



# Transdanube.Pearls - Network for Sustainable Mobility along the Danube

## Sustainable Regional Tourism Mobility Plan Ulm / Neu-Ulm Region



<http://www.interreg-danube.eu/approved-projects/transdanube-pearls>



Sustainable Regional Tourism Mobility Plan - Ulm / Neu-Ulm Region

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More information about TRANSDANUBE.PEARLS and the project activities & results are available on: <http://www.interreg-danube.eu/approved-projects/transdanube-pearls>



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## Abbreviations

ADFC	Allgemeiner Deutscher Fahrrad-Club e. V. (Association of German Cyclists)
AGFK	Arbeitsgemeinschaft Fahrradfreundlicher Kommunen e. V (Working Group of Cycling-friendly Municipalities)
ARGE	Arbeitsgemeinschaft (working group / joint venture)
b2b	Business to business
BHG	Bayrischer Hotel- und Gaststättenverband (Bavarian Hotel and Restaurant Association)
BMVI	Bundesministerium für Verkehr und digitale Infrastruktur (Federal Ministry of Transport and Digital Infrastructure)
BHG	Bayrischer Hotel- und Gaststättenverband (German Association of Hotels and Restaurants)
DING	Donau-Iller-Nahverkehrsverbund-GmbH (Transport Authority of the Danube-Iller Region)
ERDF	European Regional Development Fund
EU	European Union
IHK	Industrie- und Handelskammer (Chamber of Industry and Commerce)
n/a	not applicable/available
LGVFG	Landesgemeindeverkehrsfinanzierungsgesetz (Law governing the financing of municipal transport in a federal state)
LPT	Local public transport
PT	Public transport
PBSS	public bike rental scheme
POI	point of interest



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SRTMP	sustainable regional tourism mobility plan
SWU	Stadtwerke Ulm/Neu-Ulm GmbH (public utility and transport company for Ulm/Neu-Ulm)
TBC	to be confirmed
UNT	Ulm/Neu-Ulm Touristik GmbH



## 1. Summary

In the course of the EU project Transdanube.Pearls (project duration: 2017–2019), a sustainable regional tourism mobility plan (SRTMP) was prepared for Ulm/Neu-Ulm. The aims and measures of the plan address the specific requirements of visitors to the region in terms of tourist mobility. Accordingly, this plan was prepared in close collaboration between the relevant stakeholders from the tourism and transport sectors. In doing so, the new plan will supplement and update existing transport concepts and mobility action plans.

The basis for the preparation of the plan is formed by the common vision which was developed and signed off by the project partners during the course of the Transdanube precursor project, which ran from 2012 to 2014. In collaboration with the transport consultants Verracon and as part of the regional tourism mobility plan, Donaübüro Ulm/Neu-Ulm (Danube Office Ulm / Neu-Ulm) has defined the following objectives for areas of work: arrivals and departures, mobility within the region, information and marketing as well as cooperation.

During a workshop in December 2017, measures were identified and prioritised which can contribute to the achievement of the objectives. These measures were further refined, tested for their feasibility and developed in a series of working group sessions with the responsible organisations and institutions. The first draft of the sustainable regional tourism mobility plan was presented at a regional workshop in March 2018.

This is now being followed by the step-by-step implementation of the measures by the responsible stakeholders. The point of contact and coordinator of the SRTMP for Ulm/Neu-Ulm is Donaübüro gGmbH.



## 2. Introduction

The EU project Transdanube.Pearls, accepts the challenge to counteract negative impacts on the environment. The project therefore envisages the establishment of a network of destinations ('pearls') that will specifically promote sustainable mobility and tourism opportunities along the Danube. The overall project runs from 01.01.2017 to 30.06.2019 and is being sponsored by the EU Danube Transnational Programme. The total budget for the project is approximately EUR 2.9 m. In total, there are 15 project partners from 9 Danube countries participating in the project, as well as 24 strategic partners.

In the course of the Transdanube.Pearls project, sustainable regional tourism mobility plans (SRTMP) will be drawn up in all of the participating regions. Their objectives and measures will contribute to the establishment of the concept of sustainable, forward-looking mobility in the Danube region thus counteracting the negative effects of the continuous growth of car traffic through the development of socially fair, economically viable, environmentally sustainable and health-promoting mobility services for the visitors and residents of the Danube region.

The concept of sustainable mobility, on which the present tourism and mobility plan and the Transdanube.Pearls project are based, rests on the term 'sustainable transport'<sup>1</sup> as defined by the European Council of Transport Ministers. They define a sustainable transport system as a system that:

- allows the basic access and development needs of individuals, companies and societies to be met safely and in a manner consistent with human and ecosystem health, and promotes equity within and between successive generations;
- is affordable, operates fairly and efficiently, offers choice of transport mode, and supports a competitive economy, as well as balanced regional development;
- limits emissions and waste within the planet's ability to absorb them, uses renewable resources at or below their rates of generation, and uses non-

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<sup>1</sup> <https://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2004:0060:FIN:DE:PDF>, S. 61.





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renewable resources at or below the rates of development of renewable substitutes while minimising the impact on the use of land and the generation of noise.

Within the scope of the project, a model typical process was developed for the preparation of regional tourism mobility plans, which is illustrated in summary form in Fig. 1.

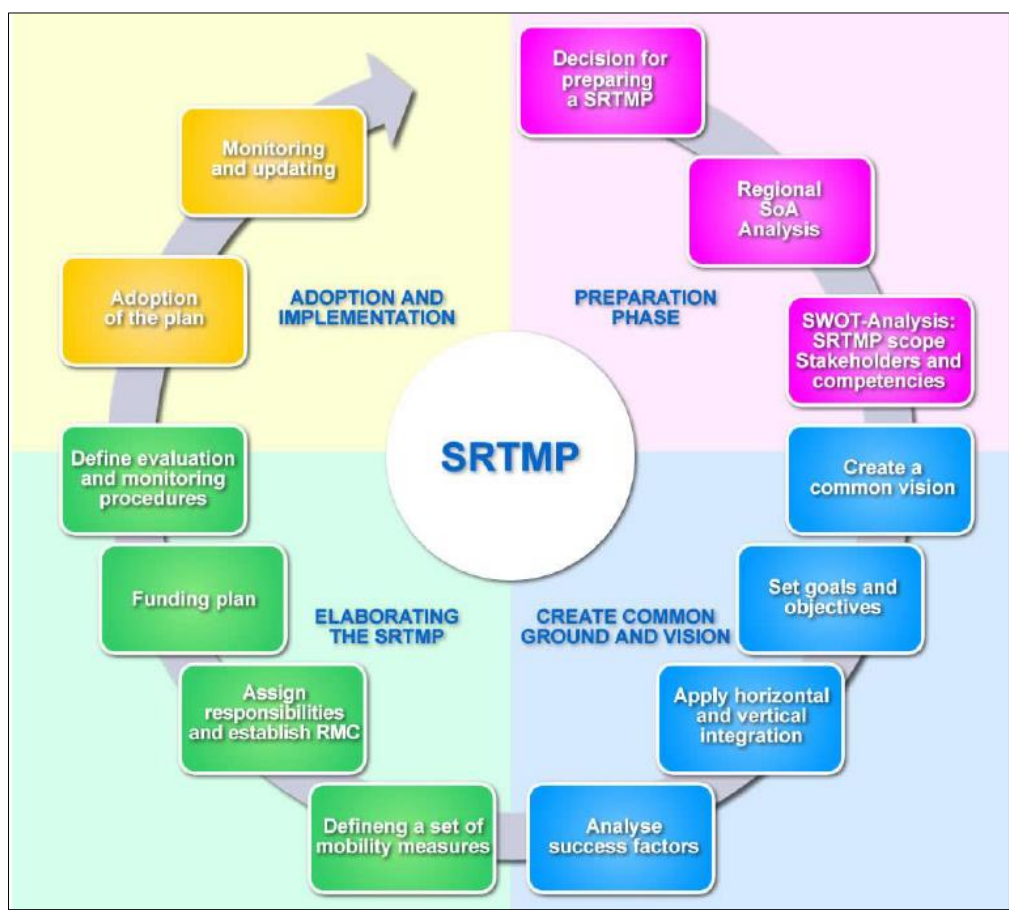


Fig. 1: Steps in the development of the regional tourism mobility plan

As a project partner in the EU Transdanube Pearls project, Danube Office Ulm / Neu-Ulm has embedded the preparation of the sustainable regional tourism mobility plan in a series of workshops with the relevant stakeholders from the mobility and tourism sectors.



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1. Workshop (29 May 2017): Introduction to the Transdanube.Pearls project, objectives and activities
2. Workshop (12 December 2017): General conditions for the development of the regional tourism mobility plan, objectives, initial ideas for practical measures
3. Workshop (13 March 2018): Concluding discussion of measures including programme and responsibilities.



Fig. 2: Participants of the third workshop

Between the second and third workshop coordination meetings were held on the individual measures with the relevant and responsible stakeholders.

In the third workshop, the regional partners reaffirmed the need to implement the jointly developed measures; included among the regional partners were: representatives of the cities of Ulm and Neu-Ulm; the District of Neu-Ulm, the District of Alb-Danube, SWU, DING, UNT, ARGE German Danube, DEHOGA Baden-Württemberg, BHG, DB ZugBus RAB (public transport operator in the region between Ulm and Lake Constance), ADFC and BUND (Friends of the Earth Germany).

