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Managing transport demand to attain sustainable transport demand and economic effectiveness – why and how?

**Strong partnerships to produce effective services for the traveller:
Swiss applications of promoting sustainable recreational traffic**

Workshop 1g: Services and products for the traveller

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1. Recreational traffic in Switzerland

Leisure – whether everyday or for day trips and holidays – is the most important reason for travelling (see table 1-1) and also the sector that displays the strongest growth. Mobility during leisure time is essential to keeping social relationships alive and also important factor in the economy (around 5% of Swiss GDP is generated by tourism economy). But at the same time, the associated volume of traffic (around 60% per cent of all travelled kilometres per year are due to leisure traffic, journeys to Switzerland by foreign visitors included) creates considerable problems relating desirable spatial development and the quality of the environment. The environmental problems (noise, air pollution, congestion) are strongly related to the still exhaustive car use for recreational activities (see table 1-2).

Table 1-1: Travel behaviour in Switzerland – some key figures (Year 2000)

<i>purpose of travel (type of journeys)</i>	Average daily number of trips per person	Average daily distance per person (in km)	Average daily travelling time per person (in minutes)
<i>work</i>	0.8	8.8	16.0
<i>school / education</i>	0.3	1.6	5.1
<i>shopping</i>	0.7	4.0	10.7
<i>leisure</i>	1.4	16.3	41.3
<i>service / accompanied</i>	0.2	1.7	2.9
<i>business</i>	0.1	3.0	4.9
<i>others / unspecified</i>	0.1	1.7	3.6
Total	3.6	37.1	84.5

Source: Swiss National Travel Survey, Microcensus 2000

Table 1-2: transport modes in recreational traffic (amount in terms of travelled distance) – Year 2002

on foot	6.3%
bicycle	3.2%
motorcycle	2.4%
car	67.8%
train	11.3%
bus, trams, cars	3.2%
others	5.8%

Source: Swiss National Travel Survey, Microcensus 2000

Swiss transport policy on a federal-level has concentrated its activities in commuter and long-distance traffic. But in the future leisure traffic will become one of the key topics of transport policy. For that reason the Federal Office for Spatial Development (ARE) was instructed to work with all of the federal agencies concerned to draw up a strategy outlining the principles and framework of a federal policy on leisure travel. As a part of a programme of action, the ARE supports – with other federal agencies in some cases – a range of practical projects aimed at ensuring the sustainable development of leisure travel. Although common efforts on a strategic level have only started recently, several applications on national, regional or local level yet exist. And in some of them mobility management plays an important role. In the following chapters a few, existing and promising applications promoting the use of sustainable modes for leisure activities will be presented.

2. "Veloland Schweiz – Cycling in Switzerland"

In 1995 the "Cycling in Switzerland" Foundation was founded with the aim of realising a national cycling network within the framework of a "Public Private Partnership" by 1998, with continuing future development. Since 1998 the target is extended towards the development of sustainable recreational and touristic offers in the "Human Power Mobility" field particularly in combination with public transport. Because of its national goals, the Foundation is under the supervision of the Federal Government. It is entered in the Berne-Mittelland Company Register and is regarded as being in the public interest.

Organisation structure

The structure of the Foundation is subdivided between a so-called *Foundation Board* and the *Project Management Committee*. In the Foundation Board representatives of different institutional organisation are included, like:

- Swiss Tourism Association and Switzerland Tourism,
- Federal Railways,
- Swiss advisory Bureau for Accident Prevention,
- Swiss Olympic Association,
- Swiss Cycling Association,
- Touring Club of Switzerland TCS, Swiss Transport Club VCS,
- Cycling Club of Switzerland IG,
- ATB Association for Transport, Sport and Recreation,
- Association of Swiss Manufacturers, Wholesalers and Importers in the Two-Wheeler Trade VGFI,
- all 26 Cantonal Administrations of Switzerland, represented by a delegate.

