

Pedelects and tourism: Wörthersee-lake region in Carinthia, Austria

Introduction

The local tourist association (Veldener Tourismus GesmbH) in Velden, province of Carinthia, has decided to establish an electric vehicle rental system. The system is already realised in Velden and will be expanded to the whole Wörthersee region during the year 2012. With this initiative Velden wants to avoid CO₂-emissions and pollutants. By now, 100 vehicles (bicycles and scooters) have been ordered. The charging points are situated at 30 locations such as public places, touristic sights, restaurants and cafés, stations and hotels around the lake.

Facts and Figures

The running costs which consist of maintenance and service costs are borne by the tourist association itself and are refinanced through the rental fees. Responsible for the maintenance is an external partner who is paid a flat rate of 25 € per pedelec. For the acquisition of the vehicle fleet, subsidies of the „klima:aktiv“ program (national subsidy program) were received. The funding represented 30 % of the costs. However, if a municipality applies for funding, 50 % of the costs are covered.

The pedelecs of the brand „YOOM – Power Plus“ are provided by the company „Zimmer“ in Vienna. The rental costs for electric scooters and electric cycles are 12 € per day, 10 € for 3 hours, 50 € per week. In addition, with a „Wörthersee card“ one receives a 30 % discount. If someone wants to rent a pedelec, he/she only needs to show an identity card. There is no need of a deposit. The rental fee can be paid in cash, with bank or credit card. If a pedelec breaks down or gets stolen, an insurance will cover the costs. Currently 15-25 vehicles are rented per week.

There are two types of charging stations: hanging devices (which can be adjusted at walls) and standing devices. The charging stations consist of a stainless steel case and are equipped with slots. At the moment the charging is for free. The construction of the devices was done by a local company called „Art und Metall“ which is also responsible for the maintenance. The charging time of an empty battery to full load is three to four hours, but normally the charging does not last that long. The costs for the charging stations were covered by "Lebensland Kärnten", an initiative for e-mobility of the provincial government of Carinthia. Costs depend on the size of the charging station (big: approx. 3500 – 5000 €, small: approx. 800 – 1500 €).

The marketing is done through the media, internet, brochures, tourism offices and business partners. Printing costs can also be subsidized by the klima:aktiv program.

Box of advice

- It is advisable to have a central coordination with a corporate design.
- Involve different stakeholders (e.g. insurance company, energy provider) from the start.
- Test the pedelecs exhaustively before purchasing.
- Use national subsidy programs (such as „klima:aktiv“ in Austria or „Lebensland Kärnten“ in Carinthia) for co-financing your project.

Contact details

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klima:aktiv (subsidies): www.klimaaktiv.at

Lebensland Kärnten (catalogue with prices for charging stations; subsidies): www.lebensland.com