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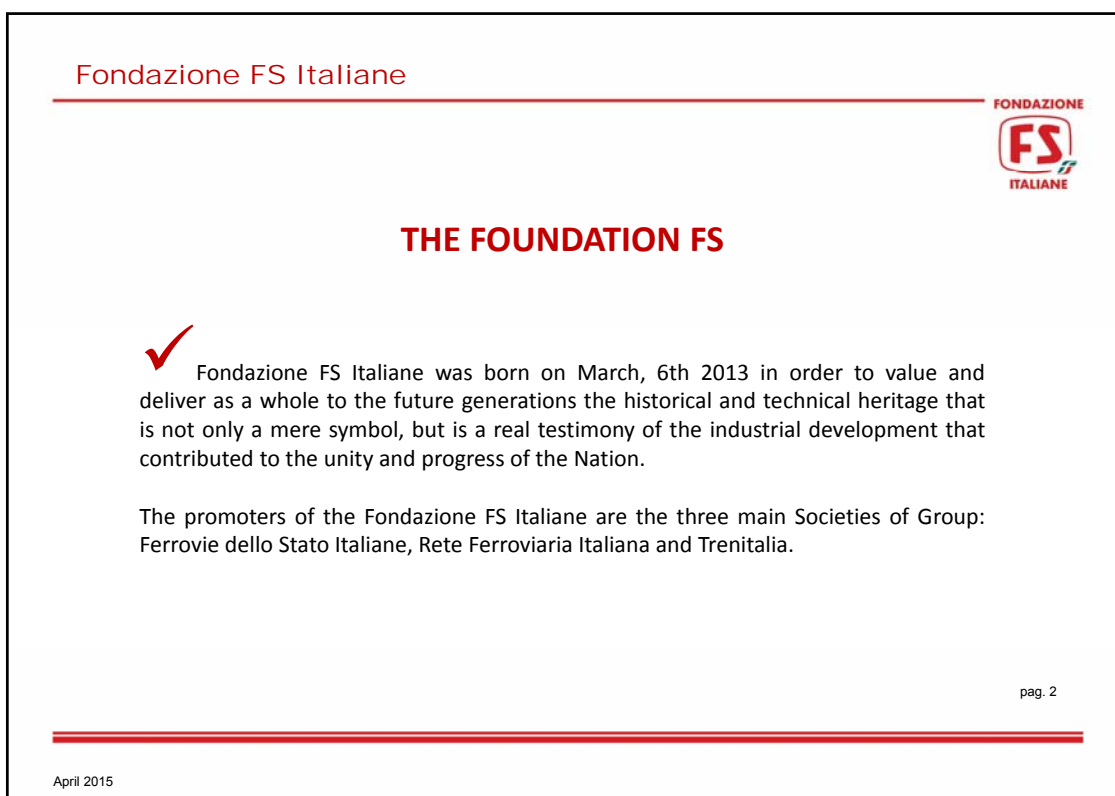
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Primolano
Secretary FIFTM
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GEOSHO





Fondazione FS Italiane



THE HEADQUARTERS



The Headquarters of the Foundation are in the historical palace of 'Villa Patrizi' in Rome. The historical archives and the library preserve a rich patrimony of designs, books collections, photographs and videos.



The Library, in particular, is one of the biggest in Europe about railway transportation and one of the most important about the Italian socio-economic evolution of the last 150 years. It counts 50.000 catalogued volumes and has the complete collection of timetables starting from 1899.



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THE LIBRARY



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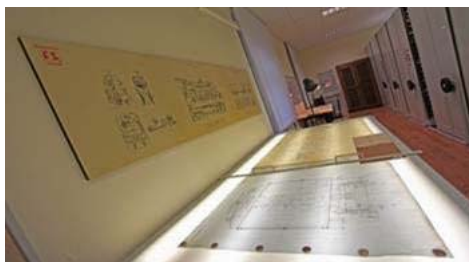
Fondazione FS Italiane



THE HEADQUARTERS



The Designs Archives preserve both the projects of the railway works and the projects of the rolling stocks: drawings and projects of railway stations, railway lines and of big railway works such as viaducts and tunnels and 7.000 rolls of rolling stocks technical designs.



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THE DESIGNS ARCHIVES



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THE HEADQUARTERS



The Photos-Videos Archive includes 500.000 imagines: glass plates, negatives, diapositives, publishings, digital files, black/white and colored sequences. A wide cinematographic equipment, transferred on magnetic supports and in electronic format, and the collection of about 5.000 movies, videos and shots that describe the history of the railways from the postwar period until nowadays.



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THE TRIPS ON HISTORICAL TRAINS AND THE 'TIMELESS TRACKS' PROJECT



To get in a vintage train and to travel on evocative railway lines is an experience that allow people to revalue landscapes and unusual itineraries so as to discover the beauty of the Italian countryside. Foundation FS owns a fleet of 200 working historic trains: from puffing steam locomotives to electro-trains, forerunner of modern High Speed technology, from spartan 'Centoposte' cars to the luxurious cars of the Presidential Train (former Royal Train), from the first electric traction vehicles to the famous 'Littorine'.



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Fondazione FS Italiane



THE TRIPS ON HISTORICAL TRAINS AND THE 'TIMELESS TRACKS' PROJECT



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THE TRIPS ON HISTORICAL TRAINS AND THE 'TIMELESS TRACKS' PROJECT



For the 'Timeless Tracks' project, four spectacular lines, shut to the local public services, have been identified to establish a true 'dynamic museum' that Fondazione FS intends to preserve and value: the 'Lake Railway' from Palazzolo sull'Oglio to Paratico/Sarnico, on the shores of Iseo Lake; the 'Val d'Orcia Railway' from Asciano to Monte Antico, in the fascinating landscape of 'Crete Senesi'; the 'Park Railway' from Sulmona to Castel di Sangro, passing Roccaraso and the Majella Park, the second highest line of the Country after the Brenner line; the 'Temples line' from Agrigento Bassa to Porto Empedocle, between the Temples of the 'Magna Grecia', an UNESCO World Heritage Site.

For the show is the journey itself, and what flows out of the window...

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THE TRIPS ON HISTORICAL TRAINS AND THE 'TIMELESS TRACKS' PROJECT



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THE NATIONAL RAILWAY MUSEUM OF PIETRARSA



To travel in time is possible. It happens to who visit the National Railway Museum of Pietrarsa, a path longer than 175 years between locomotives and train that united Italy from 1839 to nowadays. Past and present, from the first Bayard locomotive to modern High Speed trains, ideally fit together. Located between Naples and Portici, on the very first railway line of our Peninsula, laid down between the sea and the Vesuvius with a spectacular view on the Gulf of Naples, this complex is host in one of most important Italian industrial archeological site: the 'Royal Mechanical, Pyrotechnics and Locomotives Factory', founded by Ferdinand II Borbone in 1840. A unique expositive location in the whole country and one of the most fascinating railway museum of Europe. Opened in 1989, it extends on an area of 36.000 square metres, of which 14.000 are indoor. In the big square there's the 4 metres tall statue of Ferdinand II depicted while was giving the order to found the Factories: it is made of cast iron and was melt in these Factories in 1852.

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FONDAZIONE
FS
ITALIANE

THE NATIONAL RAILWAY MUSEUM OF PIETRARSA



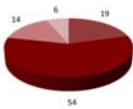
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FONDAZIONE
FS
ITALIANE

NUMBERS AND ACTIVITIES

Total of passengers on the entire network: **30.500**, on **100** events
Total of passengers on the 4 'Timeless Tracks' lines: **14.500**

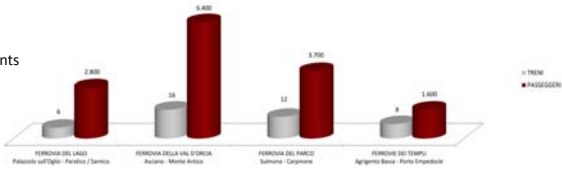


■ TRAZIONE DIESEL
■ TRAZIONE A VAPORE
■ TRAZIONE ELETTRICA
■ AUTOMOTRICE DIESEL

Different kind of services
(Steam train, electric train, Diesel train, autocar)

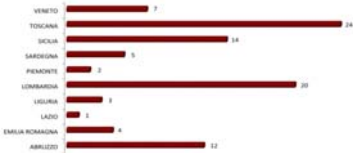
Year 2013 (July - December)	Year 2014
Visitors nr. 4444	Visitors nr. 19,400

Increase of visitors at the Museum of Pietrarsa



■ TRENI
■ PASSAGGERI

Line	Treni	Passaggi
FERROVIA DEL LAGO (Palazzo dell'Arte - Pietrarsa / Service)	5	2.800
FERROVIA DELLA VAL D'ORCA (Assisi - Monte Aperto)	18	5.400
FERROVIA DEL PARCO (Salsomaggiore - Colognola)	12	3.700
FERROVIE DEI TEMPI (Agropoli Beach - Porto Empedocle)	9	1.800



Number of trains per region

Region	Number of trains
VENETO	7
TOSCANA	24
SICILIA	14
SARDEGNA	5
PIEMONTE	3
LOMBARDIA	28
VAL D'AOSTA	3
LAZIO	5
EMILIA ROMAGNA	4
ABRUZZO	12

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**Fedecrail Conference 2015,
Centro Culturale Altinate
Padova, 16/04 -18/04/2015**

Europa Nostra and the industrial and engineering heritage including railways

By Pierre LACONTE

Chair, Industrial and engineering heritage committee, Europa
Nostra - Expert member ICOMOS CIVVIH

1. INTRODUCTION

This presentation is based on experiences gathered
though two organisations devoted to the preservation
of industrial and engineering heritage:

a) ICOMOS

The International Council for Monuments and Sites ICOMOS – related to UNESCO – is the **world-wide** Organisation defending architectural heritage, co-founded by Prof. R. Lemaire. It includes mostly officials and professionals of monuments and sites. Its activities linked to industrial heritage take place through the autonomous **International Committee for the Conservation of the Industrial Heritage** TICCIH (<http://ticcih.org/>).

b) EUROPA NOSTRA

As to **Europe** the organisation Europa nostra is the pan-European voice of heritage, i.e. advocacy by people who live or have a special interest in monuments and sites. It is naturally complementary with ICOMOS. Indeed its private membership allows it to have a total freedom of speech about endangered monuments of sites and interventions towards responsible officials. One of its scientific committees is the **Industrial and Engineering Heritage Committee – IEHC** www.europanostra.org . One of its members is co-hosting the next TICCIH Congress (Lille 6-10/9/2015).

2. Examples of large-scale industrial heritage actions

(Venice Charter Art. 1 “urban and rural settings”)

2.1. The Internationale Bauausstellungen (IBA) experience.

The IBA-Emscher Park <http://www.dac.dk/en/dac-cities/sustainable-cities/all-cases/green-city/emscher-park-from-dereliction-to-scenic-landscapes/?bbredirect=true> extends on 70 km of industrial landscape and includes both industrial artefacts and river improvements.

More recently, **IBA-See** covers projects in the Land of Brandenburg www.iba-see2010.de.



The photo shows a 300 m. coal conveyor which stopped to be used in 1989, soon after having been put into service, and is now a major tourist attraction.

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2.2. The case of the Vitkovice steel complex (Ostrava, Czech Republic)

The Ostrava iron and steel complex (one of the oldest and largest in Europe) was the subject of a conference organised in November 2013 by ICOMOS and the Czech Ministry of Finance about the reuse of this complex as a cultural and educational centre. This renewal benefits from local, national and international funding (Norway).

© Pierre Laconte 2013.



Its gas holder was preserved and transformed into a cultural centre.

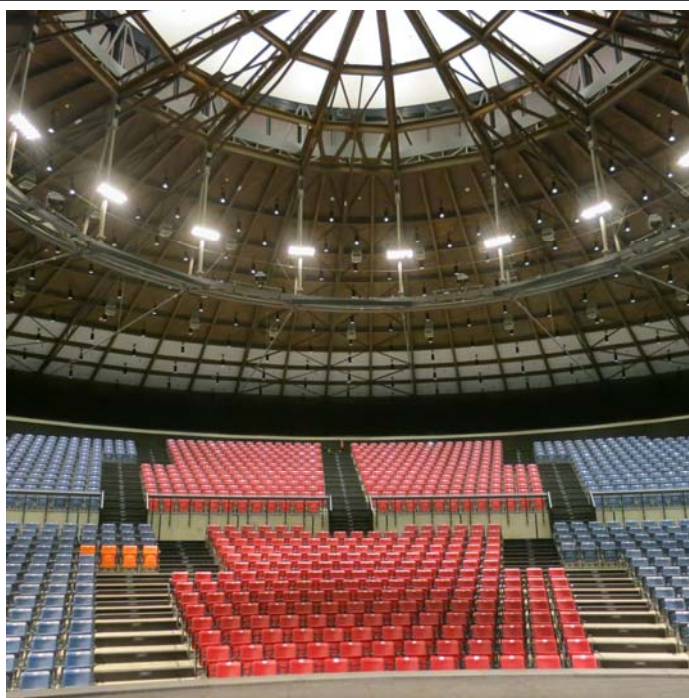
© Pierre Laconte 2013.





The top floor was transformed into a theatre and concert hall.

© Pierre Laconte 2013.



Cases like the one of Ostrava illustrate the transnational significance of Europe's industrial heritage. The iron and steel produced by this complex was used by successive belligerents and also allegedly for the building of the Eiffel Tower in Paris. Since its restoration in mid-2012, the new cultural and educational centre has had more than 1 million visitors. Further extensions are planned. © Pierre Laconte 2013.

2.3. Industrial heritage handled as part of an urban renewal project: The case of Brussels canal area



The multimodal Tour & Taxis customs and international trade complex as it was in 1907. It became redundant as a result of the European Common Market and was sold by its owner, the Belgian railways to developers and was threatened of demolition.



A common master plan for the site was agreed on by the new owners. It includes housing, offices, exhibition space and a large public park (designed by Bas Smets).

The Royal warehouse of Tour & Taxis itself, built in 1907 on the former a postal service complex developed by Charles V, was saved from demolition among others thanks to a campaign triggered by Lord Soames, an early Europa Nostra President. Its superb Jugendstil architecture has been well preserved and the interior floors were kept and adapted into multiple service activities.

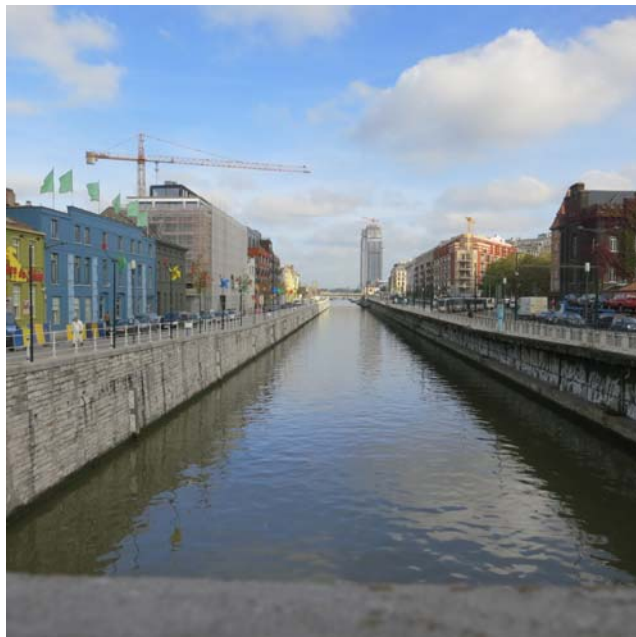
By contrast the celebrated Manufaktura textile plant in Lodz, Poland, of similar quality, was sold to developers without strings and largely rebuilt as a shopping complex.





Detail of the maritime station (arch. E. Van Humbeek 1904-1907).

The entire Brussels canal area is presently open for renovation. A general master plan was elaborated (2014) by Alexandre Chemetoff & Associés, Paris. The apartment tower on the right replaces a former warehouse. © Pierre Laconte 2013.





The fully preserved station of Schaerbeek is to be the entrance gate to the new railway museum built at the initiative of artist François Schuiten. To open in 2016.



A key item of the museum will be the restored A2004, the only remaining of a series of aerodynamic locomotives, running at more than 100 miles per hour.

