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# **Direct benefits of quality transport services to mountain territories in Switzerland and their implications for development**

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# Agenda

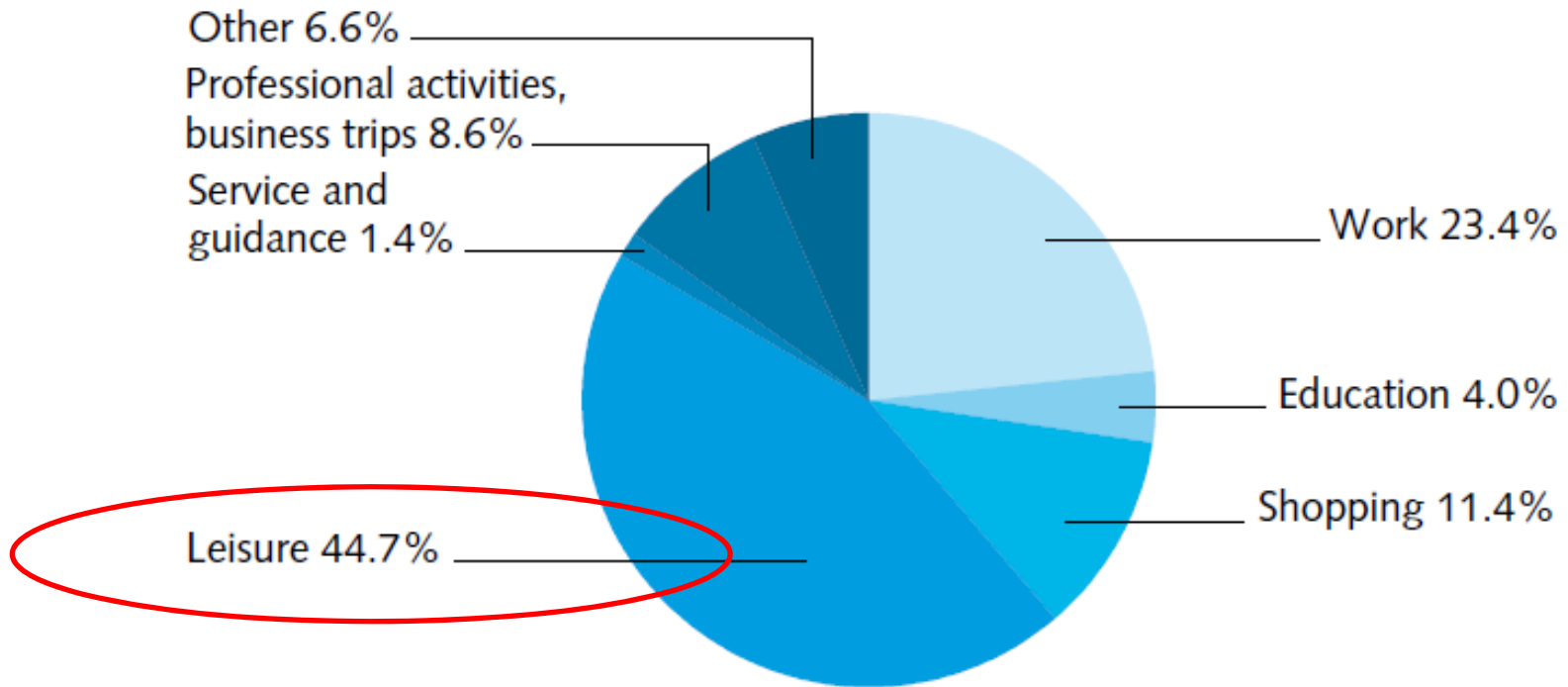
- Facts and figures
- Offer quality
- Good practices
- Conclusions



