

Survey results

**Improving public transportation in the  
Alps by an Alpine Ticket (AlpTick)**

Summer 2020

CIPRA Youth Council (CYC)

# Background

Having one ticket for all public transportation in the entire Alpine region – this is our vision.

The ticket should make travelling in the Alps **easier**, more **sustainable** and more **attractive** for young people.

In order to find out if AlpTick is the right concept we conducted a survey among young people in the Alpine countries in summer 2020.

# Our concept

The Alpine Ticket (AlpTick) should...

... be valid 7 days within 1 month,

... be valid in all public transportation,

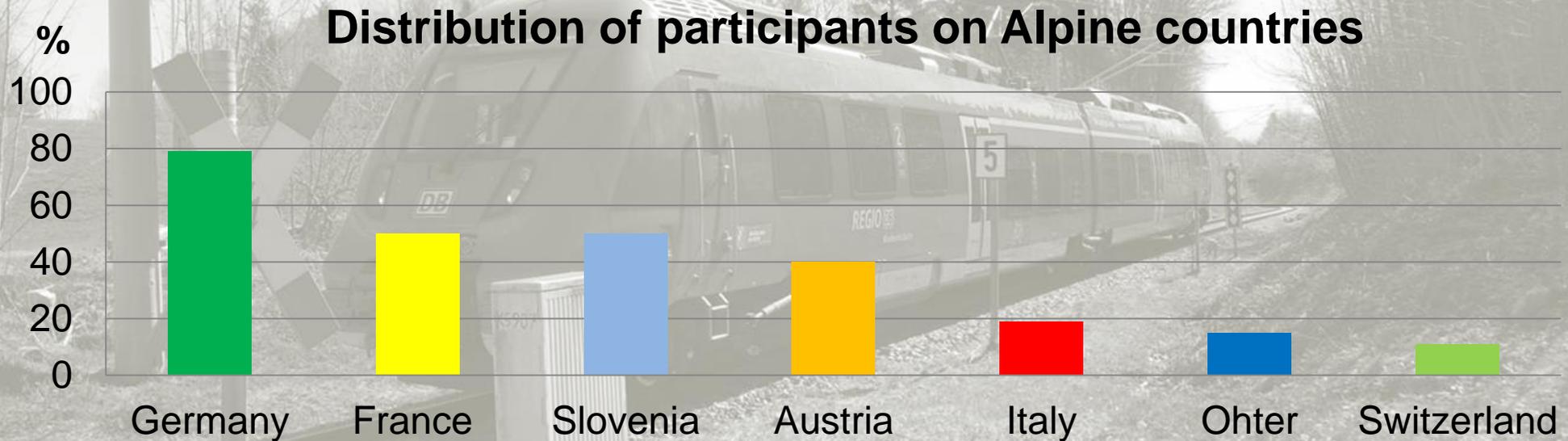
... be valid in the entire Alpine region (EUSALP area),

... be available for people between 15 and 29 years,

... cost 144 Euro (3 Euro per EUSALP region).

# Participants

A total number of 264 people took part in our survey.

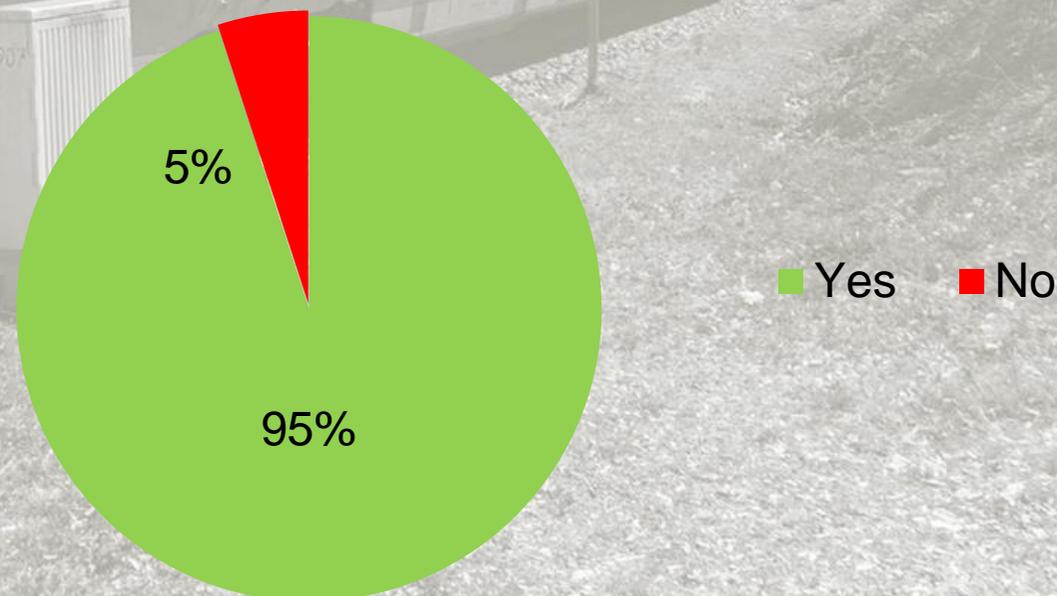


The vast majority (97 %) of the participants were between 20 and 29 years old. Only a little proportion (3 %) was beyond the target age of AlpTick (15-29 years).