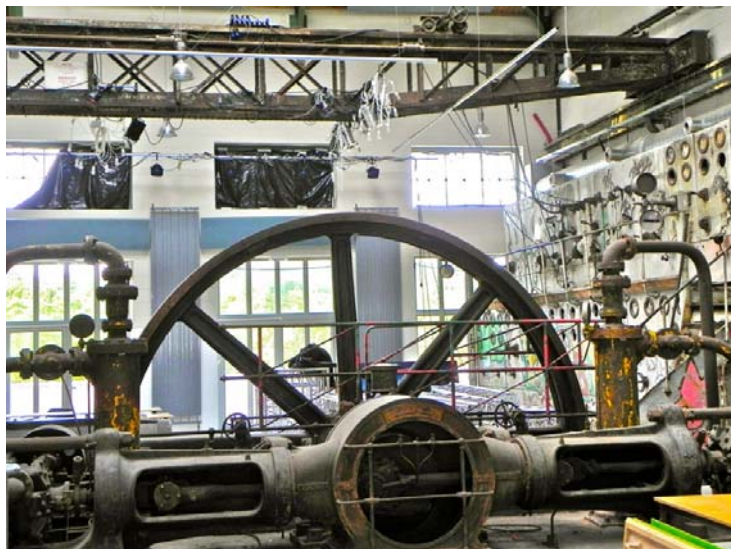
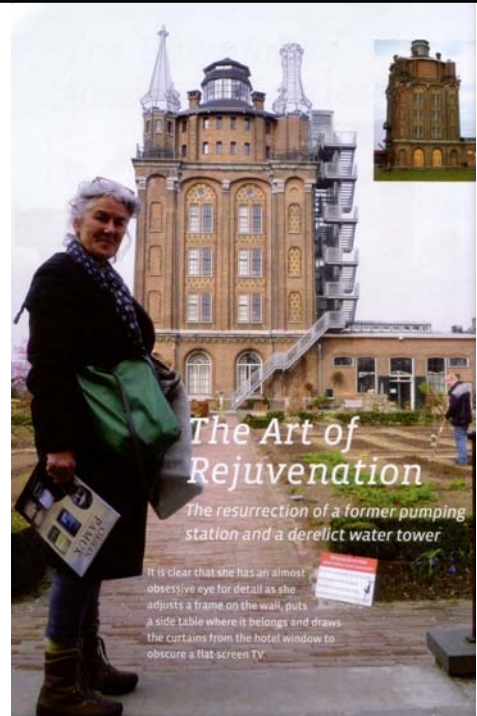


3. Examples of single industrial buildings and engineering built artefacts

An important source of examples of industrial and engineering preservation is provided by the **Europa Nostra's Conservation Awards**. Europa Nostra's activity covers all the fields of architectural heritage. It organises exchanges of experience among its members and lobbying actions towards authorities.



Within Europa Nostra the **Industrial and Engineering Heritage Committee (IEHC)** is endeavouring to draw attention on this type of heritage, mainly through private initiatives. Herewith a pumping station transformed into a hotel, fully respecting the Venice Charter.

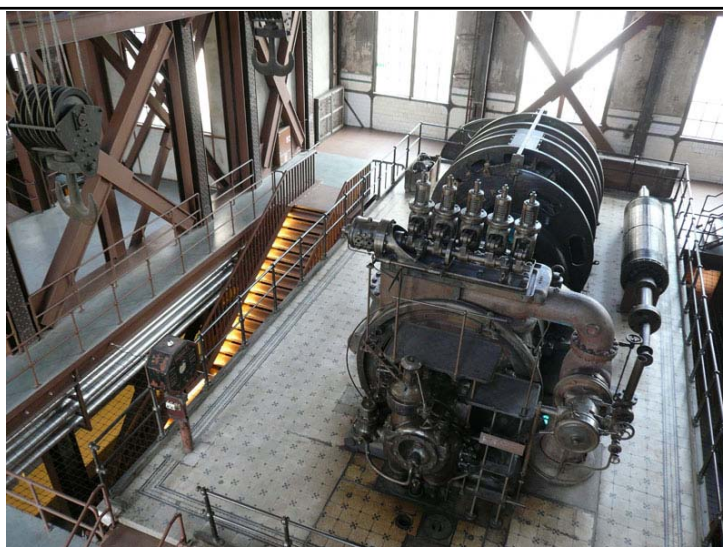


**Grand Prix 2013,
category
Research**

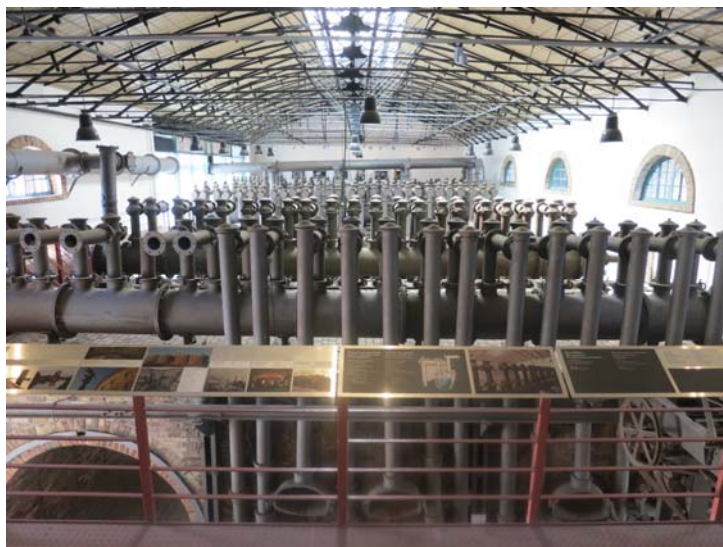
Exceptional machines of Wielemans-Ceuppens Brewery, Brussels, Belgium
Grand Prix 2013, Category Research. To be restored for educational
purposes at the initiative of IEHC (2016).



IEHC organises industrial heritage study tours. As an example the IEHC 2011 tour covered the **Dutch waterworks heritage**, including the Haarlemmermeer pumping station: herewith, participants to the explanations by Ir. Hans Pluckel, Commissioner, Hoogheemraadschap Rijnland.



Another example of best practice was explored at the 2010 IEHC study tour to Istanbul (2010): it included the **“Sentral” power plant** (now Bilgin university conference and exhibition centre). It has fully preserved its machinery, an attraction of its own for its events. By contrast London's Tate Modern, also located in a former power plant, has totally eliminated the industrial and engineering memory of the place.
© Photo: P. Laconte



Coal-gas production plant of Athens
© Photo: P. Laconte

The Athens IEHC Industrial and engineering tour (2013) included a visit to a **coal processing plant** transformed into an educational museum immediately after its closure. The coal gas produced in the "retorts" ascended through vertical tubes to the upper part of these retorts. The tubes lead up to the hydraulic main or "gas trap", a large pipe filled with water up to the middle. The gas passes through the water and accumulates in the upper part of the main.



Landschaftspark Duisburg-Nord.
© Photo P. Laconte

Industrial heritage tourist trails have become an important part of tourist income in Germany. At European level, the **European Route of Industrial Heritage (ERIH)**, represented in IEHC, is a network (theme route) of the most important industrial heritage sites in Europe, for example the Landschaftspark Duisburg-Nord.

From the 19th century, pumping was done by steam machines and later by fuel turbines. The disused machinery is kept in running order for educational purposes and **occasionally reactivated** in case of very high rains, which tend to rise in frequency.

© Photo: P. Laconte



Disused water collectors can be transformed in meeting places such as restaurants, **keeping the existing machinery** whenever possible.

© Photo: P. Laconte





Old factories served by canals are another interesting example of industrial and engineering heritage, and application of the Venice Charter. In as much as possible, **they are kept intact, but equipped with the latest machinery**, in accordance with Charter of Venice. Herewith a rice conditioning and precooking plant hosted in century old brick walls and served by century old ships.
© Photo: P. Laconte



A fine example of engineering heritage is provided by **the station and train offered by Mussolini** to the pope in 1932 after the reconciliation between Italy and the Vatican. In 2012, a trip took place from Rome's Vatican to Orvieto, using the 1932 papal train, hardly ever used and in mint condition. Hereby the papal train ready to cross the Vatican City wall for its heritage tour. © Photo: P. Laconte



Pamphlet for **The Jacobite 2015 schedule**, welcoming all friends of industrial heritage. Since 1 April 2015 it is operated by Abellio, a subsidiary of the Dutch State Railways.

Many thanks to the members of Europa Nostra's Industrial and Engineering Heritage Committee :

- Drs. Ambass. Rienko Wilton (NL) *Secretary*
- Mr Angus Fowler (DE)
- Mr David Morgan, MBE, TD (UK)
- Ing. Eusebi Casanelles i Rahola (ES)
- Prof. Dr Dietrich Soyeze (DE)
- Dr Paul Smith (FR)
- Drs Hildebrand de Boer (NL)
- Mr Cyril Winskell, MBE, FRIBA (UK)
- Arch. Francesco Calzolaio (IT)

Pierre Laconte, Chairman, 12/4/2015

A refereed paper with references, based on a former PPT was published in « Change of time » (2014)



The project Access2Mountain in the SEE program 4: Regional Railways - Ways to Success (Workpackage 4)

Ernst Lung

Federal Ministry for Transport, Innovation and Technology (bmvit)
based on 2 reports, worked out by the contracted consultant

Otfried Knoll

Knoll Traffic & Touristic Solutions

Jointly for our common future

FEDEC Rail Italy 2015, Padova



Source of photos:

Most of the presented photos are copied from the 2 reports, worked out by Otfried Knoll and from the English summary, which we elaborated together. In these reports, the sources are indicated in detail.

I thank Otfried Knoll for many interesting pictures, some photos are from our project partners. Many further pictures are downloaded from the websites of the analyzed railway companies and from the STA (board of the province Südtirol/Alto Adige for public transport).





Main targets of the project Access2Mountain:

- providing attractive, multimodal “soft” mobility offers to motivate additional guests for environmentally and socially sustainable tourism in the Alps and in the Carpathians,
- to improve the mobility situation (without car) for the inhabitants of mountain areas,
- opening up new customer potentials for public transport, especially in the tourist traffic to improve the utilization of buses and trains and contribute to sustain and to improve public transport services in mountainous , rural regions.



In historical times regional railways were close to people and in future ?

- Local railways promoted summer tourism (“Sommerfrische”)
- Built for people and their needs
- Restaurants in railway stations established itself as a popular meeting place for inhabitants and summer visitors
- Until the construction of new roads, railways were the only efficient means of transport



Fotos: Archiv Schendl



Source: Otfried Knoll April 2014

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Partner in Access2Mountain

- Leadpartner: Austrian Environment Agency (coordinator),
- Austrian Federal Ministry for Transport, Innovation and Technology
- National Park Gesäuse
- Mostviertel Tourismus
- Miskolc Holding (HU),
- University Camerino (IT)
- European Academy Bozen/ Bolzano, Institute for regional research (IT)
- Maramures- Infotourism (RO)



- Regional Development Agency Košice (SK)
- Regional Development Agency Rzeszow (PL)
- Timok Club (Serbia)
- Carpathian Foundation
- Observer (not financing partners) from Belgium, Montenegro; Czech Republic, Slovenia and Austria, e.g. railway operator NÖVOG (Mariazeller Bahn) and FEDEC Rail



Working Packages (WP), Duration and Budget

- WP 0: project preparation
- WP 1: Project – and financial management
- WP 2: dissemination, e.g. homepage www.access2mountain.eu
- WP 3: transport and environment data, transport model
- WP 4: regional railways
- WP 5: multimodal passenger traffic
- WP 6: Awareness raising, training programs, building networks for implementation of measures
- WP 7: Conclusions for the implementation of the transport protocols of the Carpathian Convention and the Alpine Convention



Duration of the project: 3 years, May 2011 until the end of April 2014

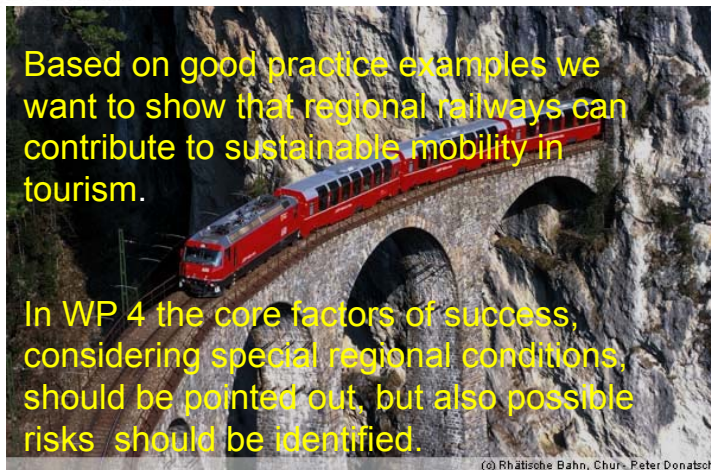
Project budget total: 2,22 Mio. €, thereof 1,89 Mio. EU regional funds (South East Europe Program, ETC) partner bmvit 31.500 €



Objectives of our work package on regional railways

Based on good practice examples we want to show that regional railways can contribute to sustainable mobility in tourism.

In WP 4 the core factors of success, considering special regional conditions, should be pointed out, but also possible risks should be identified.



(c) Rhätische Bahn, Chur, Peter Donatsch



SOUTH EAST EUROPE
Transnational Cooperation Programme



Programme cofunded by the
EUROPEAN UNION



SOUTH EAST EUROPE
Transnational Cooperation Programme



Programme cofunded by the
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Overview of analysed railways



Fully analysed railway 1
Tourist analysis only 4



List of analysed railways

red = full analysis based on questionnaires black = selective analysis

Austria:

1. Pinzgauer Lokalbahn
2. Stern und Hafferl
3. Zillertalbahn

Germany:

4. Bayerische Oberlandbahn (BOB)
5. Harzer Schmalspurbahnen (HSB)
6. Hohenzollersche Landesbahn (HzL)
7. Ilztalbahn
8. Waldbahn
9. Usedomer Bäderbahn (UBB)

Czech Republic:

10. JHMD narrow gauge railway

Switzerland:

11. Chemins de fer du Jura (CJ)
12. Rhätische Bahn (RhB)

Italy:

13. Vinschger Bahn
14. Ferrovia Trento-Male-Marilleva

Slovakia:

15. Tatranská Elektrická Železnica, (TEŽ)

Spain:

16. Ferrocarril de Sóller SA (FS)

Great Britain:

17. Ffestiniog and Welsh Highland Rail

USA / Canada:

18. White Pass /Yukon Railway



Successfactor: Support on all political levels – tasks of communities

- (financial) contributions to the construction and maintenance of railway stations
- improve the accessibility for pedestrians and cyclists
- awareness and information policy – “ticket offices in the city”
- mobility management activities to strengthen public transport
- land-use planning targeted on short ways to the railway stops (e.g. reasonable density of settlements)
- presentation of regional railways and public transport on the websites of municipalities

Jointly for our common future



the case study Vinschgerbahn

After the effort to implement a forward-looking strategy the communities have an important role.

If the crosslinking with everyday life should succeed and the everyday traffic should be more attractive, even the everyday things must be solved

This concerns, for example:

- The design of the community home page with reference to the railway
- Competent mobility counseling at municipal offices, possibly even ticket sales and job ticket advice
- The acquisition of conservation, design and maintenance of stations
- Useful information at public transport stops
- A good integration of the railway stations in cycling and walking networks
- The parking management and access restrictions for cars.
- The support of the railways by the provision and maintenance of bicycle stands and park and ride locations.



Source : Otfried Knoll 2.4.2014

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Example: Railway stations in the Vinschgau



Fotos: Otfried Knoll



With the new, state-owned organization structure often new ways were chosen. For example, the previously perfectly restored stations were supplemented with modern waiting areas and information devices and then placed in the custody of the Venosta Valley ("Vinschger") communities.



Source Otfried Knoll 2.4.2014

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**Examples for political support:
Land-use planning to improve accessibility by rail ,
reconstruction and maintenance of railway stations by
communities**

Vinschgerbahn



Linz Solar City: Tram station is the centre



**Example: Website of the community Naturns
(Südtirol/ Alto Adige)**




Source: Otfried Knoll, presentation TU-Vienna 22.11.2012 , based on
www.naturns.it




SOUTH EAST EUROPE
Transnational Cooperation Programme

access 2 mountain

 Programme cofinanziato dalla REGIONE DELLO SVILUPPO REGIONALE

Integrated traffic plans: buses improve the accessibility of railway stations (Alto Adige / Südtirol)



Source: Working paper of the transport group of the Alpine Convention, July 2012

SOUTH EAST EUROPE
Transnational Cooperation Programme

access 2 mountain

 Programme cofinanziato dalla REGIONE DELLO SVILUPPO REGIONALE

transborder cooperation creates success



Source: Otfried Knoll, presentation TU- Vienna 22.11.2012



Timetables meeting the demand of (potential) passengers

- Almost all regional railways that are also relevant for every day mobility offer one train every hour in both directions in a fixed schedule („Taktfahrplan“),
- In some cases every half an hour a train is offered (plan of RhB, partially implemented by the Zillertalbahn and the Vinschger Bahn (accelerated trains)
- Suitable connections with regional and local bus services and long distance trains are offered in most cases



Successfactor: Integration of regional railways in tourism strategies and close cooperation with tourism stakeholders

Example: „Dampfbahnroute Sachsen“, cooperation of regional railways with many other tourist points of interest and common marketing (www.dampfbahn-route.de)



Source: Newsletter of Dampfbahn-Route Sachsen 2012



Example Mariazeller Bahn

The Mariazeller Bahn, operated by the Access2Mountain observing partner NÖVOG is integrated in the Country Exhibition of Niederösterreich (Lower Austria) 2015, the operating centre Laubenbachmühle is one of the exhibition sites, train rides to the other exhibition place Wienerbruck and a bus shuttle are included in the entrance fee



Conclusion:

All successful regional railways cooperate well with touristic stakeholders, further examples are shown under "marketing".



