

A network of ecomobile routes in Switzerland



In the heart of the mountains, Switzerland is now covered with a network of ecomobile routes, developed and managed by a consortium of organisations. This national network called SwitzerlandMobility is intended for non-motorised traffic, in particular for leisure and tourism.

Background & Objectives

The aim of the ecomobile network is to make Switzerland an "active leisure paradise", through non-motorised traffic. Everything is designed so that visitors can move around without cars: walking, biking, mountain biking, rollerblading, canoeing, in conjunction with public transport. In total there are 22 national routes and many regional routes, all clearly signposted. Welcoming a growing number of visitors to these routes, the partners of SwitzerlandMobility went further by offering tourists and hikers the chance to book their accommodation along the route. SwitzerlandMobility is a very advanced project and a real pioneer in this field. It is a great example of an effective system where all the information about the mobility chains, and the services around them, is easily accessible and readable. The strong partnerships with private businesses in the tourism sector are also a good example for similar initiatives to follow.

Implementation

In 1993, a few cycling enthusiasts had the idea of creating a set of national cycle routes in Switzerland. From this "Cycling in Switzerland" was born, composed of organisations from traffic, sports and tourism. 9 routes, encompassing more than 3000 kms, were identified and marked by the cantons. This idea was extended in 1999 to the Swiss Hiking Federation. There are a total of 24000 kms of routes:.

- 9000 km of hiking trails;
- 9000 km of tracks suitable for cycling;
- 4500 km of trails and bike routes;
- 1100 km route suitable for skates;
- 350 km canoe-accessible rivers and lakes.

550 stops are served by public transport (bus and train) to provide comfortable conditions for the visitor who can thus combine various modes of travel. All public transport stops and schedules are shown on the interactive map of the website. Signs signalling "slow traffic" have been introduced, which is the only standard in the world for signs of non-motorised traffic.

SwitzerlandMobility combines these routes with a diverse range of services: accommodation, bike rental, transport of luggage. These services for tourists are provided in connection with Swiss Trails that prepares and sells offers for national and regional routes. These offers include travel by train or bus, booking accommodation, luggage transfer, bike rental, guides and documentation, telephone support, advice, etc. Another partner of SwitzerlandMobility, Rent a Bike, handles the bike rental stations (numbering 100) that can usually be found in train stations. Rented bikes can be returned to any station.

Conclusions

It is hard to quantify the number of visitors who explore SwitzerlandMobility routes on their own. Using bookings through SwissTrails as an indicator, the company increased its turnover by 18% in

2009, compared to 2008, on the Switzerland Mobility national routes. 5500 active visitors (up from 4500 the year before) reserved Swiss Trails nights and generated 30000 nights (up from 24000 the year before). As far as the costs for visitors are concerned, these vary according to their choices of routes and accommodation. This active tourism, with a strong link to nature, attracts many visitors from neighbouring countries: France, Italy, Germany, etc.



SwitzerlandMobility

The network for
non-motorized traffic, leisure
and tourism







SwitzerlandMobility at a glance

SwitzerlandMobility is the national network for non-motorized traffic (NMT), in particular for leisure and tourism (e.g. hiking, cycling, mountain-biking, skating and canoeing).

Within this network SwitzerlandMobility also coordinates cooperation between public and private sector service providers.

SwitzerlandMobility coordinates an official and standard signalized route network for non-motorized traffic, made up of the best national and regional routes. Thanks to coordination of sections with public transport, they are also ideal for one-day excursions. All routes have been arranged in consultation with the cantonal and municipal authorities and the Swiss federal and cantonal environmental authorities.

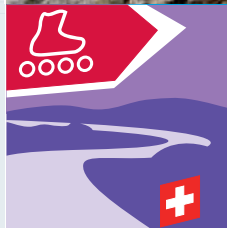
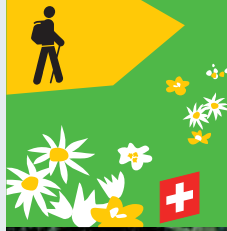
SwitzerlandMobility integrates non-motorized traffic and public transport to the optimum, providing ideal conditions for combined mobility in leisure and tourism.

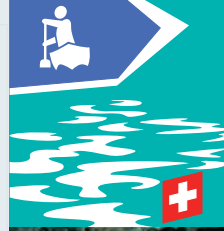
SwitzerlandMobility routes are linked to a wide variety of services. These include overnight accommodation, rental of cycles etc. and bookable offers with luggage transport on national and several regional routes.

SwitzerlandMobility provides information on Internet and guides and maps on routes and service offers.

SwitzerlandMobility ensures coordinated and effective marketing of active recreation in Switzerland.

SwitzerlandMobility makes it easy for guests to actively experience Switzerland along attractive routes.