# 95 % approval for AlpTick

Our survey revealed that our idea of the Alpine Ticket (AlpTick) is very popular. This shows that AlpTick is the right concept and underlines the demand for such a ticket.

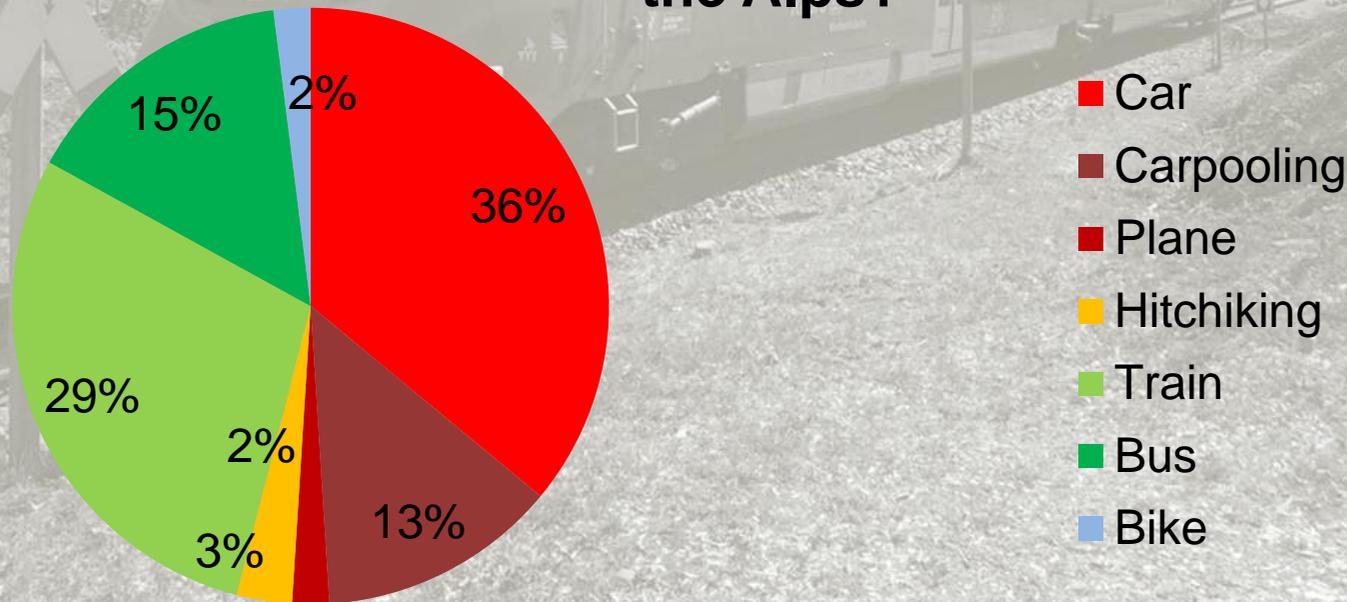
**If it already existed, would you consider buying an Alpine Ticket for your holidays?**



# How people travel

Even if the participants travel already a lot by sustainable means of transportation a lot of travels are made by car and other non-sustainable means of transportation.

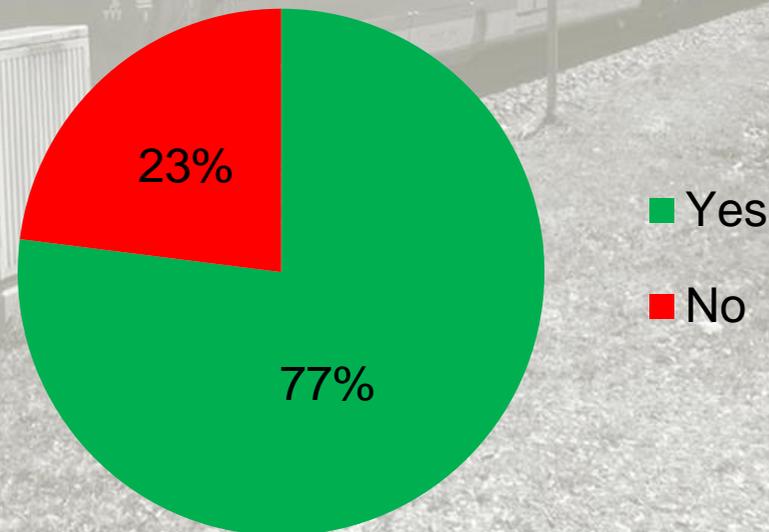
**Which means of transportation do you usually use for your holidays in the Alps?**



# A question of sustainability

The vast majority of the participants would like to travel more sustainable.