### 3. Delimitation of the region

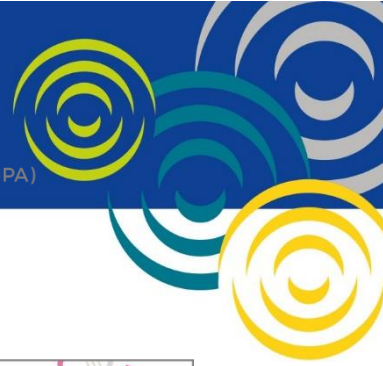
The core of the region in question comprises the cities of Ulm and Neu-Ulm which are in the south of Germany. The city of Ulm, which lies west of the Danube, is an independent urban authority, while Neu-Ulm, on the other side of the Danube, is administered as part of the District of Neu-Ulm. The Danube divides the study area –



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and not only Ulm and Neu-Ulm. It also forms the boundary between Baden-Württemberg (Ulm) and Bavaria (Neu-Ulm). Despite this, both cities are linked by long-standing, close and successful cooperation in many different fields. The geographical boundaries of the study region coincide with the administrative boundaries of the two cities, which include both the city centres and the surrounding urban districts (see Fig.3).

The main regional centre Ulm/Neu-Ulm forms both the eastern border of the Swabian Alb tourism destination and also the western border of the Bavarian Swabia tourist destination. Thus Ulm/Neu-Ulm represents both a border location and at the same time, it is for that reason that the twin city on the Danube is used as a starting point for trips into the surrounding region. This has the consequence, that in terms of tourism mobility, the destination Ulm/Neu-Ulm cannot be limited to the urban area of the two cities, but that the definition of the region must also include the bordering rural districts of Alb-Danube and Neu-Ulm.



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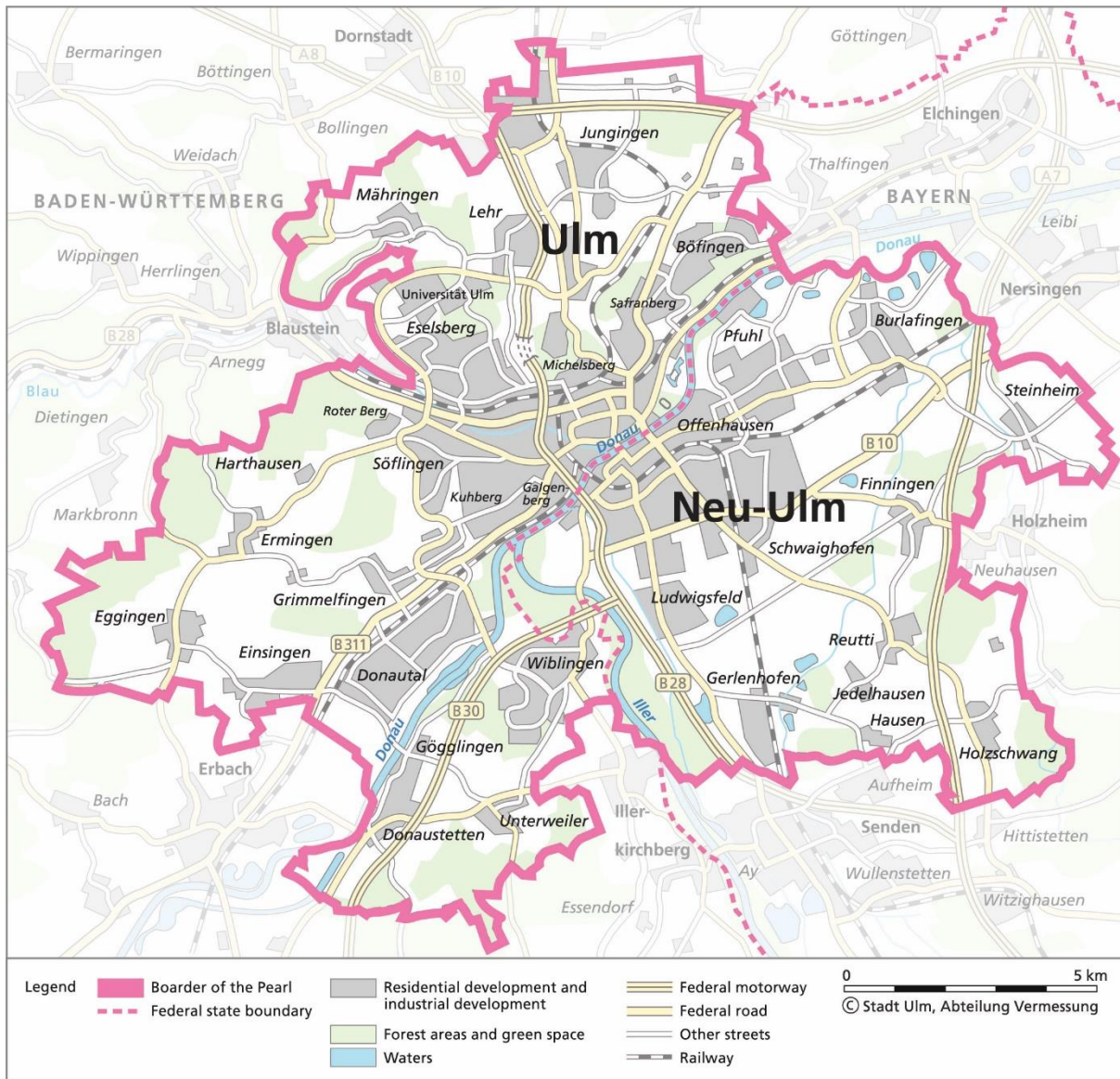


Fig.3: The Ulm / Neu-Ulm tourist destination



## 4. Analysis of the status quo

A comprehensive status quo analysis that was carried out for the Ulm/Neu-Ulm region in the course of the Transdanube.Pearls project was able to identify both the strengths and weaknesses as well as the risks and opportunities for the region. The status quo analysis also took into account the insights and recommendations of the expert team in the course of their tour along the Danube in the summer of 2017.

Strengths	Weaknesses
<p><b>Mobility</b></p> <ul style="list-style-type: none"> <li>- Good condition of the cycle infrastructure (signs, cycle paths, parking facilities)</li> <li>- Good bus system (timetable reliability, high frequency when required, bus lanes, low-floor buses)</li> <li>- MobilSam: flexible bus services for peripheral regions</li> <li>- Good ticket purchasing facilities (bus, train)</li> <li>- Cycle transport facilities in local buses and trains</li> </ul> <p><b>Information</b></p> <ul style="list-style-type: none"> <li>- The 'Traffiti' functions as a mobility information / ticket purchasing centre in Ulm/Neu-Ulm</li> <li>- Presentation of the bus and train information on digital platforms (Deutsche Bahn AG and DING)</li> </ul> <p><b>Tourism</b></p> <ul style="list-style-type: none"> <li>- Ulm-Card (includes use of public transport)</li> <li>- Large selection of tourist offers with sustainable mobility offers (old trams, buses, e-bike boards, Segways)</li> <li>- Tourist information in the town hall as a central point of contact for guests</li> </ul> <p><b>Environmental protection</b></p> <ul style="list-style-type: none"> <li>- Traffic-calmed town centres</li> <li>- Emission limits in town centres</li> <li>- Park and ride places for the reduction of the motorised personal transport in town centres</li> <li>- Over 40% of utilised land is designated as recreational areas</li> </ul>	<p><b>Mobility</b></p> <ul style="list-style-type: none"> <li>- Overloaded parking system in Ulm city centre</li> <li>- Rush hour status</li> <li>- Bus ticket automats are only available at selected bus stations</li> <li>- Ulm main station is not completely barrier-free</li> <li>- Limited cycle hire facilities</li> </ul> <p><b>Information</b></p> <ul style="list-style-type: none"> <li>- Limited information available in Traffiti</li> <li>- Some information services focus on arriving by car</li> <li>- Most information about mobility offers are only available in German (sometimes in English)</li> <li>- Cycle hire systems are not being sufficiently promoted</li> </ul> <p><b>Tourism</b></p> <ul style="list-style-type: none"> <li>- In some brochures and package tours there is no information about sustainable mobility offers</li> </ul>



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Opportunities	Risks
<ul style="list-style-type: none"> <li>• Good accessibility by bus, train, bicycle and car not only international and national but also regional.</li> <li>• The DING transport system covers two federal states and several regions / cities (joint representation of interests)</li> <li>• Planned infrastructure expansion projects (main station, 'Danube Waterside' project, etc.)</li> <li>• Great potential for cycle tourism</li> </ul>	<ul style="list-style-type: none"> <li>• The administrative split between Ulm and Neu-Ulm means a high co-ordination requirement</li> <li>• Limited financial means</li> </ul>




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## 5. Vision and objectives


In the course of the predecessor project, Transdanube, the project partners developed a common vision for more sustainable mobility in tourism. This was also signed off by Danube Office Ulm / Neu-Ulm.


### 5.1. Common Vision



**SOUTH EAST EUROPE**  
Transnational Cooperation Programme

**TRANSDANUBE**





Programme co-funded by the  
EUROPEAN UNION

**SUSTAINABLE MOBILITY IN TOURISM – A VISION FOR THE DANUBE REGION**


**MISSION**

Sustainable tourism needs sustainable access and mobility: zero emissions, healthy and environmentally friendly, energy efficient and carbon neutral, comfortable and flexible from home door to hotel door.

We, the undersigned partners of the TRANSDANUBE Project and stakeholders – authorities, tourism and transport businesses and umbrella bodies, destination management and regional development organisations, NGOs and academia –, declare our commitment to sustainable mobility development in tourism within the Danube Region.