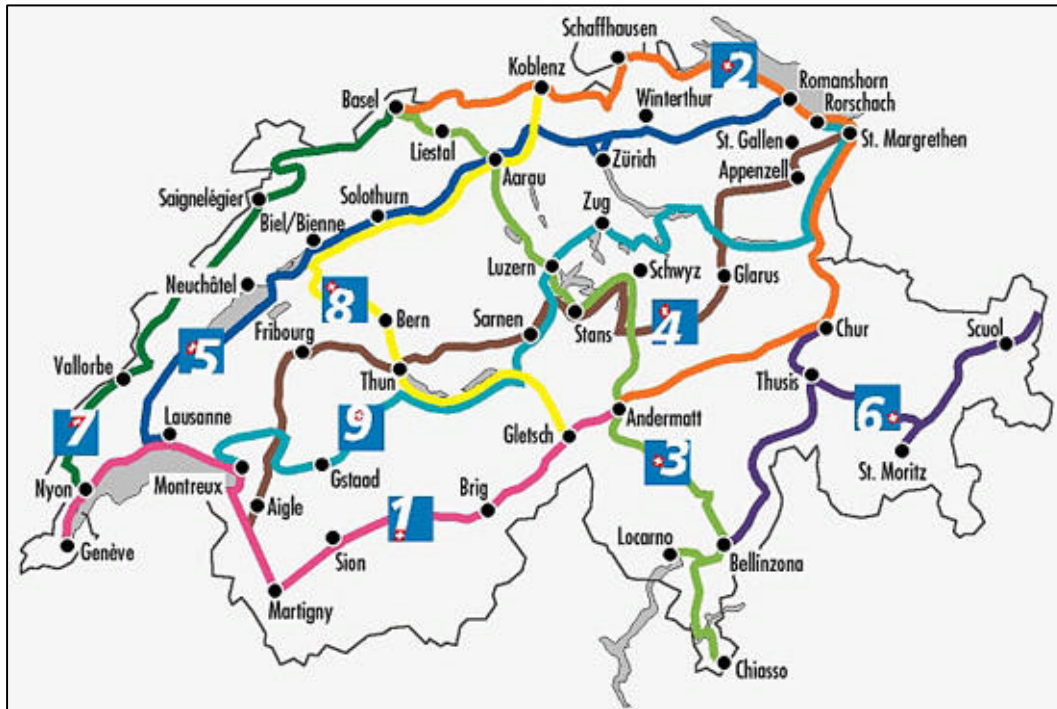
The Project Management Committee is responsible for the daily business and the members are the Swiss Tourism Association and the Cycling bureau, Olten. Beyond the Board members the Foundation receives financial support by:

- Energy Switzerland Programme of Federal Office for Energy,
- Federal Office for Economic Affairs,
- Federal Office for roads,
- Federal Office for Spatial Development,
- Fund for road security of the Swiss Federal Roads Authority,
- Action Plan Environment and Health of the Federal Office for Health.

Product

The main product promoted by the Foundation is the network of nine national cycling routes, with a total length of 3300 km (see figure 2-1). The routes are linking all the Swiss Regions, lead through captivating countryside, and are uniformly signposted. The network is supplemented by over 3000 km of regional routes.

Figure 2-1: Overview of the Nine Routes



Source: Cycling in Switzerland Foundation

Information tools

Interest cyclists have different tools at their disposition:

- Internet Web-Page www.cycling-in-switzerland.ch with basic information for each route, newsletter about novelties and information about construction activities at specific sites,
- printed maps and route guides (available at railway station, libraries, etc) for each single route with information on altitude and profiles, fotos and travel tips, list of hotels, restaurant, camping sites with the “Cycling in Switzerland” quality seal, list of sections recommend for cycle transport by rail, bus or ship.

Associated Partners – Seal of quality

A large amount of so-called “Cycling friendly” establishments are associated partners of the Foundation. They can be recognised from the uses by the seal of quality on a sticker or a metal plate at the entrance of the establishment. “Cycling friendly” means that the establishment provides:

- A selection of meals and refreshments especially geared to the needs of cyclists, larger portions of vegetables and carbohydrate-rich food on request,
- Accommodation with bath or shower also possible for one night only,
- A covered and securely locked space for the bicycle overnight (excl. camping sites),
- Facilities for washing and drying clothes and gear for overnight guests,
- Air pump and the most important tools for minor bicycle repairs,
- Information on local bicycle repair service stations, bike rental, and tourist information offices,
- Regional train, bus and boat timetables,
- Information on local and regional cycling paths.

