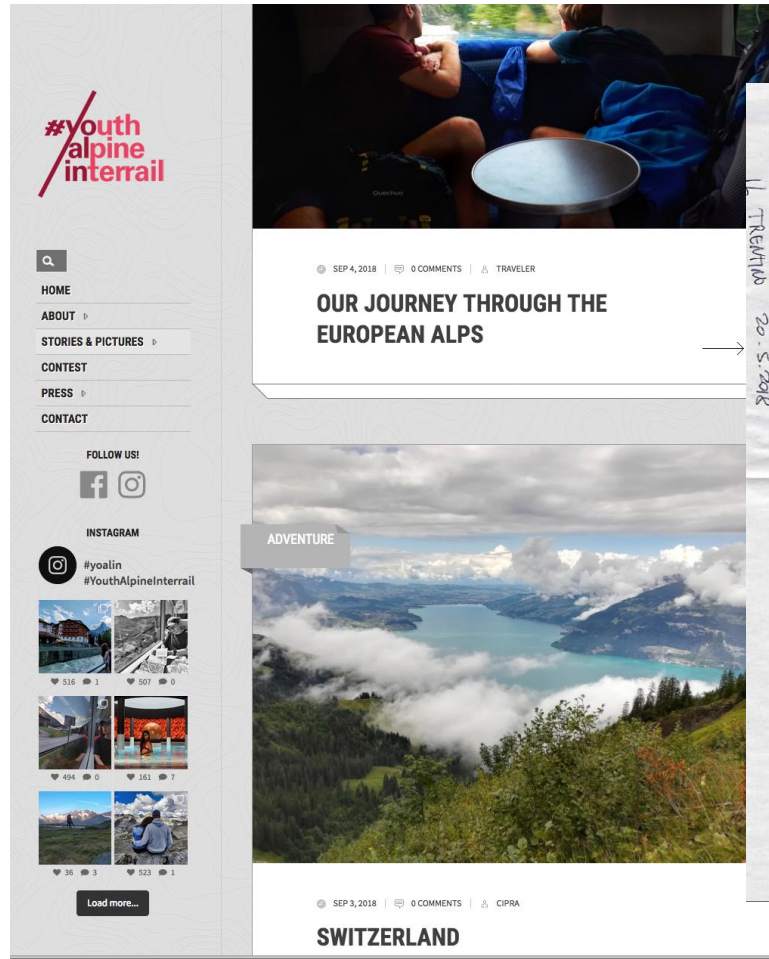


AlpTick

CIPRA Youth Council



The basis: Youth Alpine Interrail (#YOALIN)



La Cipra viaggia i giovani sulle Alpi
Con "Youth Alpine Interrail" un'attrascinante occasione di mobilità sostenibile per cento ragazzi

La sostenibilità è la parola d'ordine del momento. E la Cipra, l'associazione di promozione sociale che organizza il progetto Youth Alpine Interrail, non fa eccezione. L'obiettivo è quello di offrire ai giovani una mobilità sostenibile e a basso costo, che permetta di scoprire la bellezza delle Alpi e di vivere una vacanza di qualità.

Il progetto Youth Alpine Interrail è nato nel 2017 e ha già coinvolto oltre 100 giovani da tutta Europa. L'obiettivo è quello di offrire ai giovani una mobilità sostenibile e a basso costo, che permetta di scoprire la bellezza delle Alpi e di vivere una vacanza di qualità.



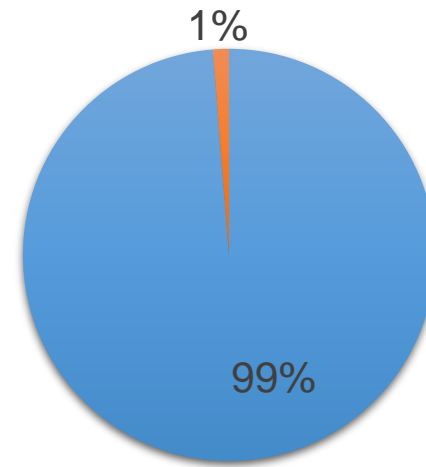
What is AlpTick?

- 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?

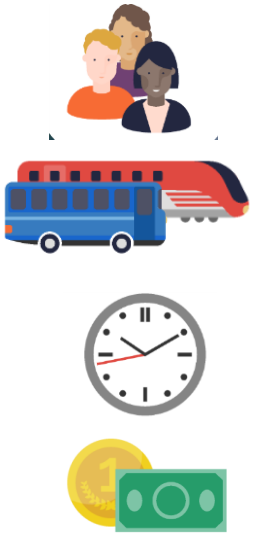
If a single ticket is available for all public transport (train, bus, cities network transports) in the Alpine region, would you be interested?



■ 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



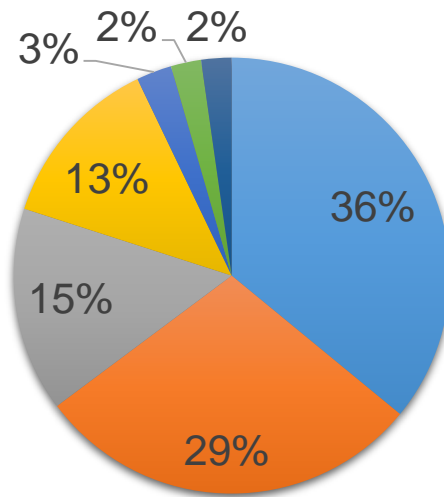
What is new?

- 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



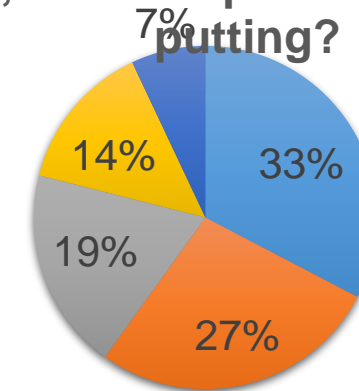
What do young people think of it?

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

