



## HOW TO SELL SUSTAINABLE MOBILITY AS INCREMENTAL PART OF THE VISITOR EXPERIENCE?

**Final Conference of the project „Transdanube.Pearls“**



**Monday, May 13<sup>th</sup> 2019, 9.00 – 15:30**

**Venue: Neusiedl am See, Austria**



# INVITATION TO THE **TRANSDANUBE.PEARLS**

## FINAL CONFERENCE

Dear Sir or Madam,

The Danube region is one of the most promising tourism destinations in Europe. Most of the trips to the Danube and within the Danube region are carried out by car, causing negative impacts to the environment and inhabitants. Transdanube.Pearls aims to implement sustainable mobility in tourism along the Danube by building a network for sustainable mobility.

In the last 2,5 years, the partnership of the Transdanube.Pearls project has set various measures to improve the possibilities to use sustainable means of transport to and in the destinations. Besides that, the project succeeded to build the network of the Danube.Pearls, destinations dedicated to sustainable mobility in the Danube Region.

We are pleased to invite you to the final conference of the project Transdanube.Pearls, which will offer the frame for the official foundation of the Network Transdanube.Pearls. Additionally we will have a closer look to marketing needs and possibilities to promote sustainable mobility to the end-user, the tourists. The final conference of the Transdanube.Pearls project will be organized in Neusiedl am See (Austria), which is one of the Danube.Pearls of the Network. It will take place on May, 13th 2019 from 9 a.m. to 15:30 p.m.

The detailed agenda will follow in the upcoming weeks. We are looking forward to meeting you in Neusiedl, Austria!

Sincerely,

Environment Agency Austria

Austrian Federal Ministry of  
Sustainability and Tourism



## DRAFT AGENDA

Moderation by Andreas Friedwagner, VERRACON. Moderation and presentations will be held in English.

**09:00**      **Registration** of the participants

**09:30**      **Welcome**

Georg Rebernicg, Environment Agency Austria, Lead Partner Transdanube.Pearls  
Robert Thaler, Head of Department, Federal Ministry of Sustainability and Tourism  
Heinrich Dorner, Regional Minister of Transport, Burgenland region  
Stefan Schindler, CEO of Neusiedler See Tourism Ltd

**10:00**      **Danube.Pearls network**  
Video + introduction by the moderator

**10:15**      **Danube.Pearls certification ceremony**

**10:45**      **Short break and press conference**

## How to sell sustainable mobility as incremental part of the visitor experience?

**11:15**      **Where are we starting from? Travelling in the Danube region**  
Günther Lichtblau, Environment Agency Austria, LP Transdanube.Pearls project

**11:30**      **How to make people travelling sustainably?**  
Key note: Patrick Kofler – Helios/Italy

**12:00**      **How are destinations addressing their customers to take the train for holidays?**  
Brigitte Hainzer, Mobilitätscoach for Tirol Werbung

**12:30**      **The Transdanube.Pearls project and its support for sustainable travelling in the Danube region**  
Danko Cosic – Danube Competence Center/Serbia, Tibor Polgar – Westpannon/Hungary,  
Lucia Ilieva – CSDCS/Bulgaria, Christine Zopf-Renner – RMB/Austria

**13:00**      Lunch break



## The network of Danube.Pearls

14:00

### Presentation of the Danube.Pearls network

Petra Riffert, Secretary General Danube.Pearls network, WGD Upper Austria

14:30

### Panel Discussion: How to support the network of Danube.Pearls

- Dieterich, Ulm/Neu-Ulm Touristik
- Virginia Fusé, Environmental Affairs Officer, United Nations Economic Commission for Europe
- Stefan Schindler, Neusiedler See Tourismus GmbH
- Robert Thaler, BMNT
- Petra Riffert, WGD Upper Austria
- Brigitte Hainzer, Mobilitätscoach for Tirol Werbung
- Luminita Mihailov, SERDA

15:15

Outlook on year 1 of the Danube.Pearls network

15:30

End of the conference

After the conference:

## MEET THE PEARL – HIGHLIGHTS OF THE DANUBE.PEARL NEUSIEDLER SEE

Get inspired by the unique landscape and the culinary highlights of the Neusiedler See region! More details will be provided soon. Be sure that there will be enough food, drinks and great experiences!

