, in the implementation of the catalog of measures, it will also be necessary to set up a central communications office for mobility in the region. A mobility center, described in M 1.2, will in the future carry out important tasks for the implementation of the mobility plan.

In the future, all sustainable mobility offers should be clearly recognizable as such and advertised and marketed by a central office.





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Measure 1.1: Development and updating of the existing guidance system for sustainable tourism mobility

The guidance system is understood as, "the installed signs and panels which ideally function together within one region and other information media such as the Internet or a hiking map." (source: BTE - Tourismus- und Regionalberatung Partnerschaftsgesellschaft mbB, Online) In the case of tourism mobility, this unified signage mainly concerns the new (and existing) sustainable mobility offers throughout the Danube region of Upper Austria. The crucial fact is that all offers of sustainable mobility on the Internet, in print as well as on-site can be found quickly and clearly.

The uniform signage or the uniform guidance system to be created has a high recognition value and thus, simplifies the orientation of the guests as well as the planning of their stay in the region. The uniform guidance system should be as intuitive and self-explanatory as possible. The guidance system becomes especially clear through the use of pictograms. Uniform pictograms e.g. E-bike charging points significantly improve their findability on regional maps.



Figure 5: Good Practice Example Donausteig-Guidance System
 (© WGD Donau Oberösterreich Tourismus GmbH/Kranzmayr)

A high degree of user-friendliness of offers has a positive effect on their acceptance. Holiday guests in particular, who only plan to stay in the region for a short time, are greatly helped through standardized signposting; making it easier to find sustainable



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mobility offers. Guests without local knowledge, from other cultures or without knowledge of German would benefit greatly from a clear, uniform guidance system with pictogram representations across the entire region. In the case of the Danube region, a new inventory control system on the Donausteig will be built. As part of the bike connection to the hinterland in the region, the existing signage on the Danube Cycle Path will be reviewed and updated if necessary.

M 1.1: Development and updating of the existing guidance system for sustainable tourism mobility	Information & Marketing
Brief description of the measure	Expansion, updating and adaptation of the existing guidance system for offers of sustainable tourism mobility including pictograms for the entire Danube region of Upper Austria
Estimated Impact of the Action and Contribution to the Overall Goal	Increase the user-friendliness of the offers, guide the guests, increase the acceptance of new sustainable mobility offerings
Cost estimation of the implementation including the information and promotion	Depends on the implementation concept
Financing possibilities	Federal Government, State of Upper Austria, LEADER
Realization period	medium term - 2025
Responsible organizations involved in the next steps	MTV Donau OÖ, Municipalities, WGD Donau Oberösterreich Tourismus GmbH
Responsible organizations for the implementation WGD Donau Oberösterreich	WGD Donau Oberösterreich Tourismus GmbH
Priority	II

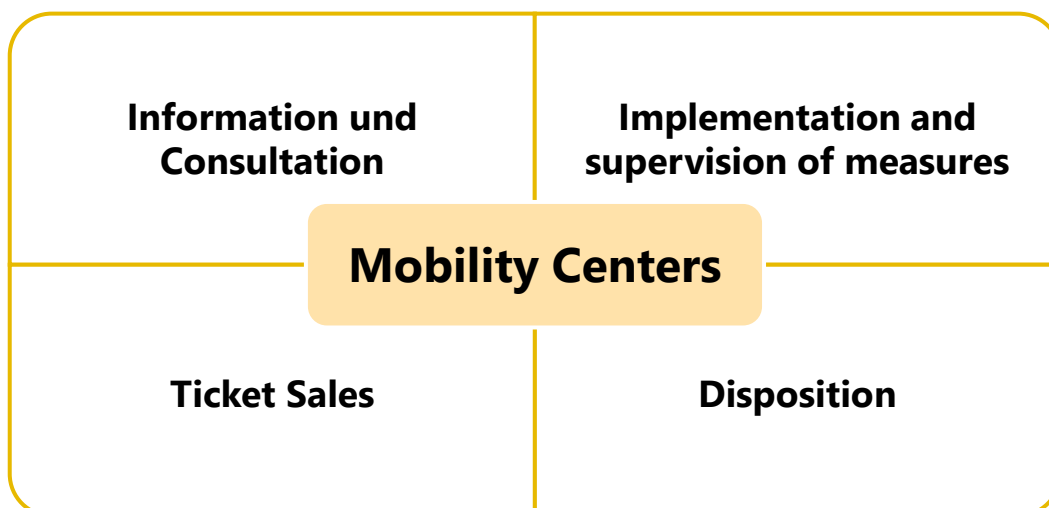


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Measure 1.2: Setting up of Mobility Centers

An important measure to be implemented in the tourism mobility plan is the establishment of so-called mobility centers. These mobility centers bundle all the coordination and information tasks that arise with existing and new mobility services. The responsibilities of mobility centers include:

- providing information and consultation to tourists of the Danube Region on the possibilities of car-free travel (public transport and sustainable mobility services in the region)
- the coordination of taxi sharing systems across the region (dispatching center),
- Information and advice to municipalities and tourist companies on the subject of sustainable mobility ("mobility coaching") and support in implementing the measures of the tourism mobility plan
- Ticket sales for public transport or other sustainable mobility offers.



Ideally, the mobility center will be integrated into an existing tourist office, as they will benefit from subject-specific know-how and local knowledge. The framework



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conditions for the economic efficiency of the mobility center must be checked in advance by means of a business plan, so that the mobility center can remain sustainable.

The locations of these mobility centers should be distributed throughout the region. For the Central Sub-region, the information center at Linz Main Square or the office of Wurm & Noé at the Donaulände may be ideal to fulfill the tasks of mobility centers. The office of WGD Donau Oberösterreich Tourismus GmbH can also fulfill coordinating tasks. This already is partly a reality: in the Wurm & Noé office it is possible to buy ÖBB tickets. For the West and East sub-regions new locations must be found.

Possible locations for mobility centers in these sub-regions are Engelhartzell and Grein. These two are characterized by their function as transport nodes. Both in Engelhartzell and in Grein, tourists will find train or rather bus connections, bridges over the Danube as well as bike ferries and other passenger shipping offers. In addition, these two locations are starting points for numerous land programs for guests of the Ferries of the Danube region. As a further location, after the expansion of LILO in the future, Aschach would also come into question.

In Engelhartzell and Grein, so-called passenger shipping offices run by the WGD will be created. These two locations were selected based on the considerations described above. As an additional competence, mobility centers could also be integrated into these offices.

M 1.2: Setting up of Mobility Centers	Information & Marketing
Brief description of the measure	Establishment of central information points on sustainable mobility
Estimated Impact of the Action and Contribution to the Overall Goal	Coordination of new mobility services and advice for municipalities and companies, establishment of the focus on sustainable mobility in the region
Cost estimation of the implementation including the information and promotion	Depending on implementation concept, business plan



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Financing possibilities	Federal Government, State of Upper Austria, LEADER, INTERREG
Realization period	Short term - 2020
Responsible organizations involved in the next steps	Verkehrsverbund Oberösterreich, WGD Donau Oberösterreich Tourismus GmbH
Responsible organizations for the implementation WGD Donau Oberösterreich	WGD Donau Oberösterreich Tourismus GmbH
Priority	I



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Measure 1.3: Review of the extension of the LEADER pilot project "LED panels in regional public transport"

The LEADER region Urfahr-West has presented in its local development strategy a project to make public transport more attractive.

"At the bus and train stops of the public lines, there are timetables of different lines and destinations for passenger information behind Plexiglas. Across several places, the respective locations are only marked with a color. The very small written plans, the often-bad state of the information boards and the confusing abundance of plans, make it necessary to create a logical and secure display and information system for the users of public transport. At the stops, LED signs will therefore be erected to provide information about the departure and destination of the upcoming buses. Through a clearer display of departure times passengers are relieved of the trouble to find their own way within the outdated system of departure schedules. Particularly, older people and passengers with less experience in dealing with information boards may have difficulty to orient themselves. Through an attractive display system, an individual's reluctance to take public transport can be reduced. Displays are very effective in public transport. This will increase the use of regional "public transport". "(Source: LAG Urfahr West - Local Development Strategy 2014-2020, p. 32).



Figure 6: Examples of LED Displays

(Source:

http://www.stadtentwicklung.berlin.de/pix/pressetool/verkehr/anzeigetafel_bus_thomas_reimerfotolia.com_620_0001.jpg,
https://media05.onetz.de/2016/05/10/574650_big.jpg?1462893124)

Measure 1.3 is the review of the meaningfulness of an extension of this project to the entire Danube region of Upper Austria. With a positive development through the pilot project LED panels, implementation throughout the region can be useful. Stops, which



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are essential interchange transport nodes, will be equipped with LED scoreboards in the next step.

However, it should be remembered that the LEADER project is not yet being implemented. Therefore, the implementation period of measure 1.3 need not be specified as it depends on the date of implementation of the LEADER project. In the mobility plan, the implementation period is therefore given as "long-term".

M 1.3: Review of the extension of the LEADER pilot project "LED panels in regional public transport"	Information & Marketing
Brief description of the measure	Attaching LED display panels to bus and train stops. These boards should inform about departure times and end stations of the buses or trains in a legible form.
Estimated Impact of the Action and Contribution to the Overall Goal	Attractiveness of public transport through easier use
Cost estimation of the implementation including the information and promotion	Depending on implementation concept
Financing possibilities	Federal Government, State of Upper Austria, LEADER
Realization period	long-term
Responsible organizations involved in the next steps	Verkehrsverbund Oberösterreich, municipalities, railway and bus operators
Responsible organizations for the implementation WGD Donau Oberösterreich	(Member communities of the) LEADER region Urfahr West
Priority	II-III



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Measure 1.4: Implementation of the topic of sustainable mobility as a new focus of the WGD

The homepage of the WGD already offers a comprehensive collection of information about various activities across the Danube region. On the website tours may be planned, information about the region researched and accommodations found and booked. There are several menu items, such as the Danube Cycle Path, the Donausteig, excursion tips, etc. In future, the menu item "Mobility" with the sustainable mobility offers in the Danube region of Upper Austria will be added.

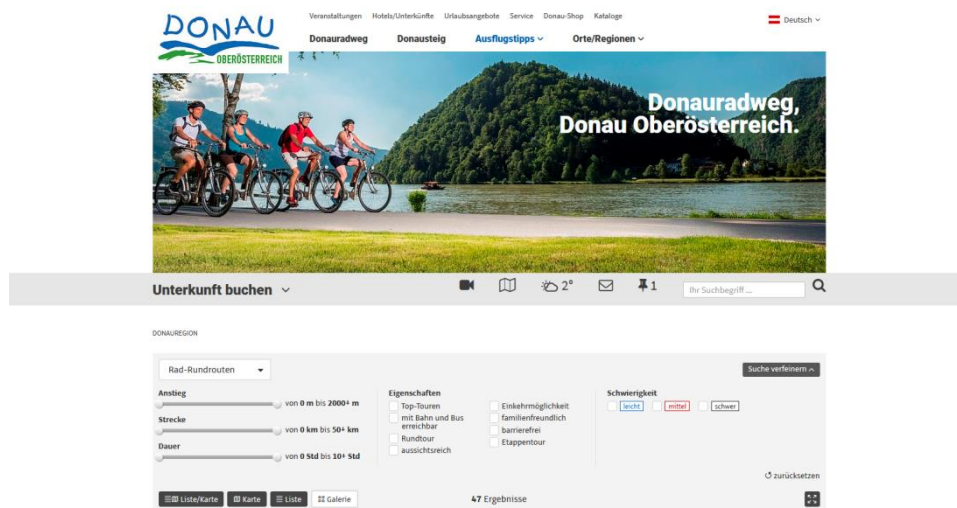


Figure 7: Homepage of WGD Donau Oberösterreich Tourismus GmbH with existing menu items Danube Cycle Path, Donausteig, Excursion Tips and Places / Regions (Source: WGD Donau Oberösterreich Tourismus GmbH)

In general, via the WGD homepage, forwarding to all project partners, who contribute to the implementation of the tourism mobility plan should take place. The measure can generally be described as an information campaign for raising awareness of sustainable mobility. The concentration of all information activities in one place additionally, increases the user-friendliness (one-stop shop principle). This offer is not aimed exclusively at the guests of the Danube region - also local inhabitants should be able to inform themselves at any time about developments concerning sustainable mobility within their region.