Results so far

The results performed in table 2-1 show that the demand is continuously increasing. Between 70-80% of the trips made are one-day trips.

Table 2-1: Key figures on demand (1999-2001)

	year	1999	2000	2001
- Overall number of trips (in millions)		3.3	3.4	4.2
- Overall number of km cycled (in millions)		140	155	133
- Expenses of users in CHF (in millions)		137	138	170
- number of overnight stay in associated hotels		330'000	340'000	680'000

Source: Cycling in Switzerland Foundation

3. "RailAway" of Swiss Federal Railways

"RailAway" was founded in 1999 as a daughter firm of Swiss Federal Railways. Due to the fact that more than 60% of the leisure trips are done with the private car, the company was established to fulfil following objectives:

- provide a large range of attractive and cheap offer of leisure activities feasible with the train target to different user groups,
- establish the brand "RailAway" with different market strategies,
- enlarge the market share of the Swiss Federal Railways within the leisure market,
- establish the position of "RailAway" within the overall structure of Swiss Federal Railways as an independent company,

Organisation structure

"RailAway" is a stock corporation with two shareholders. Those are the Swiss Federal Railways (70% of the capital) and Kuoni Reisen Holding SA (30% of the capital). Kuno Reisen Holding AG is one of the biggest tour operators in Switzerland. RailAway is subdivided in several branch-offices. For the development and the daily business of each product one apposite branch-office is responsible. Beyond these product related offices others are responsible for financial and controlling issues and for overall communication activities (co-operation, PR, branding, market research). About 40 persons are working for RailAway.

Product

RailAway offers a wide range of leisure activities for different target groups and in different regions of Switzerland. The development of the products is an ongoing process based on regular studies on market research, which are made in-house. The main offers of the actual product range is shown in table 3-1. In principal the type of offer for all products is the same. It combines the train ride to a site with an additional product available at the destination itself, and this for a lower price than buying the single elements. Special offers for all products are made for groups (e.g. schools, sports associations) and for those RailAway offers also special leisure trips accorded to the wishes of a single group. Beyond the financial attractiveness of buying combined packages, a further advantage is that the package can be bought "all-in-one" at almost every railway-station in Switzerland or via the dedicated telephone-centre. Consumers have the advantage

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to select from a wide range of existing products and spending less time and efforts for planning their leisure activities.

Table 3-1: examples of the actual range of products offered by RailAway

Product	Information
Snow 'n' Rail	combined packages for 31 ski destinations in Switzerland, includes price reduction for train ride from every train station to the ski-resort, for ski-tickets, for rental of skis or snowboards, etc.
Events (musicals, concerts, exhibition, fairs)	combined packages, including train ride from every railway-station to the place of the event and the entrance to the event, special price offers, almost every event of national importance is included
International	special fairs for the train ride to 17 cities in Italy, Germany, Austria, France and Holland from every railway station in Switzerland
Ticino	combined packages train and overnight stay in around 40 hotels of the Swiss Italian part of Switzerland (called the sunny-side of Switzerland), additional entrances to museums or castles, reduced costs on ship-rides, etc.
Nature, Culture	combined packages to important naturalistic zones or museums, including price reductions on meals at sightseeing restaurants, suspension railways, entrances to museums
RailAway Bike	combined packages for 14 regional bike tours, including train ride and bike rental for using on dedicated sections of the whole trip

Source: RailAway

Collaboration rules with associated partners

The collaboration rules between each of the associated partners (e.g. hotels, bike rental-rental services, ski-shops) are fixed in a contract. The communication activities (e.g. Internet, print material, inserts in newspaper) are in charge of RailAway. The single partners have to provide logos, photos, etc. of their specific offer at their own charge. The price-reduction on the elements of the offer of RailAway and of the single partner are established in the beginning of the collaboration and can be changed periodically. Furthermore the partner has to guarantee that the personnel is well instructed about the RailAway offer in order to provide the customer with adequate information. The associated partner receives 1% of the in advantage defined turnover goals as a so-called "Kick-back".

Results so far

In the first 3 years of activities (1999-2001) RailAway has raised its market share from 14,9% (1999) to 16.3% (2001). In 2001 408'702 RailAway -Arrangements had been sold with a turnover of about 24 millions of CHF.

