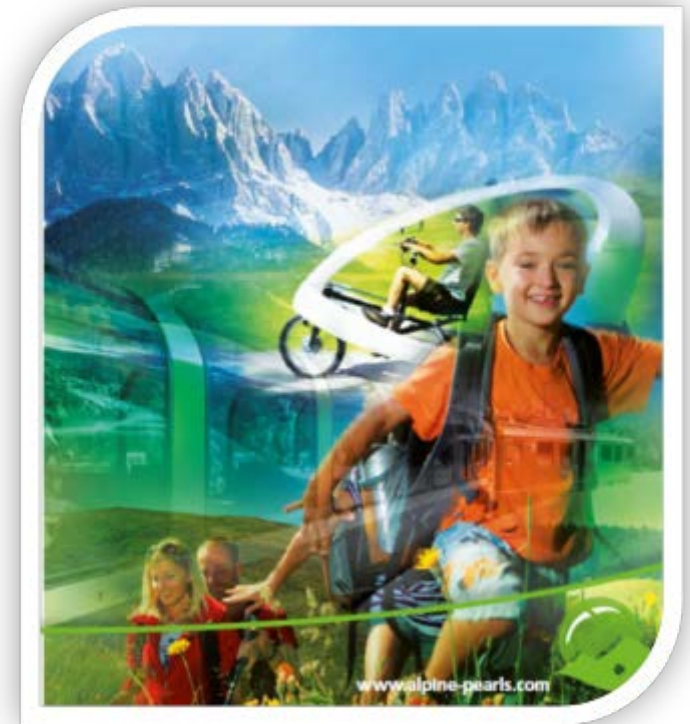


ALPINE PEARLS

An umbrella brand for
tourism and soft mobility

www.alpine-pearls.com



Office:

ALPINE PEARLS · c/o TVB Werfenweng
Präsident: Dr. Peter Brandauer
Weng 42 · A-5453 Werfenweng, Austria

Management:

ALPINE PEARLS · c/o ÖAR, Austria
Karmen Mentil, Tel. +43 664 523 5450
info@alpine-pearls.com



Alpine Pearls ... Soft Mobility Holiday in the most beautiful places of the Alps in Europe!

- is the umbrella brand for a network of tourism destinations in the entire region of the Alps and was founded in 2006.
- The co-operation currently consists of 27 „pearls“ in France, Switzerland, Italy, Slovenia, Germany and Austria.
- is presenting its member communities to the public by promoting their environmental friendliness and fun mobility.
- is co-operating with the member communities when developing bookable products which are softly mobile and transnational.
- works with partners: railways, tour operator, mobility centres, tourism organizations and commercial partners





perlen der alpen

perle delle alpi

perles des alpes

alpski biseri

All Pearls at a glance:



Yearly: 2,5 m. guests, over 12 m. guest overnight stays





2015: The NEW catalogue of criteria: The basis for high quality

Every Alpine Pearl has to stick to an extensive list of criteria. This list serves as the basis for ecologically aware and incomparable vacation experiences.

Contents:

- Basic requirements for a membership
- Mobility
 1. Mobility of overnight guests: Arrival and Departure, Mobility within the region, Mobility within the destination
 2. Mobility of day visitors
 3. Mobility of inhabitants
 4. Fun mobility
- Other areas: environment, nature, quality of life, regional products
- Organization: Networking, Alpine Pearls vacation packages





The Tasks of the Alpine Pearls - Communication plan 2015

Basis:

- Organisation of and communication for Alpine Pearls

Projects:

- Intensify the hotel-network „Alpine-Pearls-Hosts“
- Product development of „soft- mobility holiday offers“
- Advertising campaign for specified target groups
- Foundation EGTC and initializing EU-projects





Annual contribution for pearls / pearl destinations (new!)

- Municipalities € 12.000,-
- Destinations / regions:
 - up to 500.000 overnight stays/year € 18.000,-
 - from 500.001 to 1,000.000 overnight stays/year € 21.600,-
 - from 1,000.001 overnight stays/year € 24.000,-
- Entrance fee (for municipalities and destinations) € 8.000,--



Relevance and benefits for Member-Pearls

- The possibility to use this umbrella brand (positive image, advertising, media)
- Clear common message on the market: WE are the holiday resorts in the Alps, where climate-friendly holidays are already possible today.
- Pooling of budget funds for market development and communication (print, social media, PR, etc).
- Cooperation with tour operators and economy partners
- International exchange of experiences for soft mobility
- Increasing awareness level of all Alpine Pearls members (internal marketing)
- Number of arrivals and overnight stays are increasing - value added for members!
High contact rates



www.alpine-pearls.com

www.facebook.com/AlpinePearlsHolidays

