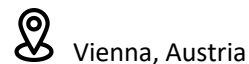


Symposium on "Sustainable Tourism Mobility"

Developing climate-friendly and attractive mobility services for tourists



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Venue: [Impact Hub Vienna, Lindengasse 56, 1070 Vienna](#) ([Google maps](#))

This symposium is organised by the Austrian Federal Ministry of Labour and Economy and the Austrian Federal Ministry of Climate Action leading "THE PEP Partnership on Sustainable Tourism Mobility". The partnership brings together representatives of national administrations from the pan-European region from mobility, transport, tourism and climate action. During the event, an inspiration document will be presented with practical recommendations and case studies on how the national level can push sustainable mobility in tourism forward. A specific focus will be put on long-distance travel by train as well as active mobility. The aim is to bring together motivated stakeholders from the mobility and the tourism sectors in an interactive and dynamic dialogue.

Agenda

Time	Thursday, 7 November 2024
13:30–14:00	Registration
14:00–14:20	<p>Welcome and opening remarks</p> <ul style="list-style-type: none"> • Cornelia BREUSS, Director General for Mobility, Federal Ministry of Climate Action, Environment, Energy, Mobility, Innovation and Technology, Austria • Ulrike RAUCH-KESCHMANN, Director General for Tourism, Federal Ministry of Labour and Economy, Austria
	Session 1: Sustainable tourism mobility – Inspiration for the countries of the pan-European region
14:20–14:40	<p>Presentation of the Document</p> <p>The document provides practical insights and recommendations to foster sustainable mobility behaviour and comprises a wealth of case studies. Unlike many existing manuals or toolboxes, it targets national authorities from the transport/mobility and tourism sectors. The document was jointly developed by "THE PEP Partnership on Sustainable Tourism Mobility", coordinated by the Austrian ministries responsible for mobility and tourism.</p> <ul style="list-style-type: none"> • Wiebke UNBEHAUN, Head of Department for Active Mobility and Mobility Management, Federal Ministry of Climate Action, Environment, Energy, Mobility, Innovation and Technology, Austria • Monika KLINGER, Head of Department for International Tourism Affairs, Federal Ministry of Labour and Economy, Austria
14:40–15:40	<p>Seven fields of action – Interactive dialogue with members of the core drafting team</p> <p>The content of the document was elaborated by the members of "THE PEP Partnership on Sustainable Tourism Mobility" in a collaborative process over three years along seven fields of action.</p> <ul style="list-style-type: none"> • Understanding mobility requirements of different tourist groups • Mobility management at destinations • Long-distance travel options • Flexible transport systems • Cycling & walking as part of the tourism experience • Multimodal travel information (systems) - requirements of tourists • Integration of sustainable mobility services in tourism packages, marketing and communication <p>Dialogue:</p> <ul style="list-style-type: none"> • Anouk VAN EEKELEN, Director Destination Development, NBTC - Netherlands Office for Tourism and Congresses, The Netherlands • Staša KRALJIČ, Undersecretary, Transport Policy Directorate, Sustainable Mobility Sector, Ministry of the Environment, Climate and Energy, Slovenia

	<ul style="list-style-type: none"> • Javier MARTÍNEZ BOADA, Senior Consultant, Area of Transport Economy and Policies, Engineering and Consultancy General Directorate, Ineco, Spain • Alexis KESSLER, Research Associate, Mobility and International Affairs Section, Swiss Federal Department of Environment, Transport, Energy and Communications, Switzerland • Miklos BERENCSEI, Project Director of the Center for Development of Active and Ecotourism, Hungary • Willy RAIMUND, Senior Expert Mobility, Environment Agency Austria
15:40–16:10	Networking coffee
16:10–17:30	<p>Panel: Sustainable Tourism Mobility: Governance, resources and cooperation</p> <p>Tourism, transport and mobility are complex sectors. In order to create a win-win situation for guests and inhabitants as well as service providers, a strategic multi-level approach, clear policies, adequate resources, and effective collaboration mechanisms are required. Building networks and fostering collaboration with the multitude of stakeholders can help to overcome barriers, diverse interests and the lack of consideration of tourism in mobility and transport strategies and insufficient attention to sustainable tourism mobility in tourism strategies.</p> <p>This panel will discuss how national authorities and international organisations can play a key role by effective coordination and capacity building.</p> <ul style="list-style-type: none"> • Dirk GLAESSER, Director, Sustainable Development of Tourism, UN Tourism • Nina NESTEROVA, Professor, Sustainable Tourism and Transport, Breda University of Applied Sciences, The Netherlands • Thomas VOLDOIRE, Representative for Sustainable Tourism, Ministry of Economics, Finance and Industrial and Digital Sovereignty, France • Sofia BENTO, Coordinator of the Portuguese National Strategy for Active Mobility, National Institute of Mobility and Transport, Portugal
Moderation:	Andreas FRIEDWAGNER , CEO, Senior Expert, Verracon
17:45	Ride with historic Tram through the center of Vienna
19:30	<p>Networking Dinner</p> <p><u>Waldviertlerhof</u>, Schönbrunner Str. 20, 1050 Vienna (Google maps)</p>