Source: www.noevog.at/veranstaltungen



Successfactor infrastructure Investments

Our analysis shows that improvements of the tracks and the stations were implemented by the 9 of 18 of the analysed regional railways, based on a sufficient support by policy and in some cases also on voluntary work of citizens.

Vinschgerbahn



Ilztalbahn



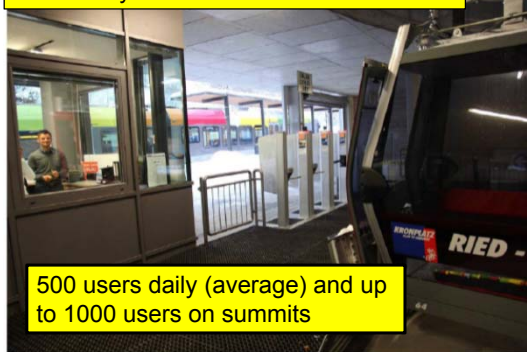
Harzer Schmalspur B.





Cooperation of regional railways and tourism also by a coordinated infrastructure development

Percha: By trains to the ski resort



500 users daily (average) and up to 1000 users on summits

AUTONOME PROVINZ BOZEN - SÜDTIROL
Autobahn 30 - Merano PROVINCIA AUTONOMA DI BOLZANO - ALTO ADIGE
Ripartizione 30 - Merano

Source: STA/ Otfried Knoll, presentation, TU-Vienna 22.11.2012



Successfactor infrastructure investment:

Voluntary activities of abandoned lines by citizens and railfans

- Ilztalbahn: Support by a club with 700 members, also Interreg Project CZ - DE
- Ffestiniog Railway: reconstruction between 1954 and 1982 by voluntary working people
- Welsh Highland Railway : also reconstructed by voluntary working members of a citizen club, 1995 -2011 supported by EU regional funding (target 1 region)



Big honor for work on regional railways!





Successfactor rolling stock , suitable for the requirements of passengers:

- easy accessibility for all passengers, also for handicapped people with wheel-chairs and for passengers with heavy luggage,
- comfortable facilities to transport luggage and sports utilities,
- carrying bicycles,
- good view on the landscape,
- enough capacities to meet peak demand

For longer trips buffets or dining cars are attractive for passengers



Trains for all target groups



Fotos: Otfried Knoll



Source Otfried Knoll 2.4.2014

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Suitable Space to carry luggage, bicycles and other sport utilities

Bernina Express



Photo: Otfried Knoll

Vinschger Bahn



Photo: STA

Bicycles to rent
Vinschgerbahn



Photo: STA

Biking Car of ÖBB



Photo: www.angus.at

Luggage logistics in Zermatt



Photo: Klaus Matzka



Source: STA





Good view on the landscape

MOB- Golden Pass line



Photo: www.goldenpass.ch

Bernina Line: older wagons meet demand peak and have windows to open



Photo: Ernst Lung

Cabrio Wagons of "Le Train Jaune" and Harzer Schmalspurbahnen



Photo: Otfried Knoll



Photo: Otfried Knoll



Chemin de Fer de Provence with cinema-style seating



Fotos: Otfried Knoll



Source Otfried Knoll 2.4.2014

27



Dining cars and buffet services

Barrel (= Fassl) wagon of the Zillertalbahnhof

simple, but charming buffet service in the HSB



Photo Otfried Knoll



Photo Otfried Knoll

Jointly for our common future



Reblaus Express Retz – Drosendorf (Niederösterreich)

Regional wines and culinary highlights offered by farmers of the region



Source and photos: Otfried Knoll, presentation TU - Vienna 22.11.2012



Nostalgic Trains

Steamtrain HSB



Ilztalbahn



Ferrocarril de Sollér RhB



Stern und Hafferl



Zillertalbahn



JHMD



CJ –belle époque



Welsh Highland



White Pass –Yukon



Pinzgauer
Lokalbahn









Freight transport on regional railways

Transport of Containers in Zermatt



Photo: Otfried Knoll

System "Rollbock" to carry normal gauge wagons on narrow gauge



Photo: Otfried Knoll

Shift "Rollwagen" to normal gauge



Photo: Ernst Lung



Photo: Verkehrsbericht Tirol 2005





Successfactors marketing, easy access to tickets and information

Although the internet gets more and more importance (75% of the Austrian households have an access to the web), personal contacts and printed information are still helpful to win people for sustainable mobility in tourism (example: brochures rail adventure in Romania)





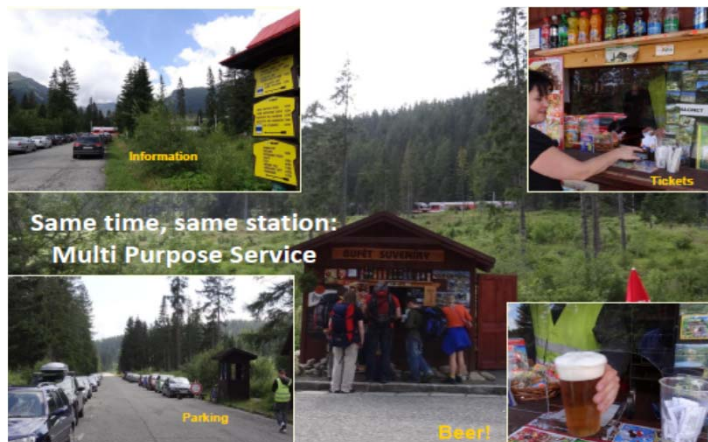


Easy access to suitable tickets

- Conductor service in the trains. Examples: UBB, Pinzgauer Lokalbahn, Zillertalbahn
- Regional train tickets are included in existing all-inclusive packages
- Tickets are sold in hotels. Examples: Harzer Schmalspurbahnen
- Destination guest cards are including public transport. Examples: South Tyrol / Alto Adige, see also following slide
- Service points in railway stations
- Cafeterias in railway stations sell tickets (Vinschger Bahn)
- Internet ticketing (RhB and others)
- Chip Cards with best price calculation (introduced in February 2012 in South Tyrol / Alto Adige)



Multi purpose service on the Tatra Electric Railways: Tickets and more



Source: Otfried Knoll, presentation TU- Vienna 22.11.2012



Shops and information centres of railways provide more services than selling train tickets, friendly train staff is preferred by many passengers

“Dampfaden” of HSB offer a big assortment



Photo: Otfried Knoll



Photo: Otfried Knoll



Photo: Ernst Lung



Photo: www.mobilito.at

Mobility service center “Mobilito” (IC station Bischofshofen)




Nice designed tickets are liked by rail fans to collect them: example Usedomer Bäderbahn (Germany)



Source:
Otfried Knoll
presentation, TU-Wien
22.11.2012










Suitable tickets—public transport included in free guest cards

Konus Karte – Schwarzwald, financed by a little supplement to „Kurtaxe“ (city tax for overnight stay)
<http://www.schwarzwald-tourismus.info/service/konus>

GUTI (Gäste-Umweltticket), financed by communities in Bayrischen Wald, served by Waldbahn <http://www.bayerwald-ticket.com>

Neusiedler See Card, Burgenland, also financed by a supplement to Kurtaxe
<http://www.neusiedlersee.com>







Some regional railways provide interesting tourist packages for single travellers and especially for groups, train trips combined with sports and culture,

RhB introduced a contact point for (bus)tour operators, the Mariazeller Bahn operator NÖVOG followed this example

Railway and e-bike

railway and rock-opera (HSB)






More ideas to get unique selling propositions

+ Adventure tours, examples:

train hijacking by horse riders in a wild-west style (CJ)

Combination with sports:

"Trottinet (scooters) riding (CJ)

bicycle tours (some railways)

+ Visit of maintenance workshops (e.g. HSB)



Keltenschmaus
Stern & Hafferl

+ Hobby train driver courses (e.g. Stern und Hafferl and Zillertalbahn)

+ attractive packages railway and culinary and cultural highlights



Examples for on-trip information

Information available in often needed languages



Photo: Otfried Knoll

Information to touristic points of interest



near field communication for mobile phones



Photo: www.salzburg.orf.at



Conclusions of our analysis 1

Some common patterns on the way to success can be identified, even though specific regional conditions have to be considered.

From the customers point of view the offer (train + additional touristic services) should:

- have a high recreational value and leisure convenience
- address a wide target group (suitable for families)
- offer the opportunity to consume in modules, e.g. being active actor as well as passive consumer
- address as many senses as possible in the target group
- offer a remarkable price-performance ratio.



Conclusions of our analysis 2

Decision makers have to bear in mind that from the guests' and passengers' point of view a service chain, consisting of individual services, is offered. Promotions provoke certain expectations in the customers mind. In order to create a come-back of visitors these expectations should be exceeded during the whole trip.



Photo: RhB





Conclusions of our analysis 3

There are several potential threats that have to be considered too:

- Service portfolio and operations are designed too closely to the operator's needs. The market's needs are succumbed.
- The service is oriented towards rapid economic results and successes. Profitability is too much in the foreground. If the targeted profitability is not achieved within a specified time limit the goal is often abandoned.
- The willingness for investments and financial support by public authorities are only focused on infrastructure while marketing activities are not supported at all.
- The railway's operator expects the full support by the regional actors in any means while these actors rely too heavily on the operator's activities. As a result there is no common spirit of optimism.



Masterplan for regional railways key elements (1)

- Strengths and weaknesses / chances and risks analysis
- general vision for the regional railway
- budget framework
- passenger potentials (trends and forecasts)
- embedding in regional planning, traffic- and tourism concepts
- coordination with land use planning and regional development priorities
- objectives and measures for infrastructure, services, rolling stock, maintenance concept for vehicles, workshops,
- time schedule ("roadmap") for the implementation, coordinated with the budget





Masterplan for regional railways, key elements (2)

- operational part (management strategy, timetable, special operations, personnel, ...)
- commercial section (supply and service levels, pricing, sales strategy, ...)
- creativity part (design quality, CI, CD, promotional policies, information systems, ..)
- cooperation strategies
- communication concept (make the market aware of USP, external and internal)
- communication strategy: partners, reporting, press contacts, information of the public.



Examples where (reopened) regional railways became a top destination for tourism



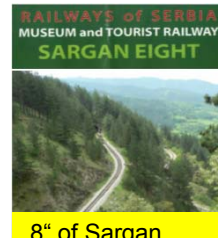
Montserrat



HSB




Wassertal




„8“ of Sargan







access 2 mountain



KNOLL
TRAFFIC & TOURISTIC
SOLUTIONS



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für Verkehr,
Innovation und Technologie


Evolution from nostalgic trains to modern regional public transport: Regional railway lines on Mallorca





SOUTH EAST
EUROPE
Transnational Cooperation Programme

Source: Otfried Knoll,
presentation TU- Vienna 22.11.2012



Programme cofinanced by the
EUROPEAN UNION

Implementation of Measures: Case Study Mariazellerbahn



New trains for the Mariazellerbahn „Himmelstreppe“, photo NÖVOG)



Implementation- measures on the Mariazellerbahn

- Investments by the observing partner NÖVOG as operator of the Mariazellerbahn to improve infrastructure and for new rolling stock (called „Himmelstreppe“) with the objectives to reduce travel times to be more competitive to cars and to implement suitable timetables („Taktfahrplan“)
- The investments should reduce the operating costs of the Mariazellerbahn
- Cooperation with communities (e.g. for the maintenance of stations) and with the tourism stakeholders in the served regions
- The country exhibition in 2015 is a challenge for the Mariazellbahn ted. An innovative ticketing system (reservation in the web) should guide the visitors to avoid congestion.
- In addition to the modern train-sets, traditional trains with for than 100 years old locomotives should be a point of interest for whole families and not only for rail fans !



Further developments based on the findings in „Access2Mountain“

- The results of the project prove that regional railways can be successful in tourism and the good practice analysis is helpful for “follower” railways.
- In addition to the work-package 4 “regional railways” also innovative and attractive intermodal offers for tourist traffic, including long distance rail travelling were analyzed, the report is a helpful good practice guide.



Photo: Roland Chodasz www.bahnbilder.de





Cooperation for sustainable mobility in tourism

In Austria an ambitious cooperation of the federal ministries for economic affairs, environment and transport was established. Partner in this cooperation network are also railway companies, including the national company ÖBB. "Access2Mountain" is a useful knowledge base for these cooperation activities, e.g.

- the Austrian Tourismus Mobility day (Vienna , 16th Oct. 2015)
- Publishing the guidebook sustainable mobility in tourism (Leitfaden nachhaltige Mobilität im Tourismus)

<http://www.bmvit.gv.at/verkehr/gesamtverkehr/tourismus>



MINISTERIUM
FÜR EIN
LEBENSWEITZES
ÖSTERREICH



Bundesministerium
für Verkehr,
Innovation und Technologie



For further information please look at:

<http://www.access2mountain.eu/en/activities/Railway.html>

(English summary of the analysis of regional railways) and

<http://www.access2mountain.eu/en/downloads/countryspecific/Deutsch.html> (Interim report in German language)



Photo Crepaldi Mauro





 **SOUTH EAST EUROPE**
Transnational Cooperation Programme

 **access 2 mountain**

 **European Union**
Regional Development Fund

Thank you for your attention !



Ernst Lung
ernst.lung@bmvit.gv.at

 **KNOLL**
TRAFFIC & TOURISTIC SOLUTIONS

Photo: Otfried Knoll, cover page of the report to wp 4
Jointly for our common future

 **bmvi**
Bundesministerium für Verkehr, Innovation und Technologie



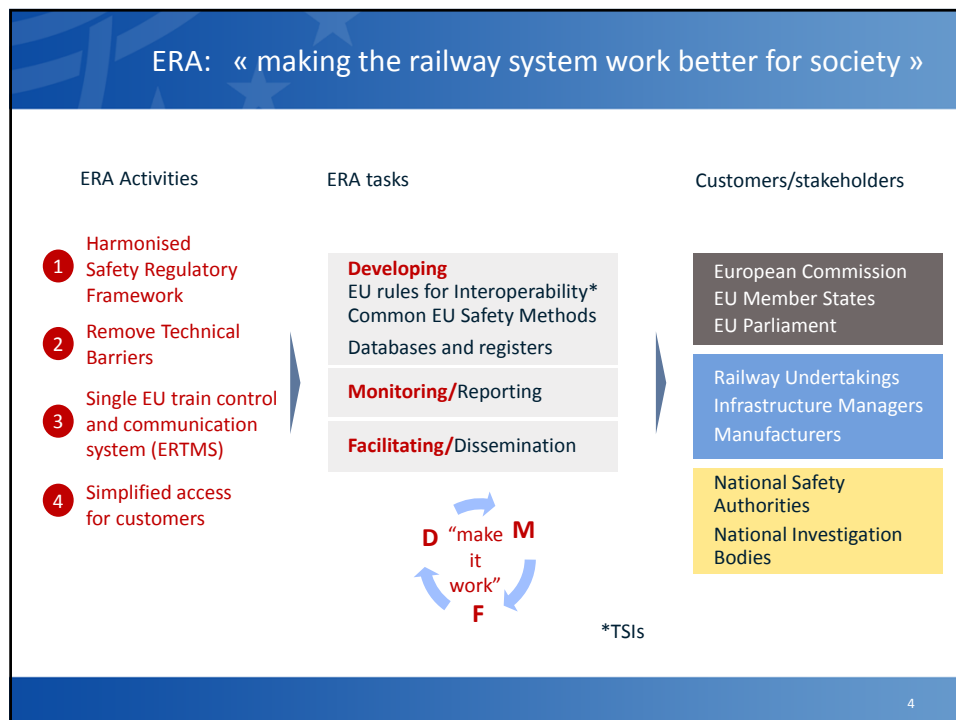


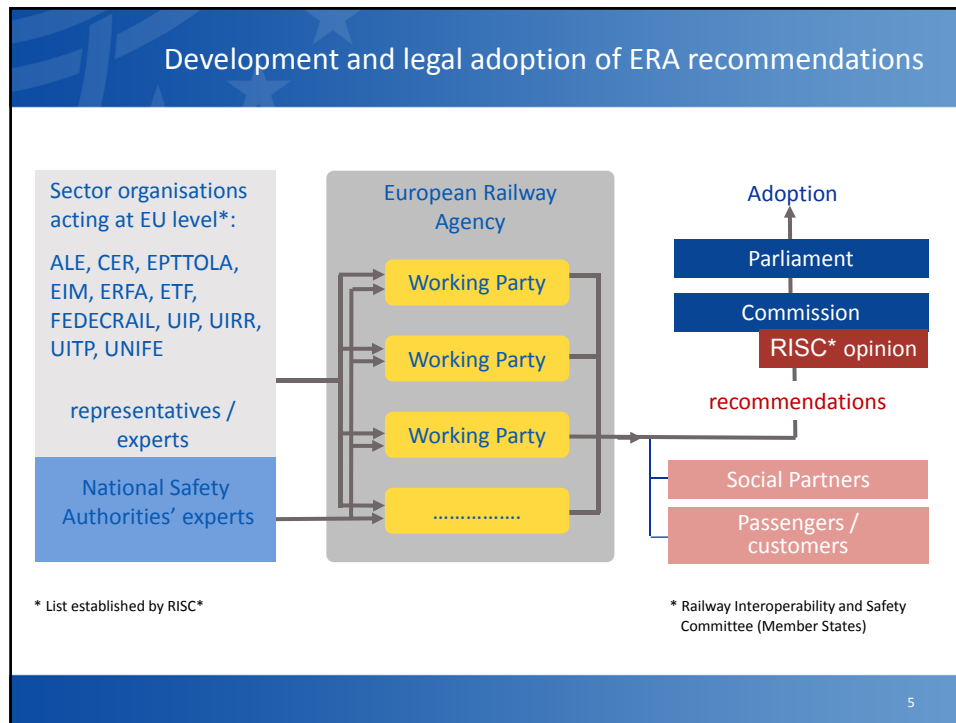
European Railway Agency
An agency of the European Union