Before the conference

### GET TOGETHER

There will be tables reserved at the Mole West starting from 19:00 on Sunday, May 12th.

<https://www.google.at/maps/place/Mole+West/@47.928716,16.8321493,17z/data=!3m1!4b1!4m5!3m4!1s0x476c5d35dbfa1d77:0xcc0be49bacb0621e!8m2!3d47.928716!4d16.834338>



## REGISTRATION

There is no conference fee for the conference. We ask for a binding registration until **3<sup>rd</sup> May 2019** under the following [link](#).

## MEETING VENUE

### **Weinwerk Burgenland**

Obere Hauptstraße 31,  
7100 Neusiedl am See

<https://www.weinwerk-burgenland.at/> .

## CONFERENCE LANGUAGE

Conference language is English.



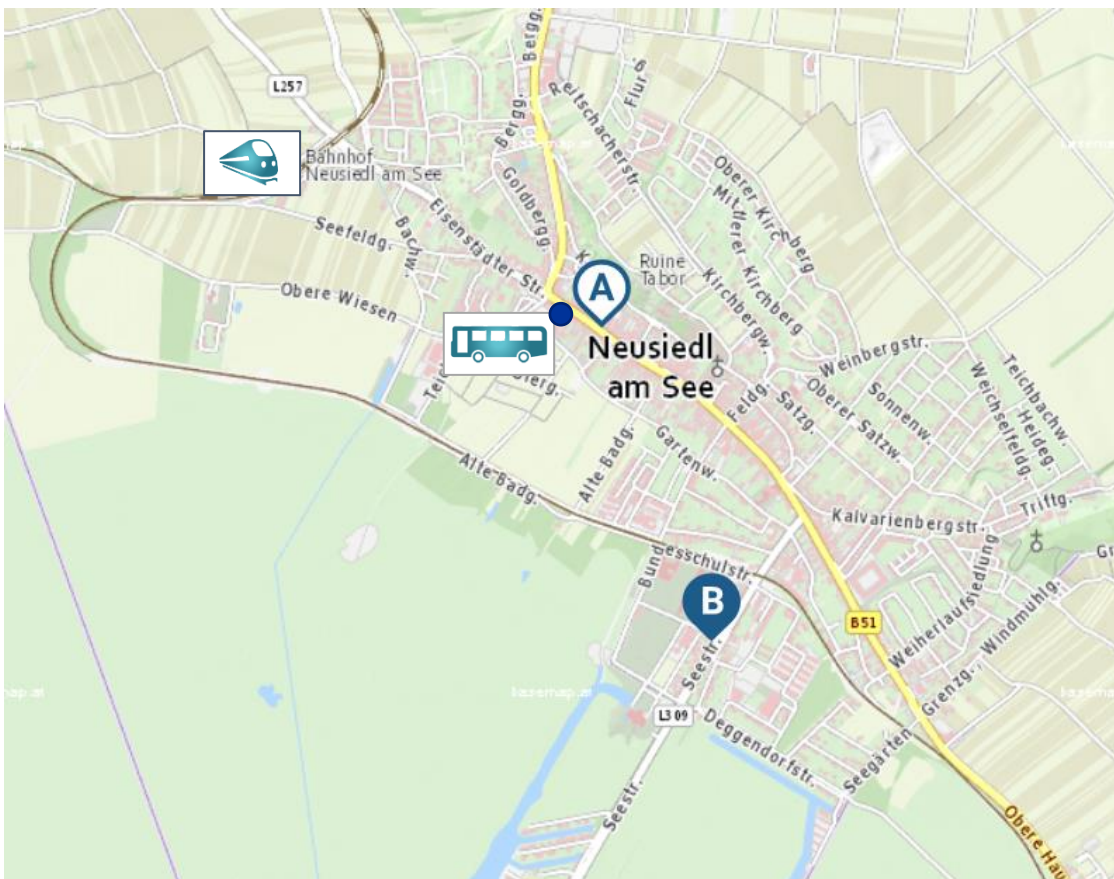
## ARRIVAL AND DEPARTURE TO THE MEETING VENUE

### By Public Transport

Neusiedl am See is accessible by train

- from Vienna Hauptbahnhof within 40 minutes (every hour) .
- from Eisenstadt within around 30 minutes (every hour).