Under the menu item "Mobility" the following contents should be found:



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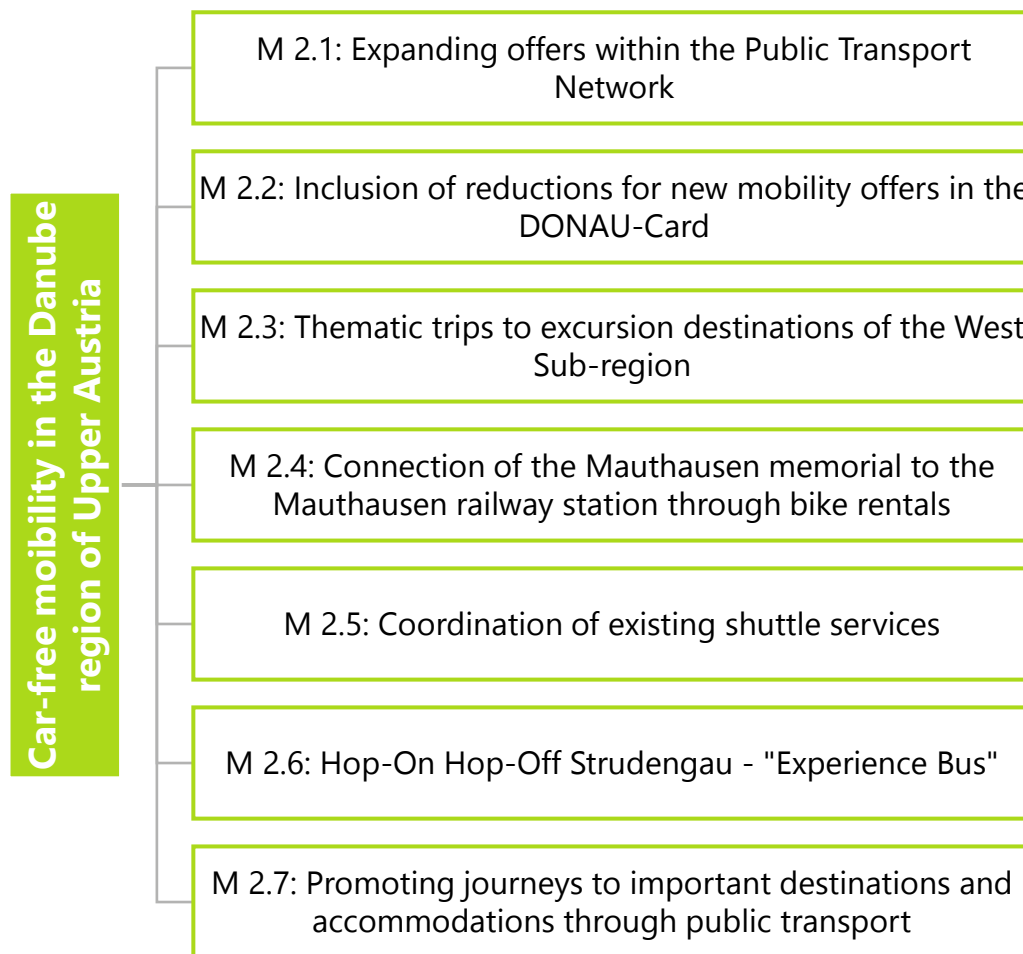
- Information about the Transdanube.Pearls project and the measures and their implementation
- promoting all sustainable mobility services and networking them (for example through a link collection or a project pool)
- Integration of mobility centers into the online presence of the WGD
- Demonstration of sustainable arrival and departure options.

M 1.4: Implementation of the topic of sustainable mobility as a new focus of the WGD	Information & Marketing
Brief description of the measure	Mobility focus on the WGD homepage, promotion of sustainable mobility offers, collection of all existing and new mobility services incl. Public transport
Estimated Impact of the Action and Contribution to the Overall Goal	Awareness raising on sustainable mobility, publication of mobility measures and offers
Cost estimation of the implementation including the information and promotion	Depending on the implementation concept
Financing possibilities	Federal Government, State of Upper Austria, LEADER
Realization period	short term - 2020
Responsible organizations involved in the next steps	WGD Donau Oberösterreich Tourismus GmbH
Responsible organizations for the implementation WGD Donau Oberösterreich	WGD Donau Oberösterreich Tourismus GmbH
Priority	I



3.2.Goal 2: Car-free mobility in the Danube region of Upper Austria

The core of the Sustainable Regional Tourism Mobility Plan is car-free mobility in the Danube region of Upper Austria. The following measures promote alternative means of transportation, increasing their ease of use and enabling or attracting car-free mobility across the region.





Measure 2.1: Expanding offers within the Public Transport Network

Suitable public transport services by train and bus exist already across the Central and Eastern sub-regions. Only in the Western sub-region between Aschach / Schlögen and Passau has the supply of public services been reduced due to a lack of capacity utilization in recent years. For guests in the West sub-region, it is currently not possible to travel by public transport or to be significantly mobile within the region.

The following figure shows the starting position:

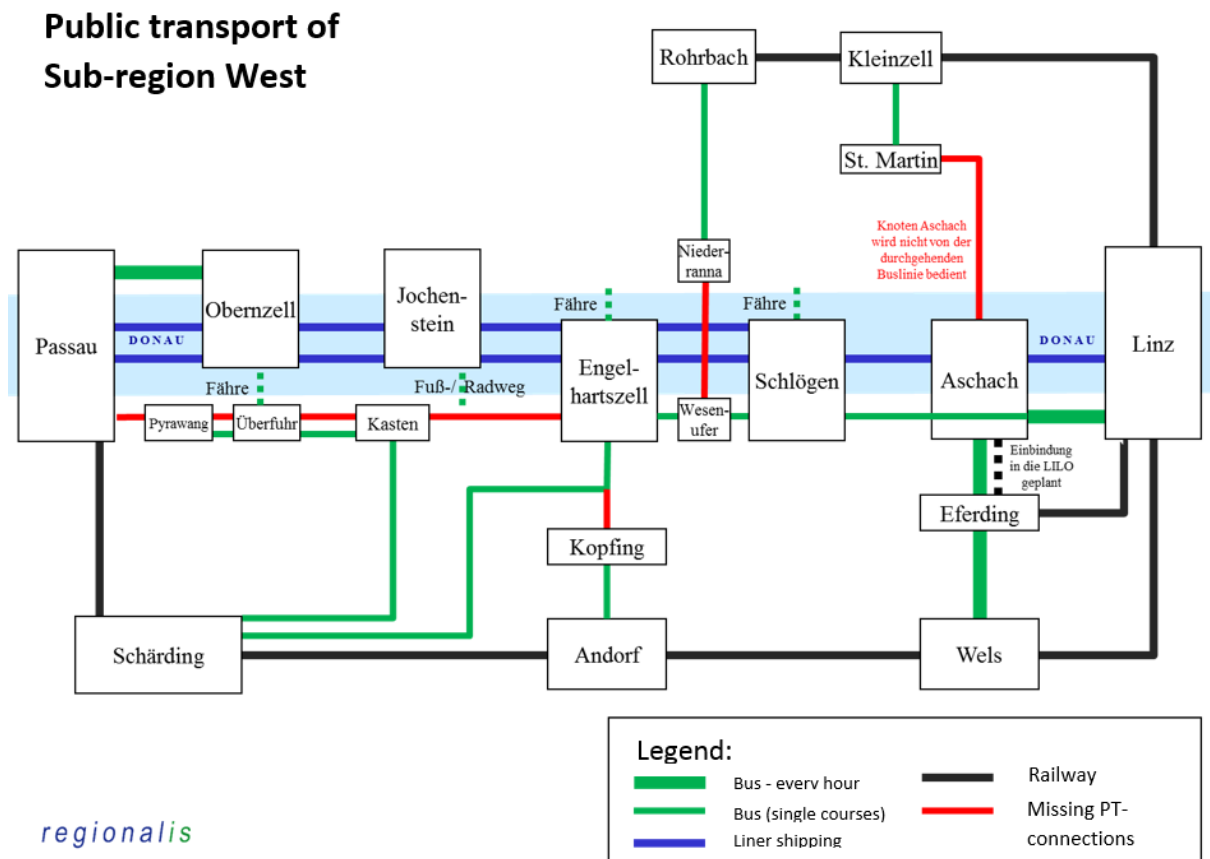


Figure 8: Public Transport of Sub-region West (own illustration)

Obernzell and Aschach an der Donau can be reached by bus every hour from Passau or Linz and Wels. Other bus lines serve especially school transport sections, such as Aschach - Engelhartzell, Schärding - Engelhartzell and Schärding - Pyrawang. North



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of the Danube, Niederranna and St. Martin im Mühlkreis can be reached by bus. As a supplement to public transport, there are private offers that run daily in the season between Passau and Linz or between Passau and Engelhartzell.

The integration of the railway line Eferding - Aschach an der Donau into the local Linz railway is planned to allow the transport node Aschach to have a regular, high-quality public transport connection to Linz.

The main missing public transport connections are:

- Engelhartzell - Passau
- Wesenufer - Niederranna
- Aschach an der Donau - St. Martin in the Mühlkreis (transport node Aschach)
- Kopfig - Baumkronenweg - Engelhartzell (completion to the existing line from Schärding)

The action plan provides for the following improvements in public transport:

- Integration of the railway line Eferding - Aschach an der Donau into the local Linz railway with a new final stop along the Danube
- Extending the travel times of individual routes on existing lines from school days to working days + Saturdays, Sundays and public holidays in the season. This will allow Schlögen, Engelhartzell and Überfuhr (Kasten) (throughout the season) to be reached twice daily (ideally four times; including return).
- Introduction of a regular bus connection between Engelhartzell and Passau (use of passenger shipping lines) or between Engelhartzell and Passau along the Nibelungenstraße to close the transport gap along the Danube (at least two connections (incl. return) during similar times to the former connections of the former lines 2004 and 2006).
- Introduction of an additional passenger shipping lines connection in the morning from Schlögen to Passau and in the afternoon back from Passau to Schlögen. Times should match the bus service. This creates 3 to 5 mobility options in both directions per day between Schlögen / Engelhartzell.



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- Extension of individual connections of the bus line from Rohrbach to Niederranna to Wesenufer or to Schlögen (linking with bus from / to Engelhartzell and with passenger shipping lines).
- Due to the increasing importance of Andorf as a school center, the frequency of public transport to the town has been increased. Andorf will in future become an important hub for the arrival in the Danube region, as trains and buses will serve the municipality increasingly and thus increase the accessibility of the Danube region without a car.
- Introduction of on-demand traffic between Aschach an der Donau and St. Martin im Mühlkreis in coordination with existing bus lines (from Aschach junction).
- Coordination of the timetable for scheduled bus and passenger shipping for two-way transfer
- *Possibly: introduction of on-demand traffic between Kopfing and the B136 (connection to the bus line Schärding - Engelhartzell) if the connection of the Baumkronenweges is not solved with on-demand traffic from Engelhartzell.*

M 2.1: Expanding offers within the Public Transport Network	Offer Development
<p>Brief description of the measure</p>	<p>Extension of the travel times of existing student bus connections, introduction of new bus connections between Engelhartzell and Oberzell and between Niederranna and Wesenufer / Schlögen. Complementing the public transport through on-demand traffic in the direction of St. Martin im Mühlkreis and Kopfing.</p>
<p>Estimated Impact of the Action and Contribution to the Overall Goal</p>	<p>For the first time, the option will be offered to travel to tourist accommodations on the Danube in the western part of the region without having to travel by car. In addition, guests in the region will be able to</p>



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	travel to important destinations and cities without their own car via public transport. This addresses a completely new target group for the Danube region Upper Austria.
Cost estimation of the implementation including the information and promotion	Depending on the implementation concept
Financing possibilities	Federal Government, State of Upper Austria, LEADER, INTERREG
Realization period	Short term - 2021: Extension of possible travel times of existing connections and bus connection Engelhartzell – Passau Medium term - 2025: Expansion of passenger shipping and closures of existing gaps within the public bus network
Responsible organizations involved in the next steps	Federal Government, State of Upper Austria, LEADER, INTERREG
Responsible organizations for the implementation	OÖ Verkehrsverbund, municipalities, Wurm & Noé
Priority	I



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Measure 2.2: Inclusion of reductions for new mobility offers in the DONAU-Card

The guest card of the Danube region of Upper Austria is called the DONAU-Card and includes discounts at around 80 different businesses or tourist facilities. For € 4.90, the DONAU-Card is available to both locals and guests yet is free for those that stay at least two nights in one of the partner companies. It is valid from April 1st to December 31st.



Figure 9: Advertisement for the DONAU-Card
(Source: https://presse.donauregion.at/typo3temp/_processed_/7/e/csm_Donau-Card_2017_News_Hochhauser_ed9ccf1408.jpg)

Since the card is already being used throughout the region and is thus established in all municipalities of the processing area, it can be supplemented by the area of "mobility" (discounts for the use of sustainable transport services). As a special incentive, the DONAU-Card will be expanded to include a so-called "mobility bag". This is a free offer, which is differentiated depending on the whereabouts and can be used by the respective cardholder once. The free mobility offers include for example a free boat trip or a one-time free use of a thematic trip (see M 2.3). With this additional offer, existing and new mobility offerings or facilities can quickly gain attraction, so guests may come to parts of the region they would not otherwise have visited. In addition, this measure has a positive effect on the expansion of tourism. There is an additional incentive to spend more time in the region.



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The organizational effort is within the bounds, as there is already a functioning discount system with the DONAU Card. In the long run it is possible to think about a new card system. This new card system should set itself the goal of offering only 1 card for the guests of the Danube, which replaces and combines all previously offered cards.

M 2.2: Inclusion of reductions for new mobility offers in the DONAU-Card	Information & Marketing, Offer Development
Brief description of the measure	Integration of new offers into the discount system of the DONAU-Card
Estimated Impact of the Action and Contribution to the Overall Goal	Increase visitor numbers at certain tourist facilities, positive impact on the expansion of tourist tourism
Cost estimation of the implementation including the information and promotion	Depending on the implementation concept
Financing possibilities	Federal Government, State of Upper Austria, LEADER, INTERREG
Realization period	Short term - 2020, long term - 2030: new card system
Responsible organizations involved in the next steps	WGD Donau Oberösterreich Tourismus GmbH
Responsible organizations for the implementation	WGD Donau Oberösterreich Tourismus GmbH
Priority	II



Sustainable Regional Tourism Mobility Plan for the Danube region

Measure 2.3: Thematic trips to excursion destinations of the West Sub-region

Mobility by public transport is only possible to a very limited extent in the sub-region West. This is due to missing and infrequent connections and the currently lack interest of holiday guests in this particular area of Upper Austria (see M 2.7). To counteract this, alternative traffic options for guests of the Danube region should be established in the form of on-demand transport systems.

