



TOURISMTRAFFIC

Finding a balance between accessibility for tourists as well as local needs and the environment.

Tourism is a major economic activity for the Alpine Region. However, it does not only lead to positive economic impacts but also brings along challenges for preserving the precious environmental and cultural heritage of the Alps as well as considering specific needs of the local population.

Most Alpine regions have recognised the need to develop environmentally-friendly tourism offers to remain competitive and to underpin standards of living in rural communities. These can however also bring along trade-offs and social conflicts that need to be considered in the planning process.

At the same time, increasing traffic volumes can have negative impacts on tourism. For example, major touristic destinations are crossed by motorways and/or railway lines and an increase in traffic volumes and environmental impacts reduces the attractiveness of these regions.

Tyrol: Road congestion caused by seasonal tourism

The majority of visitors to Tyrol arrive by private car, resulting in severe road congestion on the motorways and at the entrance to the main tourism valleys. This makes it increasingly challenging for residents to get around and threatens the attractiveness of the mountain regions. Tourists can be encouraged to use public transport by different measures. Offers can include guest cards offering free local public transport when booking accommodation, luggage pick-up services by hotels, or discounts on local tourist attractions when arriving by train. Cooperation between the transport and tourism sectors is required to offer such services.

» see conflict [#LimitingTrafficPeaks](#)

» see conflict [#BalancingNature&Landscape](#)

Carinthia: Major transit corridor crosses important tourism area

The tourism region Carinthia - Wörthersee is crossed by an international TEN corridor, the Baltic Adriatic Corridor. Rising transport volumes on this railway line reduce the attractiveness of this tourism region. Building on Good Practices developed in other regions, it will be crucial to deal with this challenge.

Bavaria: Finding a balance between local needs and touristic attractiveness

In the Chiemsee region in Bavaria, the local population suffers from leisure and tourism traffic. Many local residents commute to other cities and face increasing travel times in the holiday season. On the other hand, the regions are economically strongly dependent on tourism. The further development of public transport services is one solution to deal with these challenges.

» see conflict [#LimitingTrafficPeaks](#)