



Mobility solutions for tourism so that 90% of journeys by combustion engine are a thing of the past

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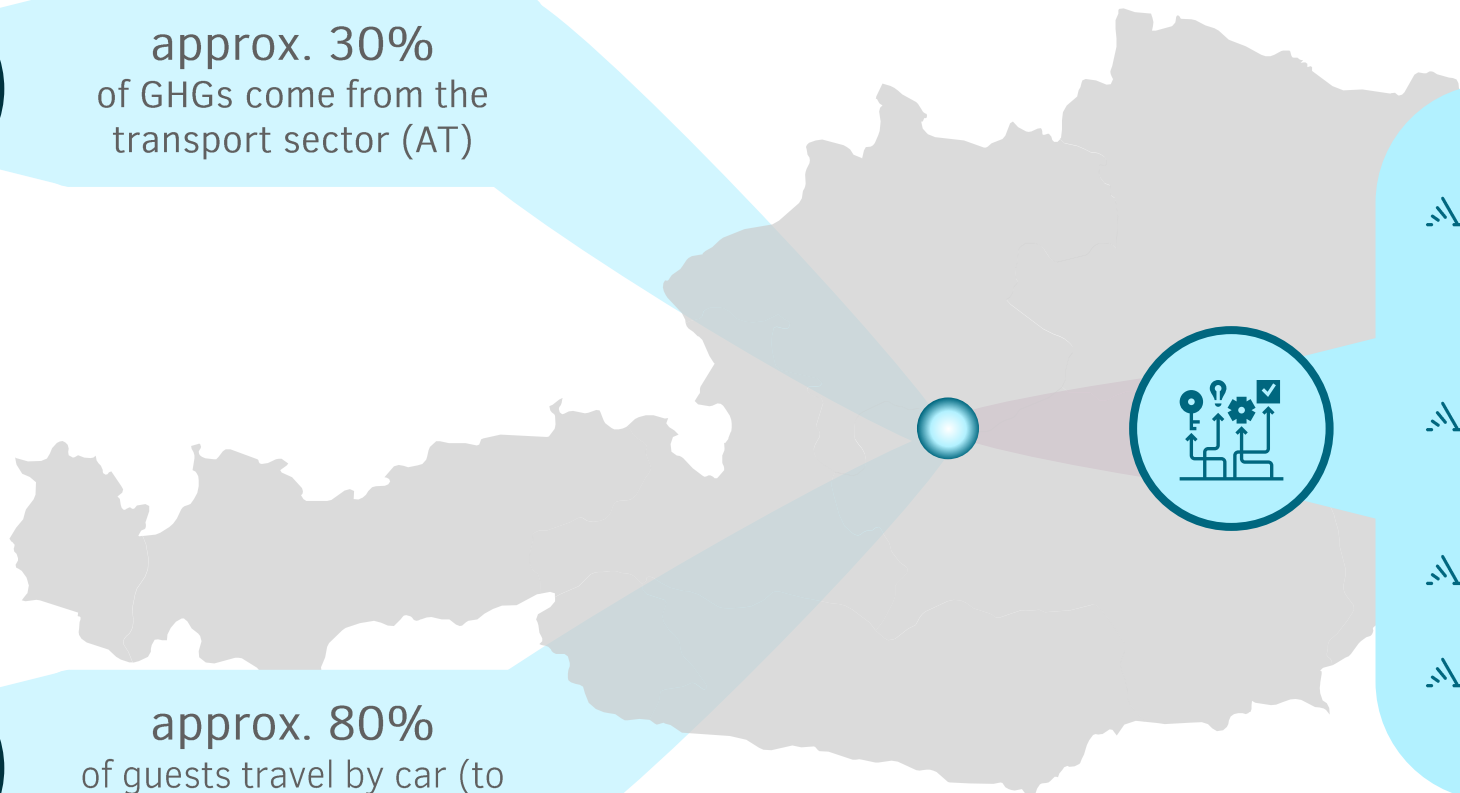
Through sustainable mobility offers, tourism generates a valuable contribution to achieving the climate goals



approx. 30%
of GHGs come from the
transport sector (AT)