# Facts and figures (1/3)

## Breakdown of daily distances travelled by trip purpose

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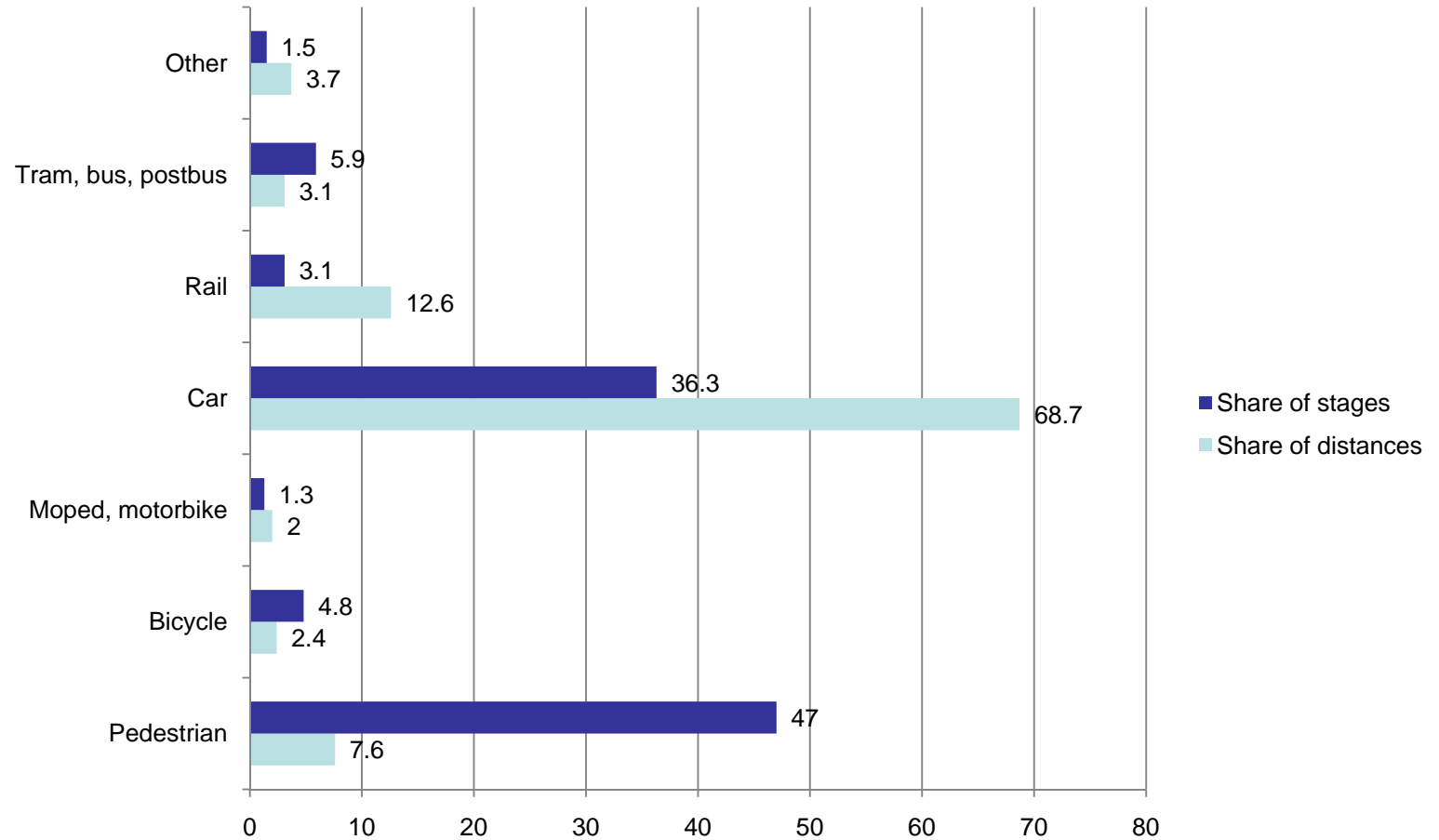


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# Facts and figures (2/3)

## Leisure traffic: Modal split



Basis: 66318 leisure time-stages

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# Facts and figures (3/3)

## Touristic gross value added, demand and employee 2008 (in Mio CHF)

	Bruttowertschöpfung <sup>2</sup> zu laufenden Preisen, in Mio. CHF	Nachfrage zu laufenden Preisen, in Mio. CHF	Beschäftigung in Vollzeit- äquivalenten
<b>Total</b>	<b>14'660</b>	<b>35'548</b>	<b>150'546</b>
A. Tourismusspezifische Produkte	14'215	27'114	148'063
A.1 Tourismuscharakteristische Produkte	11'025	22'275	113'403
1 - Beherbergung	3'890	5'593	40'144
davon Beherbergung in der Hotellerie	2'338	4'761	36'820
2 - Verpflegung in Gaststätten und Hotels	2'354	4'967	37'072
3 - Passagierverkehr	2'346	7'475	16'575
davon Bergbahnen	445	1'032	3'619
davon Luftverkehr	1'003	4'545	5'047
4 - Reisebüros und Tourismusvereine	1'562	2'498	13'184
5 - Kultur	147	306	1'912
6 - Sport und Unterhaltung	432	928	3'246
7 - Diverse Dienstleistungen	294	509	1'270
A.2 Tourismusverwandte Produkte	3'190	4'838	34'660
B. Nicht tourismusspezifische Produkte	445	8'435	2'483