Main Public Transport Routes, Top Destinations and Most Frequented Municipalities (by Overnight Stays) - Subregion West

(Engelhartszell, Esternberg, Freinberg, Halbach, Hofkirchen, Kirchberg, Kleinzell, Kopfing, Lembach, Natternbach, Neukirchen, Neustift, Niederkappel, Oberkappel, Oberzell (GER), Passau (GER), Pfarrkirchen, St. Aegidi, St. Agatha, St. Martin, Thyrnau (GER), Untergriesbach (GER), Vichtenstein, Waldkirchen)

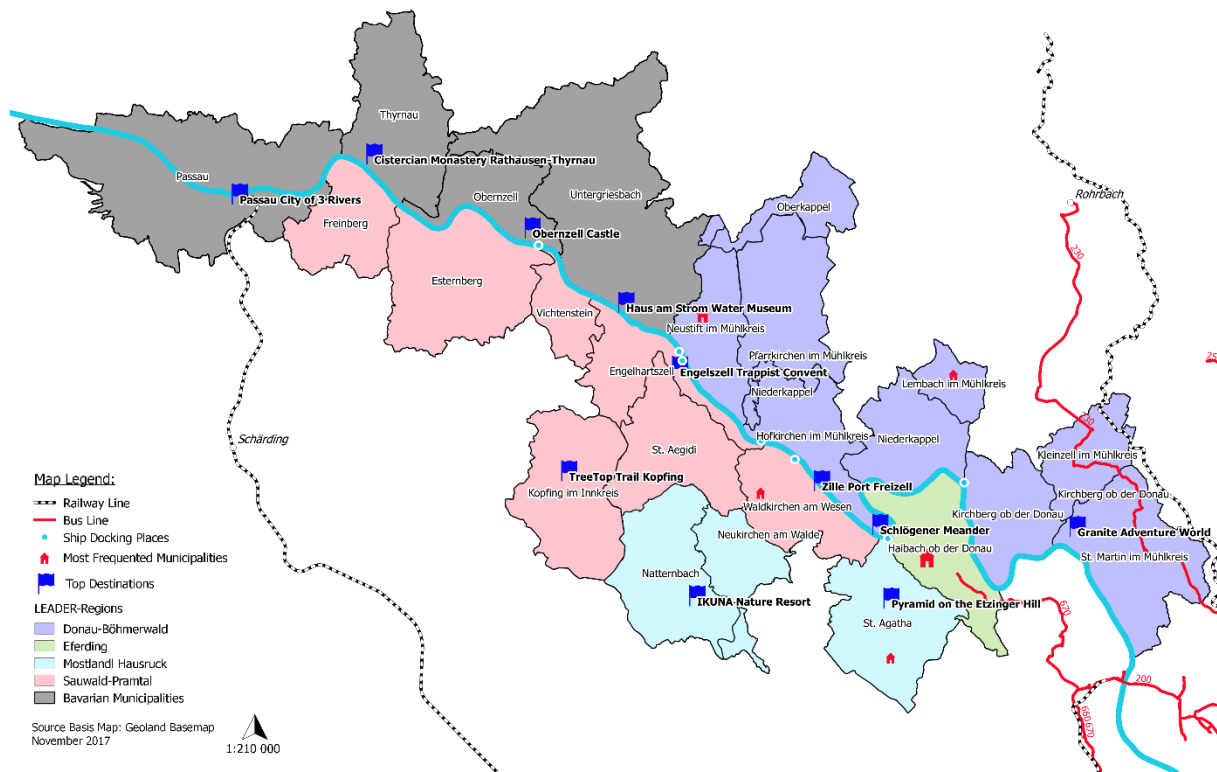


Figure 10: Overview Sub-region West (own illustration)

Currently, much visited destinations cannot be reached or can only be reached through time consuming public transportation trips. The thematic trips proposed here can make a significant contribution to making the sub region West attractive to guests without a car. In addition, excursions, sights and other tourist facilities, which may not be known to the guests must see increased numbers of guests, due to these thematic rides. It is



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expected that this will have a positive effect on the tourist attractiveness of the entire sub-region West.

Across the sub-region there are already individual lodgings and businesses that offer their guests excursion trips to destinations away from the Danube. Currently, these offers are only rarely used, as tourists arrive almost exclusively by car and are thus, inherently mobile. Cyclists stay on the Danube bike path. Nevertheless, this measure seems sensible if, in the future more and more guests arrive on a sustainable mobile basis through the implementation of various measures. By making it possible to travel to the region without a car (as provided for in other measures), a unique opportunity presents itself to addressing a completely new target group, who could make use of these new offers. Environmentally conscious and sustainable travel is becoming more and more popular, and guests of the Danube region should also have the opportunity to show their interest and support.

Measure 2.3 should not be offered by individual accommodations. These should offer rides from clearly defined entry points to various destinations on certain days of the week, in a specific area. The destinations of excursion trips would be the top excursion destinations shown in Figure 10. Beginning points for the trips could be tourist accommodations, town centers or public transport junctions. Thanks to these bundled and clearly defined excursion tours, guests of the West sub-region can explore the region with their own excursion destinations without their own car.

The thematic trip project is also an excellent example of the interplay of several measures mentioned above.

The attractiveness of thematic journeys increases as other measures are implemented, such as

- M 1.1: Development and updating of the existing management system for sustainable tourism mobility
- M 1.4: Implementation of the topic of sustainable mobility as a new focus of the WGD
- M 2.1: Offer expansion in Public Transport
- M 2.2: Inclusion of reductions for new mobility offers in the DONAU-Card
- M 2.5: Coordination of existing shuttle services



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- M 2.7: Increase marketing of journeys to important destinations and accommodations with public transport

At present, however, stakeholders in the region still believe that such an offer would make little sense because there is no demand. A break with the conventional thinking must be made, to generate a paradigm shift towards sustainable. Demand for car-free mobility within the region, as remain passengers remain unaware of even the possibility of car-free mobility within the region. For the successful implementation of a sustainable tourism mobility plan, it is precisely this awareness and the emphasis on a new target group (guests without their own car) that are the decisive success criteria.

In the run-up to the implementation of the measures, it is necessary to work out a more in-depth concept with the interested companies (establishments, excursion destinations, accommodations, etc.). This concept should show which specific travel destinations are suitable for the thematic trips and clarify the question in which areas of the sub-region West this measure could be meaningfully implemented.

M 2.3: Thematic trips to excursion destinations of the West Sub-region	Offer Development
Brief description of the measure	Bundled trips to various destinations, which are currently not accessible by car. For each day of the week, a return journey to a destination at a certain time is offered at defined entry points
Estimated Impact of the Action and Contribution to the Overall Goal	The stay in the sub-region West is possible without a car, the newly created offer allows the visit to various facilities in the region without a car
Cost estimation of the implementation including the information and promotion	Depending on implementation concept
Financing possibilities	Federal Government, State of Upper Austria, LEADER, INTERREG
Realization period	medium term - 2025
Responsible organizations involved in the next steps	Accommodation establishments in the sub-region West, excursion destination



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	operators, bus and taxi companies, mobility centers, MTV Donau OÖ
Responsible organizations for the implementation	WGD, accommodation providers in the sub-region West, bus and taxi companies, mobility centers, MTV Donau OÖ
Priority	II



Measure 2.4: Connection of the Mauthausen memorial to the Mauthausen railway station through bike rentals

The Mauthausen memorial had 173.747 visitors in 2016 (and 187.102 in 2015 (source: WGD Donau Oberösterreich Tourismus GmbH)). Most of these guests travel in organized groups (for example school classes) and come directly to the memorial. Individual travelers have the possibility to travel by train. However, the route between the Mauthausen station and the Mauthausen memorial site cannot currently be covered by public transport. This circumstance has an aggravating effect for those traveling without a car. In addition, the difference in height between the memorial site and the Mauthausen train station needs to be considered. The about 80 meters difference in altitude, brands the journey a sport activity by bike or on foot.



Figure 11: Possible bike connection between the train station and the memorial Mauthausen (own illustration)

Fortunately, by e-bikes, the journey is quite easy for all groups of guests to cover the 4.1 kilometers to the memorial Mauthausen, in a sustainable and climate-friendly way.



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Currently an individual taxi transfer is offered. To find a more sustainable solution, it would be possible to think about shared taxi systems. In future, initial discussions with local communities and tourism representatives should be held to discuss the various sustainable mobility opportunities for guests in the area.

Measure 2.4 provides the installation of a bicycle rental in the vicinity of the Mauthausen train station. This is mainly to lend e-bikes and operated in the sense of the measure 3.2 (nationwide bicycle rental).

Another challenge is the nearing demolition of the Mauthausen train station. With the redesign of the station, special care must be taken to maintain the most important infrastructures. The stop will continue to serve as a transfer option (also for guests), yet e-bike rentals must have the possibility to advertise on site.

In future, as part of a uniform bike rental system for the Danube region of Upper Austria, rental bikes (e-bikes) should be provided directly at the train station.

M 2.4: Connection of the Mauthausen memorial to the Mauthausen railway station through bike rentals	Information & Marketing
Brief description of the measure	At the Mauthausen train station a sustainable route to the memorial site is to be created with the help of an e-bike rental service
Estimated Impact of the Action and Contribution to the Overall Goal	Enabling the car-free journey to the Mauthausen Memorial, promoting mobility with climate-friendly means of transport
Cost estimation of the implementation including the information and promotion	Depending on the implementation concept
Financing possibilities	Federal Government, State of Upper Austria, LEADER
Realization period	short term - 2020
Responsible organizations involved in the next steps	MTV Donau OÖ, municipality Mauthausen, WGD Donau Upper Austria Tourismus GmbH



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Responsible organizations for the implementation	WGD Donau Oberösterreich Tourismus GmbH
Priority	II



Measure 2.5: Coordination of existing shuttle services

This measure is limited to the arrival and departure of guests of the Danube region. This should be possible without a privately-owned car. As mentioned, the region, in principle, is well connected to the (inter) national train and bus network. Yet, in certain cases, a direct travel option to the booked accommodation remains missing. Thus, journeys without a car remain particularly unattractive. This must be remedied by means of shuttle services.

In the Danube region of Upper Austria there are already individual lodgers offering shuttle services to their guests (on payment), e.g. airports or train station pickup. These individual services should be linked and expanded. Those companies that have already committed themselves to sustainable mobility or car-free travel should be labeled or certified as such (for example, as "Pearl businesses" with corresponding, uniform labeling).

The shuttle service of certified accommodations, businesses and destinations should in future no longer only be offered to their own guests. Rather services should be pooled by "Pearl businesses." The resulting bundling of trips will allow more guests to leave their own car at home and travel more climate-friendly to the region. Economic feasibility is guaranteed by the individuals who pay an extra expense on top of the shuttle fee to utilize the service.

In other holiday regions, shuttle services, similar to the one suggested here, are already working very well. A good practice example of this is the Werfenweng shuttle. This shuttle connects the neighboring station in Bischofshofen with tourist accommodation in Werfenweng. This includes the transportation of luggage. The shuttle has fixed departure times, requiring individuals intending to use the service to inform the



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operator at least one hour before departure. The departure times of the shuttle are aligned to the ÖBB timetable. A waiting time of about 15 minutes is not exceeded.



Figure 12: Good Practice Example - Werfenweng Shuttle
 (Source: http://www.werfenweng.eu/_thumbnail_/1768_5_cBethelFath__DSC1925.jpg)

The coordination of these existing shuttle services is included in the tasks of the mobility centers. Communication should be done on the WGD homepage in the 'Mobility' section.

M 2.5: Coordination of existing shuttle services	Offer Development
Brief description of the measure	Expansion of the existing shuttle services for the arrival and departure of guests of the Danube region with interested and certified "Pearl businesses"
Estimated Impact of the Action and Contribution to the Overall Goal	Attractiveness of the car-free arrival and departure (with interested companies)
Cost estimation of the implementation including the information and promotion	Depending on the implementation concept
Financing possibilities	Federal Government, State of Upper Austria, EU
Realization period	medium term - 2025



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<p>Responsible organizations involved in the next steps</p>	<p>Mobility centers, WGD Donau Oberösterreich Tourismus GmbH, provider of shuttle services and interested companies and excursion destinations, MTV Donau OÖ</p>
<p>Responsible organizations for the implementation</p>	<p>Mobility centers, WGD Donau Oberösterreich Tourismus GmbH, provider of shuttle services, interested companies and destinations, MTV Donau OÖ</p>
<p>Priority</p>	<p>I</p>



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Measure 2.6: Hop-On Hop-Off Strudengau - "Experience Bus"

In the east most part of the Upper Austrian Danube region, on the border to Lower Austria lies Strudengau. Eleven municipalities of this sub-region East are member municipalities of the WGD Donau Oberösterreich therefore part of the Transdanube.Pearls.