4. New Services to promote sustainable leisure trips within the Canton of Zug

The canton of Zug (20 minutes form Zurich by car or train) has several important leisure destinations, which on weekends are mostly frequented by families with children. As in whole Switzerland also in the Zug the car is the dominant used transport mode (around 70% of modal-shift) for leisure activities. In the framework of the EC project MOST (Mobility Management Strategies for the next Decades) Zug hosted a case study in tourism and leisure cluster. The aim of the project was (held between 2001 and 2002) to deliver new services for families living in the canton of Zug in order to promote the use of sustainable modes for sightsee-

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ing-trips within the canton, starting from the conditions that Zug has a well-developed public transport network and also a dense foot- and bike-path network.

Organisation structure

The main partners of the project were the official Tourism Office of the canton (Zug Tourism), the regional Public Transport Association (Tarifverbund Zug, and its main transport provider Zugerland Verkehrsbetriebe) and the Office for Public transport of the canton. Beyond financing the project each institution had a member in the project group. This group was led by an external consultant (synergo, Zurich) and his activities were financed by the Federal Ministry for Science and Education.

Implemented product

The implemented product has been 4 new round-trips, covering the different parts of the canton, feasible with different kinds of sustainable modes and connecting attractive sites for children (like playing-grounds, animal farms,). In comparison to car-use the round-trips had the advantage that the users did not have to go back to the starting point (where the car is parked). Furthermore the "selling-strategy" behind was, that if the round-trips are attractive for children they could play the role of multipliers convincing the parents to make the trips.

Information tools

The main information tool was a brochure on the round-trips containing the following:

- two pages of information about each round trip (including a map with the route, information about activities during the action days, information on permanent attractions on the route, and PT timetables);
- four *stamp cards* for children (one for each route), with questionnaires to parents relating to mobility behaviour on the back of the cards;
- two pages of information about the project;
- two pages of information about the entire public transport network in the region of Zug.

The information strategy carried out by the project group was extensive and focused, utilising both the mentioned brochures and conventional media channels:

- 10 000 copies of the information brochures were prepared, and were distributed to 16 public transport information and ticket sales centres, 15 bakeries, and 12 agencies of the Cantonal Bank of Zug;
- 500 posters advertising the action days were placed at all the points where the information brochures were available, at all schools within the Canton of Zug, and at various public spaces throughout the Canton;
- 20 000 flyers were distributed on all the buses of the Zugerland Verkehrsbetriebe, at schools and at the offices of Zug tourism. 500 of these copies were mailed to holders of the *Zuger Pass Plus* (public transport yearly season ticket);
- Advice and downloadable brochure on the Web-sites of Zug Tourism (www.zugtourismus.ch) and Zugerland Verkehrsbetriebe (www.zvb.ch);
- 160 posters with information to the final event placed in 80 busses and 20 posters distributed in all sales and information centres of the "Tarifverbund Zug";

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The launch of the project was announced at a press conference, held at the 24th of April 2002. The regional newspaper *Neue Zuger Zeitung* was the official media sponsor of the project. Two announcements appeared in this paper the days prior to each action day and two special announcements related to the final event.

Communication strategies

The project group was very convinced that for the promotion of the existence of the round-trips not only a passive strategy in terms of distributing brochures and leaflets would be successful. The information activities had to be supported by strategies to involve actively the target group (families with children). Something had to happen on the round-trips in order animate the target groups to do trips and to let them make their own experiences. At the end the end three elements (action days, stamp collection competition, final event) of active promotion were chosen for implementation.

Action Days

On the so-called two “action days” of each round-trip , special activities” where held (see table 4-1).