# Offer quality (1/2)

## Human basic needs / touristic basic needs:

- Tranquility and recreation
- Diversification and balancing
- Communication

Source: University of Bern (Research Institute for Leisure and Tourism)

-> Reduction of noise nuisance: promote public transport and soft mobility



# Offer quality (2/2)

## Reasons for the choice of means of transport in leisure traffic (in %)

	Soft mobility	Private car	Public transport
No/few alternatives	21,9	53,5	44,8
Travel time	49,6	69,2	55,0
Costs	10,9	15,2	19,5
Sensation of security	13,0	18,3	27,4
Pleasure of travel	62,9	38,8	45,8
High reliability	22,1	34,1	34,4
Luggage, other heavy stuff	5,0	24,5	8,5

Basis: 13018 Outgoings with an aim, leisure trips

Copyright: BFS/ARE

- > Promote more, more direct and fast train connections
- > Promote measures for a safer and more attractive pedestrian and bike infrastructure
- > Promote luggage services (public transport)



# Good practices (1/7)

## Arosa:

- One of the most famous winter and summer destinations in Switzerland
- About 900'000 overnight stays per year
- Winding road from Chur to Arosa
- Excellent public transport services to and in Arosa: Hourly train connections from all big Swiss cities including luggage services („fast luggage“), connections from many European cities, free of cost „Arosa bus“ for everyone, priority for public transport in communication activities (see next slide).

-> **Modal Split: 20 - 30% public transport (rail)!** (average 12.6% rail in leisure traffic in Switzerland)



# Good practices (2/7)

The screenshot shows the Arosa website with a dark blue header and a yellow navigation bar. The 'Resort' tab is selected. On the left, a sidebar lists navigation options: 'Getting here', 'Local maps', 'Arosa Bus', 'Arosa A-Z', 'Community Arosa', and 'Shops and businesses'. Below this is a search bar labeled 'Your keyword'. The main content area is titled 'Getting here' and features a red circle around the sub-heading 'Arriving by train: from tram to mountain railway – an experience in itself'. The text describes the Arosa Bahn train journey from Chur to Arosa, highlighting its unique experience as it transitions from a tram to a mountain railway. Below this, there are sections for 'By rail' and 'By car', each with descriptive text and links to external resources like timetables and road information.

**Getting here**

**Arriving by train: from tram to mountain railway – an experience in itself**

The Arosa Bahn train trundles gently through Chur as if it were a tram, passing the city wall, the Maltese Tower and the Obertor gate – the principal landmarks of the capital city of Graubünden. Soon, the railway tour of the town is over. At the city boundary, the Arosa Bahn changes into a mountain railway and winds up through the wild Schanfigger valley to the famous resort of Arosa. The train climbs more than a thousand metres in only 26 kilometres.

**By rail**

International express train to Chur, then travel in comfort to Arosa in 60 minutes with the RhB (local train service).

[SBB online timetable](#)  
[Rhaetian Railway](#)

**By car**

Approx. 45 minutes up the mountain from Chur on a road full of curves (30 km, 360 curves, 1320 m altitude difference).

[latest road information for Graubünden](#)  
[Swiss traffic information](#)  
[www.kurvensicher.ch](http://www.kurvensicher.ch) – Adopt a curve!

**By coach**

Maximum width 2.3 m; height 4.0 m; total weight 18 tonnes.



# Good practices (3/7)

## Gstaad:

- One of the most famous winter and summer destinations in Switzerland
- About 950'000 overnight stays per year
- Car-free town center since 1996:
  - > Winner of the “Milestone” (most important award for tourism projects in Switzerland) in the year 2000
  - > High economic benefit for the whole town: **increase in sales of the local business (direct and indirect touristic added value) since the town center is car-free**
  - > Augmentation of the quality of life for inhabitants and guests