Main Public Transport Routes, Top Destinations and Most Frequented Municipalities (by Overnight Stays) - Subregion East

(Bad Kreuzen, Baumgartenberg, Grein, Klam, Mauthausen, Mitterkirchen, Naam, Perg, Schwertberg, St. Nikola, Waldhausen)

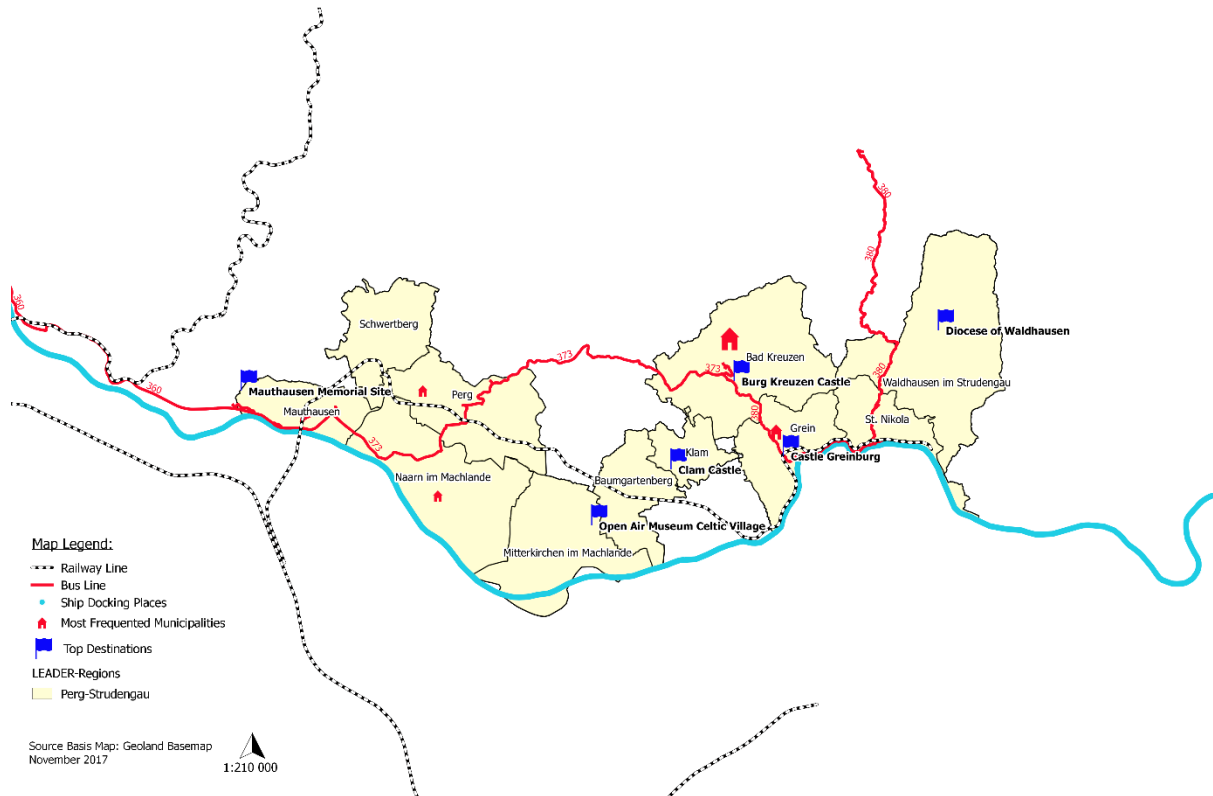


Figure 13: Strudengau, Top-Destinations, Public Transport und Accommodations (own illustration)

The sub-region East is well connected by the Donauuferbahn-train (also called Machlandbahn in this section) and various regional bus lines. The public transport is supplemented by two ship landings (in Mauthausen and Grein). In addition, the eleven municipalities are all part of the Leader region Perg-Strudengau and therefore are already well connected.

In Figure 13 one can see that a large part of the top excursion destinations is located away from public transport stops. In most cases, this necessitates the use of a car or an



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individually booked shuttle or taxi. To close this gap, between public transport stops and tourist destinations or other tourist facilities, M 2.6 proposes the construction of a bus route in the form of a "hop-on hop-off" bus. It is suggested that stops along this route should include stops of the Donauuferbahn-train, excursion destinations, town centers, viewpoints, entry points to special Donausteig hiking routes and other similar facilities including, accommodations or even stations belonging to the comprehensive bicycle rental network. The exact location of the stops is determined during the implementation planning; the link to the public transport and Donausteig and Danube cycle path should be made in any case.

Thanks to the Hop-On Hop-Off principle, every passenger may customize their Strudengau trip, with each stop being an entry and exit point. Individuals can travel from a train station directly to the nearest excursion destination, but equally another point of interest along the circuit. It therefore will be possible to discover the entire sub-region pleurably without a car.

Hop-On Hop-Off Strudengau is a sustainable means of transportation as well as an additional tourist offer due to the bundling of previously individual journeys by car. Under the motto "Experience Bus", the ride itself becomes an attraction. Tourists using this offer when arriving at their holiday destination, will have the opportunity to explore the region on their own terms. The timetable of the Hop-On Hop-Off bus is ideally based on the timetable of the Donauuferbahn-train. In this way, multimodal transport nodes are created at the stops of the Danube waterway and a car-free route can be used.

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Figure 14: Good Practice Example - Salzkammergut Bus

(Source:

https://wolfgangsee.salzkammergut.at/fileadmin/user_upload/wolfgangsee/Ausflugsziele_Sommer/HOHO_Folder_Salzkammergut.pdf)

The hop-on hop-off bus should, when possible, approach existing stops. By using the existing infrastructure, construction costs are reduced. Attaching a billboard including timetable notices (or the integration in the LED panel system from M 1.3) would be sufficient as a stop. Ticket pre-sales and information platforms are handled by the mobility centers. The use of the hop-on hop-off bus should be advertised intensively. As mentioned under other measures, the hop-on hop-off bus ride can be included in the guest card discount schemes. Options range from a percentage reduction all the way to a free ticket.

*Note: Currently there are various guest cards in the Danube region. The DONAU-Card is valid for the whole region, in the east most part of the region there is also the SchatzCard (a reduction card of the Leader-Region Perg Strudengau), the PassauCard is also valid in Upper Austria, etc. During the planning of the measures difficulties arose, when considering which card should offer which reductions. Desirable is the agreement between responsible organizations to use a **single card**.*



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Due to the long travel time from the western to eastern end of the region, the route was divided into two circuits. Circuit one serves all communities east of Grein. The coordination with the timetable of the Donauuferbahn-train could be done smoothly with circuit one. For the eastern part of the Strudengau there is another circuit that connects Waldhausen and St. Nikola. The two circuits run parallel between Grein and Bad Kreuzen, making it possible to change trains at several stops.

The following figure (next page) shows the two different routes:



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Hop On Hop Off Strudengau - Erlebnis Busfahren

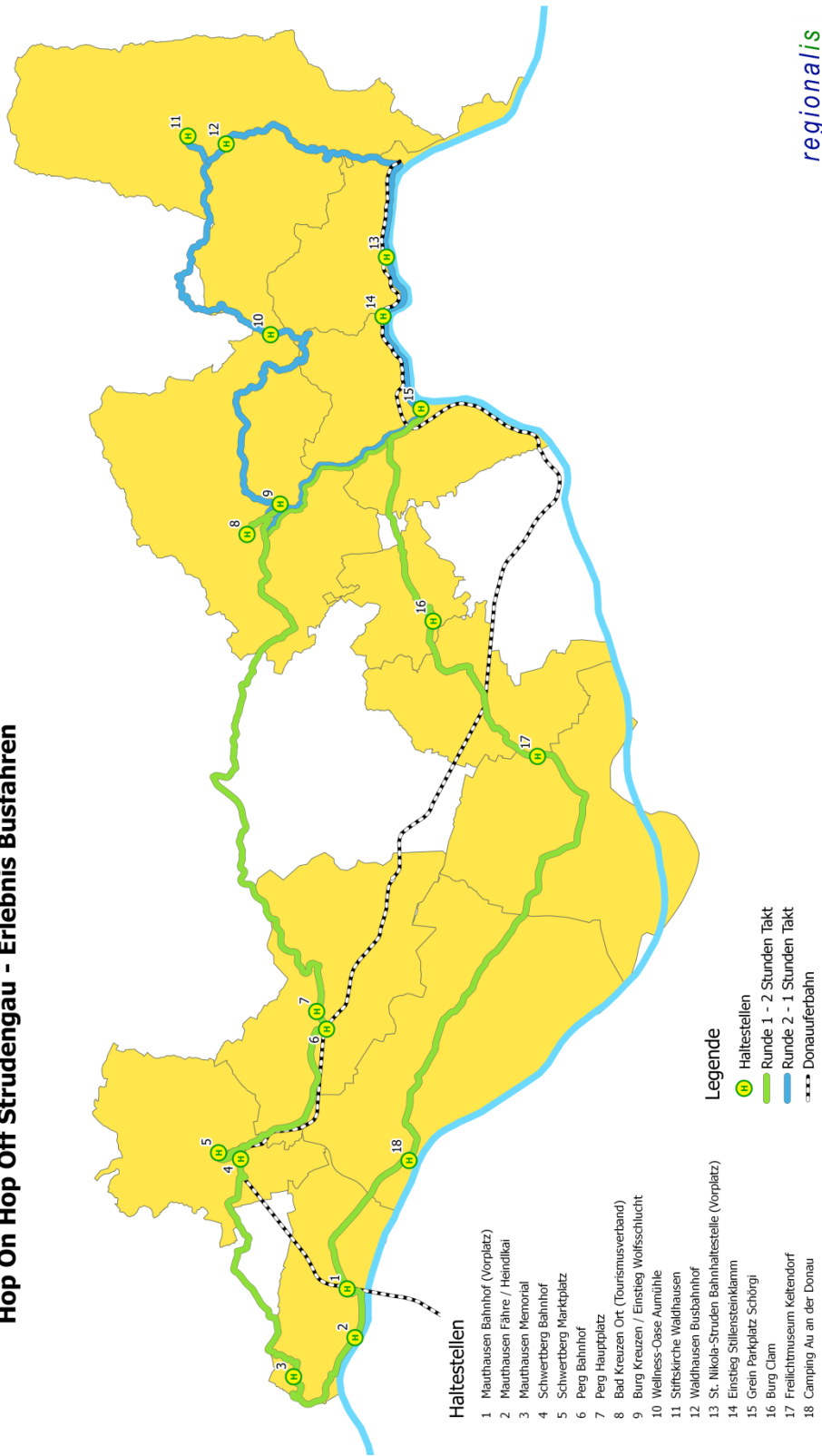


Figure 15: Hop-On Hop-Off Strudengau (own illustration)



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The longer sections in both circular routes, which take place without stopping (for example from Perg to Bad Kreuzen) can be used to communicate information about the region to the guests. This makes the longer drive sections more entertaining. In addition, it is possible to integrate further businesses or destinations along the main route (e.g., high-density accommodation providers).

It would be shortsighted, to not recognize the region's full opportunities, by offering the Hop-On Hop-Off ticket solely by bus. Combined offers should be possible. For example, a combination with passenger shipping lines. Possible trips would be, e.g. from Mauthausen to Grein by boat, where an individual could switch to the Hop-On Hop-Off Bus, leads via Bad Kreuzen back to Mauthausen. In Bad Kreuzen individuals can change bus circuits to get back to Mauthausen. The possibilities created by the Hop-on Hop-Off principle are multiple. The better the timetables of the different means of transport are coordinated with each other, the more attractive such combined offers become to guests.

Another advantage of this measure, in addition to the creation of an alternative to the car for the arrival, departure and onward travel in the region, is the promotion of local tourism. With the additional offer and the extension of the range of the guests of a municipality to the entire sub-region a longer stay in the Strudengau becomes even more attractive.

M 2.6: Hop-On Hop-Off Strudengau - "Experience Bus"	Offer Development
Brief description of the measure	Organization of a bus tour in the Strudengau with a Hop-On Hop-Off concept, tourist facilities and stations of the sub-region East are therefore connected
Estimated Impact of the Action and Contribution to the Overall Goal	Promotion of multimodality (change train - bus - ship), increases the attractiveness of a car-free journey to the sub-region
Cost estimation of the implementation including the information and promotion	Depending on the implementation concept



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Financing possibilities	Federal Government, State of Upper Austria, EU
Realization period	medium term - 2025,
Responsible organizations involved in the next steps	MTV Donau OÖ, WGD, municipalities, mobility centers, companies, destinations
Responsible organizations for the implementation	WGD, Mobility Centers
Priority	II



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Measure 2.7: Promoting journeys to important destinations and accommodations through public transport

Some tourist accommodation and excursion destinations in the Danube region of Upper Austria are not or only accessed with difficulty using public transport. Other facilities that are very car-free, advertise this circumstance too little or not at all. Many destinations do not tell individuals that they are not reachable by regional bus. Currently this information must be obtained by the guests themselves through often laborious online research.

In the future, the arrival at important destinations, accommodation providers, businesses, etc. should be promoted by public transport through targeted marketing. This could be done by referring to the websites of the various destinations and businesses. Part of the measure is also the creation of timetables of the region in the businesses themselves, to demonstrate the possibility of using public transport when visiting them. All information regarding car-free travel should be as reliable and easily accessible as possible.