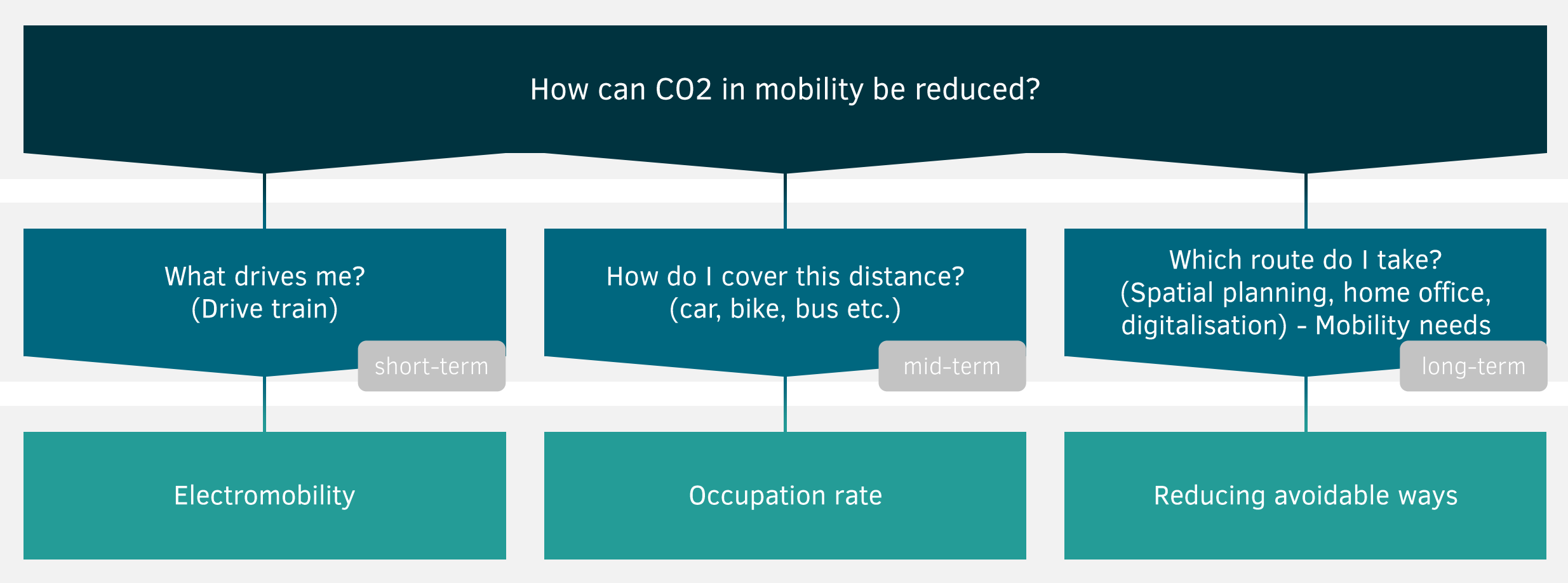


approx. 80%
of guests travel by car (to
AT)



- What Co2 saving opportunities are there in mobility and along the travel chain?
- What are the scope and possibilities for change?
- Why is it worth changing?
- What are the next steps?

The drivetrain, occupancy level and distance travelled are the biggest levers for reducing CO2 in mobility.