From the train station you can reach the venue Weinwerk Burgenland within a 15 minutes walk or you take the public bus 290, which in front of the train station. Take the first stop "Neusiedl am See Bezirkshauptmannschaft", from here you reach the venue within 3 min (around 200 m walk). Please find the timetables following this [link](#)



Source: [www.anachb.at](http://www.anachb.at)

A.... Weinwerk Burgenland, B... Hotel Wende



The best train/bus connections to the venue

From Vienna	Back to Vienna
<p>Train:</p> <p>Dep 8:15      Wien Hauptbahnhof                     (Vienna Main Station)</p> <p>Arr 8:55      Neusiedl am See</p> <p>Bus 290:</p> <p>Dep 9:00      Neusiedl am See</p> <p>Arr 9:02      Neusiedl am See                     Bezirkshauptmannschaft</p>	<p>Bus 292:</p> <p>Dep 16:51      Neusiedl am See                     Bezirkshauptmannschaft</p> <p>Arr 16:54      Neusiedl am See</p> <p>Train:</p> <p>Dep 17:01      Neusiedl am See</p> <p>Arr 17:42      Wien Hauptbahnhof                     (Vienna Main Station)</p>

From Eisenstadt	Back to Eisenstadt
<p>Train:</p> <p>Dep 8:27      Eisenstadt Bahnhof</p> <p>Arr 8:55      Neusiedl am See</p> <p>Bus 290:</p> <p>Dep 9:00      Neusiedl am See</p> <p>Arr 9:02      Neusiedl am See                     Bezirkshauptmannschaft</p>	<p>Bus 292:</p> <p>Dep 16:51      Neusiedl am See                     Bezirkshauptmannschaft</p> <p>Arr 16:54      Neusiedl am See</p> <p>Train:</p> <p>Dep 16:59      Neusiedl am See</p> <p>Arr 17:26      Eisenstadt Bahnhof</p>



## By Airplane

The nearest airport is Vienna International Airport. Guests travelling by plane have the possibility to go by public transport to the region, which would take around 1,25 – 1,5 hours. For the best public connection from your flight please follow this [link](#)

A collected shuttle service by taxi / minibus will be organized. The transfer would take around 30 minutes, as cost you have to expect around 44 Euro per taxi (for max. 4 persons). Please indicate at the registration if you would need a shuttle and what time your flight would arrive.




Please note that the costs for the transportation from airport to the venue is on the participant's own costs.

## RECOMMENDATIONS REGARDING ACCOMMODATION

**Directly in Neusiedl am See, nearby to the venue, there are several small hotels and pensions to a good price. Please find further accommodation [here](#).**

**Please note:** Room booking and payment have to be arranged autonomously by the participants themselves. The available contingent of rooms in the hotels Wende and Seewirt Karner is reserved for participants **till April 8<sup>th</sup>**. Please refer to "Transdanube.Pearls" when booking to get the special offer. Please book as soon as possible, as the contingent is limited.

## CONTACT

You can find further information [here](#). For information and impressions of the EU-project Transdanube.Pearls please use following [link](#) or visit   .

If you need any further information, do not hesitate to contact Agnes Kurzweil [agnes.kurzweil@umweltbundesamt.at](mailto:agnes.kurzweil@umweltbundesamt.at) or Patricia Erler [patricia.erler@umweltbundesamt.at](mailto:patricia.erler@umweltbundesamt.at)