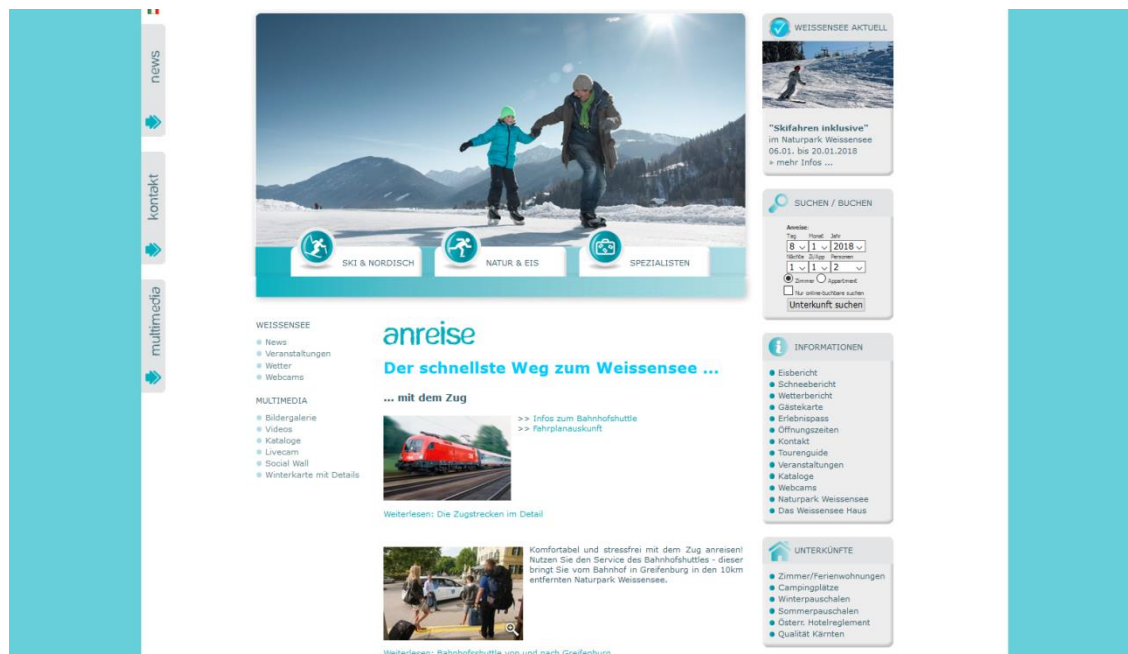


Figure 16: Good Practice Example, Promoting a car free arrival – Region Weissensee
 (Source: <https://www.weissensee.com/de/weissensee/anreise/seite-4>)

A central point for promoting public transport in the region is certainly the homepage of the WGD. At the moment there are driving directions by car to almost every



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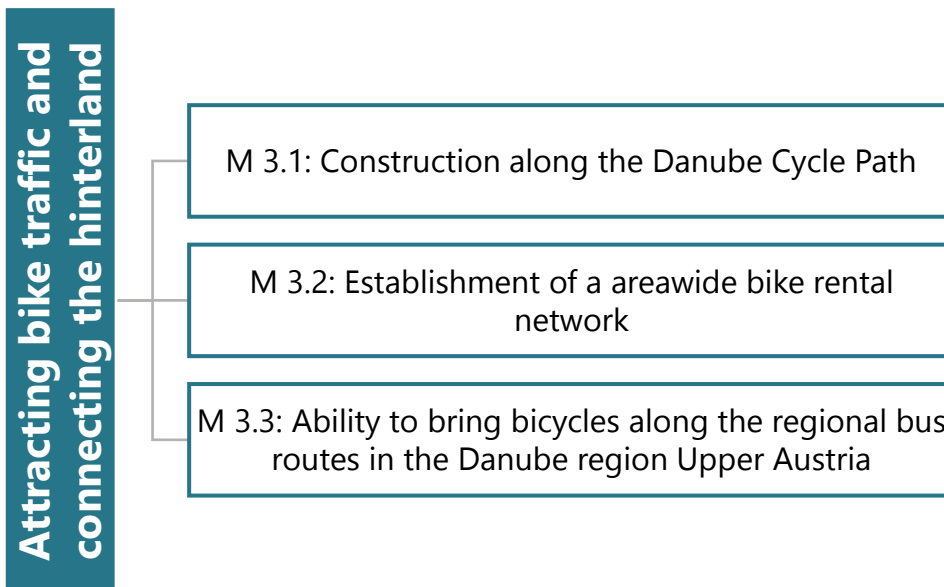
cooperating business. This should be accompanied by the description of the journey by public transport. It would be ideal to equally provide a plan combining the main tourist facilities and the public transport stops.

M 2.7: Promoting journeys to important destinations and accommodations through public transport	Information & Marketing
Brief description of the measure	Increased information density, increased information on car-free mobility in the region, targeted marketing of sustainable mobility offers
Estimated Impact of the Action and Contribution to the Overall Goal	Promoting the use of public transport, making car-free mobility more attractive
Cost estimation of the implementation including the information and promotion	Depending on the implementation concept
Financing possibilities	Federal Government, State of Upper Austria, EU
Realization period	Short term - 2020
Responsible organizations involved in the next steps	Mobility centers, WGD Donau Oberösterreich Tourismus GmbH, operator of tourist facilities in the region, accommodation
Responsible organizations for the implementation	Mobility centers, WGD Donau Oberösterreich Tourismus GmbH, operator of tourist facilities in the region, accommodation
Priority	I



3.3.Goal 3: Attracting cycle traffic and connecting the hinterland

The Danube region of Upper Austria is already known for its excellent cycling infrastructure. Most known is the Danube Cycle Path, but away from the path suitable infrastructure exists. The measures proposed here are aimed, on the one hand, to optimize the infrastructure for cyclists and, on the other, to increase the attractiveness of biking in general. The bike is to be established in the region as a means of transport. Even off the Danube Cycle Path. To achieve this, the following measures should be implemented.





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Measure 3.1: Construction along the Danube Cycle Path

Along the Danube Cycle Path, construction is planned throughout the next years. This serves to link the missing gaps along the route. Likewise, through road construction, new sections of the Danube Cycle Path will be constructed. Some of the measures are already being implemented. In detail the construction projects are:

- Closing the gap of the Danube Cycle Path along the southern shore from Engelhartzell to Wesenufer: Until spring 2018 the missing part of the Danube Cycle Path will be constructed. The will take place across 3 sections, whereby the third (Oberranna to Wesenufer) is still in the phase of conducting feasibility studies.
- Laying and construction of the Danube Cycle Path on the main cycle route Puchenuau-Linz: By June 2018 the construction work in this section will be completed.
- New construction of the pedestrian and cycle paths in the course of the rebuilding of the A7: The construction of bypass bridges leads to a new routing of the Danube Cycle Path. Construction will take place between March 2018 and March 2020

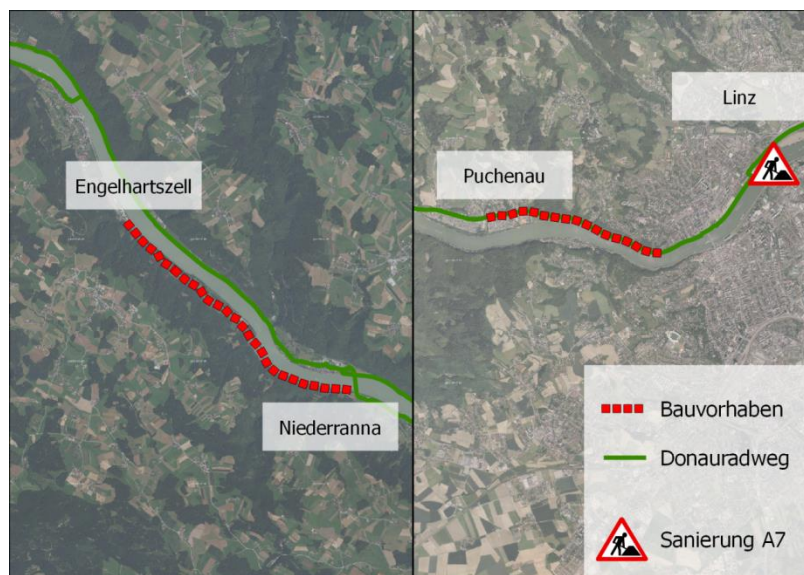


Figure 17: Construction along the Danube Cycle Path (own illustration)



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Closing gaps along the Danube Cycle Path and the therefore resulting continuous route, will increase the attractiveness for visitors. Likewise, new construction in certain sections result in safety improvements.

Even after the construction work has been completed there are still sections on the Danube Cycle Path that do not meet the requirements of cyclists. Problematic places include Niederranna, the section Wilhering-Linz and Grein-Sarmingstein. Improvements along these areas, must be considered in the medium to long-term.

M 3.1: Construction along the Danube Cycle Path	Infrastructure
Brief description of the measure	Construction in the area of the Danube bike path
Estimated Impact of the Action and Contribution to the Overall Goal	Cycling will be promoted by increasing the user-friendliness of the Danube Cycle Path and increasing the safety of users through structural changes.
Cost estimation of the implementation including the information and promotion	Depending on the implementation concept
Financing possibilities	Federal Government, Upper Austria, EU
Realization period	short term - 2020
Responsible organizations involved in the next steps	State of Upper Austria
Responsible organizations for the implementation	State of Upper Austria
Priority	I



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Measure 3.2: Establishment of a areawide bike rental network

There are currently many different bike and e-bike rental companies within the Danube region of Upper Austria. In addition, some tourist accommodations also offer bike rental to their guests. However, a rental offer business cannot be found in every municipality (see Figure 18, sub-region East). To be able to produce a comprehensive supply of rental offers it is necessary to find a bike and e-bike rental company in the majority of municipalities. Measure 3.2 aims to ensure sufficient supply throughout the region.

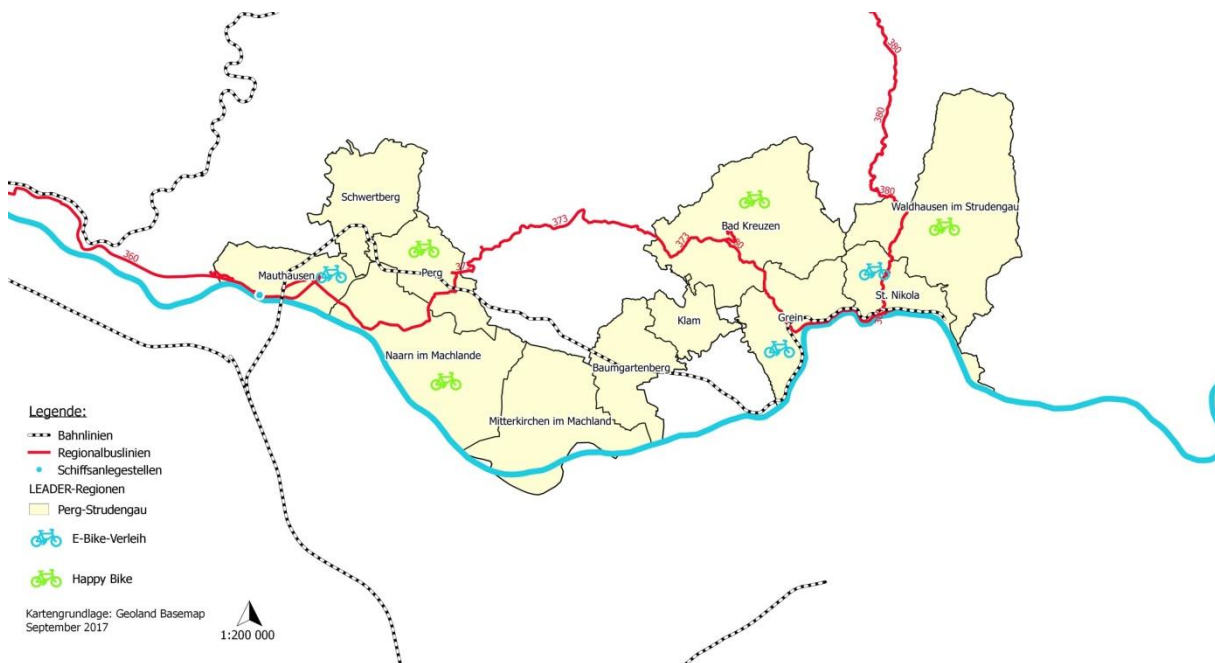


Figure 18: Different bike rental providers in the eastern part of the Danube region (own illustration)

Phase 1 of the implementation is an accurate inventory analysis which means that the lending offers (if any) are collected per municipality and the quality of these is assessed. In addition, the inventory analysis identifies gaps in the supply. In Phase 2 these gaps are to be closed. In municipalities that do not currently have bike rental, interested companies (such as sports shops, excursion destinations, tourist offices, tourist accommodation, etc.) are being sought, who will take on the responsibility of renting bicycles in the future.

The bike rental companies are certified as "Pearl Businesses" (as in measure 2.5) and must comply with uniform quality standards. In this way, the same quality of rental



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offers can be ensured across the entire region, creating a areawide bike and e-bike rental system.

In any case, the following requirements must be met by this areawide bike rental system:

- The majority of municipalities have at least one rental company
- The individual rental operators fulfill the quality standards specified by the certification as a "Pearl Business"
- Both bikes and pedelecs or e-bikes are offered.
- The process of lending and returning should be user-friendly and straightforward.
- The rental system will continue to serve existing stations (if demand exists). In addition, stations are to be built at significant interchanges of public transport to enable a car-free transportation option. Further proposals for the construction of rental stations are companies in the region, excursion destinations, tourist offices and municipalities.