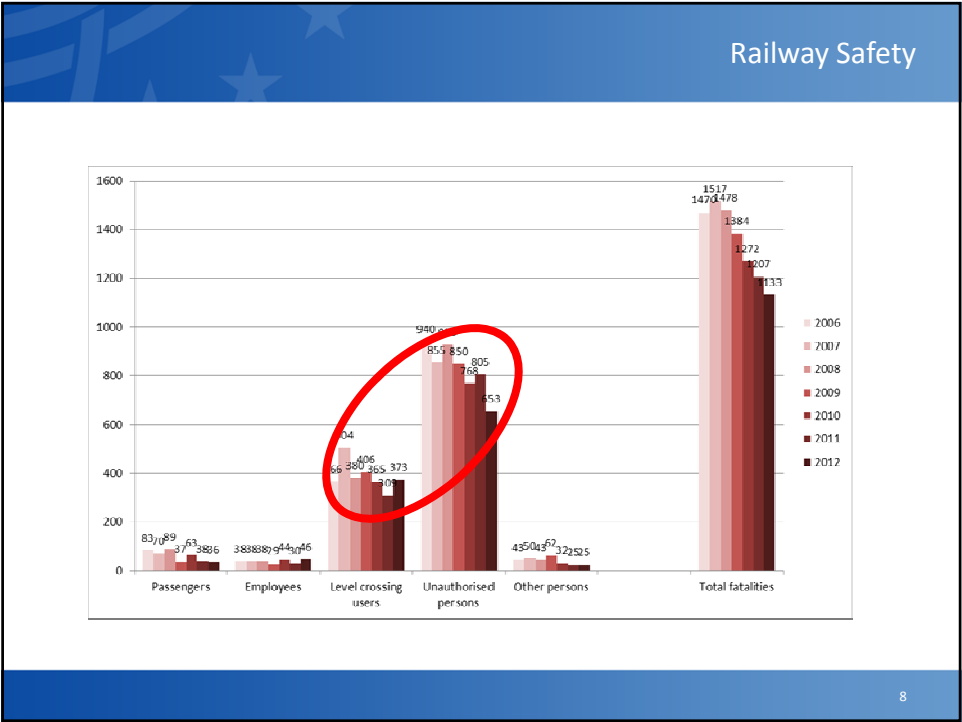
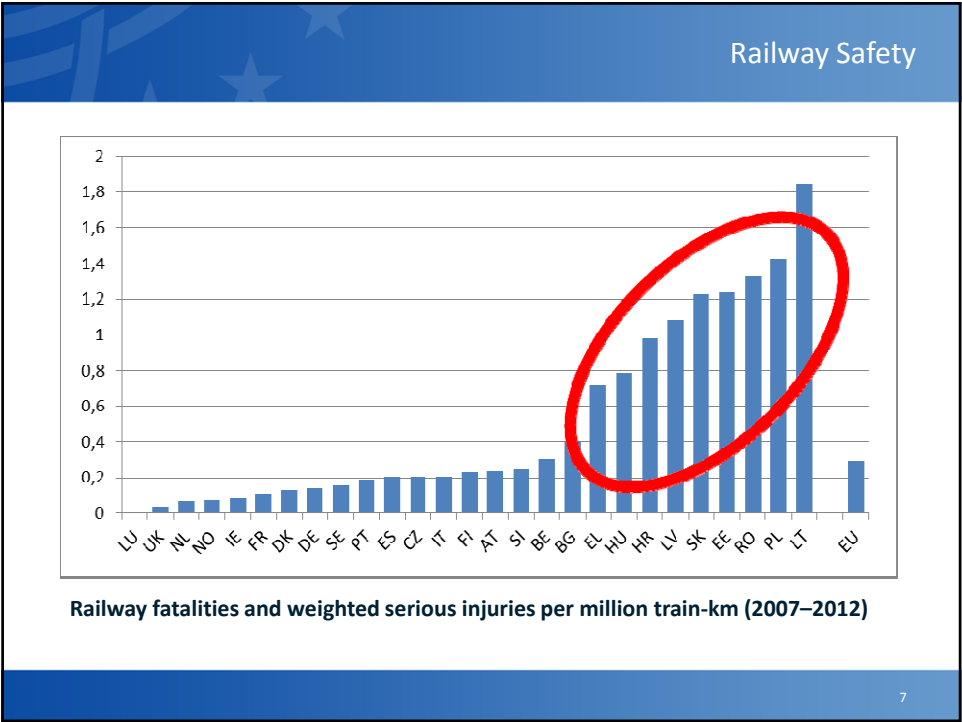
ERA and the management of ERTMS as the single system for Europe

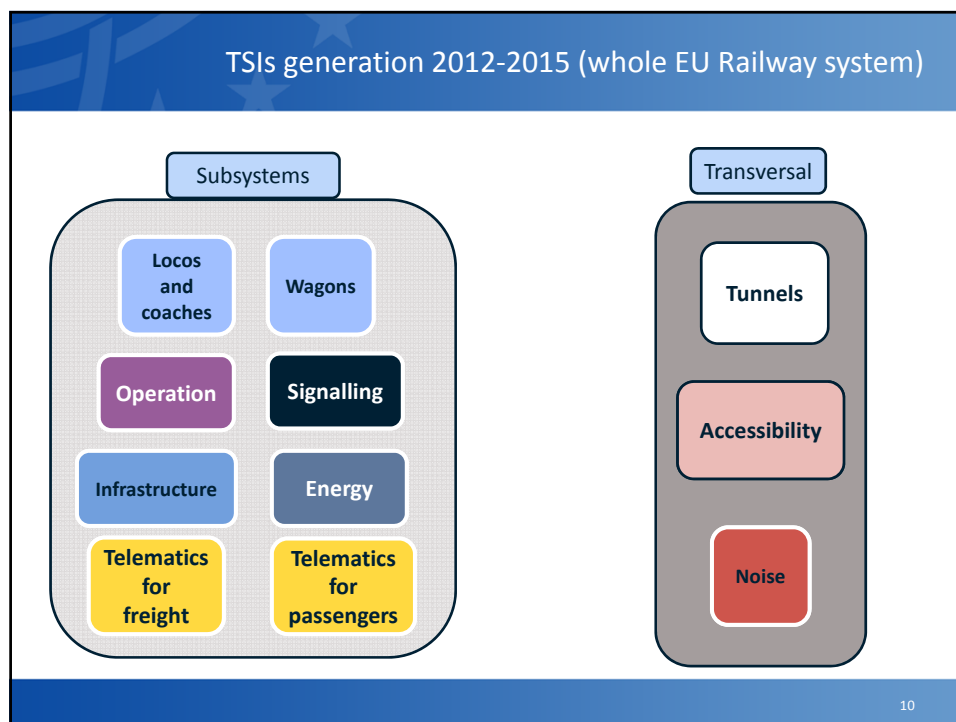
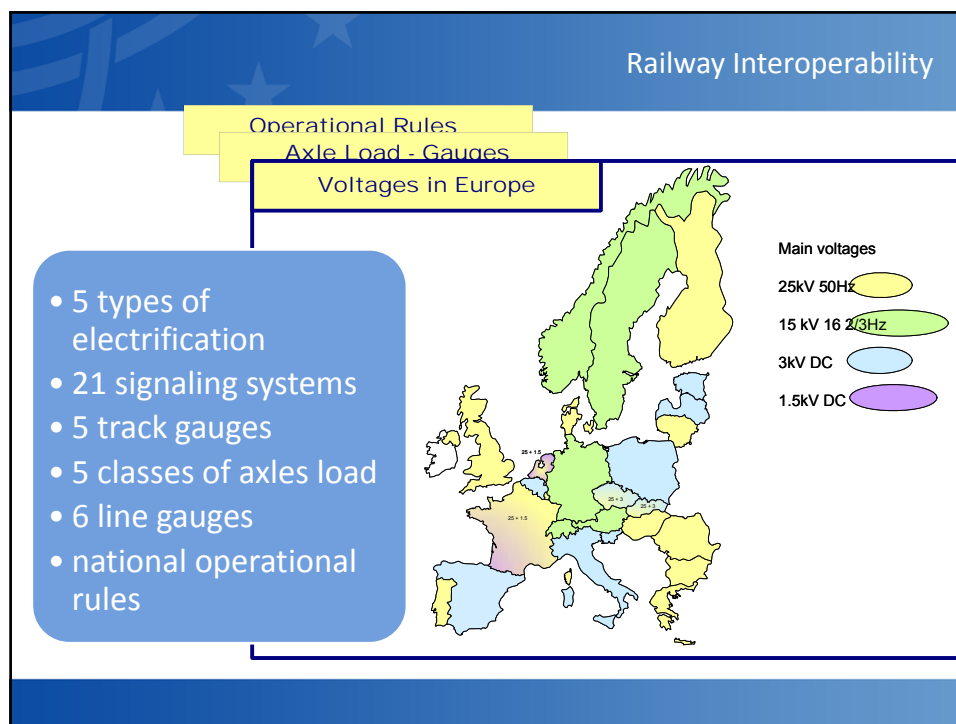
FEDECRAIL
Padova, April 2015
Pio GUIDO

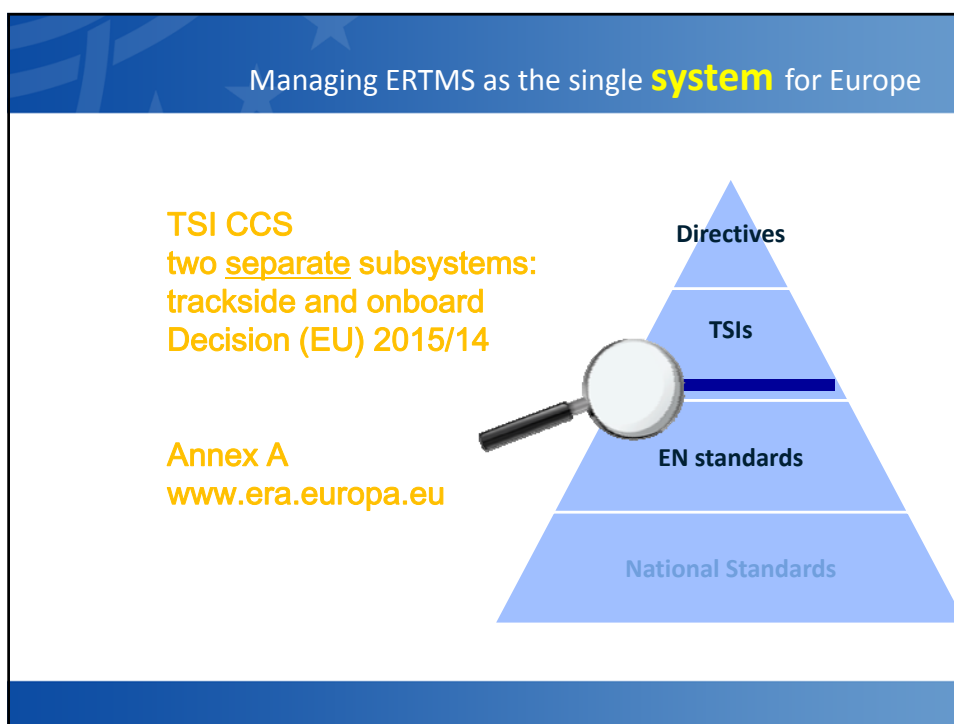
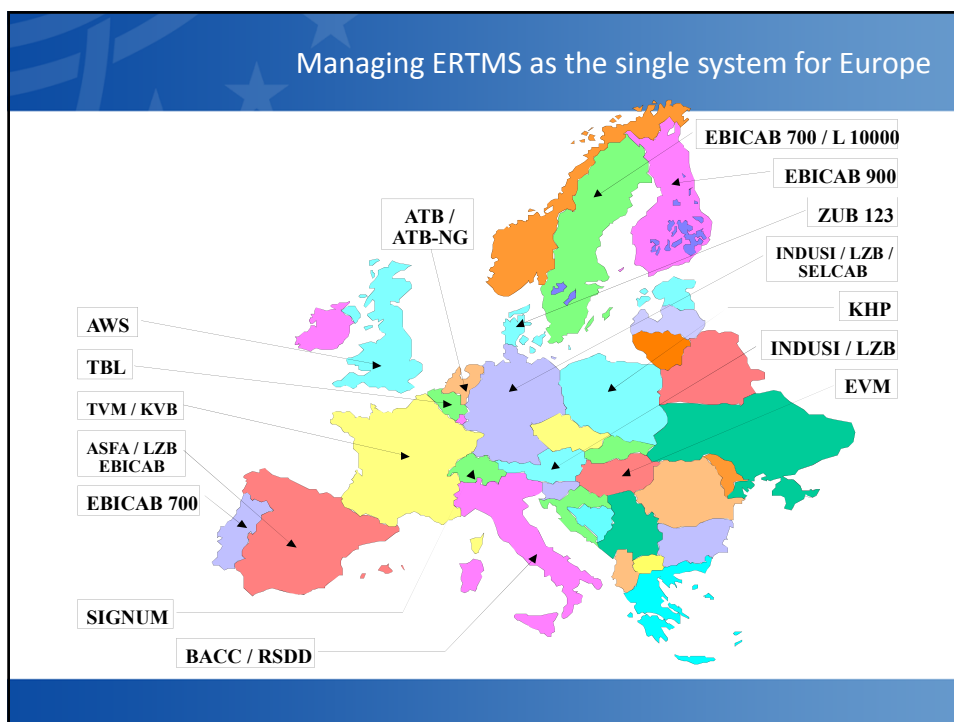








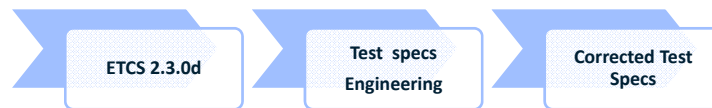






managing ERTMS as the single system for Europe

ETCS Baseline 2



Decision 2008/386/EC

Decision 2009/679/EC

Decision 2012/88/EU

Stable reference proven in revenue service
More ETCS km and trains than comparable legacy systems

managing ERTMS as the single system for Europe



A joint commitment to ERTMS expressed in the new MoU signed in Copenhagen in April 2012:

EC
CER
UIC
UNIFE
EIM
ERFA
GSM-R IG
ERA

Stability
Apply the Standard
Commitment to
Deployment
Managed extension
GSM-R Frequencies



managing ERTMS as the single system for Europe

ETCS Baseline 3 legal reference:

Adoption: Commission Decision 2012/696/EU of the 6th November 2012

First Maintenance Release: Decision 2015/14/EU of the 5th of January 2015

MoU 2012, art 37:

"The Parties recognise that, once adopted, Baseline 3 will provide a stable basis and they do not consider the need to envisage another Baseline in a foreseeable future. In addition, they recognise that the following modifications could be introduced in the medium term

- *IP based communication...*
- *ATO...*
- *Other developments...typically new interfaces..or new technologies..like positioning.by satellite..*

Art 38:

Such improvements in the specifications do not imply the upgrade/replacement of existing 2.3.0d and Baseline 3 equipment.

