



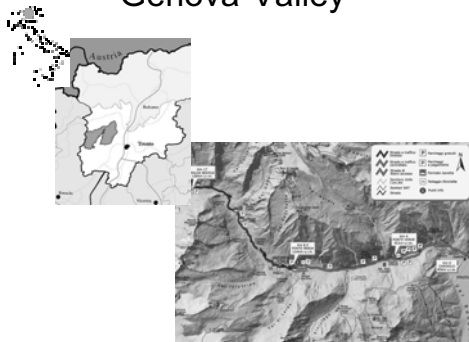
Genova Valley : a special adventure *Take it easy*

Mobility management for a
tourist area

- ◆ A narrow and long valley (17 km) with only one access
- ◆ A Natural Park, Adamello Brenta
- ◆ Around 110.00 visitors in the summer period



Genova Valley



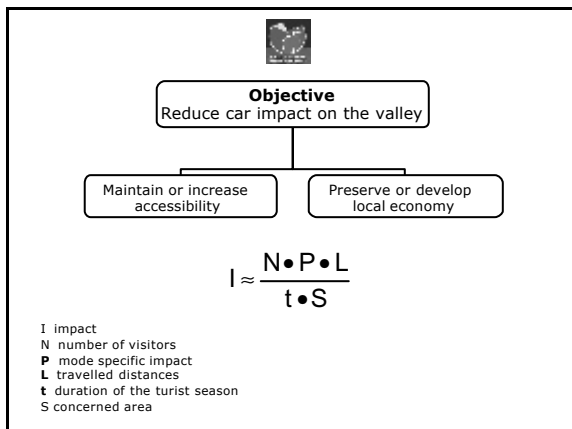
A nice place to be in leisure time...

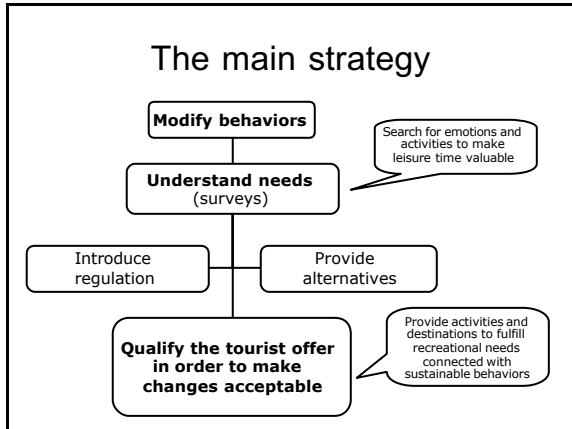


... but it was not always like this



- ◆ 30.000 vehicles arrive in the valley every summer
- ◆ 1.300 vehicle/day in peak days
- ◆ No public transport
- ◆ No regulation except parking fee









A special adventure

Take it easy

- ◆ New regulation
 - Limit to car accessibility
 - New tariffs
- ◆ New services
 - Shuttles
 - New walking
 - Van Taxi
 - Bike renting
- ◆ New marketing
 - Signposting
 - Advertising
 - Recreational activities
- ◆ **A new philosophy**

New services

- ◆ Shuttles
- ◆ "Waterfalls" trail
- ◆ Bike rent
- ◆ Collective taxi

New regulation

- ◆ Limit to car access
- ◆ New tariffs for parking
- ◆ Parking space reduction



New marketing

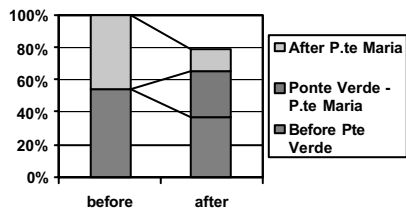
- ◆ Advertising
- ◆ Signposting
- ◆ Activities

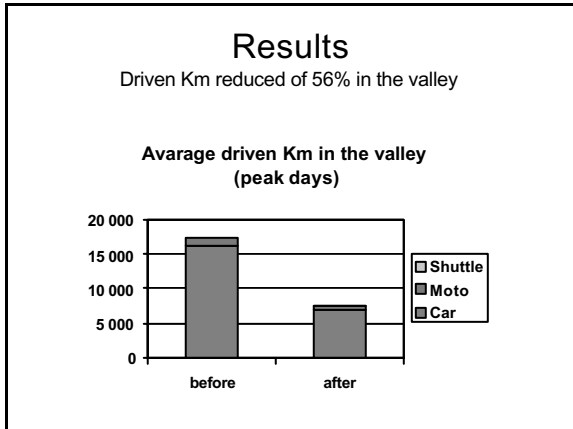


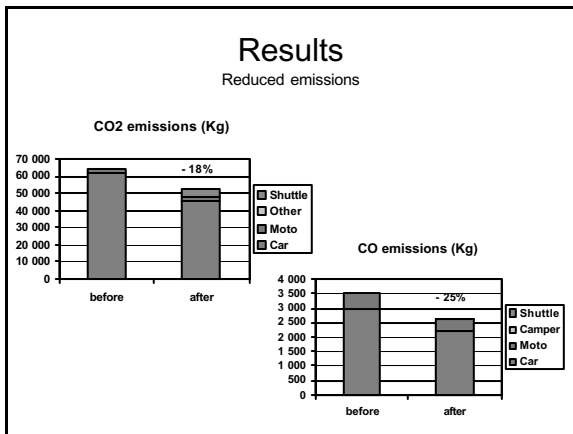
Results

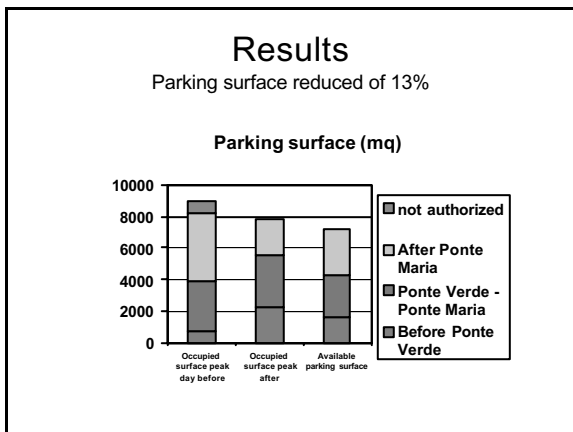
Motorized vehicles reduced of 70% in the third part of the valley

Main vehicles destinations





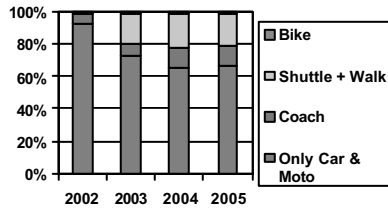




Results

Number of visitors using only car & motorbike decreased by 28% and Coach doubled

Modal split (% trips)



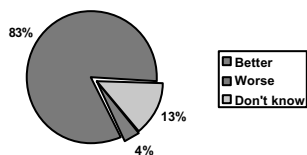
Budget 2005

(x 1.000 Euro)

	Revenues	Costs
Public transport	38.000	92.000
Parking	92.000	
Personal		71.000
Sponsor	9.000	
Printing		3.000
Total	138.000	166.000
Difference		28.000

Conclusions

How do you judge new acces management compared to the past ?



- ◆ New areas are now inspired by Genova Valley and the Adamello Brenta natural Park itself started extending this model to all its territory (930.000 visitors during the summer period).