M 3.2: Establishment of a statewide bike rental network	Offer Development
Brief description of the measure	Most of the municipalities in the Danube region should have a bike and e-bike rental business. All of these companies are certified as "Pearl Businesses" and guarantee the same quality standards.
Estimated Impact of the Action and Contribution to the Overall Goal	Attractiveness of cycling, increasing the ease of use of bicycle renting in the region
Cost estimation of the implementation including the information and promotion	Depending on the implementation concept



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Financing possibilities	Federal Government, State of Upper Austria, EU
Realization period	short term - 2020
Responsible organizations involved in the next steps	MTV Donau OÖ, rental companies, municipalities
Responsible organizations for the implementation	WGD, future operators
Priority	I



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Measure 3.3: Ability to bring bicycles along the regional bus routes in the Danube region Upper Austria

Where most anticipated, it is necessary to enable individuals to transport their bikes on public buses, to combine the use of the regional buses with cycling. Measure 2.7 provides for an extension of the public transport service for the Danube region of Upper Austria. Particularly, the additional route offers of the regional buses along the Danube are of interest to measure 3.3 (herein described). These new offers are also designed to allow the use of bicycles. The use of public transport and especially the new additional services should also include the guests of the Danube Cycle Path. A large part of the guests of the Danube region are visitors of the Danube Cycle Path and are therefore cyclists. Cycling on the regional bus routes contributes to the desired multimodality in the region, while transporting the sustainable means of transport with public transportation can prevent or reduce the use of individual private solutions.

There are various possibilities for transporting bicycles. For example, bicycle suspensions can be attached to the rear of the buses. More capacity is provided by bicycle trailers (see Figure 19).



Figure 19: Bicycle transportation with bicycle suspension and trailer

(Source:

http://images.pxlpartner.ch.s3.amazonaws.com/n56588/images/luzern/teaserHome/130715_postauto_velotransport_5-1-1.jpg, https://blog.vvo-online.de/wp-content/uploads/2015/03/FahrradBUS_Foto%C2%A9LNeumann_1024x800px.jpg)



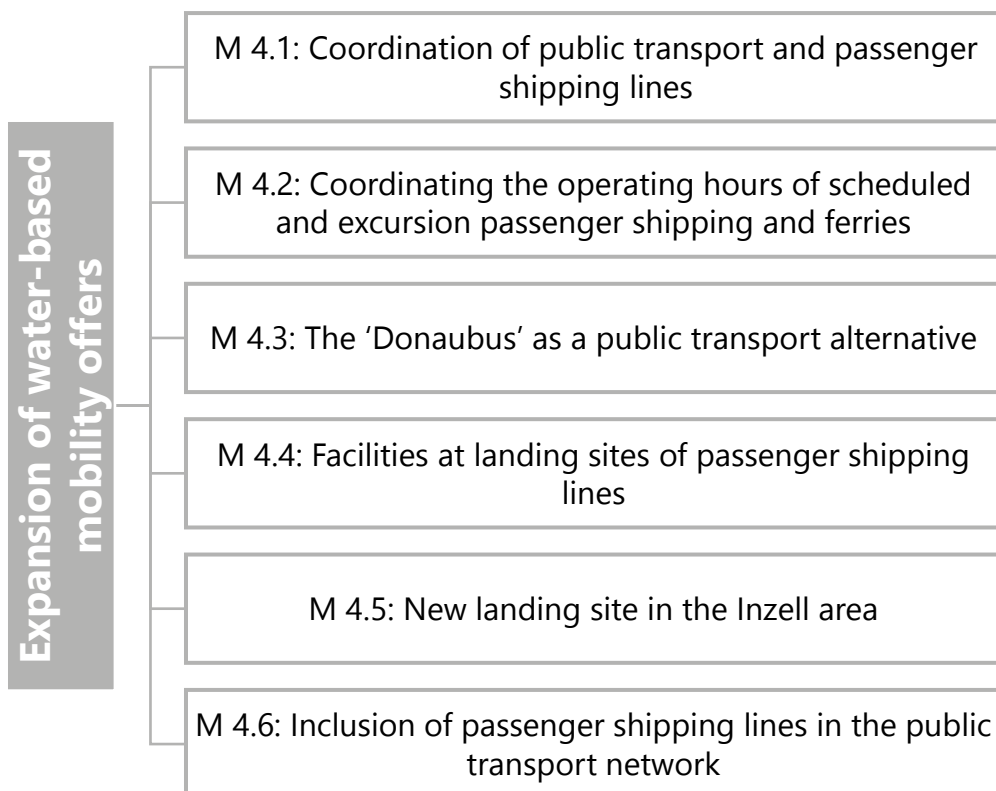
Sustainable Regional Tourism Mobility Plan for the Danube region

M 3.3: Ability to bring bicycles along the regional bus routes in the Danube region Upper Austria	Offer Development
Brief description of the measure	Where necessary, individuals should be able to transport their bikes on regional bus routes, in order to enable cyclists of the Danube Bike Path to use public transport
Estimated Impact of the Action and Contribution to the Overall Goal	Attractiveness of public transport, utilization of (newly created) offers in regular services and thereby contribute to the economic efficiency of these
Cost estimation of the implementation including the information and promotion	Depending on the implementation concept
Financing possibilities	Federal Government, State of Upper Austria, LEADER, INTERREG
Realization period	Short term - 2020
Responsible organizations involved in the next steps	Oberösterreichischer Verkehrsverbund, bus operator of the new offers
Responsible organizations for the implementation	Bus operators of the new offers
Priority	I



3.4. Goal 4: Expansion of water-based mobility offers

With the Danube as a continuous, connecting waterway through the region and the existing water-based mobility offers, the Danube region of Upper Austria offers unique conditions for integrating mobility on the water into the Sustainable Tourism Mobility Plan. To this end, passenger shipping lines needs to be further developed and better coordinated with each other and with other public transport options, to build an effective and attractive scheme of water mobility opportunities. Infrastructural measures such as the improvement of the facilities at the landing sites but also improved services such as the coordination of the timetables of the various ferry and passenger shipping schemes are needed here. The overarching goal is to build-up and establish the Danube brand as a water experience.





Measure 4.1: Coordination of public transport and passenger shipping lines

In order to establish passenger shipping as a public transport option in the region, it is necessary to integrate it into the existing public transport network. If the change from bus to ship leads to long waiting times, it remains unattractive for passengers. This measure aims at coordinating the arrival and departure times of the passenger shipping lines and the timetables of the buses and trains, in alternating directions. However, this only makes sense where landing sites are already connected to public transport networks. Passau and Linz are not included in the scope of this measure, as the arrival and departure to the boat landing points is already very well served by public transport and guests can already make the switch to the dense urban transport network without long waiting times.

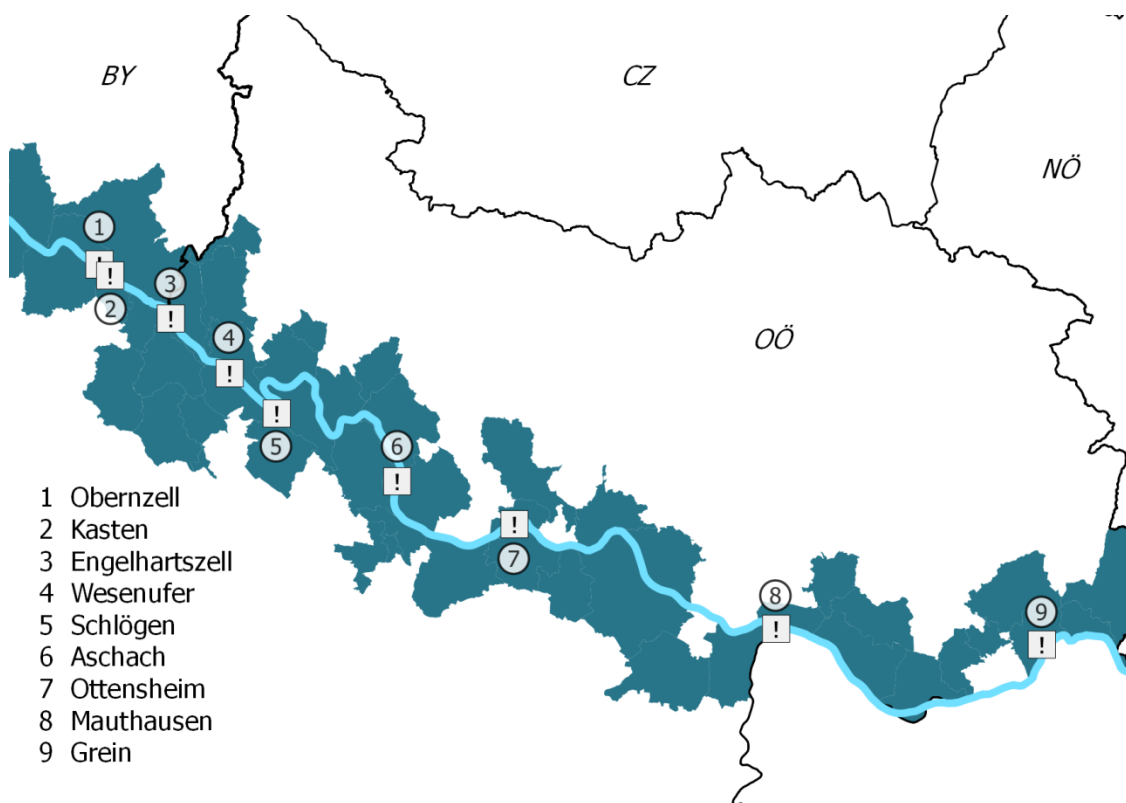


Figure 20: Landing sites of passenger shipping lines affected by measure 4.1 (own illustration)



Sustainable Regional Tourism Mobility Plan for the Danube region

Coordination and advice to the involved businesses (such as passenger shipping operators and landing site operators) would fall within the tasks of the new Mobility Centers.

Implementation of this measure not only promotes the switch to passenger shipping, but also makes it easier to travel to landing sites with (existing) public transport. Therefore, creating a sustainable, car-free journey.

M 4.1: Coordination of public transport and passenger shipping lines	Offer Development
Brief description of the measure	Coordination of arrival and departure times of passenger shipping with public transport timetable
Estimated Impact of the Action and Contribution to the Overall Goal	Attractiveness of passenger shipping in general, attractiveness of the journey to landing sites by public transport
Cost estimation of the implementation including the information and promotion	Depending on the implementation concept
Financing possibilities	Federal Government, Upper Austria, LEADER, INTERREG
Realization period	medium term - 2025,
Responsible organizations involved in the next steps	Operator of passenger shipping lines, WGD Donau Oberösterreich GmbH (as operator of the landing stages), mobility centers
Responsible organizations for the implementation	Passenger shipping operator, bus operator, OÖ Verkehrsverbund
Priority	II



Measure 4.2: Coordinating the operating hours of scheduled and excursion passenger shipping and ferries

During the analysis it was suggested, by several sides, to coordinate the ferries even better with the operating times passenger ships and excursion boats.

For a continuous "water experience" along the Danube region Upper Austria the following points should be given priority:

- Danube ferry Hütt to Obernzell with passenger shipping in Obernzell as well as with the new bus service Engelhartzell - Passau (see measure 2.7)
- Donau bike-ferry Engelhartzell with passenger shipping in Obernzell as well as with the new bus service Engelhartzell – Obernzell
- Cross-ferry Au-Inzell and Donaibus / Long-distance ferry Au-Grafenau with passenger shipping (reopening of the Inzell depot) and the new bus service in Schlögen
- Grein: Bike-ferry D`Überfuhr Grein with passenger shipping and the timetable of the Donauuferbahn-train

The following figure (next page) shows the landing times of passenger ships in the Danube region Upper Austria to be considered for the year 2018.



Sustainable Regional Tourism Mobility Plan for the Danube region

Deggendorf Passau	Passau Kasten	Passau Schlögen	Passau Linz	Linz Krems	STRECKE		Linz Passau	Schlögen Passau	Kasten Passau	Passau Deggendorf				
jeden DO + SA ¹⁾ 24.05.- 15.09.	täglich 28.04.-07.10. Vor- und Nachsaison siehe Seite 5	täglich 28.04.- 07.10.	täglich außer MO 27.04.- 07.10. + jeden SA 13.10.- 27.10.	jeden Samstag 28.04.- 06.10.	Verkehrs- zeiten 2018		tägl. außer MO u. FR ²⁾ 28.04.- 07.10. + jeden SA 13.10.- 27.10.	täglich 28.04.- 07.10.	täglich 28.04.-07.10. Vor- und Nachsaison siehe Seite 5	jeden DO ³⁾ 24.05.- 13.09. ⁴⁾				
					ab	Deggendorf	an				20:30			
					↓	Vilshofen	↑				17:25			
						Windorf					17:05			
	15:15	13:00	10:30	12:00	09:00	an/ab	Passau	an/ab	20:50	17:15	12:40	15:00	17:15	15:15
	--	--	--	12:45	09:45		Obernzell		19:35	16:15	11:30	14:00	16:15	
	16:05	13:50	11:20	--	--		Kasten		-- ⁴⁾	-- ⁴⁾	11:20	13:50	16:05	
				13:00	10:00	↓ donaubwärts	Haus am Strom ⁴⁾	↑ donaufwärts	19:15	15:55				
				13:30	10:30		Engelhartzell		18:45	15:25				
				13:50	--		Wesenufer		--	14:45				
				14:10	11:10		Schlögen		18:00	14:25				
				12:40	--		Aschach		16:15					
				--	--		Ottensheim		15:00					
				14:10	09:00	an/ab	Linz (Lentos)	an/ab	14:20					
				10:20	--	↓	Mauthausen	↑						
				12:00	--		Grein Nr. 1							
				13:10	--		Ybbs Nr. 4							
				14:40	--		Melk Nr. 7							
				15:20	--		Spitz Nr. 16							
				16:00	--		Dürnstein Nr. 20							
				16:20	--		Krems Nr. 25 ⁴⁾							
				--	--	an	Wien ⁴⁾							

Unser Tipp
 Nach Schlögen und
 Oberranna zu den römischen
 Ausgrabungen der

**DIE RÜCKKEHR DER
 LEGION**
 RÖMISCHES ERBE IN OBERÖSTERREICH
 ENNS - SCHLÖGEN - OBERRANNA
 27. APRIL - 11. NOVEMBER 2018

¹⁾ Halt nach Anmeldung
²⁾ keine Rückfahrt am 31.05./20.06./21.06./09.08.
³⁾ keine Fahrt am 21.06./23.06./07.07.
⁴⁾ Rückfahrt nur bis Vilshofen am 05.07.
⁵⁾ Weiterfahrt von Krems nach Wien mit
 Bus möglich (Anmeldung erforderlich!)