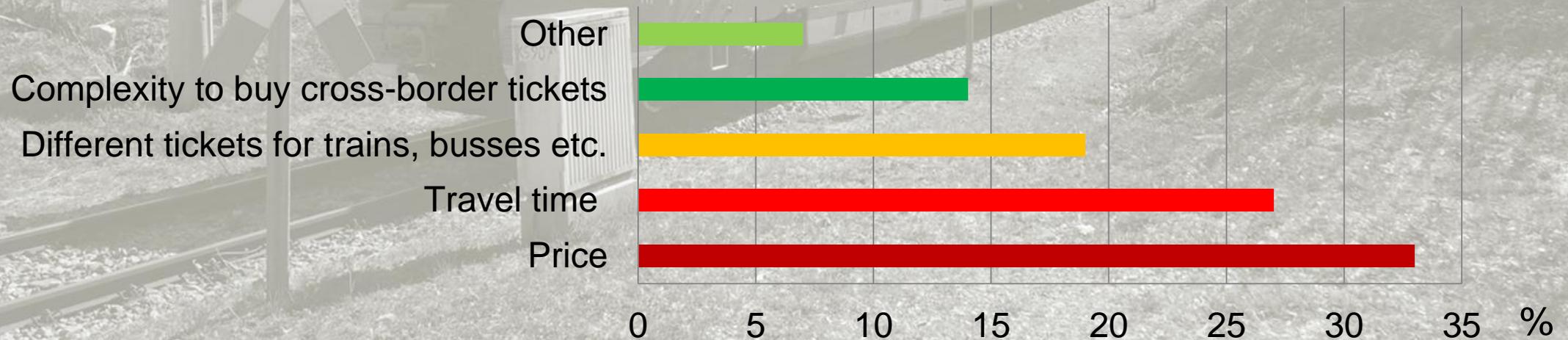
**When you plan a travel in the Alps, are you looking for ways to make the journey more sustainable (alternative transport)?**



# (Un)Attractiveness

Public transportation in the Alpine region is off-putting for multiple reasons. AlpTick would make it more attractive.

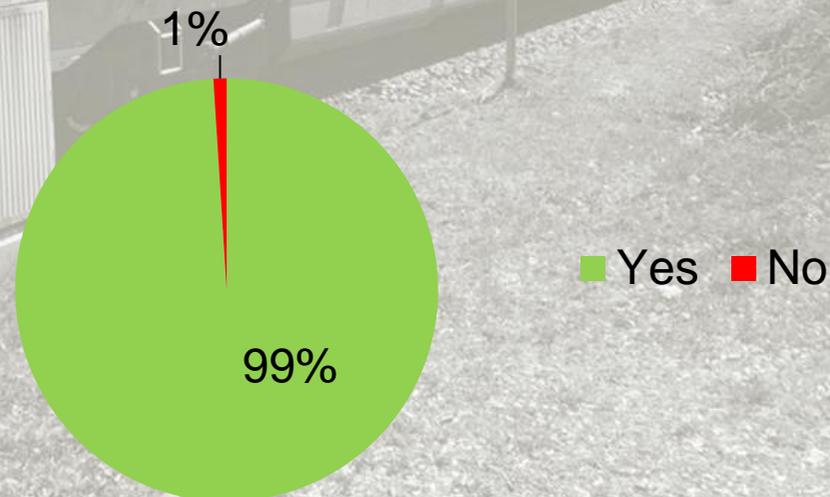
**When you plan to travel by public transport (train/bus), which aspects are the most off-putting?**



# Tickets without limits

There is an immense demand for a cross-border ticket for all public transportation in the Alpine region.