The Danube is one of the most important inland waterways in Europe. It is a river of highly international character and the Danube region is a flourishing sensitive hub of various cultures, vulnerable ecosystems and different economic and regional development. We aim to take advantage of the opportunity offered by the European Strategy for the Danube Region (EUSDR) and hope to develop a European model region for sustainable mobility, both for the inhabitants and for guest and tourists in the Danube region. By actively working together in partnerships to develop and practically implement measures and projects for environmentally friendly, healthy sustainable transport and mobility along the Danube, we will contribute to the UNECE WHO Transport, Health and Environment Pan-European Programme (THE PEP) and its regional priority goals.

We wish to explore every possibility to raise people's awareness of, and increase their motivation to, use environmentally friendly ways of travelling (by train, bus, boat, by bicycle or on foot). We encourage cooperation between different stakeholders and contribute, with our resources and competences, to the development, implementation and marketing of sustainable mobility solutions – both for people getting to the Danube and for getting around within the region – as part of high-quality sustainable tourism and leisure offers.



Jointly for our common future

Fig.4: Common vision from the Transdanube project

The predecessor project identified that sustainable tourism also needs sustainable mobility that is emission-free, healthy and environmentally friendly, energy-efficient, and convenient and flexible from your front door to the hotel.

The signatory organisations committed themselves to increasing sustainable mobility along the Danube.



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This requires visitors and residents of the Danube region having access to tourism offers that are more climate-friendly, lower in emissions and carbon, multimodal and efficient.

From this common vision, specific objectives were derived for forward-looking mobility in tourism in the Ulm/Neu-Ulm region.

### 5.2. Objectives

The objectives cover the following areas:



Fig.5: Objectives of the regional tourism mobility plan

#### 5.2.1. Arrivals and departures

Objective	Indicators
Sustainable mobility offers into the destination region that reflect the demands of tourists	Regular direct links, cycle transport facilities
Mobility offers over the last mile	Important destination points are accessible
Sustainable mobility offers along the Danube or to the next 'pearl'	Regular direct links, cycle transport facilities





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5.2.2. Mobility within the region

Objective	Indicators
Accessibility of the most important tourist attractions in the Ulm/Neu Ulm region with sustainable mobility offers	Important destination points are regularly accessible by train, bus, bike, etc.
Operating times and connections are adapted to meet tourist demand	Offers must also be available in the evening, outside school days and at the weekend
Higher quality and more convenient mobility offer in the Ulm/Neu Ulm region	Vehicle fleet mix (low-floor, etc.), bus-stop equipment including information
Optimal interconnections of mobility offers (multimodality)	Cycle / car parking facilities at transport nodes, sharing offers etc.
High quality of public space (traffic-calmed or traffic-free zones, parks etc.)	Availability of traffic-calmed zones etc.

5.2.3. Information and marketing

Objective	Indicators
Provision of comprehensive and comprehensible information about existing sustainable mobility offers in German, English etc.	Information systems with tourist and mobility information in German, English etc., easily understood information about existing mobility offers, package deals
Expansion of the existing information points for mobility information	Number of contacts, number of opportunities to receive tourist AND mobility information from a SINGLE information point
Awareness of the added value of sustainable mobility among decision-takers and people in contact with customers	Joint strategy and programme of work, campaigns, regular meetings / training sessions etc.



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5.2.4. Cooperation

Objective	Indicators
Increasing cooperation among stakeholders from the transport and tourism sectors	Regular meetings, joint programme of work, etc.
Strengthening cooperation between the two cities, the common surrounding areas and other destinations along the Danube	Network of Danube 'pearls', regular meetings, joint programme of work, joint marketing, etc.



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## 6. Action plan

A series of measures have been developed from the comparison of the present state with the objectives. These represent the steps needed to achieve the stated objectives in the short, medium and long terms.

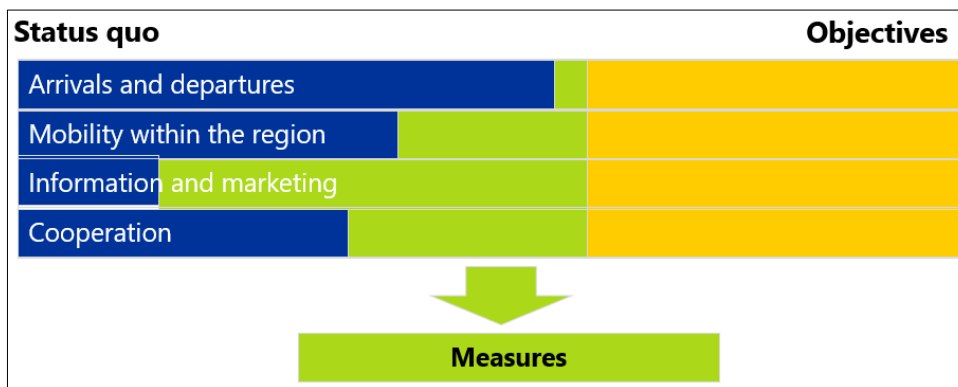


Fig.6: Development of measures (schematic diagram)

The measures summarised in the following table are then described in more detail.

Aspect	Measure
Arrivals and departures	Making it easy to change buses/trains etc.
	Improving the conditions for cycle transport in trains and buses
	'German Danube' ticket
	Improvement of the long-distance bus/coach station situation
	Park and ride facilities
Mobility within the region	'Swabian Union' Ticket
	Services for cycle travellers
	Bike rental system
	Improvement of the Danube Cycle Route
Information and marketing	Physical mobility centre
	Virtual mobility centre
	Integrated tourism and mobility information
	Integrated tourism and mobility packages
Cooperation	Training
	Promoting hotel cooperation with public transport
	Networking



## 6.1. Arrivals and departures

### 6.1.1. Making it easy to change buses/trains etc.

Measure	Making it easy to change buses/trains etc.
Brief description of the measure	<p>Changing from one means of transport to another is an essential part of every multimodal travel chain. To prevent changing becoming a hurdle or even a hindrance, the basic conditions must be conducive for an outward journey by means of sustainable mobility offers. These include the infrastructure (barrier-free access), the offers themselves (coordination of services, connection times etc.) and the information about them. By virtue of its links between long-distance transport, regional transport and local transport networks, the main station in Ulm is the central interchange hub in the Ulm/Neu-Ulm region. A consistent guidance system and clear signage ought to make changing easy and convenient for passengers. So passengers with pushchairs or wheelchairs ought to be guided consistently to the new lifts, and cyclists to the ramp. However, access via the ramp is only possible from platforms 1–6. In order to facilitate cyclists changing from long-distance to regional trains in the direction of Donaueschingen (platforms 7/8), a change in platform allocation must be examined. Unambiguous signposting of bus stations makes it easier to change to regional and city bus services.</p> <p>Similar signage and routing to the Danube and Danube–Lake Constance Cycle Routes needs to be implemented.</p> <p>Information about interchanges and existing barriers need to be simply and clearly implemented on the UNT and DING websites, so that passengers can inform themselves before commencing the outward journey (see also 6.3.2 Virtual mobility <a href="#">centre</a>).</p>
Assignment of objectives	<p><b>Arrivals and departures:</b> Sustainable mobility offers in the destination region that reflect the demands of tourists</p> <p><b>Mobility within the region:</b> Higher quality and convenience of mobility offers in the Ulm/Neu Ulm region</p> <p>Optimal interconnections of mobility offers (multimodality)</p>
Likely effect of the	Easily comprehensible information about interchange options/



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measure and its contribution to the overall objective	barriers reduces the inhibitions of passengers about travelling by train, even in the planning stage. A clear signage system helps local orientation and promotes a sense of security.
Anticipated implementation costs	Ideally, no additional costs as included in the costs of the current alteration works.
Financing options	n/a
Implementation horizon	Short-term: 2018
Responsible implementation organisation	Ulm Station management
Responsible organisations that will be involved in the next steps of the process	UNT DING SWU Ulm Station management
Next steps	<ol style="list-style-type: none"> <li>1. Signage to be adapted by the end of 2018 (commissioning of the lifts) incl. signposting of the Danube and Danube-Lake Constance Cycle Routes</li> <li>2. 'Changing trains with a bike' layout plan</li> <li>3. Checking of changed platform allocation</li> <li>4. Better signposting of the various bus departure points (Central Bus Station East, Central Bus Station West, main station) in the station building</li> <li>5. Updated information on the 'Station Layout' and integration of the relevant information on the UNT, DING websites and virtual mobility centre</li> </ol>



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6.1.2. Improving the conditions for cycle transport in trains and buses

Measure	Improving the conditions for cycle transport in trains and buses
Brief description of the measure	<p>Cycle tourism is booming! More and more groups and individuals are actively on the move along the Danube. While those travelling in groups are provided with a bike by the organiser, many more are travelling to the start of the tour with their own bikes. This happens predominantly by train and bus. Unfortunately, the capacity for cycle transport on trains is only available to a limited extent. While there is at least some provision for cycle transport on regional trains, on long-distance trains it is often lacking completely. The situation in bus transport is equally challenging. Cycle trailers are in use only sporadically, often only by prior arrangement. In order to take advantage of the boom in cycle tourism, these capacities must be increased both in Baden-Württemberg and Bavaria. Good examples, such as special bike trains (with their own carriages for bikes) must be expanded. This not only makes the outward journey easier, it also offers the possibility of occasionally getting on to the train for short journeys. In public bus transport and rail passenger transport, commissioning bodies can demand the use of suitable vehicles when specifying transport service contracts. The objective is to create sufficient capacity for cycle transport in regional trains along the Danube. Level access into the trains and secure fastening of bikes inside the carriage must also be provided.</p>
Assignment of objectives	<p><b>Arrivals and departures:</b> Sustainable mobility offers in the destination region that reflect the demands of tourists and Sustainable mobility offers along the Danube or to the next 'pearl'</p> <p><b>Mobility within the region:</b> Accessibility of the most important tourist attractions in the Ulm/Neu Ulm region with sustainable mobility offers</p>
Likely effect of the measure and its contribution to the	<p>Sufficient capacity will make cycle transport in trains and buses easier and more predictable. There will be a corresponding increase in the appeal of travelling by rail with a bike in the</p>