Figure 21: Timetable Wurm & Noé Danube passenger shipping 2018
 (Source: <https://www.donauschifffahrt.eu/prospekte-downloads/>)

As in the case of public transport at the transport nodes, there should be reliable connections between the modes of transport in the future.



Sustainable Regional Tourism Mobility Plan for the Danube region

M 4.2: Coordinating the operating hours of scheduled and excursion passenger shipping and ferries	Offer Development
Brief description of the measure	Coordinating the operating hours of scheduled and excursion ships with the long-distance and cross-ferries as well as with the timetables of train and bus
Estimated Impact of the Action and Contribution to the Overall Goal	Increase the number of guests traveling to the area without their own car. Increasing the use of passenger ships and ferries. Increase in the number of excursion guests moving around the Danube without a car
Cost estimation of the implementation including the information and promotion	Ideally no additional costs, only organizational measures
Financing possibilities	-
Realization period	Short term - 2020
Responsible organizations involved in the next steps	WGD, operator of passenger shipping lines and ferries, bus operators
Responsible organizations for the implementation	WGD
Priority	II



Measure 4.3: The 'Donaubus' as a public transport alternative

An already decided on project is the extension of the Donaubus offer around the route Ottensheim - Linz Urfahr. On the homepage of the LEADER region Urfahr West the measure is described as follows:

"Fast, convenient and, above all, punctual, the Donaubus will cover the Ottensheim - Linz / Urfahr route as an exciting transport alternative from 2019, livening up the Danube waterway and integrating it into everyday life.

The ferry requires 15 minutes to travel. It not only offers commuters an attractive alternative to bus, train or car, but it also contributes to Upper Austrian tourism by inviting bike tourists and visitors to glide ten kilometers along the water." (Source: Leader Region Urfahr West - Donaubus).

At the landing stage Linz Urfahr there are attractive transfer options by bus and tram stops. A journey with public transport is unproblematic and easily feasible.



Figure 22: Donaubus and the future route
(Source: WGD Donau Oberösterreich Tourismus GmbH, own illustration)



Sustainable Regional Tourism Mobility Plan for the Danube region

M 4.3: The 'Donabus' as a public transport alternative	Offer Development
Brief description of the measure	Creation of an additional offer in passenger shipping between Ottensheim and Linz Urfahr, for both guests and local inhabitants; Services are equally aimed at commuters who wish to escape the city traffic of Linz via the waterway.
Estimated Impact of the Action and Contribution to the Overall Goal	Increasing the attractiveness of passenger shipping on the Danube for everyday and excursion trips in greater Linz, increasing the number of sustainable "water travelers" on the Danube
Cost estimation of the implementation including the information and promotion	Depending on the implementation concept
Financing possibilities	Federal Government, State of Upper Austria, LEADER
Realization period	Short term - 2020
Responsible organizations involved in the next steps	(Member communities of the) LEADER region Urfahr West, operator of the Donabus (Luger OG)
Responsible organizations for the implementation	(Member communities of the) LEADER region Urfahr West
Priority	I



Measure 4.4: Facilities at landing sites of passenger shipping lines

A decisive factor for the success of multimodal transfer nodes is the fulfillment of special infrastructural requirements. In the case of the landing sites of the Danube region of Upper Austria, these infrastructural requirements mainly concern the bicycle parking or, ideally, rental stations. Optimal bicycle parking is located in the immediate vicinity of the landing site. In addition to the infrastructure for cyclists, there may also be facilities to accommodate guests' waiting time, such as benches or bus shelters. Information boards that refer to other tourist facilities or cycling / hiking trails should in future, belong to the facilities of the landing sites.



Figure 23: Facilities elements at ship landing sites
(© WGD Donau Oberösterreich Tourismus GmbH/Kranzmayr)

As a starting point, a survey should be carried out in the run-up to the implementation of measure 4.4. where the affected landing sites of the passenger shipping should be checked regarding the facilities. If defects are found, then they need to be resolved.



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M 4.4: Facilities at landing sites of passenger shipping lines	Infrastructure
Brief description of the measure	Facilities check and construction of bicycle parking facilities and seats at the landing sites of passenger shipping lines
Estimated Impact of the Action and Contribution to the Overall Goal	Promoting multimodality, improving cycling infrastructure, promoting sustainable forms of mobility
Cost estimation of the implementation including the information and promotion	Depending on the implementation concept
Financing possibilities	Federal Government, Upper Austria, LEADER
Realization period	medium term - 2025
Responsible organizations involved in the next steps	WGD Donau Oberösterreich Tourismus GmbH
Responsible organizations for the implementation	WGD Donau Oberösterreich Tourismus GmbH
Priority	II



Measure 4.5: New landing site in the Inzell area

Since 2017, the operation has been discontinued at the landing stage in Inzell. This poses a problem as this ferry connection (from Schlögen to Inzell or Au to Inzell) is part of a circular route (shown by the red dashed lines in the figure). When the ferry operated, hikers had the opportunity to catch the so-called Ciconia round by ferry, which was especially popular with older people and families with small children. Under this measure, it is therefore proposed to reintroduce a landing site in the Inzell area.

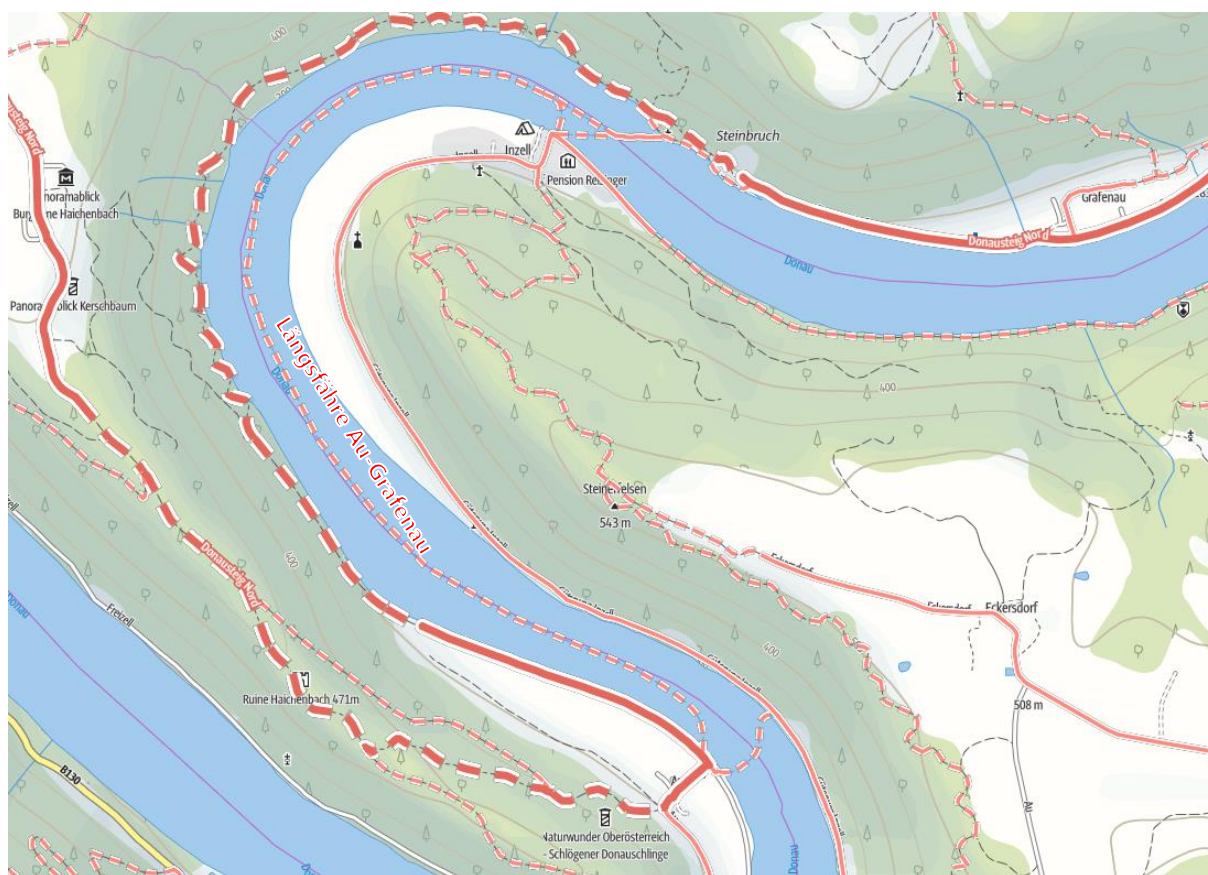


Figure 24: Hiking around Inzell
 (Source: <https://www.donauregion.at/touren.html?id=1385072#dm=1>)



Sustainable Regional Tourism Mobility Plan for the Danube region

M 4.5: New landing site in the Inzell area	Offer Development
Brief description of the measure	Commissioning of a landing site in Inzell, to improve the access to hiking trails; either as a start point or to pass through.
Estimated Impact of the Action and Contribution to the Overall Goal	Attractiveness of the Donausteig, additional offer of passenger shipping, increase in the number of hikers and day trippers
Cost estimation of the implementation including the information and promotion	Depending on the implementation concept
Financing possibilities	Federal Government Upper Austria, LEADER
Realization period	Short term - 2020
Responsible organizations involved in the next steps	WGD Donau Oberösterreich Tourismus GmbH, municipalities
Responsible organizations for the implementation	WGD Donau Oberösterreich Tourismus GmbH, municipalities
Priority	I



Measure 4.6: Inclusion of passenger shipping lines in the public transport network

As described in measure 4.3, passenger shipping on the Danube is an option to complement public transport. Especially in areas where high traffic is expected on land (such as Ottensheim-Linz) or along other sections of the Danube and areas with poor public transport connections (e.g. in sections of the sub-region West) passenger shipping lines are a sensible alternative. It can be used instead of motorized private transport or as a complementary service to public transport on land. The hurdle to integrate the offers of passenger shipping lines into public transport is often the pricing of the tickets. To be able to work economically, operators of passenger ships have to demand higher prices. Commuters or people who use the offers for non-touristic reasons are often unwilling to pay. The solution to this problem is the inclusion of passenger shipping in the tariff system of the Upper Austrian Transport Association.

In neighboring countries to Austria, passenger shipping is already part of the interconnected public transport system. For example, in Kiel, Hamburg and Geneva, passenger shipping has already been integrated into the respective interconnected system. In Geneva, shipping on Lake Geneva is integrated into the public transport of the region, the ticket prices are in line with the requirements of the Geneva Transport Association (Tarifverbund Unireso), all tickets or tickets of the transport association are also valid on passenger shipping lines.



Figure 25: Excerpt of the public transport network of the city of Geneva
 (Source: <https://www.unireso.ch/fr/reseau>)

Difficulties to be considered when implementing this measure are the river barrages. In the area from Passau to St. Nikola there are a total of five barrages: Jochenstein,



Sustainable Regional Tourism Mobility Plan for the Danube region

Aschach, Ottensheim, Abwinden and Wallsee. At these bottlenecks there often occur long waiting times, which are very unfavorable for the operation of passenger shipping. In the case of the inclusion of passenger shipping in the network timetables with fixed travel times will have to be created - this will not be possible due to irregular waiting times at each barrage. Also, to comply with other modes of transport (regional buses) fixed travel times need to be established. It would have to be guaranteed on the part of the river barrage operator (viadonau) that the passenger ships are prioritized to keep the waiting times short and in a calculable fashion. If not, the necessary compliance with a fixed timetable becomes to challenging.

