

## Jury's report

### FLUX – golden transport hub prize 2014

#### 1. Objectives and thematic focus

«FLUX – Golden Transport Hub» is a national prize which is awarded every year. The prize highlights the significance of public transport in terms of sustainable mobility and the importance of a dependable transport chain between the various means of transport. The main theme defined each year considers the many facets of a transport hub and serves to draw attention to the design and operation of modern solutions. The award honours the local municipality which is jointly responsible for the planning and design of the transport hub. The prize is awarded at the »MOVIMENTO« Forum for Mobility.

The theme adopted this year for the eighth staging of the award is »Best public transport system in a mountain tourist destination«

The selection includes mountain tourist destinations whose transport hubs are characterized by excellent connections to the mountain railways and those which go the extra mile to cater to holidaymakers using public transport. For this reason, places that also have good private transport links were sought. Mountain tourism resorts with no vehicle access were not taken into consideration. Judging was based on tourism services provided in summer. Besides the quality of transfer connections, judging criteria also include the visual attractiveness of the transport hub and its appeal to tourists, the services offered, signposting, customer information and the quality of solutions for persons with limited mobility.

#### 2. Previous winners

2007	Visp Station	Quality and innovation for convenient public transport
2008	Baden Station	Economic development potential
2009	Frauenfeld Station	Intermodality and multimodality, combined mobility
2010	Horgen Station	At night
2011	Renens Station and Will Station	Human-powered mobility

2012	Zurich Airport	Customer information
2013	Interlaken – Ost	Port towns

### **3. Specialist jury**

Philippe Gasser - Citec Ingénieurs Conseils SA

Ueli Stüchelberger – Director of the Association of Public Transport (VöV), Berne

Caroline Beglinger – Swiss Association of Transport and the Environment (VCS), Berne

René Böhlen – PostBus Switzerland Ltd, Berne

Esther Gingold - delegate Procap (formerly Swiss Invalids Association), Olten

Robert Riesen - Line Up, communication agency, Berne

Peter Vollmer - Berne

Andreas Wirth - Kontur Projektmanagement AG, Berne

Michael Bützer - Schweizerischer Gemeindeverband, Urtenen-Schönbühl

Renate Amstutz - Schweizerischer Städteverband, Bern

### **4. Nomination procedure and evaluation criteria**

A selection committee made up of representatives from the two FLUX sponsors selected 57 destinations in the Swiss Alps and its foothills, and the jury of experts made the following five nominations:

- Champéry
- Lenzerheide
- Nendaz
- Scuol
- St. Moritz

The nominations were subject to a detailed list of questions covering the following criteria:

- Transport services and connections
- Infrastructure and facilities
- Information and signposting
- Safety and accessibility
- Ambience, local landscape and tourist appeal
- Marketing and communication

Accompanied by the selection committee, the jury of experts visited the nominated tourist destinations, and then carried out their assessment based on a detailed list of criteria.

## **5. Award winner 2013: Interlaken East**

The principal town in the Lower Engadine valley, Scuol is not only a tourist destination, but fulfils a number of roles for the region as a whole. Its intact Romansh culture featuring architectural and social points of interest and culinary specialities, the natural landscape in the Swiss National Park and more recent innovations such as the Engadin Bad Scuol health and wellness spa contribute to the uniqueness of this holiday region. Public transport is of special significance as the one unifying element covering the various attractions on offer. The completion of the Vereina Tunnels by the Rhaetian Railway (RhB) has meant that the region is more quickly accessible by public transport. Other innovative services have capitalized on this advantage, such as the »domicil da vacanzas« holiday baggage transport service which enables tourists to send unaccompanied baggage from their station at home directly to their hotel or holiday accommodation. Apart from being a very successful service co-financed by DETEC, the Department of the Environment, Transport, Energy and Communication, and organized by the tourist board, it provides guests with excellent information about the very good public transport services available. This includes the regional timetable booklet which also has details on transport in neighbouring countries, the »Select Experiences« brochure, in which each offer sets out the times and locations of the relevant public transport available, and the »Arrival by public transport« web page. The speed limit in the town centre is 30 km/h and parking spaces are provided. The Scuol – Tarasp station is the end of the line and the point of departure for other networks such as the local Postbus service, local transport and taxi-buses in the evening, the pedestrian network with visitor signposting, as well as hiking and biking routes which are provided in conjunction with the local hiking trails association, the Bündner Wanderwege (BAW) and the Graubünden Non-Motorized Traffic Institute. The infrastructural and operational facilities are excellent. The transfer connections are easy to understand. All access routes, including ones to the cable car are close by, reachable at ground level and well signposted. All facilities for those with limited mobility are available.

What sets this transport hub apart is that it consistently aligns all measures with the objective of clearly positioning the tourist destination in terms of public transport and consequently making it attractive. It has also managed to gradually bring ideas to fruition thanks to the joint efforts of all participants. The municipality, transport companies, hotels and the tourism board have been working closely for some time and have taken the views of the local population into account when making important decisions. They are aware of the region's values and are facing up to the challenges of sustainable development and mobility. With its level of commitment and the success it has achieved, the municipality of Scuol has impressively embraced this year's theme, »Best public transport system in a mountain tourist destination«.

