



Best practice examples of Stuttgart

10 March 2011

ZUMO - SUSTAINABLE TOURISM IN THE BLACK FOREST

The tourism project "Future Mobility in the holiday region of the Black Forest" (ZUMO) is the first practical project as part of the "Initiative Zukunftsmobilität" (Initiative Future Mobility). ZUMO for the first time creates



an entire climate-friendly mobility chain in a tourist destination, in order to enjoy full leisure activities with unlimited mobility and maximum protection of climate in the Black Forest.

The first step of realization is an offer of specially designed travel packages focusing on future mobility. During the "Automobile Summer 2011" these packages can be booked at travel agencies. The holiday guests can enjoy their holidays with a "good conscience" and "full mobility" - by using electro-vehicles. The range extends from individual tours with pedelecs and segways to the use of electrically powered scooters or cars. The use of the vehicles is included in the price of the stay in the Black Forest. The energy for the vehicles is 100% from renewable and regional energy sources.



The Black Forest Tourist Association offers a one-week stay between 30.7.2011 and 10.9.2011. The trip is optionally available in four cities and regions in the Black Forest and includes travel by train, a CO₂-neutral car with the latest drive technology, the overnight stays and attractive tour programs. The guests can move freely with "their" car. They get an

orientation map showing the location of charging stations and tourist attractions.

The accommodations are available in the mountains of the southern Black Forest (Todtnau and Schönau) and the holiday region of central Black Forest (Triberg, Furtwangen and Schonach).

During their stay, the guests can choose for free climate-friendly vehicles such as segways and pedelecs. They have also the possibility to use CONE – the public transport system with bus and train in the beautiful Black Forest landscape. This extraordinary programme inspires to make new experiences and also raises the environmental awareness of the tourists. The “zumovacation” in the Black Forest is a pilot project, which will surely be a model for vacations in the future.

BOX OF ADVICE

- The project is a good example for an overall and broad approach to sustainable mobility in the field of tourism. It is important to accompany the offer with an awareness campaign.
- It is very important not only to hand out the vehicles, but also to provide charging infrastructure and technical guidance.
- The key to success is to incorporate the use of electro-vehicles in the holiday package in order to overcome possible inhibitions of the users.