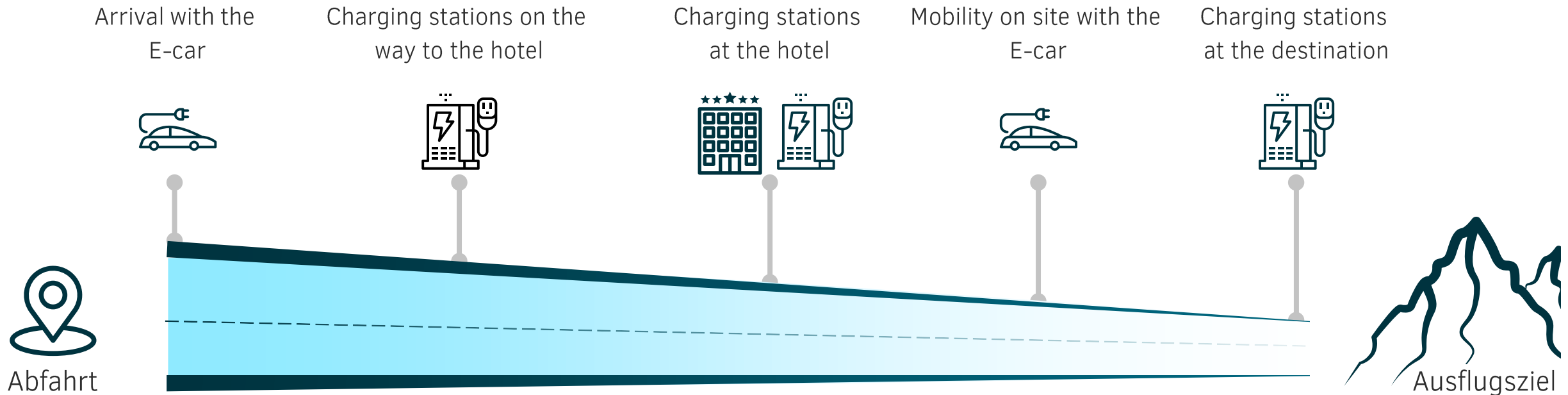


CO2 savings through e-mobility along the tourism travel chain

(from) to the holiday destination

At the holiday destination

Making the mobility guarantee consistently visible and bookable

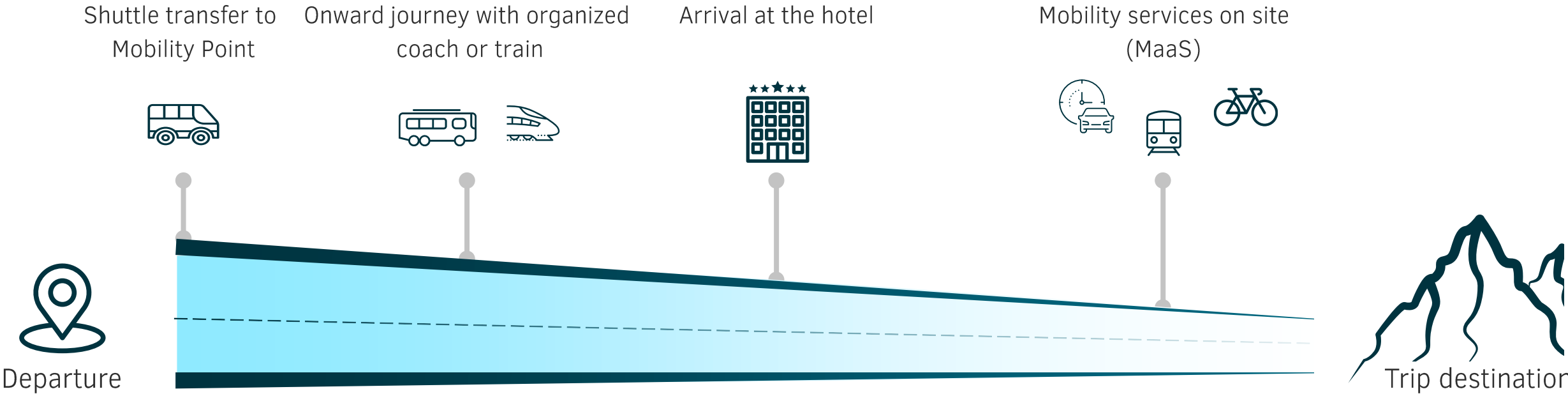


CO2 savings through multimodal mobility along the tourism travel chain

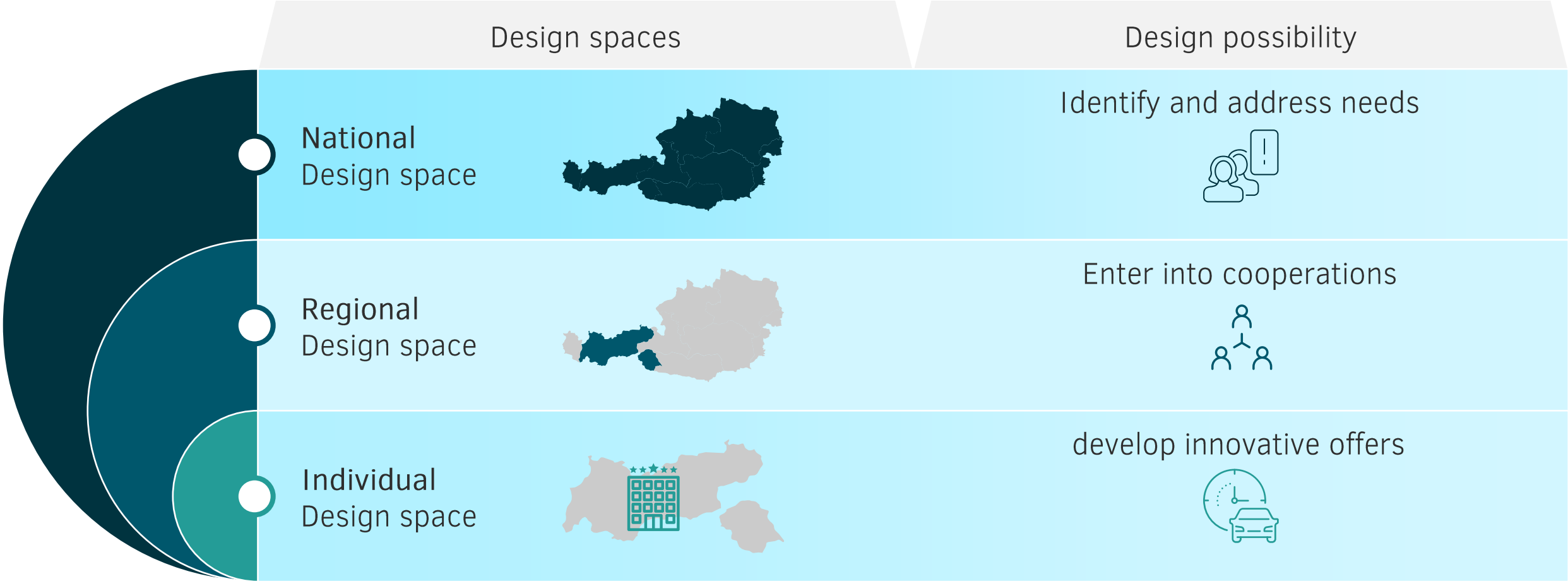
(from) to the holiday destination

At the holiday destination

Making the mobility guarantee consistently visible and bookable



