

# AlpTick

CIPRA Youth Council



# The basis: Youth Alpine Interrail (#YOALIN)

The screenshot shows the website interface for #youthalpineinterrail. On the left is a navigation menu with links for HOME, ABOUT, STORIES & PICTURES, CONTEST, PRESS, and CONTACT. Below the menu are social media follow buttons for Facebook and Instagram, and a grid of Instagram posts. The main content area features two posts. The top post is titled "OUR JOURNEY THROUGH THE EUROPEAN ALPS" and is dated SEP 4, 2018. The bottom post is titled "SWITZERLAND" and is dated SEP 3, 2018. A large white arrow points from the top post towards the right side of the image.

La Capra viaggia con "Youth Alpine Interrail" un'affascinante occasione di mobilità sostenibile per cento ragazzi

La Capra viaggia con "Youth Alpine Interrail" un'affascinante occasione di mobilità sostenibile per cento ragazzi. Il progetto Youth Alpine Interrail è un'occasione di mobilità sostenibile per cento ragazzi. Il progetto Youth Alpine Interrail è un'occasione di mobilità sostenibile per cento ragazzi.



The screenshot shows an Instagram post from Pontresina, Switzerland. The caption asks "Where is the next red train leaving to escape...? #b #summer18 #yoalin #youthalpineinterrail #createyourownstory #glacienationalpark #morteratsch #pontresina #bernina #graubünden #switzerland #rhaetischebahn #unesco". There are several comments, including "Anywhere! Please", "Wo geat der Rucksack mitn Madl hin?", and "Gefällt 44 Mal". The post is dated 10. OKTOBER.

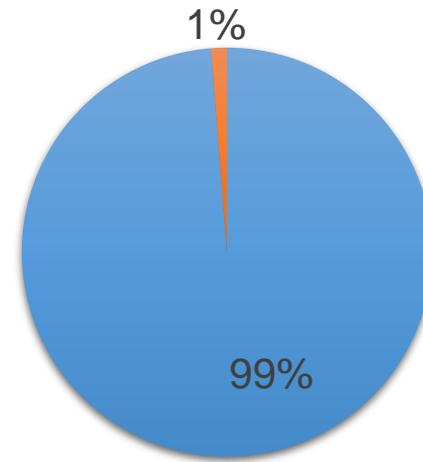
# What is AlpTick?

- AlpTick or Alpine Ticket
- Our vision for having **one ticket** for **all public transportation** in the **entire Alpine region**
- Makes travelling in the Alps easier, more sustainable and more attractive for young people



# What do young people think of it?

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



■ Yes ■ No



# What is AlpTick?



- For **young** people (from 15 till 29 years)
- Valid for **all public transport** in the Alpine region (EUSALP definition)
- It includes **7 travel days**
- At a very **affordable** price – 144€ (or 3€ per EUSALP – region).



# Why is AlpTick needed?

- To promote a sustainable way of travelling which appeals to young people
- Enabling and encouraging young people to discover the cultural and natural richness and diversity of the Alps
- Making cross-border travelling easier in a region rich with borders
- Integrating local, regional, national and international means of transport in a single ticket



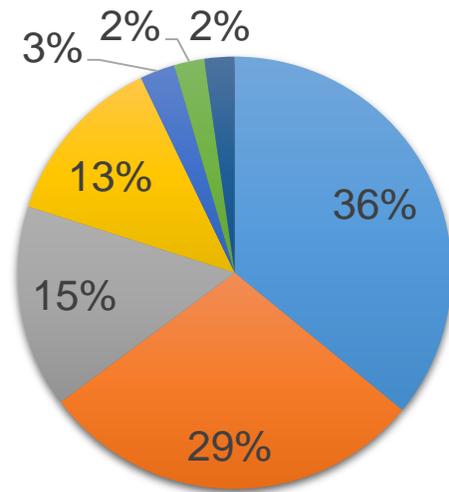
# What is new?

- AlpTick is different from existing offers and provides considerable added value to the current transportation services market
- So far there are no:
  - Cross-Border tickets in such extension as the Alps
  - tickets that include all different means of public transport
- AlpTick also includes unlimited travelling within one's home country



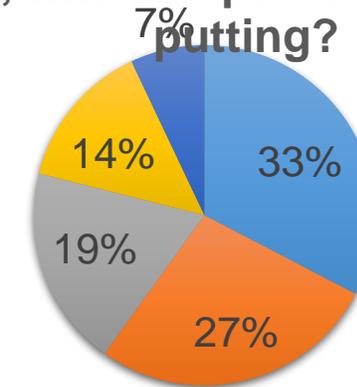
# What do young people think of it?

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



■ Car (rental or own) ■ Train ■ Bus ■ Carpooling ■ Hitchiking ■ Plane ■ Other

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



■ Price  
■ Travel time  
■ Complexity of the purchasing process: different transport means  
■ Complexity of the purchasing process: cross border trips  
■ Other



# GraubündenPlus

## Why?

- Small project as a result of the work of Alpticket group.
- Project was supported by Thierry Müller and the whole Office of Energy and Transportation in Graubünden.
- CYC: task to promote the ticket
- Timeline: March 2021- August 2021



# What is Graubünden+?

- Ticket was an « add-on » option to the Interrail 1 Country Pass OR Interrail Global Pass OR Eurail
- For young people until 27 years old for the all busses in the kanton, crossborder busses and for Rhäzuns-Feldis
- Cost: 22 CHF
- The purchase was only possible in person in the canton, Ticino (CH) and Italy



# Our role as CYC

- Make a communication plan, find a target group,
- Promotion through CYC Instagram
- Press releases
- Possibility of starting a similar project in other regions



# Hurdles, fears and problems

- financing
- european/cross-alp connection
- engagement of young people
- political will + coordination



# For a good future of the Alps