## **6. Appraisal of the other transport hubs**

### **Champéry**

At the foot of the Dents du Midi in the Chablais Alps lies one of the oldest tourist destinations in Switzerland. Located in the Portes du Soleil skiing area with over 650 km of ski runs and over 800 km of hiking trails, Champéry has undergone significant redevelopment with the construction of the sports centre featuring an ice rink/curling facilities and an indoor swimming pool, without sacrificing its own identity. The village is easy to reach by public transport using the AOMC train line and has ideal connection options, with the extension to the valley cable car station. There is also a sports shop offering bike hire at this modest transport hub. The facilities required for those with limited mobility are functional. Signposting is somewhat modest. A major achievement is the introduction of the free bus at the hub, which goes from the village centre and to the starting points of tourist attractions. The idea behind this transport idea is to encourage guests who arrive by car not to use their car during their stay. Current projects include the possible introduction of a pedestrian-only zone in the village centre and the provision of parking spaces. Of particular note is the efficient method of organization: all service providers belong to the same joint stock company.

Although a lot has been achieved in recent years, there are still major challenges to tackle in terms of tourist development. These are particularly stiff, given the town's proximity to the border, and the different pricing structure there. The organization selected provides an ideal basis to find solutions to these challenges.

## **Lenzerheide**

Lenzerheide is the holiday destination in Graubünden which is the quickest to reach from Zurich. Despite the resort being served by a public transport service every half-hour, most visitors arrive by car. The lakeside location features a wide variety of sports and leisure activities. Summer tourism is geared towards mountain biking and downhill biking. Lenzerheide and Arosa employ a joint destination strategy. This includes a project for a public transport portal for the Churwalden area, with the aim of achieving a significant rise in travel using public transport. There is a well established sports bus service during both the winter and summer seasons. Some of the hotels and major providers of holiday accommodation offer a baggage transport service and passenger transfers. The place itself is very spread out and fragmented, which makes it difficult to perceive a village centre. This is also noticeable when arriving by Postbus. The station is modest, and the waiting room is not very comfortable or inviting. There is limited seating, with no toilet facilities for the disabled. However, the location has excellent signposting. Particular importance is placed on staff training.

Master plans are in place to develop this destination, and take into consideration that the greatest potential lies in exploiting the location's natural surroundings.

## **Nendaz**

Located at the heart of the »Four Valleys« ski resort, this holiday resort focuses primarily on winter tourism. Nendaz offers attractions during the summer months, too. The resort has a network of hiking trails, including those that follow historically and agriculturally significant irrigation channels. It also offers a number of routes suitable for mountain biking and downhill biking. The village is accessible from Sitten via Postbus, but most visitors come by car. The huge number of second homes could be viewed as offering significant potential for tourism, but they also pose particular challenges for town planning and design in relation to landscape and residential areas. The authorities are dealing with this challenge in that they are trying to improve public spaces and encourage visitors where possible to leave their vehicles in underground garages during their stay. Some individual landowners are making land available for the future completion of an area which is intended to be primarily for pedestrians only. A short funicular railway is already in operation free of charge, which connects the low-lying areas with the valley cable car station, and there is also a network of 4 bus routes available free of charge during the winter sports season.

Signposting, however, is very modest. A »Lunabus« service runs to Sitten on Saturday evenings at a reasonable fare, thanks to municipal support.

As in Champéry, all service providers are represented by a single joint stock company. This means there is a solid basis to accord greater emphasis to developing public transport.

### **St. Moritz**

St. Moritz is one of the most well-known holiday resorts in the world. Prosperity and business are closely linked to tourism. A wide range of services is available, from restaurants, cultural and sporting activities to wellness, along with a welter of shopping opportunities, particularly for the affluent. St. Moritz can offer it all, putting it in a class of its own. The journey in using the Rhaetian Railway (RhB) via the Albula mountain route is very pleasant, and is a UNESCO World Heritage Site. The municipal authorities are investing heavily in sustainable mobility concepts. For instance, there is a pedestrianized zone in the town centre, with increased prices for parking in the city centre and an extensive escalator system linking the new covered car park at the station with the town centre. A local bus service is available free of charge for locals and for visitors from the second night of their stay onwards. Public transport both in the town and in the Upper Engadine is excellent. The town's pedestrian and bicycle paths are exceptionally well signposted. Even though the station is currently under construction, it should be noted that the facilities for those with limited mobility are inadequate. For example, platforms 5 and 6 are accessible by the stairs only and there is insufficient signposting. There are no benches outside the station and the bicycle parking area is located far away. The pedestrian path to the town centre goes through the garage before reaching the escalator system.

### **7. Findings of the jury**

The jury of experts is impressed by the considerable efforts being undertaken to promote public transport in mountain tourism destinations, making a contribution towards sustainable mobility. Despite the initial starting point of many visitors arriving by car, substantial and effective measures have been put in place by all of the five nominated destinations to encourage local residents and visitors by providing innovative incentives. The results show that such efforts can only be successful if all service providers work closely together and a good relationship is formed between the municipal authorities, tourist boards, hotels and transport companies. This allows

everyone to pull in the same direction and the views of the local residents themselves can be taken into account in these important projects.

Scuol, the winner of this award, has impressively demonstrated the strong commitment of all those involved, a consistent approach and innovative ideas in the search for solutions. Those responsible in all nominated mountain tourism destinations deserve a huge thank-you for their achievements on the path to sustainable mobility.