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overall objective	region.
Anticipated implementation costs	n/a
Financing options	n/a
Implementation horizon	Medium-term: 2025
Responsible implementation organisation	Bayerische Eisenbahngesellschaft mbH (Bavarian Railway Company) Nahverkehrsgesellschaft Baden-Württemberg mbH (Baden-Württemberg Local Transport Company) DB ZugBus Regionalverkehr Alb-Bodensee (public transport operator in the region between Ulm and Lake Constance) Agilis (railway operator in Bavaria) Hohenzollerische Landesbahn (local train operator in the south of Baden-Württemberg)
Responsible organisations that will be involved in the next steps of the process	Regional associations of the ADFC (Bavaria, Baden-Württemberg) Working group on river valley cycle routes Bayerische Eisenbahngesellschaft mbH (Bavarian Railway Company) Nahverkehrsgesellschaft Baden-Württemberg mbH (Baden-Württemberg Local Transport Company)
Next steps	<ol style="list-style-type: none"> <li>1. Better information about (partly increased) capacities on the relevant connections</li> <li>2. Examination of the possibilities of adapting tender documentation to more strongly reflect the needs of passengers with bikes (esp. in Bavaria)</li> </ol>



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6.1.3. 'German Danube' ticket

Measure	'German Danube' ticket
Brief description of the measure	One train ticket for use along the German section of the Danube — with or without a bicycle. Unfortunately, that is still not possible today. Rail passengers still have to purchase a separate regional ticket for each federal state (Bavaria Ticket, Baden-Württemberg Ticket). Moreover, the two states have different rules regarding cycle transport on trains. The aim of this measure is to harmonise services under one name, thus increasing user-friendliness.
Assignment of objectives	<b>Arrivals and departures:</b> Sustainable mobility offers in the destination region that reflect the needs of tourists and sustainable mobility offers along the Danube or to the next 'pearl' <b>Mobility within the region:</b> Accessibility of the most important tourist attractions in the Ulm/Neu Ulm region with sustainable mobility offers
Likely effect of the measure and its contribution to the overall objective	A uniform ticket and consistent transport rules will simplify travel along the German section of the Danube.
Anticipated implementation costs	n/a
Financing options	n/a
Implementation horizon	Long-term
Responsible implementation organisation	Bayerische Eisenbahngesellschaft mbH (Bavarian Railway Company) Nahverkehrsgesellschaft Baden-Württemberg mbH (Baden-Württemberg Local Transport Company) Deutsche Bahn (German Railways)
Responsible organisations that will be involved in the next steps of the process	ARGE German Danube Regional (Bavaria, Baden-Württemberg) and national associations of the ADFC Working group on river valley cycle routes Bayerische Eisenbahngesellschaft mbH (Bavarian Railway Company)





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	Nahverkehrsgesellschaft Baden-Württemberg mbH (Baden-Württemberg Local Transport Company)
Next steps	<ol style="list-style-type: none"> <li>1. Measure for cycle transport in trains and buses (medium-term)</li> <li>2. Introduction of a common 'German Danube' ticket (long-term) <ul style="list-style-type: none"> <li>• Introduction of the 'German Danube' ticket to the working committee of the ARGE German Danube in summer 2018</li> <li>• Development of a joint petition to be sent to all city and district councils along the German section of the Danube</li> </ul> </li> </ol>



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6.1.4. Improvement of the long-distance bus/coach station situation

Measure	Improvement of the long-distance bus/coach station situation
Brief description of the measure	<p>The situation regarding coach stations in Germany is very varied – not least due to reasons of cost.</p> <p>The responsibility for coach stop infrastructure in cities basically lies with the coach operators. If and when the City of Ulm becomes active in this field, it will be provided as a discretionary local service acting in its municipal self-interest.</p> <p>For consumers, however, the question as to who builds and operates the coach station is not of paramount importance. Consumers want to be able to rely on certain standards. For this reason, the coach station in Ulm-Böfingen ought to be evaluated against the criteria of the ADAC (German Automobile Club) coach station test in terms of: facilities, accessibility, safety, information and comfort and corresponding proposals for improvement should be drawn up. In the longer term, it will be necessary to consider whether a shared coach station can be provided for the twin cities of Ulm and Neu-Ulm.</p>
Assignment of objectives	<p><b>Arrivals and departures:</b> Sustainable mobility offers in the destination region that reflect the demands of tourists and Sustainable mobility offers along the Danube or to the next 'pearl'</p>
Likely effect of the measure and its contribution to the overall objective	<p>Good accessibility, easy orientation and the necessary basic infrastructure will make arrival and onward journeys by coach more attractive in the future.</p>
Anticipated implementation costs	<p>Ideally, no additional costs as included in the costs of the current alteration works.</p>
Financing options	<p>n/a</p>
Implementation horizon	<p><u>Short-term: May 2018:</u> Evaluation of the planned building works at the Ulm-Böfingen coach station according to the ADAC criteria.</p> <p><u>Long-term:</u> Common location search for Ulm/Neu-Ulm.</p>
Responsible	<p>City of Ulm</p>



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implementation organisation	City of Neu-Ulm
Responsible organisations that will be involved in the next steps of the process	Danube Office Ulm / Neu-Ulm City of Ulm City of Neu-Ulm
Next steps	<ol style="list-style-type: none"> <li>1. Evaluation of the planned building works at the Ulm-Böfingen coach station according to the ADAC criteria (short-term)</li> <li>2. Supplementary measures where applicable</li> <li>3. Common location search for Ulm/Neu-Ulm (long-term)</li> </ol>



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6.1.5. Park and ride facilities

Measure	Park and ride facilities
Brief description of the measure	The objective of this measure is to persuade commuters and day-trippers to change from the car to a train or bus close to home. This not only reduces road traffic and thus noise and air pollution in cities – which further increases their attraction to tourists –but also on the major transport links. The utilisation of existing rail and bus links is increased, thus securing their operation over the longer term. When planning park and ride facilities, the preferred locations are mobility nodes with good bus and train services to Ulm /Neu-Ulm. As a rule, park and ride facilities should be constructed close to the sources of demand for mobility. Information about such offers is particularly important (see also virtual mobility centre 6.3.2).
Assignment of objectives	<b>Arrivals and departures:</b> Sustainable mobility offers in the destination region that reflect the demands of tourists <b>Mobility within the region:</b> Optimal interconnections of mobility offers (multimodality)
Likely effect of the measure and its contribution to the overall objective	These measures make a significant contribution to the improvement of existing mobility offers (multimodality). This makes travel by sustainable mobility offers more attractive to passengers. Moreover, fewer cars in city centres preserves the high quality of public space (traffic-calmed and traffic-free zones, parks etc.).
Anticipated implementation costs	n/a
Financing options	- LGVFG (Law governing the financing of municipal transport in a federal state)
Implementation horizon	Medium-term: 2025
Responsible implementation organisation	Local authorities of the Danube-Iller planning region
Responsible organisations that will be involved in the next	Verein Regio-S-Bahn Donau Iller (association of local authorities and the local transport operator responsible for implementing the 'Regio-S-Bahn Donau Iller' project for the expansion of rail



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steps of the process	services in the Danube-Iller planning region).
Next steps	The scope of the 'Regio-S-Bahn Donau Iller' project includes plans for "Improving links between cities and the surrounding area and the development of the entire region including beyond the railway lines through the alignment of the bus network with the rail network, links with tram services in the regional centre Ulm/Neu-Ulm and by expanding park and ride and bike and ride facilities" <sup>2</sup> .

<sup>2</sup> <http://www.rvdi.de/projekte/verkehr/regio-s-bahn.html>



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## 6.2. Mobility within the region

### 6.2.1. 'Swabian Union' Ticket

Measure	'Swabian Union' Ticket
Brief description of the measure	<p>The border between Bavaria and Baden-Württemberg divides Swabia and acts as a barrier particularly in public transport. The geographical validity of the Bavaria and Baden-Württemberg Tickets ends just behind the border and journeys to destinations in another federal state are often undertaken by private motorised transport. This is the situation that the Swabian Union Ticket is designed to address.</p> <p>The Swabian Union Ticket is an offer designed to promote a sense of identity and to give inhabitants of the region and travellers an incentive to discover attractions in another region. It is aimed particularly at day-trippers (individuals and groups) and is intended to make them 'forget' the border between the federal states.<sup>3</sup></p>
Assignment of objectives	<b>Mobility within the region:</b> Accessibility of the most important tourist attractions in the Ulm/Neu Ulm region with sustainable mobility offers
Likely effect of the measure and its contribution to the overall objective	To simplify travel along the German section of the Danube by means of a uniform ticket and consistent rules for the transport of bicycles.
Anticipated implementation costs	n/a
Financing options	n/a
Implementation horizon	Medium-term: 2025
Responsible implementation organisation	<p>Bayerische Eisenbahngesellschaft mbH (Bavarian Railway Company)</p> <p>Nahverkehrsgesellschaft Baden-Württemberg mbH (Baden-Württemberg Local Transport Company)</p> <p>Deutsche Bahn (German Railways)</p>
Responsible	Bayerische Eisenbahngesellschaft mbH (Bavarian Railway

<sup>3</sup> <http://www.schwabenbund.de/projekte/schwabenbund-ticket/>



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organisations that will be involved in the next steps of the process	Company) Nahverkehrsgesellschaft Baden-Württemberg mbH (Baden-Württemberg Local Transport Company) Deutsche Bahn (German Railways) Swabian Union
Next steps	No concrete steps, because a new edition of the concept is being planned for 2019.