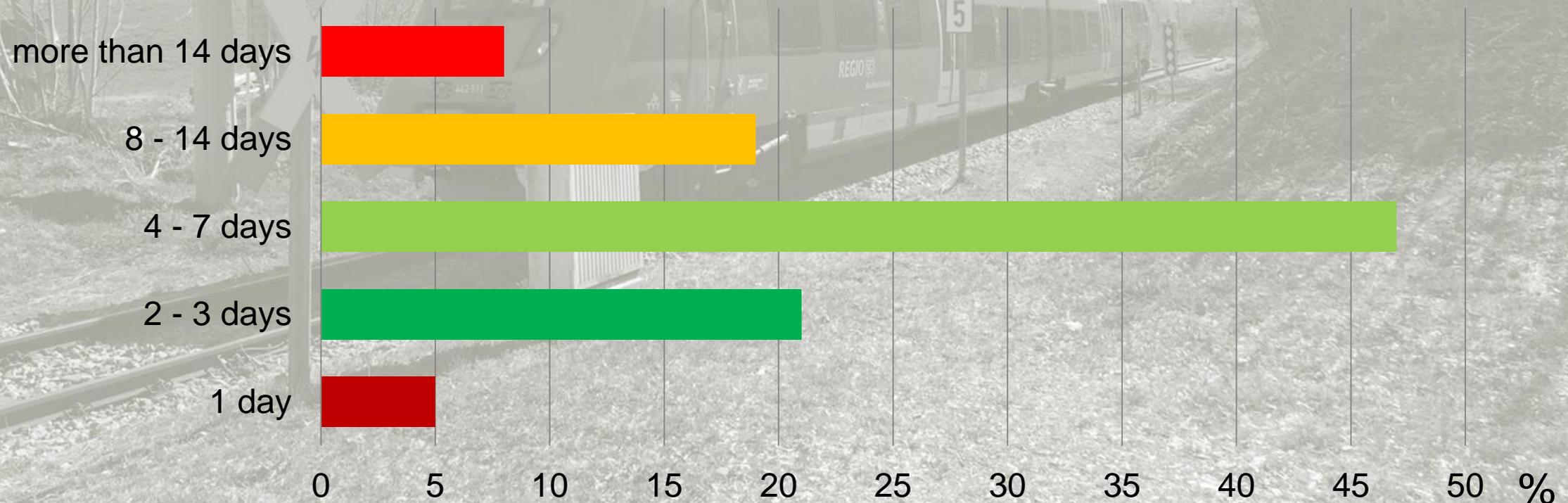
**If a single ticket is available for all public transport (train, bus and cities network transports) in the Alpine region, would you be interested?**



# A question of time

The preferred choice is a ticket that allows one 4 - 7 travel days within 1 month.

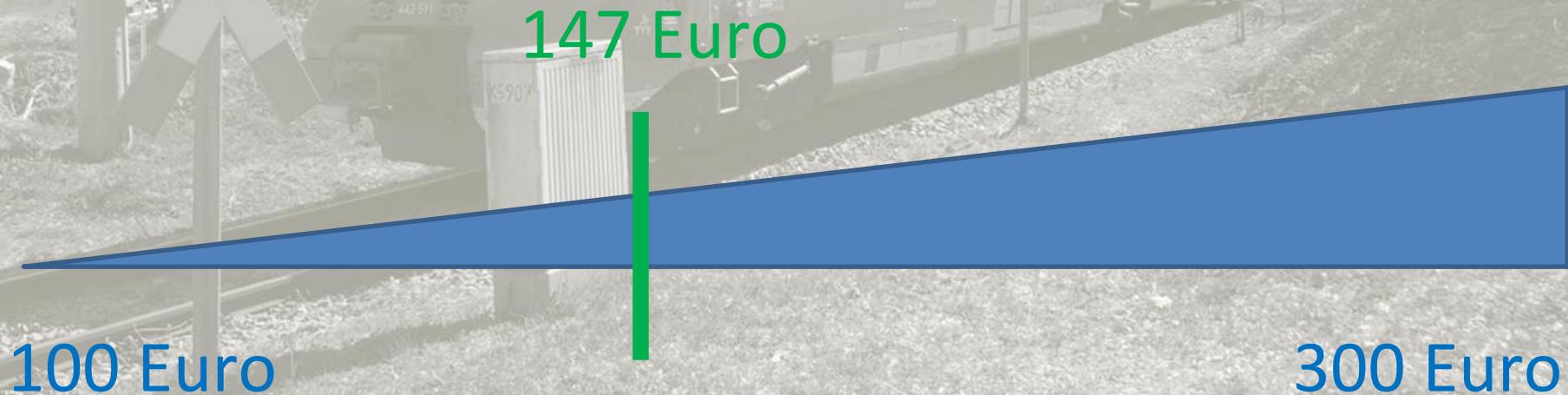
How many travel days would best suit your needs?



# The role of money

On average the participants would be willing to pay 147 Euro for the AlpTick.

How much would you willing to pay for this ticket ?



# Conclusion

- There is a mismatch between how people travel and how they would like to travel in terms of sustainability!
- Public transportation in the Alps has to be made more attractive (e.g. lower price, one ticket for different means of transport, easier cross-border travels)!
- AlpTick would fulfil peoples expectations for several reasons and therefore is the right concept!