ETCS Baseline 2 and Baseline 3

The decision to apply B2 or B3 is left to the applicant

- Trains equipped with B3 can operate on B2 and on B3 lines
- B3 specifications can be used to design and authorize new B2 lines
- Facilitation mechanisms allow upgrade of ERTMS equipped lines to B3 without extensive balise modifications



GSM-R and Interferences with public networks

- › The problem of interferences is recognised by all concerned parties.
- › Over 1000 interference locations have been reported, although only in limited cases railway operation is impacted. Without measures the impact will increase, due to rollout of 3G/4G public networks.
 - › There is a legal basis for introduction of 3G/4G (UMTS/LTE) in the frequency bands close to GSM-R, formerly used by GSM.
- › Solutions are defined, to be introduced simultaneously:
 - › Coordination between network operators, guidelines for radio planning : ECC Report (now in consultation). Can lead to local improvement of GSM-R networks. Application will be monitored by national frequency regulators.
 - › Installation of improved on-board radio equipment or filters: products are available now and their use is allowed in the TSI CCS.
- › Implementation of solutions cannot be forced by law.
- › Three Interference Workshops since 2012, last one in November 2014 at ERA; Regular monitoring at Commission level with DG Connect and Move.

Evolution of railway radio communication system

- › The GSM-R industry stated support for GSM-R until at least 2030
- › EC target dates: new solutions defined for the CCS TSI from 2018, deployment possible from 2022.
- › ERA has defined the Program on Evolution of GSM-R. Draft planning:
 - › Mid 2015: Report on analysis of different scenarios for providing the requested services: dedicated networks, shared networks, public networks, satellite, hybrid.
 - › Mid 2015: analysis of radio spectrum needs.
 - › Mid 2016: analysis of impact on TSI CCS.
 - › Mid 2018: proposal of changes in the TSI CCS.
 - › Continuous cooperation with UIC (who should prepare the update of requirements and technical standards, together with ETSI and 3GPP) and other projects.
- › ERA investigates the benefits of cooperation/asset sharing with other non-commercial sectors with similar radio related needs:
 - › Public safety, urban rail, utilities
 - › Considerations for the use of public networks



ERTMS is a major EU industrial project

Political support: EC ERTMS Coordinator Mr Karel Vinck

Legal obligations for ERTMS deployment

EU money for grants and financial support:

- › TEN-T 2007-2013: +700 millions
- › CEF 2014-2020: +/- 1 billion programmed
- › + EU cohesion funds

- › study on the innovative finance mechanisms for ERTMS (PwC)

Leveraging on grants

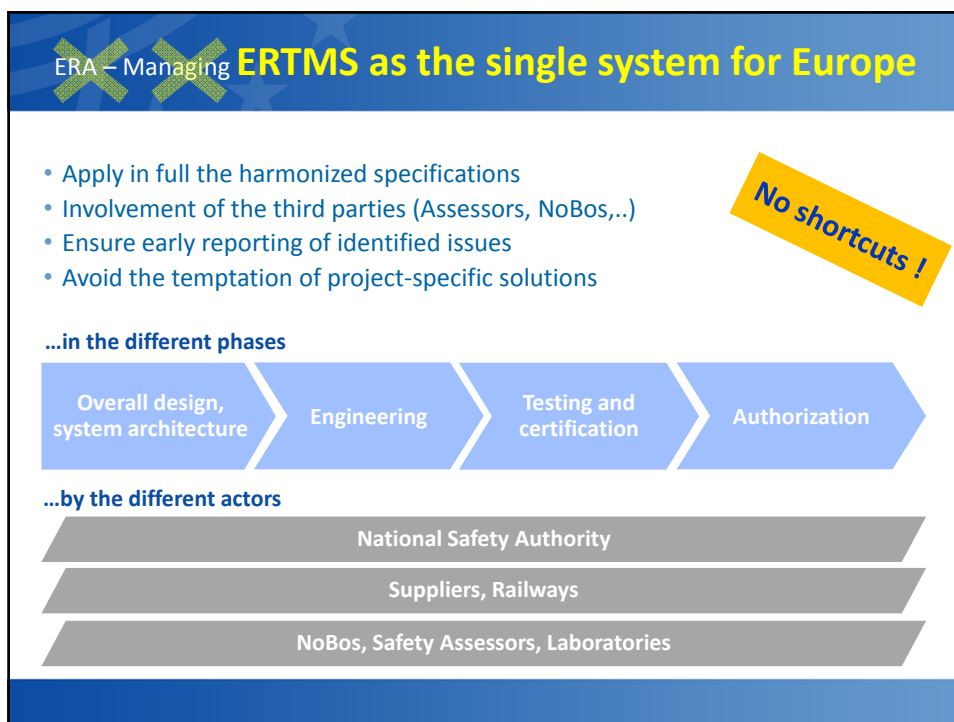
ERA cooperation with INEA on TEN-T funded projects

- › Call text
- › External evaluation
- › Financing decision
- › Follow up: 60 actions, 45 still ongoing

Level of application of Interop Directive and TSI not satisfactory

Lessons learned:

- › Eligible contracts only if ETCS sw maintenance included
- › Trackside first (full compliance, ERA scrutiny)



Making the railway system work better for society.

era.europa.eu



About Rail Events Inc.



- Established in 1997, American Heritage Railways has owned and operated the Durango & Silverton Narrow Gauge Railroad since 1998
- Purchased Great Smoky Mountains Railroad in 1999
- Founded Rail Events Incorporated in 2000
- Experience owning and operating other railroads throughout the United States



Licensing Portfolio





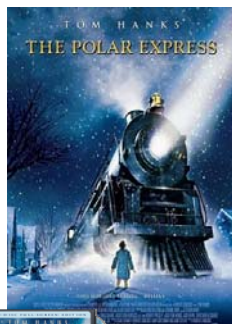
On Christmas Eve, many years ago...



Released in 1985, Chris Van Allsburg's THE POLAR EXPRESS has gone on to become a world wide bestselling children's book and a staple of the Christmas Season.

- 2015 is the 30th Anniversary of this classic holiday book
- Winner of the prestigious Caldecott Medal in 1986
- More than 11 million copies sold

"All aboard," the conductor cried out.

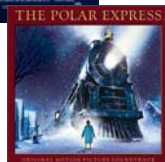


THE POLAR EXPRESS Film

- Robert Zemeckis' 2004 motion capture animated film version of THE POLAR EXPRESS earned \$306 million dollars
- Over 20 Million THE POLAR EXPRESS DVDs sold worldwide since 2005
- #2 Christmas Movie Box Office of all time

THE POLAR EXPRESS Soundtrack

- Over 700,000 units sold to-date
- "Believe," was nominated for Best Original Song at the 2005 Academy Awards and won a Grammy Award in 2006.





A Holiday Tradition Translated

- THE POLAR EXPRESS book has been translated into 12 languages including German, French, Italian, and Spanish
- The film has been translated into 36 languages including German, French, Italian, Spanish, Greek, Danish, and Swedish
- Over 5 Million THE POLAR EXPRESS DVDs sold in Western Europe since 2005
- Top DVD sales countries in Europe include the UK, Germany, France, and Italy

Top DVD Sales by Country

Country	DVDs Sold
US	14,769,949
UK	3,116,499
Canada	999,638
Germany	717,216
France	685,503
Australia	502,674
Italy	205,795
Netherlands	175,738
Spain	96,168
Sweden	89,920
Belgium	73,415

Event Overview

- THE POLAR EXPRESS™ Train Ride is a magical recreation of the classic children's story on board real trains in the US, Canada, and the UK
- Set to the sounds of the motion picture soundtrack, hot chocolate and treats are served as passengers read along with the classic book
- Santa and his helpers board the train at the North Pole and each child is presented the first gift of Christmas – a silver bell from Santa's sleigh
- Chefs in each coach lead passengers in caroling on the return trip





Event Overview



- Since 2005, Rail Events Inc. has been the official licensing agent of THE POLAR EXPRESS™ Train Ride through Warner Bros. Consumer Products
- Over the past 10 years we have refined the event and received unprecedented success
- We are poised for significant growth in the U.S. and globally by exploring new venues

The Power of a Brand



- THE POLAR EXPRESS™ Train Ride has become an annual tradition for hundreds of thousands of families in North America
- A strong Christmas tradition and rail network in Europe makes this event an excellent match
- Current events in the UK prove market is ready for expansion of this successful holiday tradition



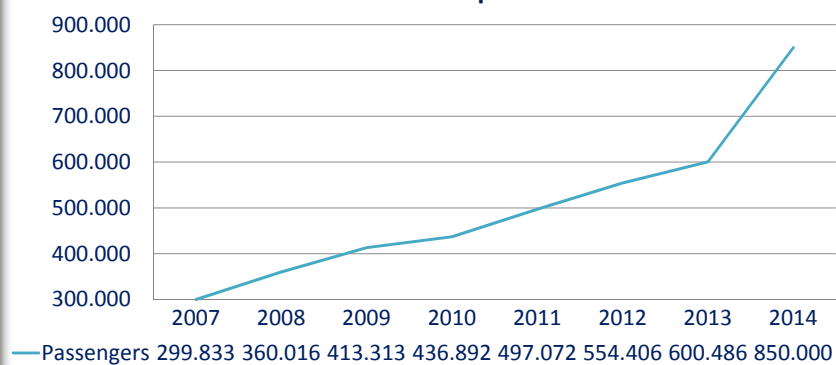
2014 Season Recap



- **850,000** guests at **45** host venues during the 2014 season
- **11** new partner venues in **9** US states signed on for 2014
- Average event-wide ticket yield of **\$37 USD** per passenger

Expanding Attendance

Ridership



41.5% Growth in Ridership from 2013



Current UK Locations





Event Overview

- THE POLAR EXPRESS™ Train Ride draws an average ticket yield \$20 more than generic events at a higher demand
- Several licensed partners sell as many as 25,000 tickets in 24 hours when their events open for sale in the summer and fall
- Locations have seen ridership as high as 95,000 passengers during an eight week season



Retail Opportunities



- Rail Events Inc. offers a comprehensive line of retail merchandise to maximize the customer experience and support partner revenue
- In 2014, Rail Events offered 60 products available to partner venues for order at wholesale cost
- The 2015 product line will be further expanded to 100 products and will feature a refined ordering process



Retail Product Examples





Chuggington



- Rail Events Inc. has partnered with London-based Ludorum plc to develop an event based on the popular Chuggington television series
- A beta event was tested in North Carolina in 2014 and the full event will go live in 2015 at select locations in the US
- The popularity of Chuggington in the UK and Western Europe makes this an excellent candidate for future expansion

Chuggington

- The event is based around the education of three young “trainee” characters – Wilson, Brewster, and Koko
- Attendees enjoy a train ride to a designated event area that includes fun team-building activities and a live show featuring the three characters
- The stage show features custom character audio recorded by Ludorum for Rail Events Inc. and a large roundhouse scene with custom puppets
- Professional photography and retail merchandise will help boost the passenger experience and provide additional revenue for host venues





Dinosaur Train

- Rail Events and the Jim Henson Company have offered an official Dinosaur Train event since 2013
- The experience follows the adventures of Buddy the T.rex as he explores concepts in science and natural history
- Six locations in the US and one in Canada have hosted the event annually since its inception





Dinosaur Train



- Passengers on the Dinosaur Train have the opportunity to take part in various challenges including fossil digs and live reptile presentations
- A custom Buddy the T.rex costume (produced by Jim Henson's Creature shop for Rail Events) is available for photos at each event
- Venues have successfully partnered with local paleontologists to offer live demonstrations and exciting shows at events





PEANUTS Events



- Rail Events Inc. is proud to offer three licensed PEANUTS™ events based on Charles M. Schulz's classic stories
- The Great Pumpkin Patch Express, The Easter Beagle Express, and The Valentine Express offer great seasonal appeal for "shoulder season" events

Future Considerations







Fedecrail *Italy 2015* Conference

Henry Cleary, HLF Project Director,
Boiler and Engineering Skills Training
Trust (BESTT - UK)

BESTT provides training in repair and construction of historic (riveted) boilers. We have 8 trainees and a Training Manager paid for by the National Lottery, plus several retired experts .





BESTT is a co-operative initiative between historic railways, road steam engines and steam ships

Boiler repair in the UK is carried out by around 10 – 20 small enterprises.

Road steam boiler repairs support several 1-2 man businesses



Boilers are the most safety critical component of a steam engine

In the 1950s a locomotive boiler was changed every 10 years;

Today most railway boilers are over 60 years old (some are 100 years plus!) .





Boilermakers who learnt their trade in the 1950s/1960s are retiring and there is no one to take their place.

Gordon Reed, still volunteers at NRM York at the age of 85.

These skills were learnt in the workshop. Computers can't help!



BESTT has developed a 5 step plan

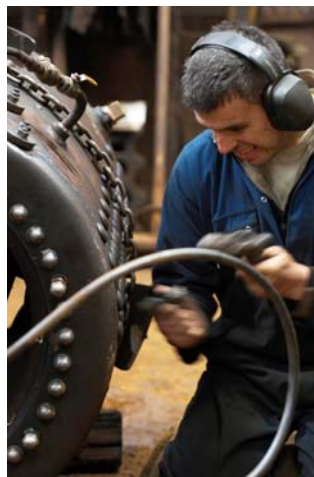
- 1. Use reference materials* to construct a training syllabus
- 2. Find boilerships willing to take a trainee
- 3. Recruit independent assessors to check the trainee's work records
- 4. Recruit Trainees and Training Manager
- 5. Award Foundation Qualification to successful trainees
- *eg Heritage Railway Association (HRA) Boiler Code of Practice





Can we attract new trainees?

- Trainees are paid 12-16,000 euros for 12 months of training
- In addition there is a 3,300 euro bonus if they complete the course with good evidence
- The work is hot, repetitive and needs both physical strength and spatial thinking
- So far we have received a good number of enquiries



Questions (answers will take 2 years!)

- Will our trainees get permanent jobs?
- Will they continue to learn (one year makes a worker useful, not fully skilled)?
- Can we persuade historic railways and museums to make training a priority?
- Can we persuade Government etc to recognise our course?
- Can we obtain other funding to continue?





BESTT would be happy to co-operate with other Fedecrail members on these issues – Thank you.

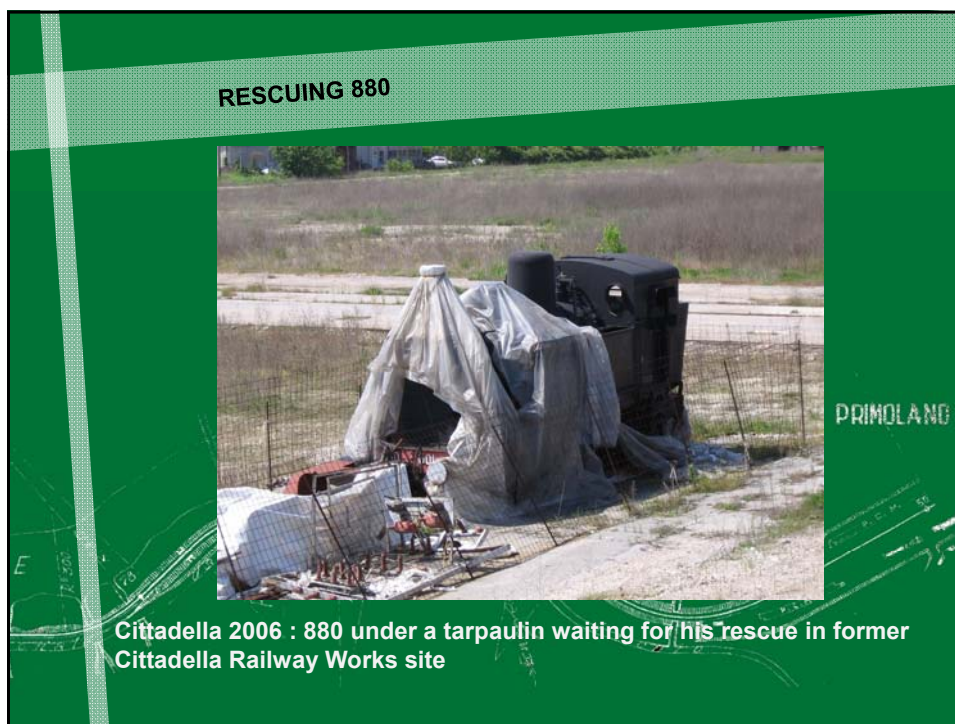
Without him ...