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6.2.2. Services for cycle travellers

Measure	Services for cycle travellers
Brief description of the measure	<p>More and more visitors are travelling to Ulm/Neu-Ulm on the Danube Cycle Route. If they want to take a break to visit the city, they need somewhere to park their bikes and somewhere safe and convenient to store their luggage or to load it for the onward journey. Cycle service stations (columns with tools and an air pump) are very helpful. In addition to conventional cycle parking facilities/bike and ride parks, bike lockers with luggage storage facilities, provision should therefore be made at tourist-relevant locations for luggage and charging facilities for e-bikes.</p> <p>Charging facilities should only be provided in conjunction with secure storage facilities. Locations with 'social surveillance' are important for this to prevent vandalism. To save costs, the primary focus should be on locations with an existing power supply. In doing so, existing parking facilities such as Radhaus and Deutschhaus should be further developed first. When planning future bike lockers, charging stations and luggage storage facilities should be included right from the start.</p> <p>Cycle service stations ought to be installed in the vicinity of suitable storage facilities (Radhaus, Deutschhaus) or at places in Ulm city centre heavily frequented by cycle tourists (Metzgerturn, Münster).</p> <p>The idea of a cycle parking building has already been included in the planning process as part of the new design for the station square in Ulm.</p>
Assignment of objectives	<b>Mobility within the region:</b> Higher quality and convenience of mobility offers in the Ulm/Neu Ulm region
Likely effect of the measure and its contribution to the overall objective	The measure increases the convenience for those travelling with a bike and facilitates (or ideally prolongs) their stay in Ulm/Neu-Ulm.
Anticipated implementation costs	Service station: EUR 1,400 Power supply: EUR 4,000–5,000 <sup>4</sup>

<sup>4</sup> Working group meeting Alois Johler (SWU Networks) 27.02.2018





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	Charging station: EUR 4,000-5,000 (e.g. <a href="http://www.bike-energy.com/">http://www.bike-energy.com/</a> )
Financing options	Sponsored service stations  <u>Funding programmes</u> - Cycle transport funding - Bavaria Cycle parking facilities
Implementation horizon	Short-term: 2020
Responsible implementation organisation	City of Ulm City of Neu-Ulm
Responsible organisations that will be involved in the next steps of the process	City of Ulm City of Neu-Ulm SWU Networks ADFC AGFK UNT Ulmer Parkbetriebs-GmbH (company operating car parks in Ulm) Owners and operators (tourist infrastructure) e.g. library, beer gardens, etc.
Next steps	<ol style="list-style-type: none"> <li>1. Expansion of existing cycle storage facilities (Deutschhaus, Radhaus) in order to assess charging facilities and service points</li> <li>2. Consider installation of charging facilities in beer gardens</li> </ol>



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6.2.3. Bike rental system

Measure	Bike rental system
Brief description of the measure	<p>A public bike rental scheme (PBRs) for Ulm/Neu-Ulm represents a significant factor in the support for cycling and in achieving the city of Ulm's cycling target of attaining 20% of the modal split by 2020. This can be achieved by encouraging people to make the change by increasing the availability of bikes.</p> <p>A cycle tour is a great opportunity for tourists to independently experience the attractions and ambience of a city. On two wheels it is possible to reach the attractions quickly and flexibly. Many cities provide special deals for tourists who wish<sup>5</sup> to discover the city in this way. Tourists who arrive without their own bike, have to rely on being able to hire a bike for tours of the two cities and the surrounding area. Therefore, a PBRs that responds to the needs of tourists ought not to be tied to normal opening times. In addition to a PBRs, hotels should be encouraged to offer bikes to their guests. At the moment, about a third of all accommodation providers in the Ulm/Neu-Ulm region do this.</p>
Assignment of objectives	<p><b>Mobility within the region:</b> Accessibility of the most important tourist attractions in the Ulm/Neu Ulm region with sustainable mobility offers and optimal interconnections of mobility offers (multimodality)</p>
Likely effect of the measure and its contribution to the overall objective	<p>A public bike rental system is not merely an additional bonus for the visitor with regard to the expansion of the offer for covering the last mile. It also facilitates discovery of the region on a sustainable mode of transport. The bikes for flexible hire are another link in the mobility chain, enabling the inhabitants and visitors to take advantage of intermodal mobility.</p>
Anticipated implementation costs	<p>Can only be assessed after the return of tenders.</p>
Financing options	<p><u>Grants and sponsoring</u> by transport operators, companies, advertising space. (For example, SWU with advertising on the bikes, making space available at bus stops)</p>

<sup>5</sup> See also: <https://www.adfc.de/tourentipps/stadt-per-rad/staedtetouren>



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	<p><u>Funding programmes</u></p> <ul style="list-style-type: none"> <li>- Funding from the Baden-Württemberg Ministry of transport EUR 1,000 per e-bike in a PRBS.</li> <li>- LGVFG (Law governing the financing of municipal transport in a federal state)</li> <li>- Climate protection directive via the federal government</li> <li>- Cycle transport funding - Baden-Württemberg</li> </ul>
Implementation horizon	Medium-term: 2021
Responsible implementation organisation	City of Ulm City of Neu-Ulm
Responsible organisations that will be involved in the next steps of the process	City of Ulm City of Neu-Ulm Danube Office Ulm / Neu-Ulm SWU Verkehr GmbH
Next steps	<ol style="list-style-type: none"> <li>1. June 2018: Presentation of the concept to the departmental committee → decision in principle: Follow up – yes or no?</li> <li>2. Request for proposals from providers</li> <li>3. Drafting of specifications</li> <li>4. Calls for tenders</li> <li>5. Milestones such as the opening of the City station and —if the tender is accepted — setting the opening of a federal state horticultural exhibition as the target implementation period</li> </ol>
Embedding in existing concepts	- Ulm Cycling Development Plan 2016



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6.2.4. Improvement of the Danube Cycle Route

Measure	Improvement of the Danube Cycle Route
Brief description of the measure	<p>In the course of the remodelling of the Ulm side of the Danube waterside, a new layout of the pedestrian and cycle infrastructure is planned along the Danube in the Ulm urban area. The aim of these efforts must be to reduce the existing potential conflict between pedestrians and cyclists along the entire section and to increase the amenity value for all users. There is also a need for information boards and site plans along the Danube Cycle Route. A cycle service station should be considered in the area of the Metzgerturnm (see 6.2.2 Services for cycle travellers).</p> <p>Similar efforts on the Neu-Ulm side are intended to make the Neu-Ulm bank and the alternative route to the Danube Cycle Route completely conflict-reduced, convenient and accessible for pedestrians and cyclists along its entire length.</p>
Assignment of objectives	<p><b>Mobility within the region:</b> Higher quality and convenience of mobility offers in the Ulm/Neu Ulm region and high quality public space</p>
Likely effect of the measure and its contribution to the overall objective	<p>The reduction of the existing conflict potential between cyclists and pedestrians increases the quality of experience for all user groups. Cyclists are able to find alternative options from getting from A to B quickly and easily.</p>
Anticipated implementation costs	<p>Estimated investment costs for implementing the section Donauschwabenufer–Donauufer: approximately EUR 3.5 m (including footpaths and cycle paths)</p>
Financing options	<p>The regional government in Tübingen has basically authorised the eligibility of the project and even granted it a higher priority. The funding rate is equal to 50% of the eligible costs. The eligible costs would be the divided footpath and cycle path with an overall width of 5.50m including the shared spaces at junctions, the bridge over the River Blau, seats, cycle parking facilities and if necessary the construction of a WC (information to the committee for Urban Development, Buildings, and Environment on 20.03.2018).</p>



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	<p><u>Further funding programmes</u></p> <ul style="list-style-type: none"> <li>- Climate protection directive via the federal government</li> <li>- Cycle transport funding - Baden-Württemberg</li> </ul>
Implementation horizon	Medium-term: 2025
Responsible implementation organisation	City of Ulm City of Neu-Ulm
Responsible organisations that will be involved in the next steps of the process	City of Ulm City of Neu-Ulm ADFC UNT
Next steps	<ol style="list-style-type: none"> <li>1. Introduction of ideas/suggestions from the working group meetings into the design process on the Ulm side</li> <li>2. Support for the current designs on the Neu-Ulm side</li> </ol>
Embedding in existing concepts	<ul style="list-style-type: none"> <li>- Ulm Cycling Development Plan 2016</li> <li>- Cycling concept for Neu-Ulm Programme section 1: Danube Waterside</li> </ul>



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### 6.3. Information and marketing