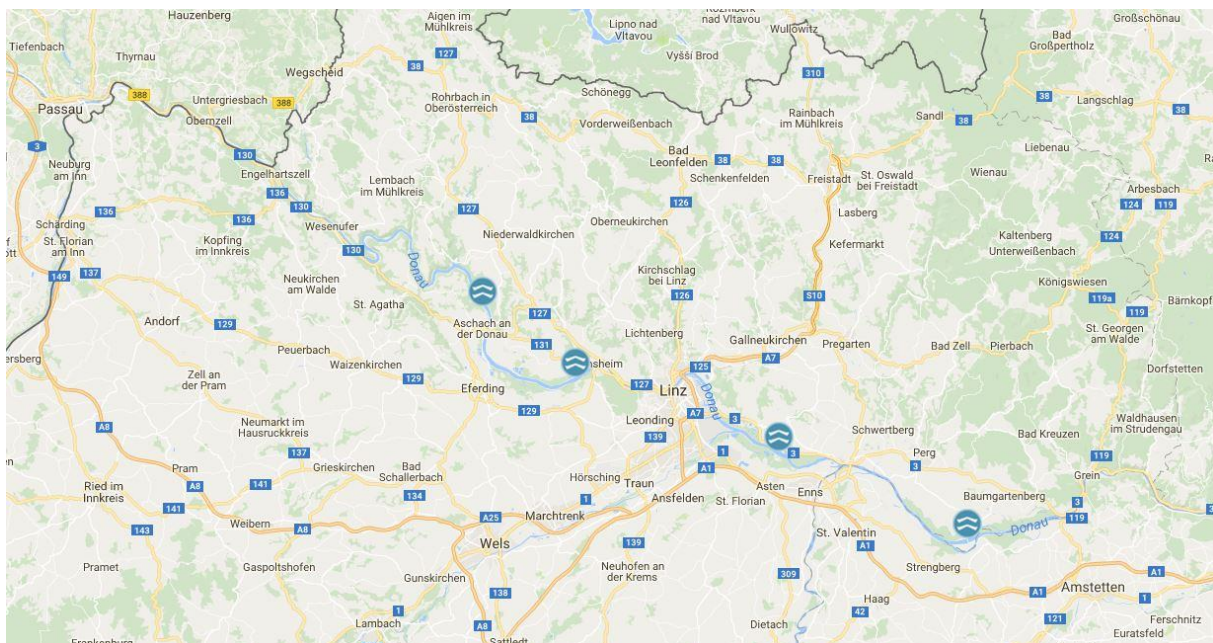


Figure 26: Location of the river barrages
 (Source: <http://www.doris.bmvit.gv.at/top-nav/map/>)



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M 4.6: Inclusion of passenger shipping lines in the public transport network	Offer Development
Brief description of the measure	In certain sections along the Danube, passenger shipping lines will be integrated into the OÖVV network. For the West sub-region, passenger shipping, in coordination with regional buses, can help improve the overall quality of public transport and improve accessibility within the sub-region.
Estimated Impact of the Action and Contribution to the Overall Goal	Strengthening of the Danube navigation, contribution to CO ₂ reduction, relieving the main traffic axes of the MIV, making the use of public transport more attractive, expanding the offer of the OÖVV
Cost estimation of the implementation including the information and promotion	Depending on the implementation concept
Financing possibilities	Federal Government, State of Upper Austria, EU
Realization period	Short term - 2020
Responsible organizations involved in the next steps	Oberösterreichischer Verkehrsverbund, operator passenger shipping, viadonau as responsible for the traffic control at river barrages
Responsible organizations for the implementation	Oberösterreichischer Verkehrsverbund, operator passenger shipping, viadonau as responsible for the traffic control at individual river barrages
Priority	I



3.5. Evaluation

In order to determine whether the implementation of the measures in the region has had an impact, it is necessary to carry out a quality control in the form of an evaluation. This evaluation concerns all measures and should assess the success of the implementation and the achievement of the self-defined goals. Objective assessment of the achievement of goals requires key figures to measure the success of the implementation of the measures. As such, indicators are required. For each measure, a number of easily applicable indicators have to be found to allow a quantitative assessment of a measure's impact.

Quantitatively measurable indicators:

- Amount of Passengers
- Frequency counts on the Danube Cycle Path as well as on ferries and passenger ships
- Amount of overnight stays
- Views from websites that advertise (or offer) (new or existing) sustainable mobility offers
- Number of newly created offers in the timetables
- Number of new public transport connections
- Number of used Donau Card mobility allowances

This evaluation is most effective by means of indicators if clear baseline and target values are given in advance. The baseline value represents the current situation, the target value describes the desired result after a certain period of time. For the indicator ticket sales for sustainable mobility offers, e.g. the base value is 0 (actual state), the setpoint is 100. If this target value is reached, the measure rated using this indicator is considered successful.

In addition, external framework conditions that can influence the implementation of measures must also be considered. For example, a change in the Austrian or EU support landscape can have a positive or negative impact on the implementation of certain measures.



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To illustrate the proposed evaluation, a measure is provided by way of example with indicators, basic and target values or the external framework conditions:

Measure	Indicator	Baseline Value	Target Value	Conditions
Measure 1.4: Implementation of the topic of sustainable mobility as a new focus of the WGD	Views of the associated Website	0 (does not exist yet)	1.000 (within 1 year)	Internet availability for target group



4. Measure Overview

Finally, a schematic representation of the described measures can be found below. A distinction was made between the measures that covered the entire region and were not included in the plan presentation as well as the measures that were listed on the map.

Measures affecting the whole region:

Measure Number	Title
M 1.1	Development and updating of the existing guidance system for sustainable tourism mobility
M 1.2	Setting up of Mobility Centers
M 1.3	Review of the extension of the LEADER pilot project "LED panels in regional public transport"
M 1.4	Implementation of the topic of sustainable mobility as a new focus of the WGD
M 2.2	Inclusion of reductions for new mobility offers in the DONAU-Card
M 2.5	Coordination of existing shuttle services
M 2.7	Promoting journeys to important destinations and accommodations through public transport
M 3.2	Establishment of a areawide bike rental network
M 4.1	Coordination of public transport and passenger shipping lines
M 4.2	Coordinating the operating hours of scheduled and excursion passenger shipping and ferries
M 4.4	Facilities at landing sites of passenger shipping lines
M 4.6	Inclusion of passenger shipping lines in the public transport network



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Measures concerning individual sub-regions, and which are included on map:

Measure Number	Title
M 2.1	Expanding offers within the Public Transport Network
M 2.3	Thematic trips to excursion destinations of the West Sub-region
M 2.4	Connection of the Mauthausen memorial to the Mauthausen railway station through bike rentals
M 2.6	Hop-On Hop-Off Strudengau - "Experience Bus"
M 3.1	Construction along the Danube Cycle Path
M 3.3	Ability to bring bicycles along the regional bus routes in the Danube region Upper Austria
M 4.3	The 'Donabus' as a public transport alternative
M 4.5	New landing site in the Inzell area



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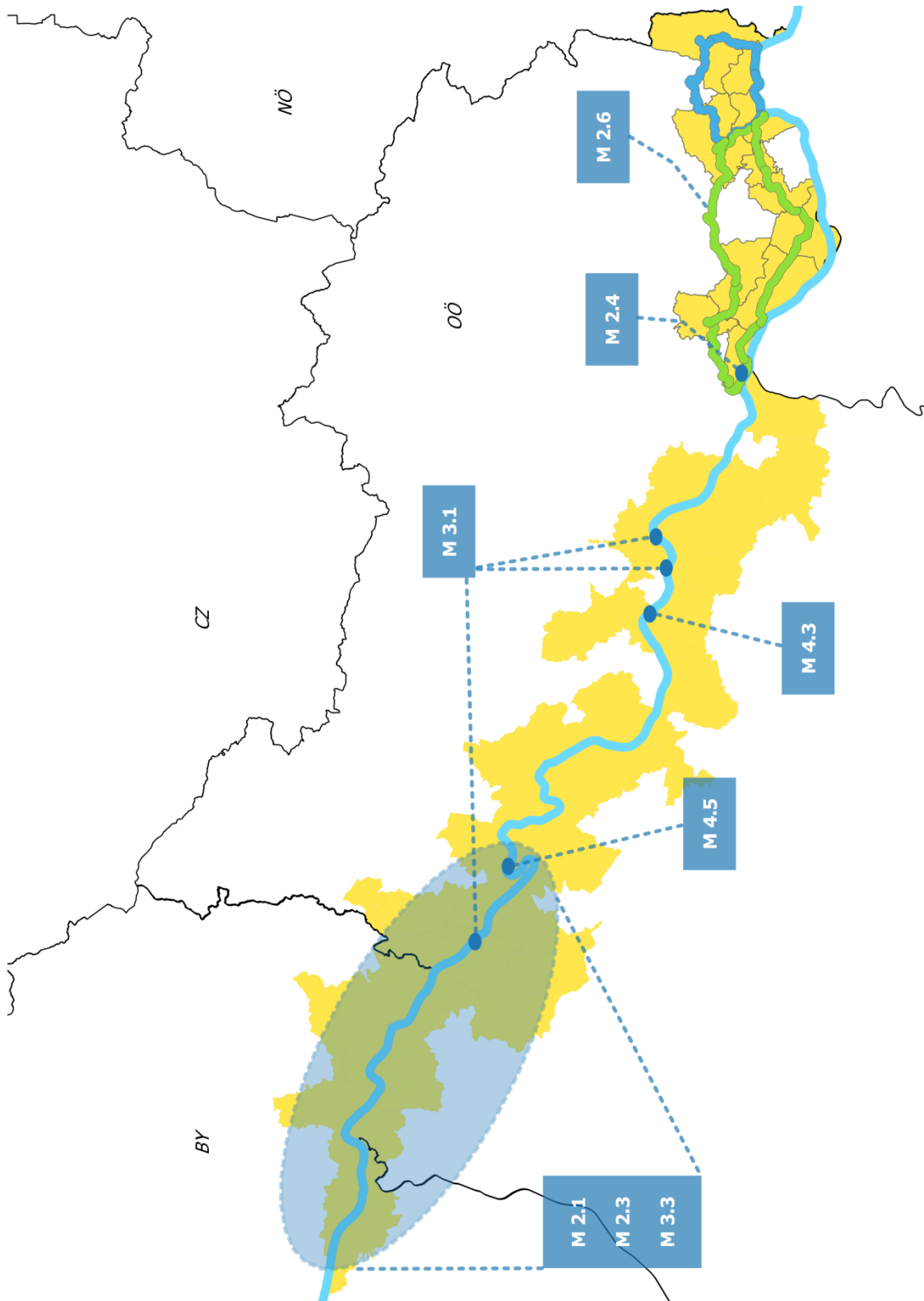


Figure 27: Overview of Measures (own illustration)



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8. Project Partners

	LP Environment Agency Austria	EAA	AUSTRIA
	ERDF PP1 Danube Office Ulm/Neu-Ulm	DOULM	GERMANY
	ERDF PP2 WGD Danube Upper Austria Tourism Ltd.	WGDOOE	AUSTRIA
	ERDF PP3 Regionalmanagement Burgenland Ltd.	RMB	AUSTRIA
	ERDF PP4 Bratislava Self-Governing Region	BSGR	SLOVAKIA
	ERDF PP5 West Pannon Regional and Economic Development Public Nonprofit Ltd	WESTPA	HUNGARY
	ERDF PP7 City of Vukovar	CIVUK	CROATIA
	ERDF PP8 Development agency Sinergija	RASIN	SLOVENIA
	ERDF PP9 Regional Administration of Vidin Region	VIDIN	BULGARIA
	ERDF PP10 Club "Sustainable Development of Civil Society"	CSDCS	BULGARIA
	ERDF PP11 National Institute for Research and Development in Tourism	NIRDT	ROMANIA



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	ERDF PP12 The South-East Regional Development Agency	SERDA	ROMANIA
	ERDF PP13 Government of Baranya County		HUNGARY
	IPA PP1 Danube Competence Center	DCC	SERBIA
	IPA PP2 Regional Development Agency Eastern Serbia	RARIS	SERBIA

Table 1: List of Project Partners



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In addition, Transdanube.Pearls is supported by the following associated strategic partners (ASP).

ASP1	Austrian Federal Ministry for Agriculture, Forestry, Environment and Water Management	BMLFUW	AUSTRIA
ASP2	Federal Ministry for Transport, Innovation and Technology	BMVIT	AUSTRIA
ASP3	Neusiedler See Tourism Ltd.	NTG	AUSTRIA
ASP4	Regional Government of Burgenland	BGLD	AUSTRIA
ASP5	Rail Tours Touristik Ltd.	RTA	AUSTRIA
ASP6	Destination Marketing Association German Danube	DMAGD	GERMANY
ASP7	Supreme Building Authority – Part of the Bavarian State Ministry of the Interior, for Building and Transport	STMI	GERMANY
ASP8	Panonsko more d.o.o. / Panonian sea Ltd.	PANON	CROATIA
ASP9	Győr-Sopron-Ebenfurt Railway Corp.	GYSEV	HUNGARY
ASP10	Government of Baranya County	BARCO	HUNGARY
ASP11	Association of Szigetköz Tourism	SZTDM	HUNGARY
ASP12	Association of Tourism Development in Moldova	ADTM	MOLDOVA
ASP13	National Authority for Tourism	NAT	ROMANIA
ASP14	Administrative Territorial Unit Tulcea County	TULC	ROMANIA
ASP15	Railways of the Slovak republic	ZSR	SLOVAKIA
ASP16	Ministry of Transport, Construction and Regional Development of the Slovak Republic	MINDOP	SLOVAKIA
ASP17	Bratislava City - Capital of Slovak Republic	BA	SLOVAKIA
ASP18	Pomurje Tourist Association	PTA	SLOVENIA
ASP19	Ministry of Agriculture and Environmental Protection	MAEP	SERBIA
ASP20	Development Agency of Serbia	DAS	SERBIA
ASP21	Municipality of Kladovo	MKLAD	SERBIA
ASP22	Ministry of Tourism	BMT	BULGARIA
ASP23	Association of Danube River Municipalities "Danube"	ADRM	BULGARIA
ASP24	Municipality of Ruse	RUSE	BULGARIA

Table 2: List of Associated Strategic Partners