# Good practices (4/7)

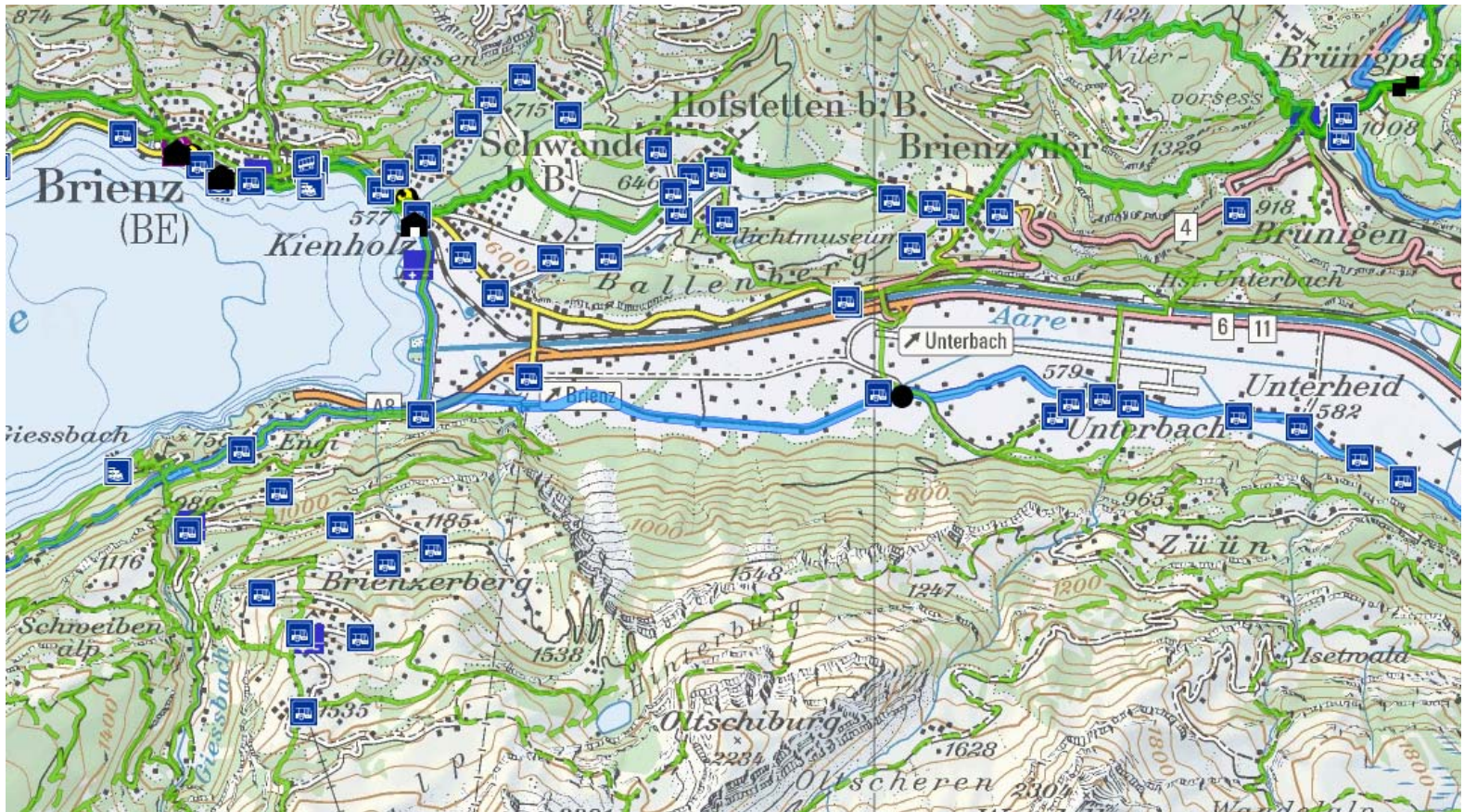


Copyright: Gstaad Tourismus



# Good practices (5/7)

## SchweizMobil / SwitzerlandMobility





# Good practices (6/7)

## SchweizMobil / SwitzerlandMobility: Cycling in Switzerland

Cycling in Switzerland: Turnover (in Mio CHF)	Holidays and short trips	Day trips	Total
Food	27 Mio	43 Mio	70 Mio
Transportation	10 Mio	10 Mio	20 Mio
Lodging	35 Mio	0 Mio	35 Mio
Other	3 Mio	2 Mio	5 Mio
<b>Total</b>	<b>75 Mio</b>	<b>55 Mio</b>	<b>130 Mio</b>

Cycling in Switzerland: Nights spent: Total 570'000 per year



# Good practices (7/7)

**SchweizMobil / SwitzerlandMobility: Cycling, hiking, mountainbiking, canoeing and skating in Switzerland:**

Anticipated quantitative use per annum
11 million day excursions
500'000 several-day tours
1,4 million overnight stays
<b>CHF 500 million revenue</b>



# Conclusions

- Efficient and attractive transport services are very important for the economic and social survival of the inhabitants of alpine regions
- Transport services generate an economic and social benefit
- Direct and fast train connections as well as a safe and attractive pedestrian and bike infrastructure release alpine regions from individual motorised transport
- Car-free town centers or destinations are generating a sustainable benefit (economic, social and ecological) for inhabitants and guests of alpine regions and improve their quality of life