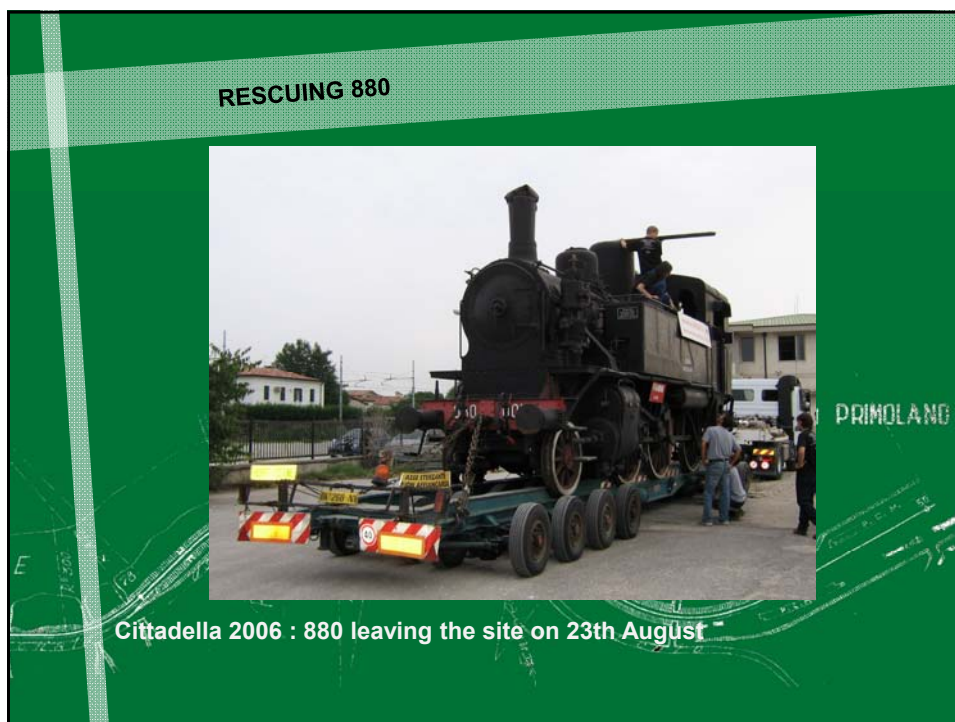
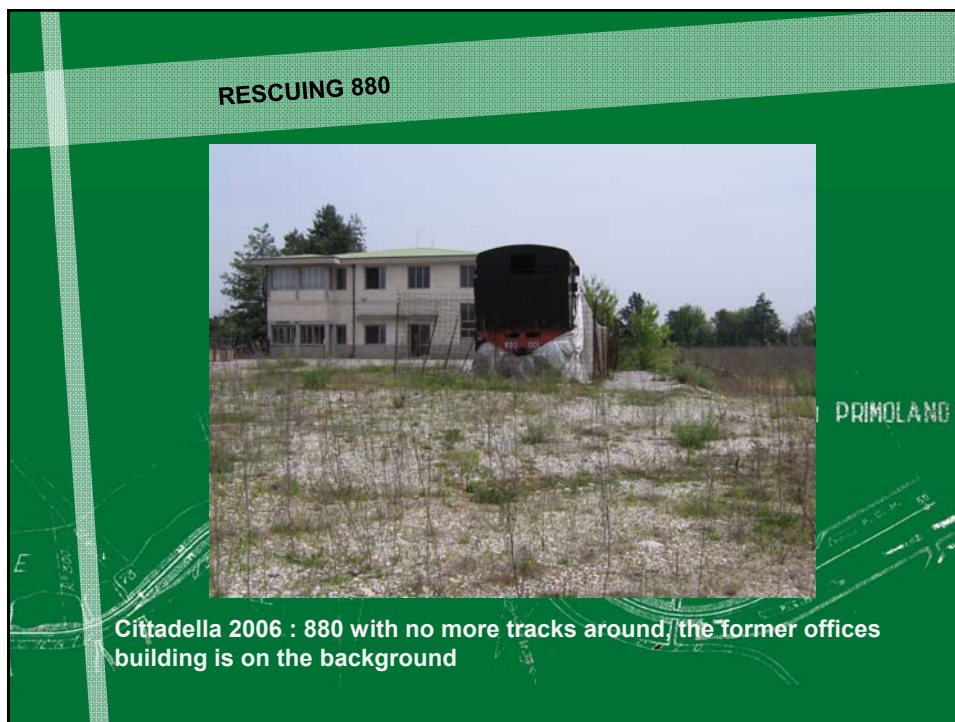


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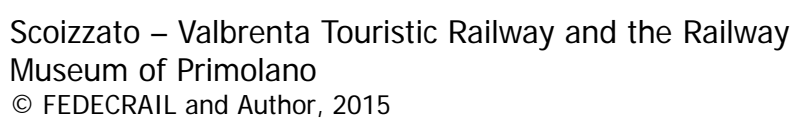


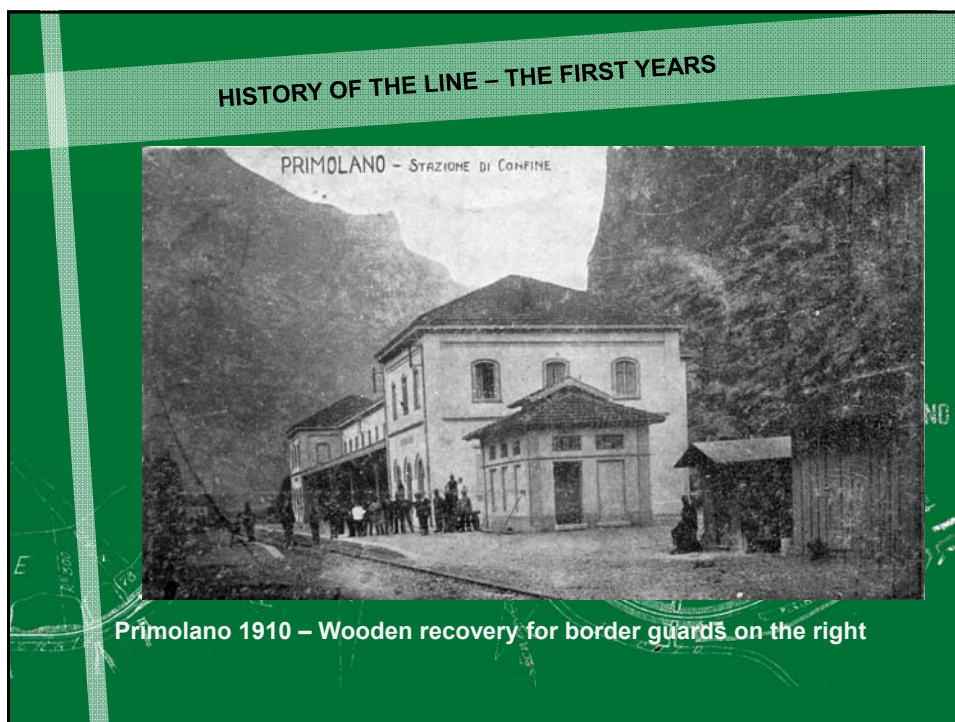
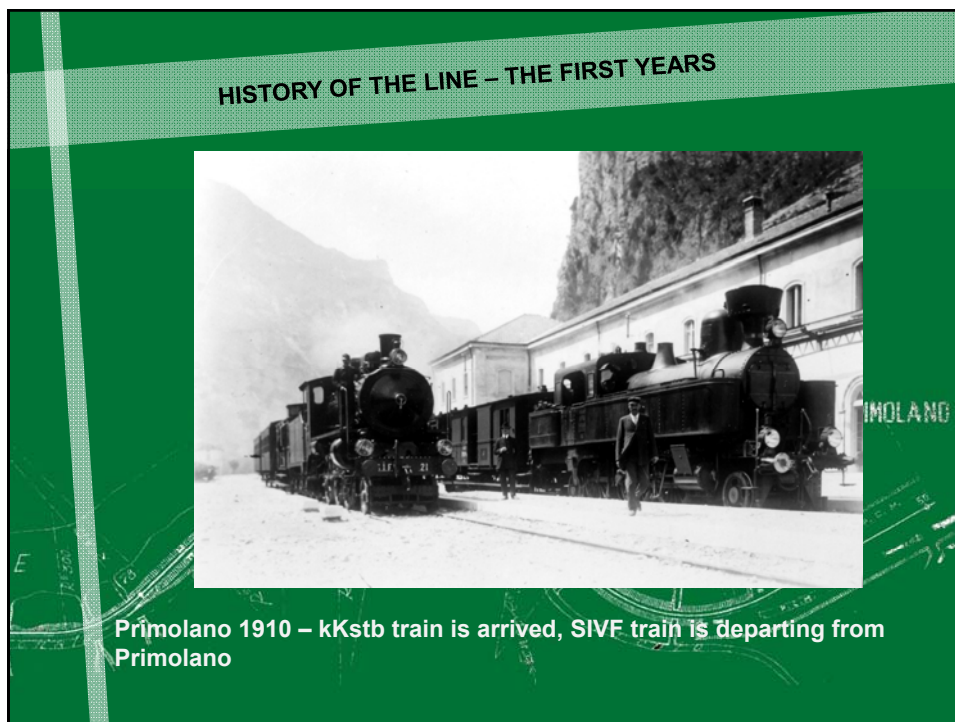
BESTT contact: jhenrycleary@aol.com

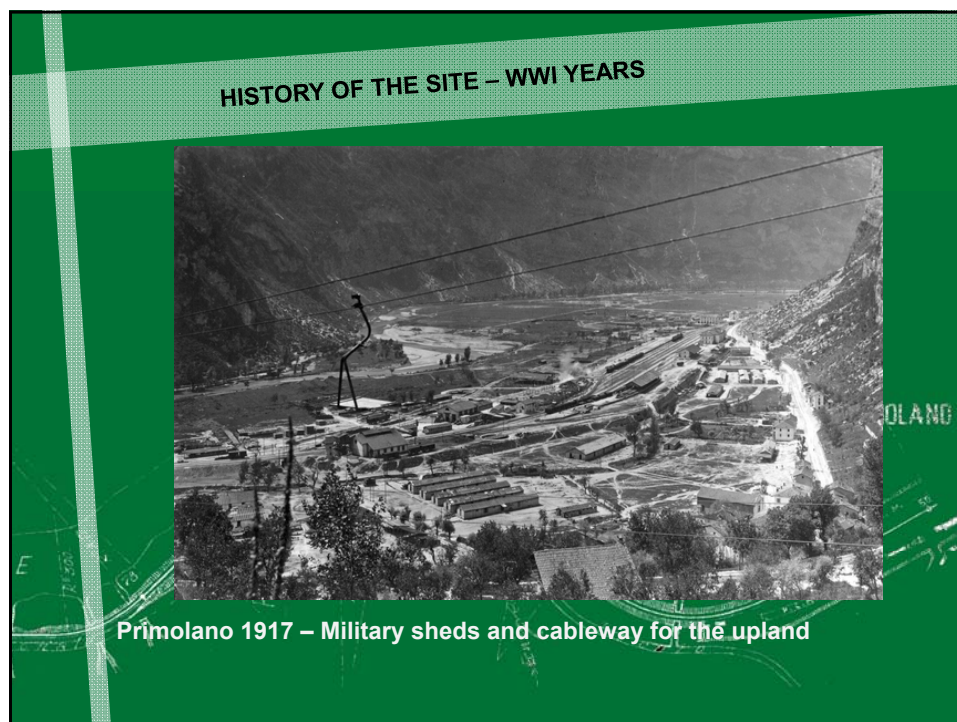
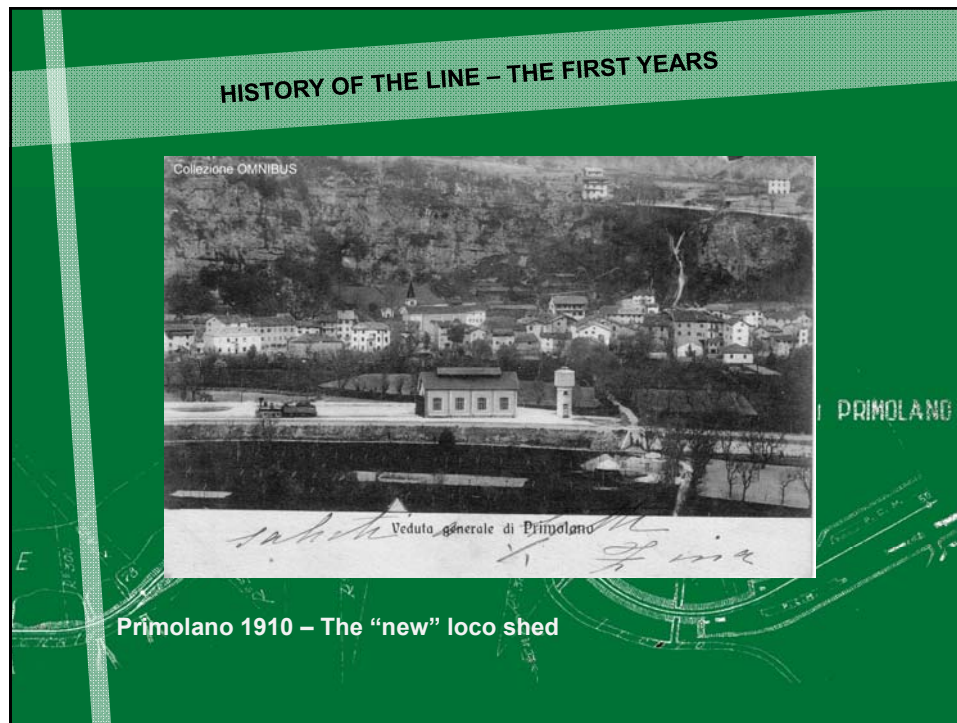


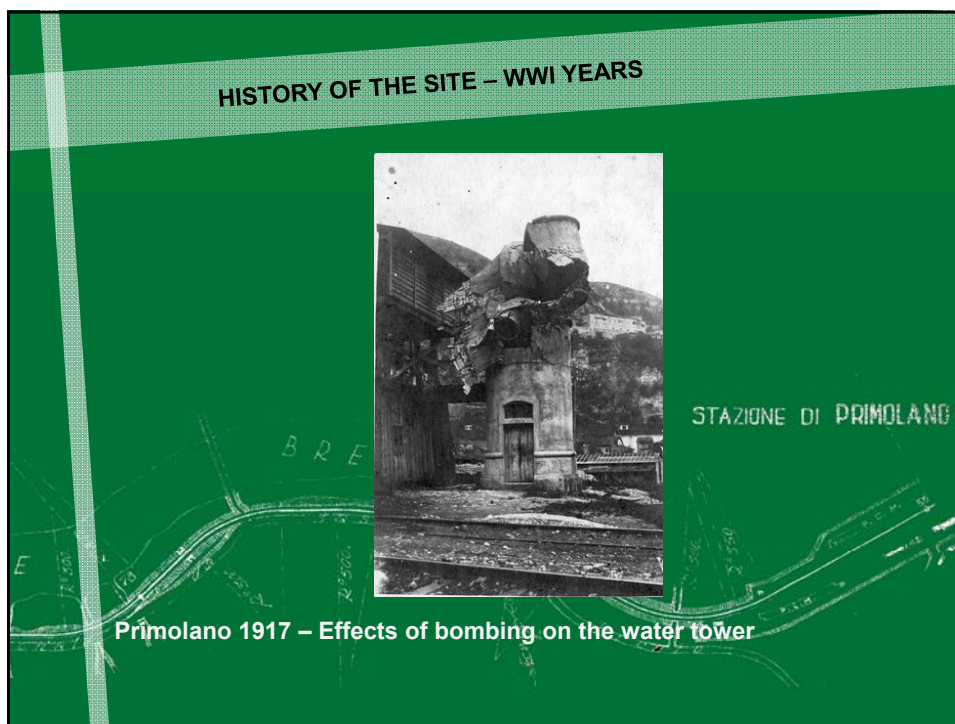
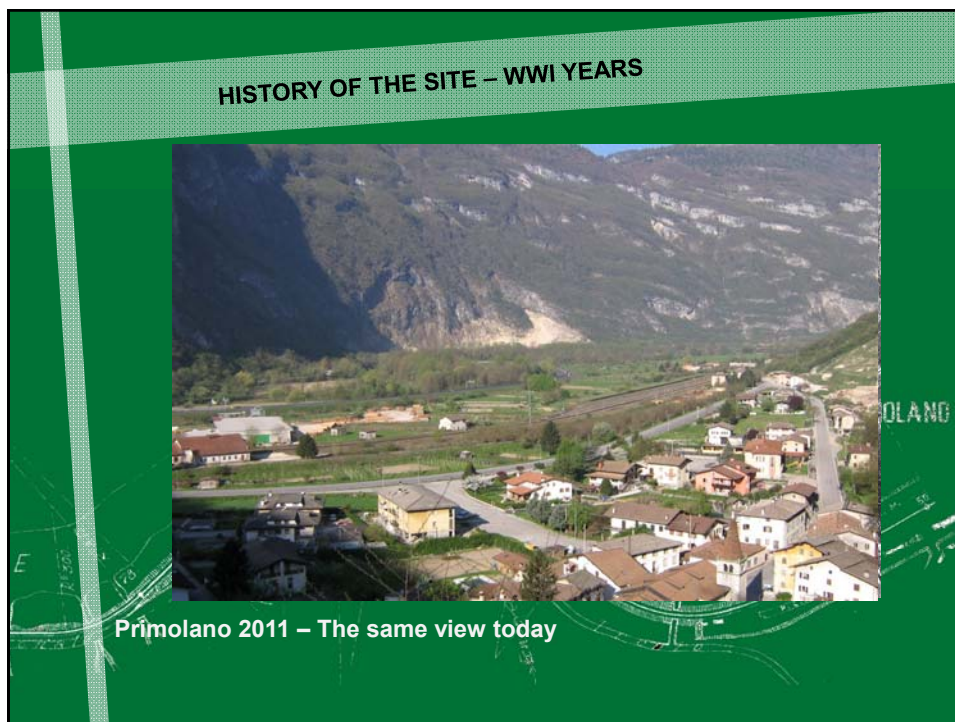


