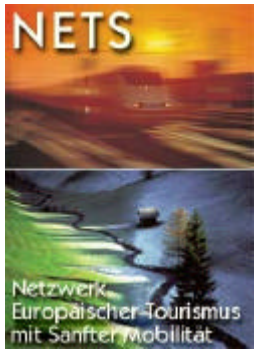




Partners from the economic sectors of tourism, traffic and environment are being linked for the first time



NETS Info

INTERREG IIIC

RAILWAY HOLIDAYS 2010 – VISION RAILWAY HOLIDAY^{PLUS}

PARTNER SEARCHED!!!

Quality criteria for railway travelling + A coherent supply of services for the railway journey + direct connections and comfort criteria

... these points are important in order to reach our **Vision Railway Holiday +.**

We find ourselves in a vicious circle of decreasing market share and tender withdrawals which are mutually aggravating themselves. This vicious circle must be burst! There are potentials which can be activated through innovative tender orientated to the target group! Important requirements are: The big railway companies must (re)discovered the tourism as a future orientated business area!

Especially touristic marks in railway traffic are being searched! Where are the touristic services in the train? Railway Holiday is only marketable as a whole attractive package!

This needs the co-operation between the railway companies, tour operators and local partners both at the holiday destination and at the origin destination! NETS will achieve a contribution to this network.... as design partner for the soft tourism – a platform, a market.



Editorial

NETS is the European network for the development and linking-up of initiatives for an European quality tourism with soft mobility.

Lobbying and networking are the predominant focal points of the NETSwork.

Did you know?

... „Alps Mobility II“ there will be soft-mobile „Alps's pearls“

... NETS is partner in one LEONARDO- project with a Tourism Site

NETS quality – Railway Holiday

- The holiday railway goes from door to door
- To change for another train is unreasonable
- Dreaming about the holiday over the night
- Enjoying the travel experience during the day
- Service and comfort are written in capital letters
- Someone else takes care about the luggage
- The holiday railway is not a monetary luxury
- Holiday with the train – how noble!
- Being mobile without the own car at your holiday destination
- The traffic policy accomplish the basic conditions



**HOLIDAY RAILWAY-
DESTINATIONS IN EUROPE**

**NETS LENDS ITSELF AS A
PLATFORM FOR THE
DEVELOPMENT OF A
INTERREG III C PROJECT**

„ARE YOU INTERESTED?“

Which **DESTINATIONS/OFFERS** in the field of railway holidays/railway travel do you know?

Are you interested in a collective **RAILWAY TOURISM** project?

- ö yes
- ö no

Are you interested in a **NETS-PARTNERSHIP**?

- ö yes
- ö no

Organisation:
Name:
Adress:

Tel:
e-mail:

EXAMPLE WERFENWENG

Werfenweng is the Austrian pattern for soft mobility.



Arrival with the train or „leave your car“ at the holiday destination can only work if the visitant remains mobile – and if the visitant can find out which recognisable advantages there are.

The decisive components:

- The guest must remain mobile though he is not using his car
- The guest must obtain information about his alternative mobility alternatives
- The guest must enjoy the new way of mobility
- The guest must find out the advantages of a new way to spend his holidays

Werfenweng has quintuplied the contingent of railway travellers.

Solar petrol stations, photovoltaic installation, wind generator, and a heat plant using biomass are important supports in the way towards an energy autarkic village.

**WINNER OF THE ZIPFER
ENVIROMENTAL AWARD**

ÖGZ, Nr. 1-3/17. January 2003, P.4



There exist already all kinds of offers...

Railway holiday

Examples:
Travel-Luggage-Service of the Railways... Railway travel guide, Nettickets/Special offers for railway travellers... Three passes for all cases in the area of Stuttgart...

Good value travel cards for Berlin, Family / day / 24-hours ticket... Validity of monthly tickets in other towns... Combined Tickets... Amusement trips,... Excursion tips of the traffic companies... Westfalen-Holiday-Ticket, Regio-Enviromental ticket – Holiday with the bus+train... Lake Constance-Pass invites you to a cruise... Weekend tickets for the Murgtal-Train... Soft tourism without borders on the Lake Constance... British Rail: Children up to 15 do not pay! ...A travel ticket for the whole Norway,...

Special offer for vacationers which arrive with the train

Examples: Train and Mountain - New Service of the ÖBB... Hotel with Bus-Net ticket... With the train to the hot springs... With the train to Mittenwald... Bad Steben – Full package for guests which arrive with the train... Arrival with the train to your winter holiday destination... With the train on the piste in Garmisch... Black Forest-Round trip ticket... Kärnten-Card, Baggage porter at german train stations,...