#### 6.3.1. Physical mobility centre

Measure	Physical mobility centre
Brief description of the measure	<p>The mobility centre is intended to serve as the central information point for tourists and the local population for all questions around the subject of mobility at the central public transport node of the city. In addition to providing information about mobility, other mobility services are to be offered such as bike hire, cargo bikes, car-sharing etc. The concept for a mobility centre in Ulm/Neu-Ulm that was developed in the project "Sustainable mobility in the Danube region", can thus be substantially included.</p> <p>Ulm main station is currently being renovated. In addition to the preferred option of a mobility centre for Ulm/Neu-Ulm in the station square, the possibilities of a location in the planned pedestrian underpass between the station and Sedelhöfe and the expansion of the services of the DB Travel Centre or the Traffiti in terms of a comprehensive mobility centre should also be pursued.</p>
Assignment of objectives	<p><b>Information and marketing:</b> Provision of comprehensive and comprehensible information about existing sustainable mobility offers in German, English etc.</p> <p>Expansion of the existing information points for mobility information</p>
Likely effect of the measure and its contribution to the overall objective	<p>Functioning as a central information point for visitors and the local population, a mobility centre makes a decisive contribution to the provision of comprehensive and comprehensible information about existing sustainable mobility and tourism offers.</p>
Anticipated implementation costs	n/a
Financing options	<p><u>Funding programmes</u></p> <ul style="list-style-type: none"> <li>- Climate protection directive via the federal government</li> <li>- ERDF European Regional Development Fund (2014–2020)</li> <li>- Policy-focussed investments for climate protection in local</li> </ul>



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	authority areas ERDF (Investment for Growth and Jobs)
Implementation horizon	<p><u>Short-term:</u> Expansion of the competence of the DB Travel Centre to include DING ticket sales and advice</p> <p style="text-align: center;"><i>or</i></p> <p>Expansion of the competence of Traffiti to include DING ticket sales and advice</p> <p><u>Medium-term:</u> Mobility centre</p>
Responsible implementation organisation	TBC
Responsible organisations that will be involved in the next steps of the process	<p>Danube Office Ulm / Neu-Ulm</p> <p>City of Ulm</p> <p>District of Neu-Ulm</p> <p>Alb-Danube District</p> <p>SWU</p> <p>DING</p> <p>UNT</p> <p>Deutsche Bahn Vertrieb (company responsible for DB ticket sales and travel centres)</p>
Next steps	<ol style="list-style-type: none"> <li>1. The appointment of a working group coordinated by the Danube Office</li> <li>2. Examine the possibilities of further developing the DB Travel Centre or the Traffiti into a mobility centre</li> <li>3. Develop concept (including financing options and the preparation of locations)</li> <li>4. Preparation of a decision-making basis for the participating organisations</li> </ol>
Embedding in existing concepts	<ul style="list-style-type: none"> <li>- Climate protection sub-concept Mobility in the district of Neu-Ulm: Mobility information centre (District of Neu-Ulm)</li> <li>- Mobility centre concept from the project "Sustainable mobility in the Danube region"</li> </ul>



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6.3.2. Virtual mobility centre

Measure	Virtual mobility centre
Brief description of the measure	The intention is for all mobility information in the Ulm/Neu-Ulm region to be bundled together online, combined and finally packaged as a collection of links. In doing this, care must be taken to ensure selection of information comprehensive, neutral and multimodal. The virtual mobility centre can serve as a database for future employees of a physical mobility centre when they are providing advice.
Assignment of objectives	<b>Information and marketing:</b> Provision of comprehensive and comprehensible information about existing sustainable mobility offers in German, English etc.
Likely effect of the measure and its contribution to the overall objective	Comprehensive, centralised mobility information that is easily accessible, is an essential prerequisite for competent information transfer appropriate to the needs of the respective user group.
Anticipated implementation costs	Personnel costs for the concept development and bundling of existing mobility information/offers. Personnel costs for the data entry and maintenance of the content.
Financing options	<u>Concept development</u> Personnel costs for the concept development will be covered in the course of the Transdanube.Pearls project.  <u>Populating the content management system and Updating and maintenance of the data</u> After handover to an appropriate institution, it will fall within their remit, so the costs should be covered by existing personnel resources.
Implementation horizon	Short-term: 2019
Principal organisation responsible for implementation	City of Ulm City of Neu-Ulm DING
Responsible organisations that will be involved in the next	Danube Office Ulm / Neu-Ulm UNT DING





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steps of the process	City of Ulm City of Neu-Ulm
Next steps	<ol style="list-style-type: none"> <li>1. Concept development</li> <li>2. Coordination of implementation options or incorporation into existing websites</li> <li>3. Examination of the possibility of expanding existing apps into an mobility app</li> </ol>



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6.3.3. Integrated tourism and mobility information

Measure	Integrated tourism and mobility information
Brief description of the measure	Information about tourist attractions combined with information about how to reach them by train/bus/bike will make it easier for people to travel around the region sustainably. Instead of having to laboriously search for different pieces of information, integrated tourism and mobility brochures provide a compact overview. Travellers should therefore be referred to standardised public transport options for the Ulm/Neu-Ulm region and where applicable to cycling options. The objective is a coordinated and unified process for all stakeholders in the Ulm/Neu-Ulm region.
Assignment of objectives	<b>Information and communication:</b> Provision of comprehensive and comprehensible information about existing sustainable mobility offers in German, English etc.
Likely effect of the measure and its contribution to the overall objective	Integrated tourism and mobility information per se facilitates access to information about existing sustainable mobility and tourism offers and promotes the use of sustainable mobility offers on the way to tourist destinations.
Anticipated implementation costs	Personnel costs for the preparation of a standardised approach. No additional costs for implementation.
Financing options	Personnel costs arising from the development of a standardised approach will be covered in the course of the Transdanube.Pearls project.
Implementation horizon	Short-term: 2019
Responsible implementation organisations	DING UNT Alb-Danube District District of Neu-Ulm
Responsible organisations that will be involved in the next steps of the process	Danube Office Ulm / Neu-Ulm DING UNT Alb-Danube District District of Neu-Ulm
Next steps	1. Preparation of standardised travel information Mode of transport



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	<p>Reference to DING app Reference to DING day ticket (mention the DING group day ticket for the entire network as the standard recommendation) Bus stop at the POI Frequency Restrictions</p> <ol style="list-style-type: none"><li>2. Checking the implementation options in the tourist brochures and online presence of the regional stakeholders</li><li>3. Examination of the option of entering the route via DING directly on to the corresponding web page</li></ol>
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6.3.4. Integrated tourism and mobility packages

Measure	Integrated tourism and mobility packages
Brief description of the measure	<p>Integrated tourism and mobility packages offer maximum convenience and security for travellers. It enables them to purchase or book in advance all services that may be required for an exciting trip/holiday: everything from the outward journey, hotel bookings to local mobility and including where applicable, the purchase of entrance tickets. In doing so it is essential to take account of sustainable mobility offers during the outward and return journeys as well as local mobility at the destination. This makes travelling without your own car more attractive for passengers and cyclists.</p> <p>The object of this measure is the development of transnational and national tourism and mobility offers, which ideally, will be bookable and offered by tour operators. Alternatively, travel recommendations could also be developed. The focus should be on considering sustainable mobility offers during the outward and return journeys as well as movement within the region. These offers should primarily be aimed at the following target groups: young couples/families/older couples with an interest in nature, sporting activities (cycling), art and gastronomy. The detailed offers will be listed in a brochure within the scope of the project and jointly marketed.</p>
Assignment of objectives	<p><b>Information and communication:</b> Provision of comprehensive and comprehensible information about existing sustainable mobility and tourism offers in German, English etc.</p> <p><b>Cooperation:</b> Increasing cooperation among stakeholders from the transport and tourism sectors</p>
Likely effect of the measure and its contribution to the overall objective	<p>Integrated tourism and mobility information per se facilitates access to information about existing sustainable mobility and tourism offers and promotes the use of sustainable mobility offers on the way to tourist destinations.</p>
Anticipated implementation costs	<p>Personnel costs for developing new tourism and mobility offers and the linking of existing ones. Currently, further material costs and the like are not expected.</p>



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Financing options	Personnel costs within the scope of this measure will be covered in the course of the Transdanube.Pearls project.
Implementation horizon	Short-term: 2020
Responsible implementation organisation	Danube Office Ulm / Neu-Ulm
Responsible organisations that will be involved in the next steps of the process	UNT DING District of Neu-Ulm Alb-Danube District Tour operators
Next steps	<ol style="list-style-type: none"> <li>1. Preparation of the first draft for the development of a national offer</li> <li>2. Bilateral discussions with a consultant of the joint advertising group, if necessary at a national level</li> <li>3. Presentation of the first draft to the working group in July and discussion/revision</li> <li>4. Contact and exchange with tour operators</li> <li>5. Placing of the national tourism and mobility offer in a brochure (as a bookable product or travel recommendation)</li> </ol>



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## 6.4. Cooperation

### 6.4.1. Training

Measure	Training
Brief description of the measure	<p>From the assessment tour of the EU Transdanube.Pearls project, it emerged that among the hotels, information about flexible public transport offers (such as the SAM offers) and other sustainable mobility offers is not very well-known. This will be improved through training sessions. A workshop aimed at the target group of tourism professionals (receptionists, tourist information employees etc.), will create an awareness of sustainable mobility in tourism. An on-site inspection of the journey process of incoming tourists and existing sustainable mobility offers will be carried out, as well as information provided about the mobility offers available in Ulm/Neu-Ulm (UlmCard, DING offers, offers for cyclists, car-free travel to the destination etc.). The training sessions will be provided by Danube Office Ulm / Neu-Ulm in close cooperation with the relevant stakeholders and including external partners (e.g. DING). Participants will be awarded a certificate of attendance and the training sessions will be effectively publicised. In order to ensure the quality of the event, the number of participants will be limited to 10–15. If the demand justifies it, further training sessions will be arranged. Updates and changes to the mobility offers in the Ulm/Neu-Ulm area will be communicated to participants via the organiser’s mailing list.</p> <p>In a further step, this format can also be applied to municipal and local councils, in order to win stronger support for sustainable mobility among official decision-makers.</p>
Assignment of objectives	<p><b>Information and marketing:</b> Awareness of the added value of sustainable mobility among decision-takers and people in contact with customers</p> <p><b>Cooperation:</b> Strengthening cooperation among stakeholders from the transport and tourism sectors.</p>
Likely effect of the measure and its	<p>Personal experience is the best foundation for competent advice and information transfer. The training sessions are</p>