Time	Friday 8 November 2024
08:45–09:00	Arrival
09:00–09:05	Recap of day 1
09:05–10:35	<p>Session 2: Long distance travel by train – Challenges for tourists</p> <p>Travelling long distances by train gains popularity due to a growing awareness of environmental impacts of different travel modes. It is an enjoyable and scenic way to experience the journey itself and to get in contact with other travellers and the local population. However, there are still obstacles that tourists face concerning logistics i.e. limited frequency of services and timetable misalignment, complex booking and reservation systems. Other challenges concern luggage handling, bike carriage, complexity of information and no real time information updates as well as language barriers.</p> <p>In this session, we will discuss how to enhance the quality, efficiency and attractiveness of long-distance rail travel for tourists in Europe.</p> <p>Keynote:</p> <ul style="list-style-type: none"> • Josef DOPPELBAUER, Executive Director, European Union Agency for Railways <p>Panel:</p> <ul style="list-style-type: none"> • Elisabeth KOTTHAUS, Head of Unit MOVE.B.5, Directorate General for Mobility and Transport, European Commission • Klaus GARSTENAUER, Executive Board Member, Austrian Federal Railways, Austria • Tatiana VESELOVA, Public Affairs Manager, European Travel Commission • Elias BOHUN, Co-Founder Traivelling – Agency for Holidays by Train, Austria
Moderation:	Willy RAIMUND , Senior Expert Mobility, Environment Agency Austria
10:35–11:05	Networking coffee
11:05–12:25	<p>Session 3: Promoting active mobility</p> <p>Active mobility, which includes walking, cycling and other human-powered modes of transportation can significantly enhance the travel experience. It promotes physical fitness and well-being and allows exploring scenic and tranquil environments and cultural sights without being bound by schedules or routes.</p> <p>In this session, we will discuss how to adapt infrastructure and services to better reflect the requirements of cyclists and pedestrians respectively cycle and hiking tourists. Another focus will be on improving connectivity between active mobility and public transport.</p> <p>Keynote:</p> <ul style="list-style-type: none"> • Jill WARREN, CEO, European Cyclists' Federation • Jim WALKER, Director, Walk 21 (video message) <p>Panel:</p> <ul style="list-style-type: none"> • Paco WROLICH, Project Manager Alpe Adria Trails (Bike/Hike), Tourism Board Carinthia, Austria • Thomas VOLDOIRE, on behalf of France vélo & territoire, National Frequentation Platform, France • Emma STUBBE, Project Coordinator, Dutch Cycling Embassy, The Netherlands • Susana GRÁCIO, Team Leader, Portugal Tourism – Sustainability of Supply, Environment and Heritage, Portugal

12:25–12:30	Closing remarks
Moderation:	Andreas FRIEDWAGNER , CEO, Senior Expert, Verracon
12:30	Networking lunch

Note: The workshop language will be English and it is organised as an in-person event only.

Contacts

For any questions please contact tourism.international@bmaw.gv.at.

Transport

We encourage you to travel in an environmentally friendly way. If possible, please travel by public transport. In case of reduced mobility, please contact us so that we may assist you accordingly!

Public transport in Vienna:

The Vienna public transport network is extensive and reliable. Tickets are available for single rides and extended periods (e.g. 24-72 hours). Trips can easily be planned [online](#) or via the mobile app WienMobil (available for [Android](#) and [iOS](#)).

Accommodation

Participants are responsible for booking and paying for their accommodation. There are [numerous hotels in all categories](#) close to the meeting venue. Please also find online a list of accommodations awarded with the [Austrian Ecolabel](#).

Venue

Symposium: [Impact Hub Vienna](#), Lindengasse 56, 1070 Vienna ([Google maps](#))

Dinner on 7 November: [Waldviertlerhof](#), Schönbrunnerstrasse 20, 1050 Vienna ([Google maps](#)) – a typical Austrian restaurant, upon invitation of the organisers.

Please note that photographs and video recordings will be taken throughout the event. Participants may, therefore, appear on such footage. By taking part in this event, you consent to the processing of photographs and video footage by the organisers and to the publication of this material on their websites and social media channels. If you do not wish to be included in the photographs or video recordings of the event, please contact the event organiser.