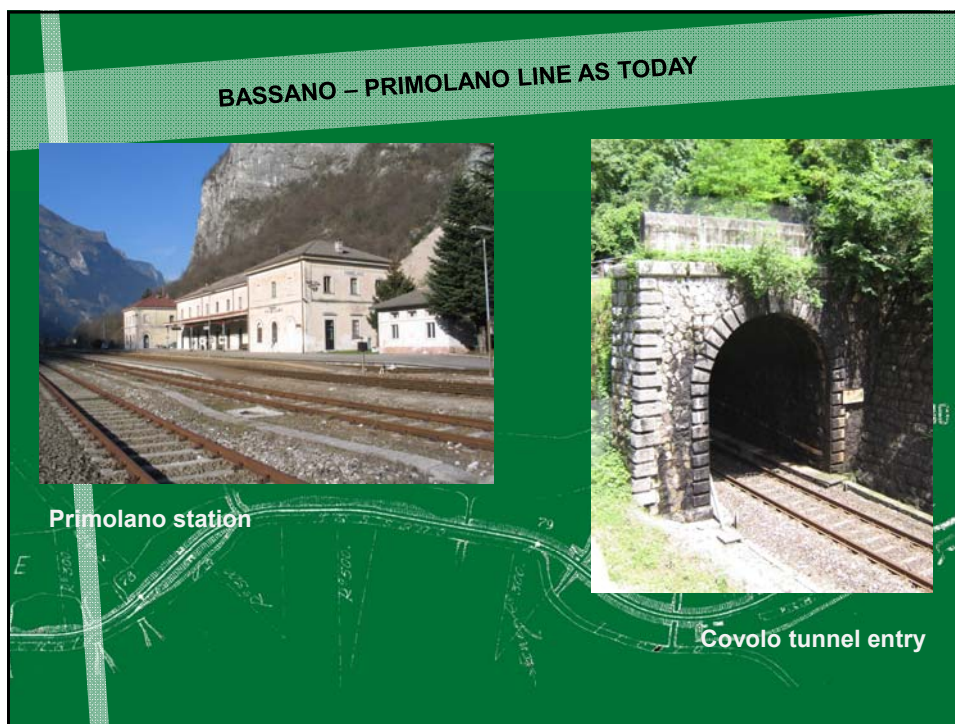
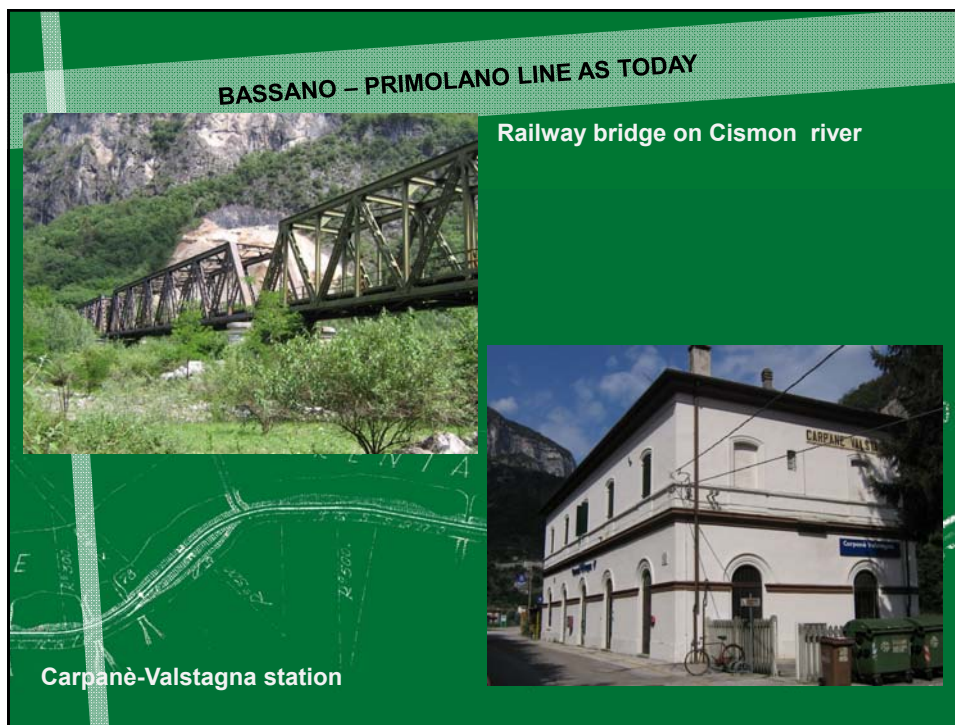






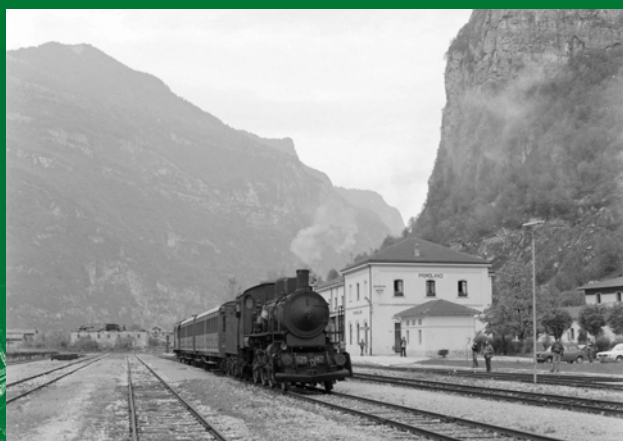






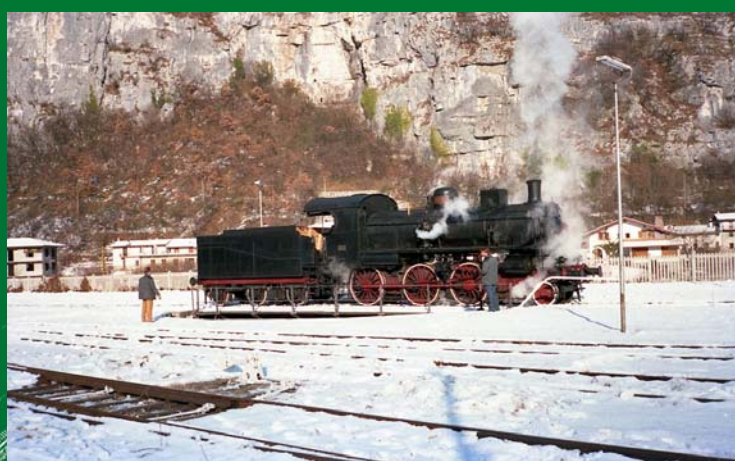


LAST YEARS OF REGULAR STEAM

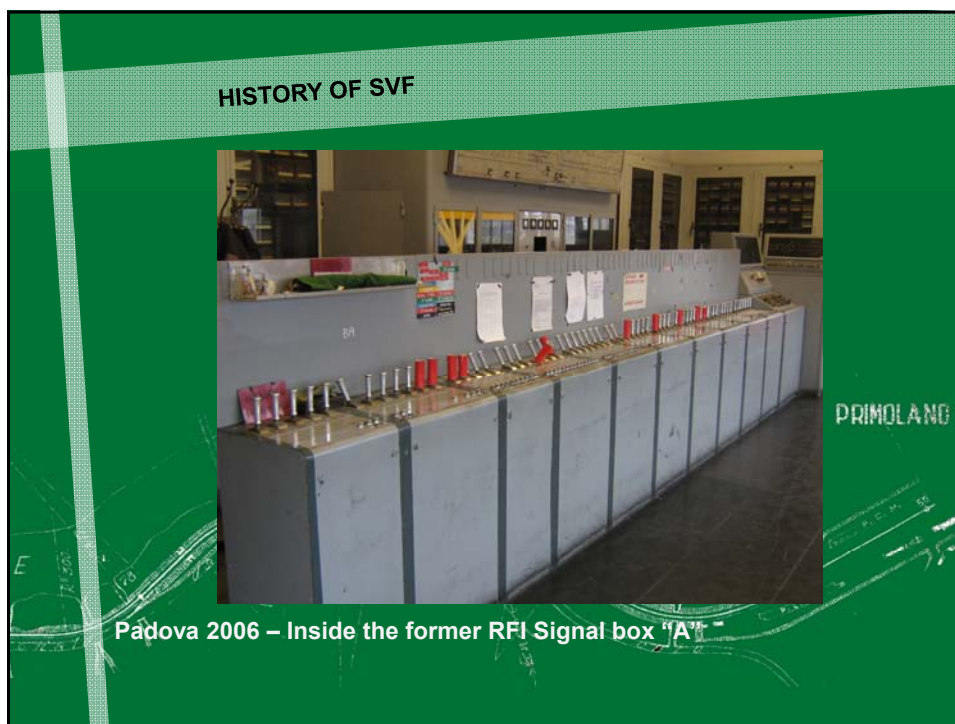


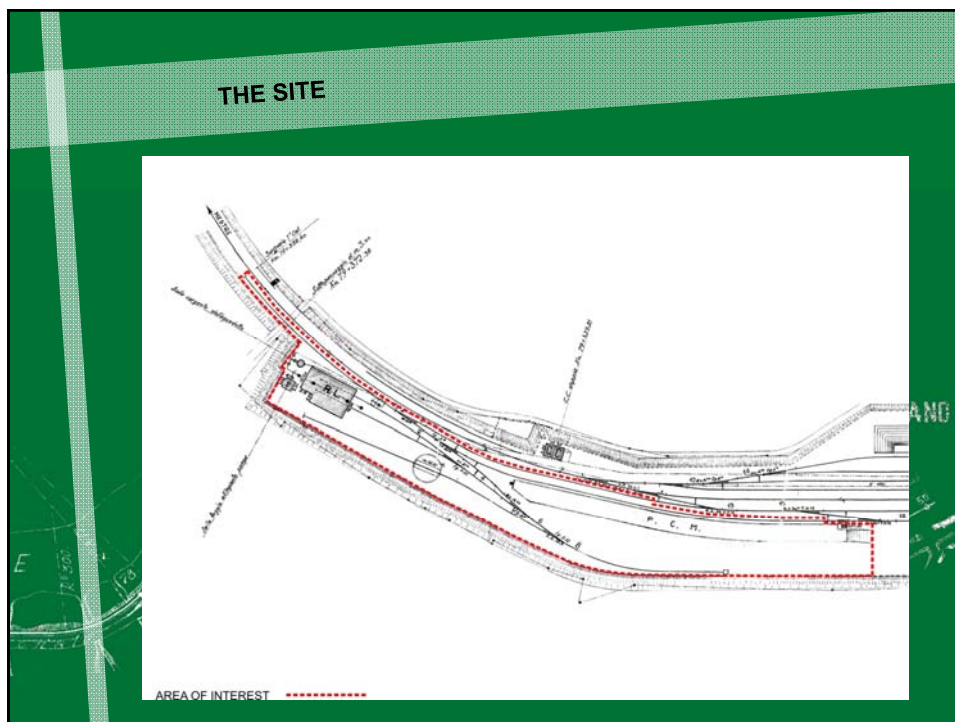
Primolano 1975 – Special with 625 type and “centoporte” carriages

LAST YEAR OF REGULAR STEAM

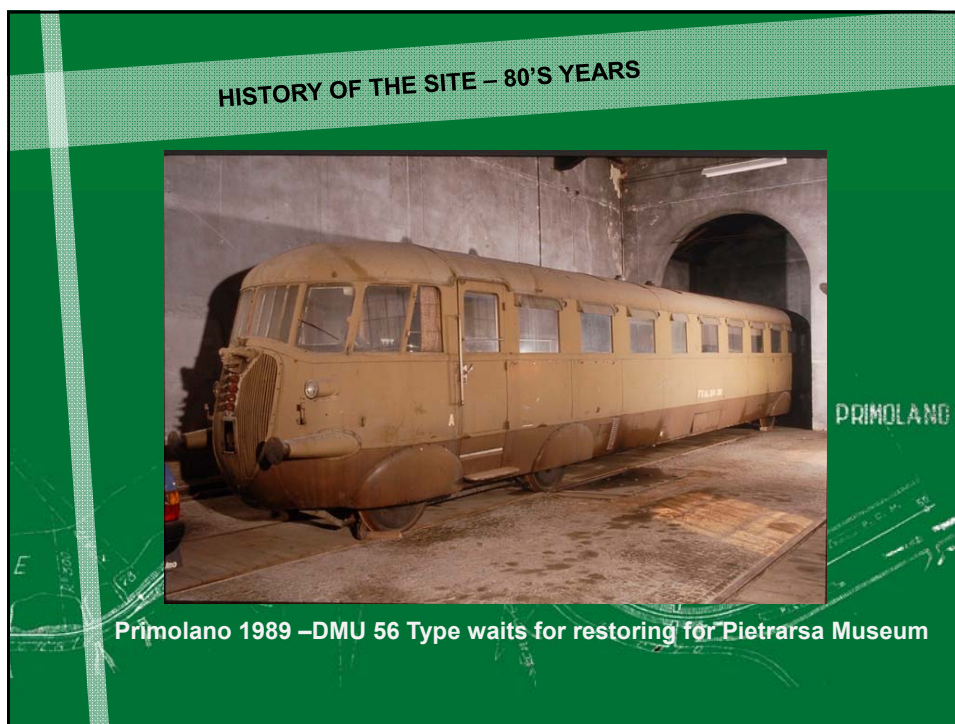
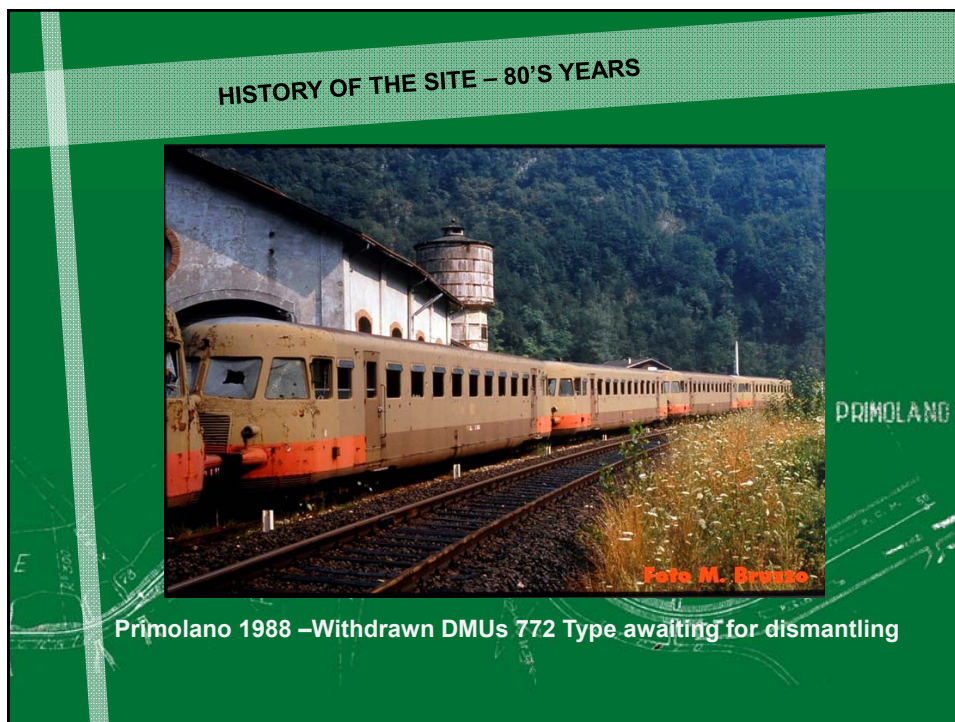