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contribution to the overall objective	<p>designed to ensure that every person who has direct contact with passengers and tourists is able to knowledgeably inform them about the existing mobility offers.</p> <p>The contacts made in the training sessions will form the basis for future cooperation and exchange of information.</p>
Anticipated implementation costs	Personnel costs for the planning and implementation of the training sessions.
Financing options	Personnel costs arising within the scope of this measure will be covered in the course of the Transdanube.Pearls project.
Implementation horizon	Short-term: 2018
Responsible implementation organisation	Danube Office Ulm / Neu-Ulm
Responsible organisations that will be involved in the next steps of the process	<p>UNT</p> <p>DEHOGA District Association Alb-Danube</p> <p>BHG District Association Neu-Ulm</p> <p>DING</p> <p>Danube Office Ulm / Neu-Ulm</p>
Next steps	<ol style="list-style-type: none"> <li>1. Creation of the training concept / agenda based on preliminary discussions with regional stakeholders</li> <li>2. Preparation of user-friendly mobility information (2–3-page summary for reception areas + 3–4-page guide)</li> <li>3. Invitations sent out to relevant hotels / other interested parties via UNT, DEHOGA District Association Alb-Danube and BHG District Association Neu-Ulm</li> <li>4. Advertising at various networking meetings</li> <li>5. Training to take place in October 2018</li> </ol>
Embedding in existing concepts	- Projects measure falls within scope of the EU Transdanube.Pearls project



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6.4.2. Promoting hotel cooperation with public transport

Measure	Promoting hotel cooperation with public transport
Brief description of the measure	<p>In order to encourage car-free travel, access to public transport must be made easier. Hotels can play an important role in this. They can enter into collaborative agreements with public transport providers in various ways and thus provide their guests with an additional service.</p> <p>For example, hotels with an existing link to public transport should integrate information about car-free journeys to Ulm/Neu-Ulm directly with the booking confirmation. By using the b2b page of the DING website, hotels will in future be able to sell their guest tickets without significant expense. The UlmCard shall continue to be available to guests and be more actively promoted (see also 6.4.1 Training).</p>
Assignment of objectives	<p><b>Cooperation:</b> Increasing cooperation among stakeholders from the transport and tourism sectors</p> <p><b>Information and marketing:</b> Expansion of the existing information points for mobility information</p>
Likely effect of the measure and its contribution to the overall objective	<p>The intensive promotion of car-free mobility and the sale of tickets and offers that include public transport will lower the barriers to car-free mobility and the use of local sustainable mobility offers.</p>
Anticipated implementation costs	<p>Personnel costs for the preparation of a standardised approach. No additional costs for implementation</p> <p>DING ticket sales via hotels and tourist information points is free to the retail outlet.</p>
Financing options	<p>Costs associated with the creation of a standardised procedure will be covered within scope of the EU Transdanube.Pearls project.</p>
Implementation horizon	<p>Short-term: 2018</p>
Responsible implementation organisation	<p>UNT Hotels</p>
Responsible organisations that will be involved in the next	<p>DEHOGA District Association Alb-Danube BHG District Association Neu-Ulm "Zweilandstadt" ("Dual-state city") marketing initiative</p>





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steps of the process	Swabian Chamber of Commerce and Industry Ulm Chamber of Commerce and Industry DING Danube Office Ulm / Neu-Ulm
Next steps	<ol style="list-style-type: none"> <li>1. Proposal for a standardised text module for car-free mobility in the region + coordination</li> <li>2. Implementation by hotels with good public transport links</li> <li>3. Prominent positioning of information about the DING day ticket on the hotel websites</li> <li>4. More intensive promotion of the UlmCard</li> <li>5. More intensive promotion of the ability of hotels and tourist information centres to sell tickets online via the DING b2b website</li> </ol>



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6.4.3. Networking

Measure	Networking
Brief description of the measure	A working group focussing on <i>Tourism and mobility</i> is to be set up for the Ulm / Neu-Ulm region with the aim of embedding the subject of sustainable mobility and tourism and to continue collaboration in this field beyond the life of the EU Transdanube.Pearls project. The members of this working group will correspond to those of the current series of workshops of the Transdanube.Pearls project as well as other interested organisations and institutions from the fields of administration, transport, mobility, tourism and other interest groups. This working group will help to strengthen networking and cooperation in tourism and mobility within the Ulm/Neu-Ulm 'pearl.' This will enable the development of shared projects, the formation of synergies and exert influence on existing planning processes. The SRTMP will be the programme of work of the <i>Tourism and mobility</i> working group.
Assignment of objectives	<b>Cooperation:</b> Strengthening of cooperation of stakeholders from the transport and tourism sectors and also between the two cities and their common surrounding region
Likely effect of the measure and its contribution to the overall objective	The networking of all relevant stakeholders in tourism and mobility in the Ulm / Neu-Ulm region will form the basis for cooperation and an effective level for collaboration between the cities of Ulm and Neu-Ulm that are administratively separated from each other by a federal state boundary.
Anticipated implementation costs	Personnel costs in relation to the professional moderation of the network/working group. Other costs in relation to external speakers, on-site inspections etc.
Financing options	Costs arising within the scope of this measure will be covered in the course of the Transdanube.Pearls project.
Implementation horizon	Short-term: 2019
Responsible implementation organisation	Danube Office Ulm / Neu-Ulm
Responsible	Participants in the series of Transdanube.Pearls workshops



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organisations that will be involved in the next steps of the process	Interested institutions and organisations in the tourism and mobility sectors
Next steps	<ol style="list-style-type: none"> <li>1. Bilateral discussions within the scope of Alexandra Bohner's master's thesis in terms of expectations, objectives and (consequently) the content of future collaboration</li> <li>2. Strengthening of cooperation by joint processing of measures within the scope of the regional tourism mobility plan</li> <li>3. Exchange and networking in the course of the further series of workshops</li> <li>4. Bringing in decision-makers and positioning of regional results of the Transdanube.Pearls within the relevant political bodies to secure a continuation of collaboration in the area of sustainable mobility</li> </ol>



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## 7. Implementation

The implementation of the measures will be by the responsible stakeholders. It is helpful if in the discussions and workshops for every measure an implementation partner and supporting implementation partners are put in charge for each measure. The point of contact and coordinator of the sustainable regional tourism mobility plan for Ulm/Neu-Ulm is Danube Office Ulm / Neu-Ulm.

### 7.1. Relevant stakeholders

The diagram below shows the main stakeholders from the tourism and mobility sectors of the Ulm / Neu-Ulm region.

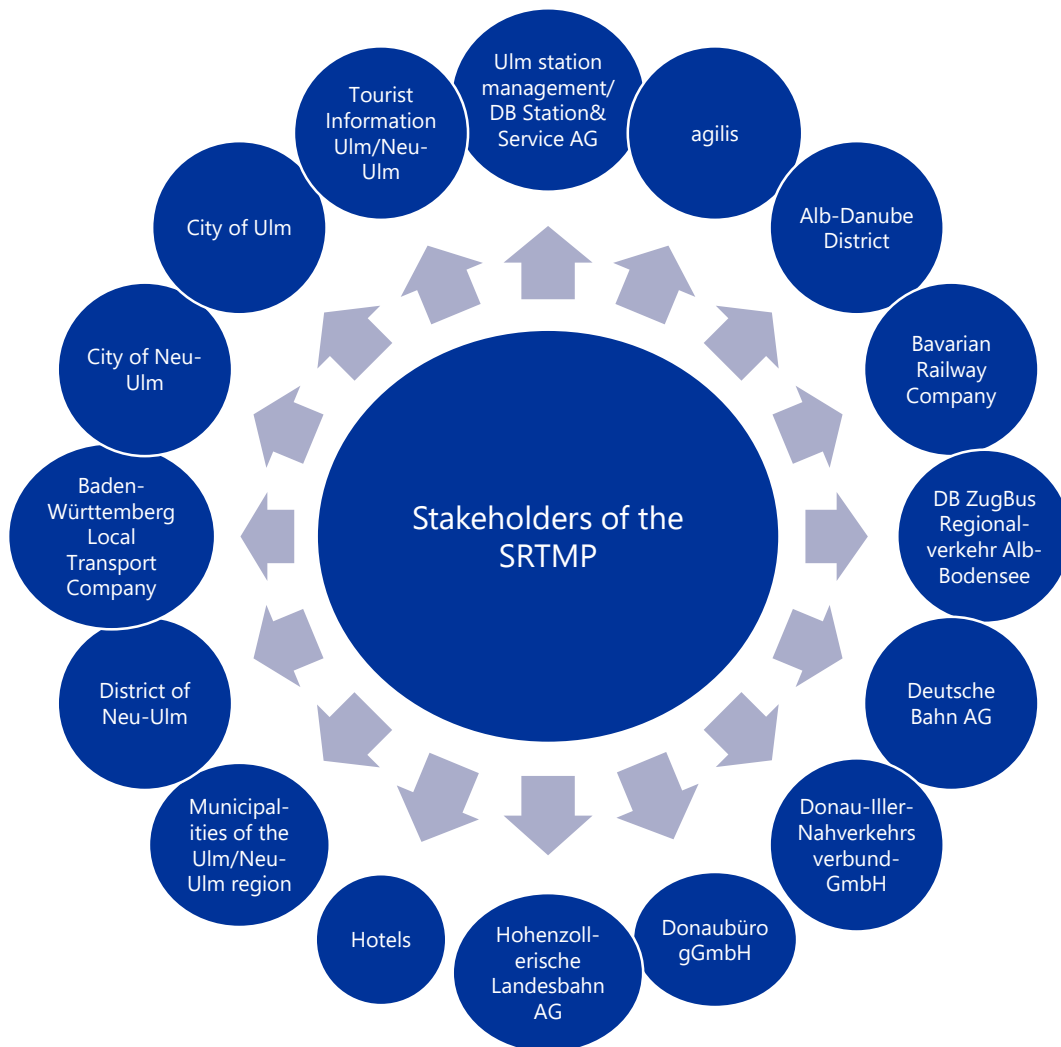


Fig.7: Key stakeholders for the implementation



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## 7.2. Financing

The most important sources of finance are listed in the descriptions of the respective measures. The following provides a brief summary of the most important financing instruments at regional, national and cross-border or transnational levels.

