



# NETS AWARD Innovative holiday trips by train 2004/5

It's a pleasure to travel in Europe!  
An initiative by NETS and ECOTRANS

Supported by



## Why this award?

About 60% of total traffic is caused by the increasing use of the car for leisure activities. Traffic jams, stress and increasing danger of accidents - are there any alternatives ?

There are many initiatives and alternatives that deal with sustainable tourism at destinations. Nevertheless, the issue of sustainable mobility to and at destinations still does not get the attention it deserves.

**NETS** – Network for Soft Mobility in European Tourism together with **ECOTRANS** – European Expert Network in the field of sustainable tourism, want to approach tourism destinations which see soft mobility as part of quality offers for sustainable tourism development.

Furthermore NETS wants to support its network partners and European quality tourism by developing and promoting tourism offers with soft mobility. Through the numerous examples of sustainable and environmentally-friendly travel that we hope to receive from you, we would like to raise public awareness of the advantages of travelling by train. Therefore we are looking for

## the most innovative holiday trips by train 2004/05

Beside of actual offers we are also looking for project concepts, which are currently in the phase of implementation.

### The following categories are possible:

**Cities**

**Rural tourism**

**Sun, sea and beach**

**Mountains**

**Protected areas**

### NETS-criteria for holiday trips by train

- Shuttle service from door to door
- Luggageservice from door to door
- Travelling to the destination by night train
- No changes are necessary
- Holidays start with a pleasant train trip
- Service and comfort from the booking onwards
- Travelling by train is affordable for everyone
- Holiday trips by train are tailored to meet guests' wishes
- Accommodation is certified with "Ecolabels"
- Mobility at the holiday destination is guaranteed
- Holiday trips by train are very special

## How are the projects chosen?

Only projects with a main focus on the journey by train to a holiday destination will be considered in one of the five categories mentioned above. In each category three further NETS criteria for holiday trips by train have to be fulfilled. One participant can hand in several different projects, but one form will have to be filled in for each project.

An international jury will evaluate the different projects based on the NETS quality criteria, the innovative character and the success of the project.

## How to participate?

### Who can participate in the NETS AWARD?

Transport companies, organisations and initiatives, tour operators, destinations, regional and local authorities.

### What will be awarded?

The winners will be awarded in an official ceremony at the ITB 2005. The awarded projects will be presented in different media.

### What kind of projects are we looking for?

We are looking for holiday trips by train initiatives that turn the journey to a holiday destination into a great experience. To give you a guideline for your project, please have a look at the NETS-quality criteria for holiday trips by train. (More details can be found on the form for submission).

### How can you participate in the NETS AWARD?

Just fill in the participation form below and return it to NETS online or by fax or post or have a look at our homepage: [www.soft-mobility.com/nets-award/](http://www.soft-mobility.com/nets-award/)

### Deadline for submissions

**30. November 2004**

The judges' decision is final.

### How will the projects be evaluated?

The evaluation will be made by a committee of experts from different european organisations within the field of tourism and/or transport.

All offers and projects submitted will be presented in brochure and distributed to all participants.

## Co-operation partners:



# Registration

Participant

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Person in charge of the project/Contact person

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Street/house number

Postal code/City

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Phone

Fax

E-mail

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Name of the project

Brief description of the offer/project

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Offer

Concept/Idea

## Categories

Cities

Mountains

Rural tourism

Protected areas

Sun, beach and sea

## Please return this registration form to:

NETS-Management  
Karl Reiner/Angelika Temper  
Fichtegasse 2/17  
1010 Vienna, Austria

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[www.soft-mobility.com/nets-award](http://www.soft-mobility.com/nets-award)