Routes

Routes are subdivided into international, national, regional and local categories. SwitzerlandMobility is responsible for international, national and regional routes.

The routes (approx. 20,000 km) were selected by SwitzerlandMobility in close cooperation with cantonal NMT specialist departments, NMT specialist organizations and tourism organizations. This ensures sustainable development and communication.

The routes were consolidated in an all-embracing process with various federal departments (3), competent cantonal offices (80), municipalities (1800) as well as NMT specialist organizations and the Principality of Liechtenstein. The routes will be secured in the long-term with the planning of relevant guidelines.





Signalization

The signalization of SwitzerlandMobility routes is standard throughout Switzerland, based on Swiss norms for signalization of non-motorized traffic (SN 640 829). This was revised for the realization of Switzerland-Mobility and is now the only international norm for standard signalization of non-motorized traffic.

The yellow signposts for hiking trails and red for cycling, mountain biking and skating routes were supplemented for SwitzerlandMobility by the addition of route information panels including route names and numbers. One-digit numbers indicate national routes, two-digit numbers indicate regional routes and three-digit numbers indicate local routes.

The route information panels are green for hikers, light-blue for cyclists, ochre for mountain bikers, violet for skaters and turquoise for canoeists. SwitzerlandMobility also uses these colours to illustrate routes on maps. For example, light-blue lines on information panels or in Internet indicate cycling routes.



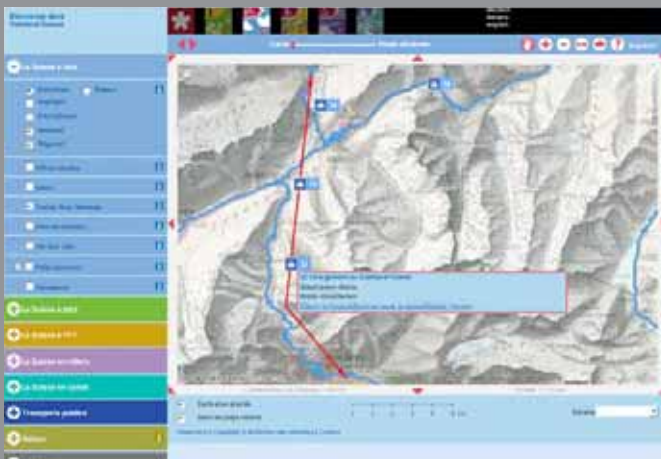


Non-motorized traffic and public transport

SwitzerlandMobility integrates non-motorized traffic and public transport to the optimum in terms of infrastructure and communication, thus promoting combined mobility.

From the infrastructure aspect, the SwitzerlandMobility national and regional route network is divided into one-day stages. Over 500 places are defined as stage destinations which, where possible, can be reached by train, postbus, boat or aerial cableway. This means that individual stages can also be used as day excursions.

All public transport stops which are included in official timetables (about 18,000) are shown together with the routes on the SwitzerlandMobility interactive Internet map. They are linked to the online timetable and allow quick and easy planning of a journey or day excursion. The site also includes about 350 numbered recommendations on the use of train, bus or boat to make the journey or day excursion less strenuous, e.g. using an aerial cableway on a hiking trip.







Bookable offers

The SwitzerlandMobility Marketing Group (SwitzerlandMobility MG) is responsible for the bookable offers for SwitzerlandMobility. It is supported by regional Swiss tourism organizations and numerous enterprises that provide services for bookable offers. SwitzerlandMobility MG works closely together with the SwitzerlandMobility Foundation.

SwissTrails produce and market bookable offers on all national and many regional routes on behalf of SwitzerlandMobility MG. Bookable offers include:

- Arrival by rail or bus
- Central reservation of accommodation in three standard price and comfort categories
- Daily luggage transport on routes to all partner accommodation establishments
- Rental of touring & racing cycles and mountain bikes if required
- Travel documentation with official SwitzerlandMobility route guides
- Helpline (044 450 24 34) for calls from 08–20 hrs, 7 days per week
- Reservation centre for bookings by telephone, e-mail or on the www.swisstrails.ch website
- Expert advice in German, French and English from a professional team



Rental of bikes & equipment

As a SwitzerlandMobility partner, Rent-a-Bike offers the hire of a wide range of cycles, mountain bikes etc at over 100 cycle-rental points throughout Switzerland, usually at railway stations. Some points also offer hire of electric cycles, tandems etc. All cycles etc. hired at one Rent-a-Bike point can be returned to any other Rent-a-Bike point.



