Crossborder umbrella project
Environmentally Sustainable Transport and Tourism in Sensitive Areas
Lake Neusiedl–Fertő-tó Region

Mr. Roman Michalek,
Regional Mobility Center
Burgenland, Austria
Exemplary solutions for sensitive areas

- cross-border contribution to the UNECE-WHO Transport, Health and Environment Pan-European Program (THE PEP)
- Based on a commitment by the Austrian and Hungarian Ministers for the Environment (2001)
- Partners from Austria, Hungary and Slovakia
- Based on the pilot study „Transport and Sensitive Areas – the case of the Lake Neusiedl region“
# Project Structure

1. **Pilot projects for innovative public transport in communities**  
   - **MODULE 1**

2. **Regional public transport (make.IT) and a cross-border mobility center**  
   - **MODULE 2**

3. **Eco-mobility and eco-tourism**  
   - **MODULE 3**

4. **Sustainable commercial transport and regional development**  
   - **MODULE 4**

5. ** Tailored infrastructures and new vehicle technologies**  
   - **MODULE 5**
Implementation Projects

Environmentally Sustainable Transport and Tourism in Sensitive Areas the Lake Neusiedl/ Fertő-tó Region

Nachhaltig umweltverträglicher Verkehr und Tourismus in sensiblen Gebieten Region Neusiedler See – Fertő-tó
Mobility Centre Burgenland – www.b-mobil.info

Information, Implementation, Cross-linking, Optimising
in Operation since October 2006, Eisenstadt, Domplatz 26
Improvements for the bicycle transport

- Master Plan for bicycle transport
- nextbike Burgenland: automated bicycle rental
- Geoinfo system bicycle transport: online cycling routes planner
- Continuous bicycle counts
Master Plan for bicycle transport

42 measures

Four main targets:

1. Increasing of day to day cyclists
2. Increasing of cycling tourists
3. Reduction of bicycle-accidents
4. Cycling-concepts for all villages
nextbike Burgenland: automated bicycle rental

Start: July 2007
Terminals at train stations and ferry ports
16 lending terminals all over the region
Geoinfo system bicycle transport: online cycling routes planner

GIS-based routing on signed cycle paths

Detailed route-description (distance, avg. slope, level of difficulty,..)

Distance profile

Online since Mai 2008
~ 20,000 visitors (unique clients)
avg. 1,2 mio hits per month
Continuous bicycle counts

~ 10 – 15 test points per season
2 – 3 terms (1 week) per season
up to 10,000 cyclists / term

By checking
- the frequency,
- „modal split“ (cyclists, hikers, inlineskaters, etc.)
- speed, main direction
- wheater conditions (temperature, average rainfall, etc.)

Data is used for touristic information and is collected in a regional traffic data-base
Thank you for your attention

Environmentally Sustainable Transport and Tourism in Sensitive Areas – the Lake Neusiedl/Fertő-tó Region

a crossborder umbrella project of

Co-financed under the European Fund for Regional Development (ERDF)