



Panel II - Travelling by Train in the Alpine Area



René Kamer Rail Away (Switzerland)

After several years as Vice-Director and Head of Marketing at Rigi Bahnen AG René Kamer started in January 1999 as project leader preparing the Business Plan for Rail Away. On the 2nd December 1999 the Rail Away AG was founded and since then René Kamer is working as Managing Director. Beside this he teaching at the IST Internationale Schule für Touristik Zürich transport policy, tourism marketing and project management and at the Hochschule für Wirtschaft Luzern management of mountain railway, destination management and management of public transport. Furthermore he is member of the managing board of Railtour Suisse, Luzern Tourismus AG, Gletschergarten Luzern and chef of Tourismus Forum 30 of the Luzern Tourismus AG.

RailAway AG was founded in 1999 as a subsidiary of the Swiss Railways SBB and has around 65 employees. The company has his headquarter in Lucerne and has branches in Lausanne and Lugano. RailAway AG is the number 1 leisure marketer with the largest network in the tourism and event market in Switzerland and neighbouring countries. It offers access to leisure activities with public transport for end customers and partners.



Kathrin Bürglen Fahrtziel Natur (Germany)

Since 2004 Kathrin Bürglen works for Fahrtziel Natur, a joint initiative set up by the environmental associations BUND (Friends of the Earth Germany), NABU (Nature and biodiversity conservation union), VCD (Transport club Germany – Association of sustainable mobility) and rail operator Deutsche Bahn. From 1995- 2011 she worked in a Cooperation in Tourism Marketing with Deutsche Bahn AG. She studied at the Hochschule für Verkehrswesen (Transport) "Friedrich List" Dresden Economics of transport and tourism and at the Technische Universität Dresden.

In 2001, Germany's top three environmental associations BUND, NABU, VCD and rail operator Deutsche Bahn founded the cooperation "**Fahrtziel Natur**". Fahrtziel Natur aims at shifting touristic traffic within environmentally sensitive areas from private vehicles towards public transport. Actions help cut CO2 emissions and actively support climate protection as well as biological diversity. From the Alps to the North Sea, the partnership includes 22 Fahrtziel Natur areas (national parks, biosphere reserves and natural preserves). For every region, the cooperation strengthens the combination of attractive touristic highlights with climate-friendly traffic concepts.

Since 2016 in Switzerland, the Swiss Parks Network, ATE Switzerland and the Graubünden Birdlife association together with the Rhaetian Railway and the PostBus have come together under the „Fahrtziel Natur“ cooperation to promote sustainable mobility and slow tourism in the Graubünden parks. Fahrtziel Natur encourages visitors to travel and discover parks in an environmentally friendly way by using public transport.

Fahrtziel Natur has been commended as a UN Decade on Biodiversity project on several occasions. In addition to that, the partnership has received the Austrian VCÖ mobility award for "International Best Practice".



Eva Buzzi
Rail Tours Touristik GmbH (Austria)

Since 2006 Eva Buzzi is Managing Director at the Rail Tours Touristik GmbH. Beside this Eva Buzzi is lecturer at the University of Applied Sciences St. Pölten / course "Railway Technology and management of railway systems", officer in „Österreichischer Reisebüroverband“, commercial director of iMobility GmbH and member of the Supervisory Board of Austro Control GmbH.

The **Rail Tours Touristik GmbH** has a turnover of 23 Mio. € and produces and distributes rail packages (On/Offline). It is further on the ÖBB Competence Center for all touristic concerns, the lead buyer and organization for all ÖBB Business trips and is responsible for the creation and implementation of cooperation concepts for ÖBB mobility and tourist services (Hotels, cultural institutions).



Niculin Meyer
Scuol Samnaun Val Müstair (Switzerland)

Born on 12th of June 1984 into a Rhaetian Railway-Family in the Lower Engadine, Niculin Meyer developed fastly a high tourism sensitivity and identification. After the „matura“ in Ftan he completed some internships at Rhaetian Railways, Engadin Scuol Tourismus AG (ESTAG) and Graubünden Ferien and graduated at the «Höhere Fachschule für Tourismus Graubünden» in Samedan as a tourism and marketing specialist. He started in 2008 as media responsible of the ESTAG, was participating at the foundation of the new destination management organisation Tourismus Engadin Scuol Samnaun Val Müstair AG (TESSVM) and is now leading the communications department of this organisation, one of Switzerland's biggest tourism destinations, widely spread over about 20 villages on 993 square kilometres surrounding and including the only Swiss National Park. The father of a one year old child spends most of his spare time with outdoor activities in the mountains of his beautiful home area – (hiking, biking, winter sports, hunt).

Scuol Samnaun Val Müstair: The vast variety in nature, culture and touristical offers on the one hand, the huge size of the destination with more than 20 villages in three valleys spread over 993 square kilometres on the other hand, make public mobility the critical factor for success in tourism. Lots of attractions like the Swiss National Park, the Spa Bogn Engiadina Scuol, two UNESCO Labels and over hundred personally guided activities want to be experienced. A sensitive and complex network of several partners with more than 130 public transportation stops ensure the accessibility of them. The tourism organisation is committed to offer all the guests the same variety, no matter the way of travelling. For this reason, it develops new offers and promotes travelling by public transportation in various projects. One particular measure is to provide the luggage transport until the very last destination – into the hotel or holiday apartment. This improves the comfort of holiday travel and aims to increase the percentage of guests who travel by train and bus.