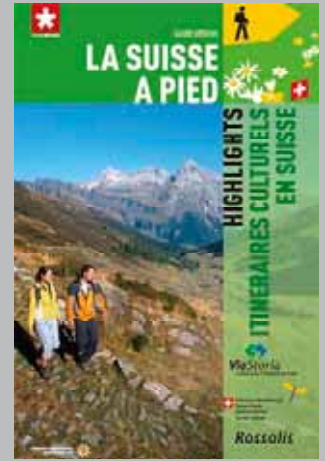
Overnight accommodation

Many hotels, camping sites, private rooms, youth hostels and farms have been awarded the SwitzerlandMobility Foundation quality label and are thus partner enterprises (about 1200). All have made a notable commitment to meeting the wishes of travellers.

- Accommodation also possible for one night
- Covered and lockable room for cycles over night (except camping sites)
- Foot pump and most important tools for minor repairs
- Washing and drying facilities for clothes and equipment
- Bath/shower facilities in rooms or on the premises
- Information on SwitzerlandMobility offers
- Provision of brochures on local touristic offers

All partner enterprises are listed at www.switzerlandmobility.ch or in Switzerland Mobility «Accommodation» featuring the main services provided. This guide is available at www.switzerlandmobility.ch or book stores.





Communication and promotion

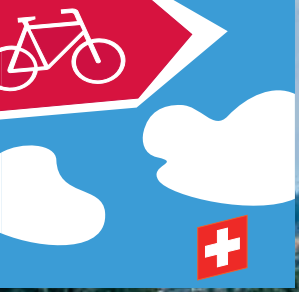
SwitzerlandMobility guests can make thorough preparations for their journey or day excursion using the Internet and route guides.

At www.switzerlandmobility.ch, a comprehensive, interactive Internet platform of an internationally exclusive quality provides information on SwitzerlandMobility routes and services in German, French, Italian and English. All SwitzerlandMobility routes and all signalized hiking trails (about 65,000 km) are shown on a scale of up to 1:50,000 on high-quality swisstopo maps and can be printed out free of charge. Links also lead to information on local NMT offers.

The official SwitzerlandMobility route guides have descriptions of national and regional routes and services in German and French, with some also in English. The guides feature uniformly designed front pages. The official route guides have been published in three editions. All guides are available via the webshop at www.switzerlandmobility.ch or at book shops.

The SwitzerlandMobility Foundation works closely with Switzerland Tourism and the SwitzerlandMobility MG on international and national marketing. Switzerland Tourism bears specific responsibility for umbrella marketing and SwitzerlandMobility MG for marketing offers.







The development of SwitzerlandMobility

In 1993, a number of enthusiastic touring cyclists from Olten had the idea of creating a network of national cycle-tour routes in Switzerland. They contacted the Swiss Tourism Federation, who immediately supported the idea. Together they initiated the Cycling in Switzerland Foundation, in which many organizations from traffic, sport and tourism were represented.

In 1995, work on the planning and realization of Cycling in Switzerland was able to begin, commissioned by all Swiss cantons. Nine national routes were planned with a total length of over 3000 kilometres and standard signalization throughout Switzerland in all cantons. Attractive route guides for these nine routes were published.

In spring 1998, Cycling in Switzerland was inaugurated by Federal Councillor Adolf Ogi. Since then, around 150 million kilometres are covered every year on Cycling in Switzerland national routes; equivalent to the distance from the earth to the sun.

In 1999, the Swiss Hiking Federation contacted the Cycling in Switzerland Foundation with an interest in developing Hiking in Switzerland. In 2000, the joint discussions led to the concept of SwitzerlandMobility. The objective was the development of a national network of leisure and tourism routes for non-motorized traffic (hiking, cycling, mountain-biking, skating and canoeing).

Following a period of extensive preparation, the Cycling in Switzerland Foundation and Swiss Hiking Federation were able to begin realization of SwitzerlandMobility in autumn 2004. The contracting body comprised various Swiss federal departments, the Swiss cantons, the Principality of Liechtenstein and again many organizations from traffic, sport and tourism.

Thanks to excellent teamwork by all partners, the SwitzerlandMobility Foundation (successor to the Cycling in Switzerland Foundation) was able to successfully launch SwitzerlandMobility in spring 2008, after a little over three years realization work.

Who is SwitzerlandMobility?

The supporting body of SwitzerlandMobility is the SwitzerlandMobility Foundation. Its members are:

- Pro Velo Schweiz
- Swiss Alpine Club
- Swiss Canoeing Federation
- Swiss Council for Accident Prevention
- Swiss Cycling
- Swiss Federal Railways
- Swiss Hiking Federation
- Swiss Olympic Association
- Swiss Touring Club
- Swiss Tourism Federation
- Swiss Traffic Club
- Switzerland Tourism
- SwitzerlandMobility Marketing Group
- velosuisse
- ViaStoria

For further information on the SwitzerlandMobility Foundation and its partners see www.switzerlandmobility.org

Federal Road

Cantons
Principality of Liechtenstein

Public transport

Rent a Bike





ads Office

Swiss Hiking Federation

SwitzerlandMobi-
lity Foundation

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Marketing Group



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