The greatest design potential along the tourism travel chain lies in one's individual design space



6 opportunities associated with sustainable mobility solutions in tourism

Retain target groups and develop new ones



Use opportunities of urbanisation trends



Reduce own costs



Use public subsidies



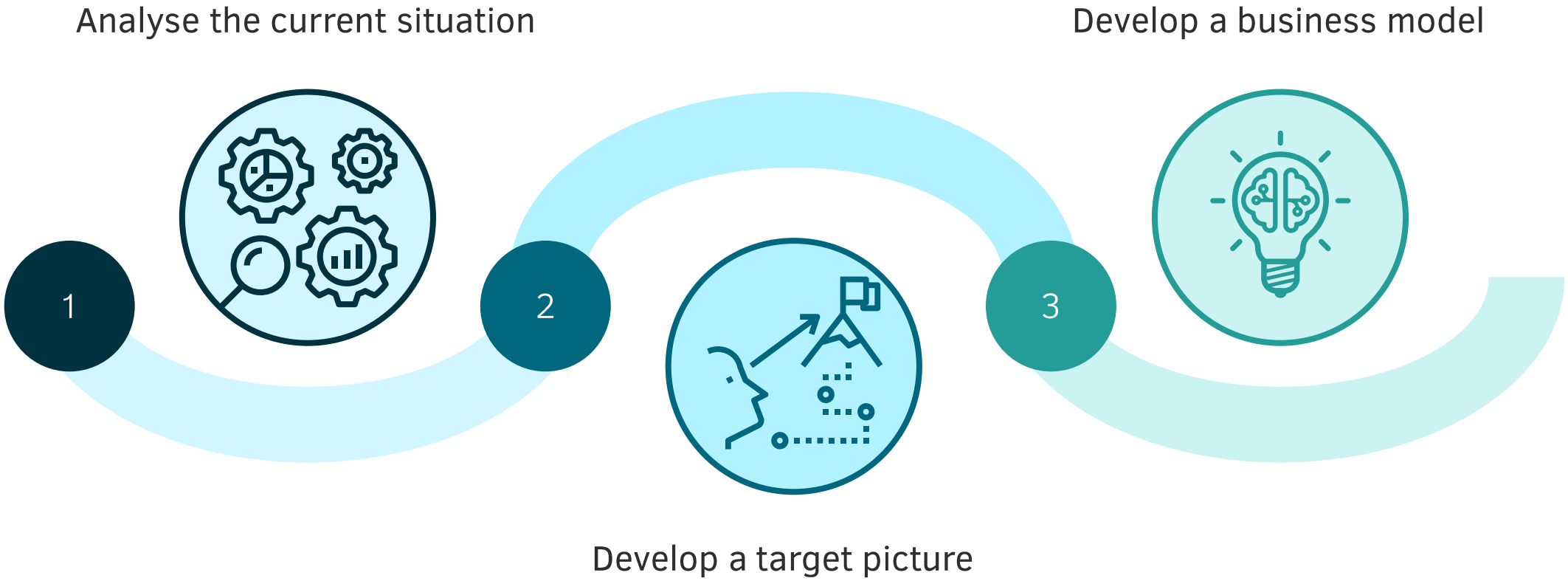
Enter new cooperations



Secure a sustainable market position



Sustainable business models ensure a consistent position on the market



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