Financing instrument	Brief description
Transdanube.Pearls project	Personnel and material costs for the implementation of the activities proposed in the project
Funding for cycling transport in Bavaria	Cycle parking facilities <a href="https://nationaler-radverkehrsplan.de/aktuell/nachrichten/foerderanteil-fuer-fahrrad-abstellmoeglichkeiten">https://nationaler-radverkehrsplan.de/aktuell/nachrichten/foerderanteil-fuer-fahrrad-abstellmoeglichkeiten</a>
LGVFG (law governing the financing of municipal transport in a federal state)	Various sources of funding on the subject of 'Improving traffic conditions of municipalities'. <a href="http://www.landesrecht-bw.de/jportal/?quelle=jlink&amp;query=GVFG+BW&amp;psml=bsbauweprod.psml&amp;max=true&amp;aiz=true">http://www.landesrecht-bw.de/jportal/?quelle=jlink&amp;query=GVFG+BW&amp;psml=bsbauweprod.psml&amp;max=true&amp;aiz=true</a>
Climate protection directive via the federal government	Directive for the public funding of climate protection projects in social, cultural and public bodies. <a href="https://www.klimaschutz.de/kommunalrichtlinie">https://www.klimaschutz.de/kommunalrichtlinie</a>
Cycle transport funding - Baden-Württemberg	Cycling <a href="https://www.fahrradland-bw.de/radverkehr-in-bw/foerdermittel/">https://www.fahrradland-bw.de/radverkehr-in-bw/foerdermittel/</a>
ERDF European Regional Development Fund (2014–2020)	Funding area infrastructure; regional aid; corporate financing <a href="http://www.foerderdatenbank.de/Foerder-DB/Navigation/Foerderrecherche/suche.html?get=2f7bf71c7a1672d3625033983e06f194;views;document&amp;doc=2650&amp;pos=box#box">http://www.foerderdatenbank.de/Foerder-DB/Navigation/Foerderrecherche/suche.html?get=2f7bf71c7a1672d3625033983e06f194;views;document&amp;doc=2650&amp;pos=box#box</a>
Policy-focussed investments for climate protection in local authority areas ERDF (Investment for Growth and Jobs)	Support for projects that reduce CO <sub>2</sub> emissions in or by municipalities whether directly or indirectly. <a href="http://www.eu-kommunal-kompass.de/index.php/foerderdatenbank?view=mk&amp;id=190">http://www.eu-kommunal-kompass.de/index.php/foerderdatenbank?view=mk&amp;id=190</a>



### 7.3. Monitoring and evaluation

The development of the SRTMP has strengthened the networking between stakeholders from the areas of mobility and tourism and for the first time a joint integrated action plan has been launched. But were the steps taken the right ones and were they sufficient? Or do the measures need to be adapted to new developments and conditions?

Only an ongoing impact assessment and a regular evaluation of objectives and measures (at least every five years) will enable timely interventions.

To do this, it is proposed to set up regular coordination meetings with all the relevant stakeholders. The workshops for the creation of the SRTMP have proved themselves as an exchange platform and are therefore to be continued.



## 8. Conclusions

Cooperation is essential to provide new or improved mobility offers for visitors to the region. This particularly applies to the Ulm/Neu-Ulm region with its different administrative competencies on the two sides of the Danube. The constructive collaboration between the responsible authorities of both cities and between experts from the tourism and mobility sectors can be seen as the key element for a successful conclusion of the work on this regional tourism mobility plan. At the same time, the commitment to further cooperation is an essential, if not the most important result of the process of developing the sustainable regional tourism mobility plan.

The objectives and measures of the present tourism and mobility plan form the framework for the continued cooperation between the stakeholders. Together they are pursuing the goal of improving the options of coming to Ulm/Neu-Ulm without using your own car. In doing so, the decisions jointly agreed in that are not set in stone for all time. On the contrary, the tourism and mobility plan is a living and dynamic document, that can be adapted to changing conditions.

## 9. Acknowledgements

We would like to thank all those participating people and institutions for their constructive collaboration in the production of the sustainable regional tourism mobility plan for Ulm/Neu-Ulm.



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## 11. Project partners

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	<p><b>ERDF PP1</b> Danube Office Ulm/Neu-Ulm</p>	<p>DOULM</p>	<p>GERMANY</p>
	<p><b>ERDF PP2</b> WGD Danube Upper Austria Tourism Ltd.</p>	<p>WGDOOE</p>	<p>AUSTRIA</p>
	<p><b>ERDF PP3</b> Regionalmanagement Burgenland Ltd.</p>	<p>RMB</p>	<p>AUSTRIA</p>
	<p><b>ERDF PP4</b> Bratislava Self-Governing Region</p>	<p>BSGR</p>	<p>SLOVAKIA</p>
	<p><b>ERDF PP5</b> West Pannon Regional and Economic Development Public Nonprofit Ltd.</p>	<p>WESTPA</p>	<p>HUNGARY</p>
	<p><b>ERDF PP7</b> City of Vukovar</p>	<p>CIVUK</p>	<p>CROATIA</p>
	<p><b>ERDF PP8</b> Development agency Sinergija</p>	<p>RASIN</p>	<p>SLOVENIA</p>
	<p><b>ERDF PP9</b> Regional Administration of Vidin Region</p>	<p>VIDIN</p>	<p>BULGARIA</p>
	<p><b>ERDF PP10</b> Club "Sustainable Development of Civil Society"</p>	<p>CSDCS</p>	<p>BULGARIA</p>
	<p><b>ERDF PP11</b> National Institute for Research and</p>	<p>NIRDT</p>	<p>ROMANIA</p>



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	Development in Tourism		
	<b>ERDF PP12</b> The South-East Regional Development Agency	SERDA	ROMANIA
	<b>ERDF PP13</b> Government of Baranya County		HUNGAR Y
	<b>IPA PP1</b> Danube Competence Center	DCC	SERBIA
	<b>IPA PP2</b> Regional Development Agency Eastern Serbia	RARIS	SERBIA



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The list of strategic partners who supported the implementation of the Transdanube.Pearls project.

<b>ASP1</b>	Austrian Federal Ministry for Agriculture, Forestry, Environment and Water Management	BMLFUW	AUSTRIA
<b>ASP2</b>	Federal Ministry for Transport, Innovation and Technology	BMVIT	AUSTRIA
<b>ASP3</b>	Neusiedler See Tourism Ltd.	NTG	AUSTRIA
<b>ASP4</b>	Regional Government of Burgenland	BGLD	AUSTRIA
<b>ASP5</b>	Rail Tours Touristik Ltd.	RTA	AUSTRIA
<b>ASP6</b>	Destination Marketing Association German Danube	DMAGD	GERMANY
<b>ASP7</b>	Supreme Building Authority – Part of the Bavarian State Ministry of the Interior, for Building and Transport	STMI	GERMANY
<b>ASP8</b>	Panonsko more d.o.o. / Panonian sea Ltd.	PANON	CROATIA
<b>ASP9</b>	Győr-Sopron-Ebenfurt Railway Corp.	GYSEV	HUNGARY
<b>ASP10</b>	Government of Baranya County	BARCO	HUNGARY
<b>ASP11</b>	Association of Szigetköz Tourism	SZTDM	HUNGARY
<b>ASP12</b>	Association of Tourism Development in Moldova	ADTM	MOLDOVA
<b>ASP13</b>	National Authority for Tourism	NAT	ROMANIA
<b>ASP14</b>	Administrative Territorial Unit Tulcea County	TULC	ROMANIA
<b>ASP15</b>	Railways of the Slovak republic	ZSR	SLOVAKIA
<b>ASP16</b>	Ministry of Transport, Construction and Regional Development of the Slovak Republic	MINDOP	SLOVAKIA
<b>ASP17</b>	Bratislava City - Capital of Slovak Republic	BA	SLOVAKIA
<b>ASP18</b>	Pomurje Tourist Association	PTA	SLOVENIA
<b>ASP19</b>	Ministry of Agriculture and Environmental Protection	MAEP	SERBIA
<b>ASP20</b>	Development Agency of Serbia	DAS	SERBIA
<b>ASP21</b>	Municipality of Kladovo	MKLAD	SERBIA
<b>ASP22</b>	Ministry of Tourism	BMT	BULGARIA
<b>ASP23</b>	Association of Danube River Municipalities "Danube"	ADRM	BULGARIA
<b>ASP24</b>	Municipality of Ruse	RUSE	BULGARIA