Table 4-1: overview of the activities during the action days

Ennetsee (5 th and 26 th of May, 2002)	Gubel (16 th and 23 th of June, 2002)	Zugerberg (21 th and 28 th of July, 2002)	Frauenthal (18 th and 25 th of August, 2002)
Special event-points			
<ul style="list-style-type: none"> - Kickboard and Inline-Skate Rental Service (free of charge) - info-point with a person who explains the nature reserve - special play-ground corner - special eat-corner 	<ul style="list-style-type: none"> - organised kickboard-races - visit of an animal farm - special play-ground corner - special eat-corner 	<ul style="list-style-type: none"> - Kickboard and Inline-Skate Rental Service (free of charge) - tales-corner (4 women telling stories to the children) - special play-ground corner 	<ul style="list-style-type: none"> - Kickboard and Inline-Skate Rental Service (free of charge) - visit of the farm of the Federal School of Technology - special play-ground corner - info-point with a person who explains the nature reserve
Special transport services			
<ul style="list-style-type: none"> - extra ship service 	<ul style="list-style-type: none"> - bus-shuttle service - horse-tram shuttle service 	<ul style="list-style-type: none"> - bus-shuttle service 	<ul style="list-style-type: none"> bus-shuttle service boat-trip shuttle service

Every local partner who participated at one of the action-days was contacted in advance to explain the idea of the project, to help them identify their possible contribution and to define the costs. The general attitude of businesses and individuals that were contacted was positive, and those that did not ultimately participate where either already occupied on the action days or did not had attractive contributions.

Stamp collection competition

A further element of active promotion was the so-called stamp-collection competition. Children had the possibility to collect 3 stamps on each round-trip. Those where placed at 3 different sites of each trip. To collect the stamps the trips had to be done entirely. The stamps had to be put in dedicated spaces on a dedicated part of the information brochure. The children had the possibility to deliver for every round-trip the dedicated “stamp-card” with the stamps and with the fulfilled questions, which the parents had to answer, to one of 12 information and sales centres of the public transport association (Tarifverbund Zug) placed in different municipalities of the canton. There they received for every round-trip a special gift. Furthermore the children had

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the opportunity to get a reservation of a plastic duck for the final event free of charge, if they at least delivered two "stamp-cards" of two different round-trips. The connection between stamp-card and questionnaire was made with the purpose to get the information about the round-trips needed from the parents. This was the only way to get in a cost-effective way in contact with the adults who made the trips.

Final Event

The project was concluded with a final event during the European Car Free Day (22nd of September 02), which was held at an important leisure destination nearby the city of Zug (Höllgrotten, Baar). The highlight of the event consisted in the "Duck – Race" on the river Lorze. Children, which made at least two round-trips, had the opportunity to bet on one of the numerated plastic ducks. Of course at the "Duck – Race" children, which didn't the trips had also the possibility to participate but they had to pay for each duck 1 Euro. The "owners" of the first twenty arriving ducks received a gift.

Results

The project group expected an attendance to the 8 action days of totally 800 people. In reality 452 persons made the trip during the action days. About 80% of the household used therefore sustainable modes. More successfully was the number of people at the final event. Around 700 persons took part, with a modal shift of 65% of public transport users, about 10% bikers, and 25% car-users.

5. Conclusions

The presented applications show that there is a willingness to provide professional products to the customers in order to promote the use of sustainable modes. Especially the mentioned nation-wide products "Railaway" and "Cycling in Switzerland" are well-developed products where important companies or public institutions are involved. In both of the products the strategies behind is to offer from "out of one-hand" services and information, which facilitate the use of sustainable modes for the customer. Those products have to be coupled with professional and wide-ranged promotion strategies. That the described products have a certain positive effect is due to the fact that the transports offer in terms of rail-network and bike-network is very well developed. This is the basic condition for all type of marketing and sales strategies in order to promote the use of sustainable modes, not only for leisure activities. With regard to effective partnerships the mentioned national applications show that the demand of collaboration between the different tourism and leisure related partners with the Swiss Federal Railways is very high. The main reason therefore is, that Swiss Federal Railways offers a large and huge communication platform where a lot potential clients can be tackled. The regional approach applied in Zug is very specific and the results achieved during the pilot project are not satisfying. But the partners involved will enlarge their offers – o course with lower financial efforts – providing round-trips for other target groups. Due to the fact that leisure activities have a broad range and that differs in space and time the market share, which can be tackled with new products will in general be limited, if at the same time restrictive strategies for car use are not applied. Positive examples therefore exist especially regarding the traffic management of large events. At the most music concerts or sports events of national importance parking restrictions from the local authorities are implemented, coupled with a good public transport offer and information services done by the Swiss Federal Railways and regional public transport providers in collaboration with the event-organiser.