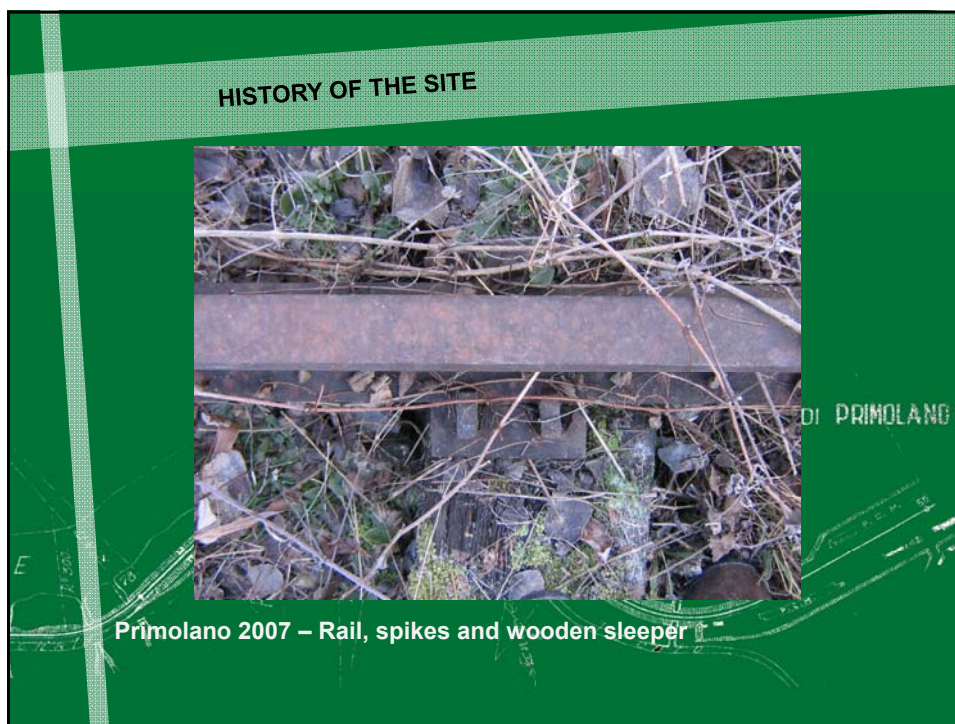
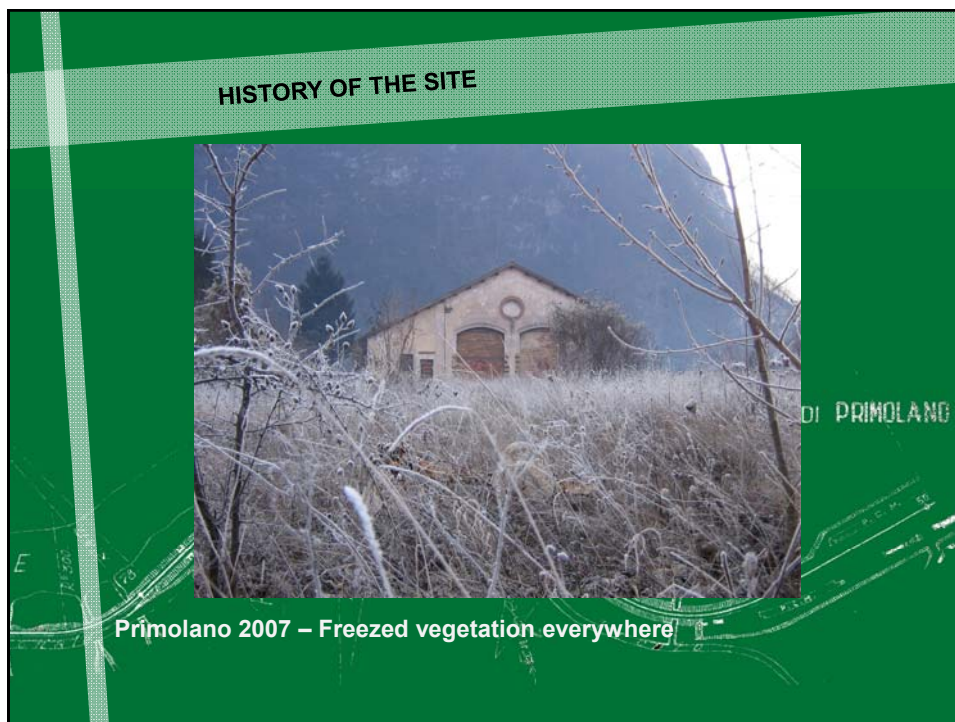
Primolano 1986 – Last steam locomotive to be turned on the turntable during a special

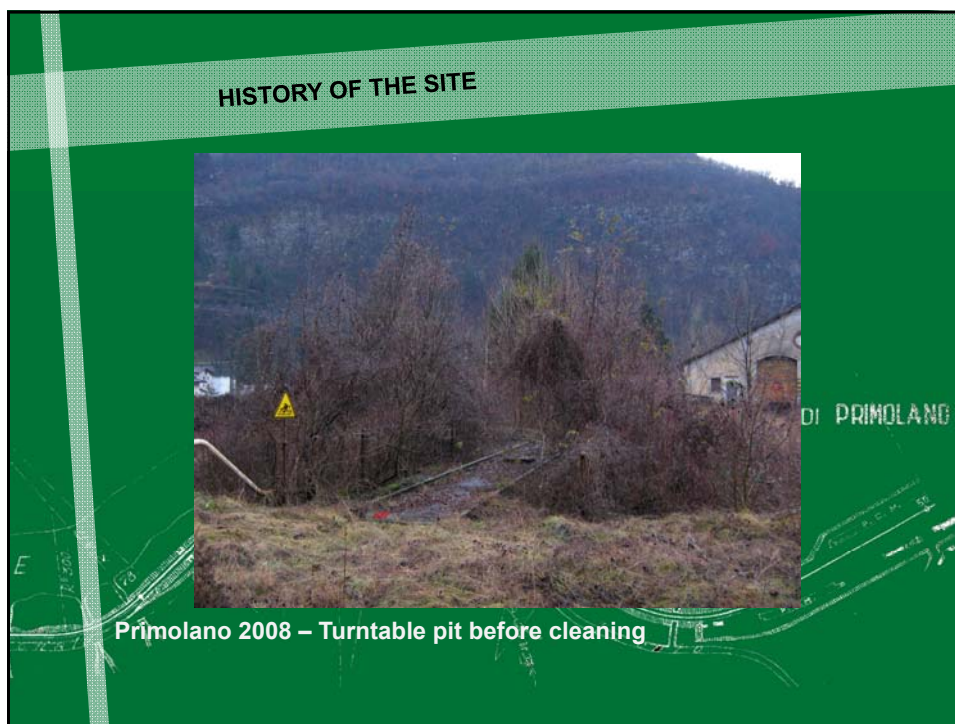
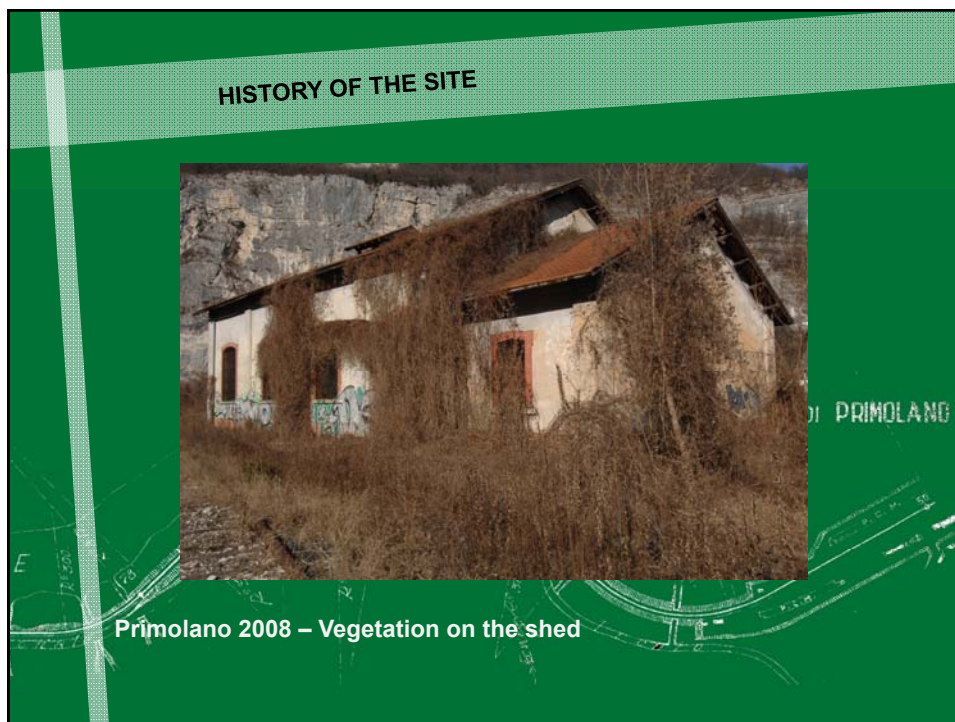


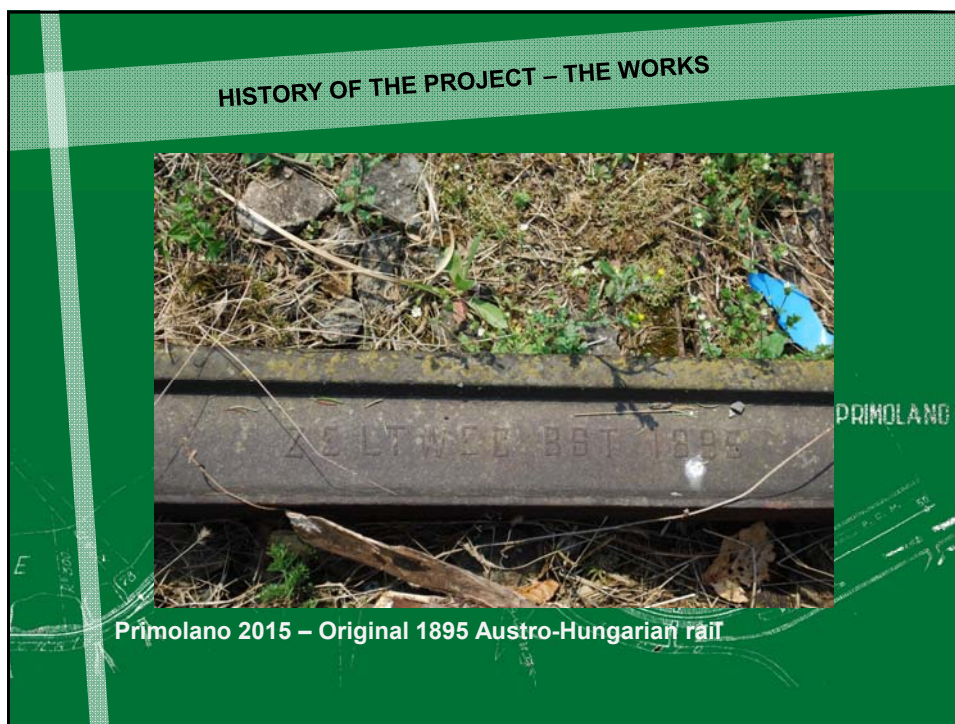
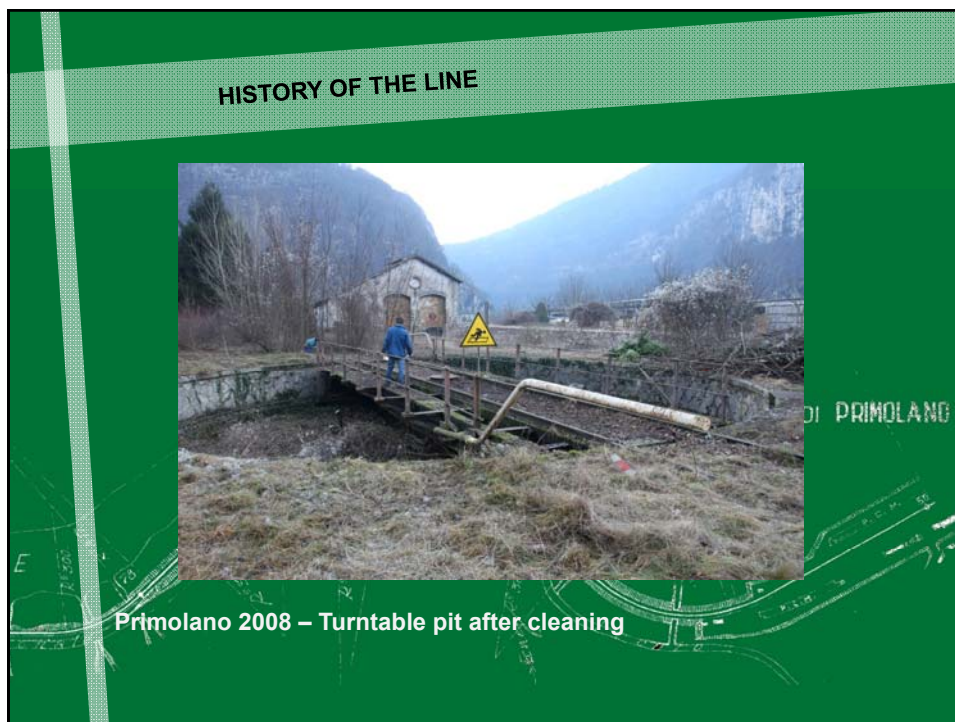


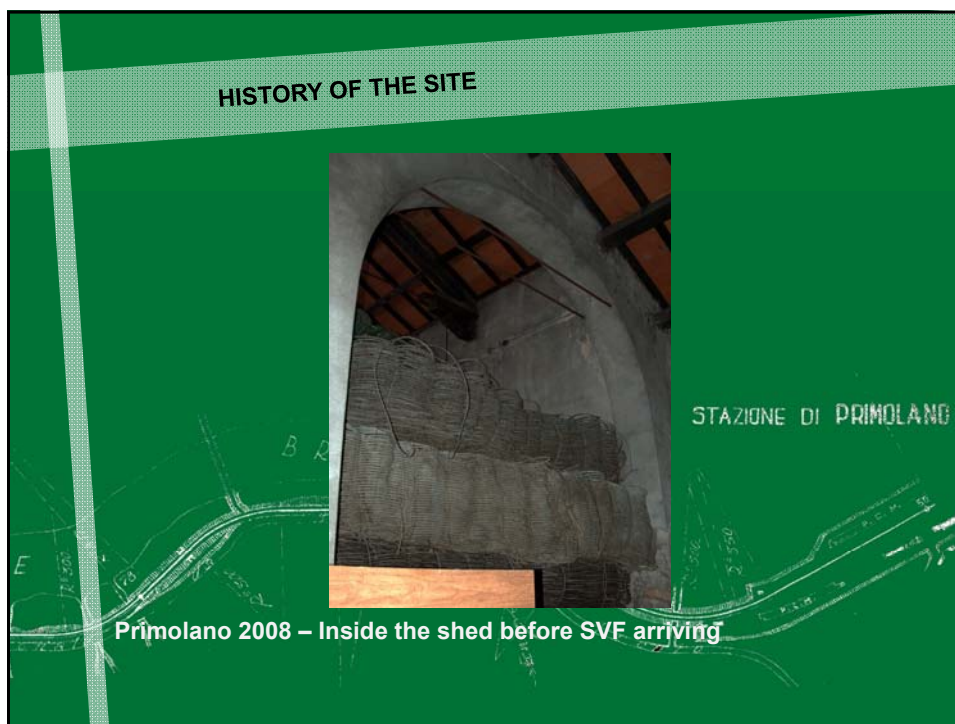
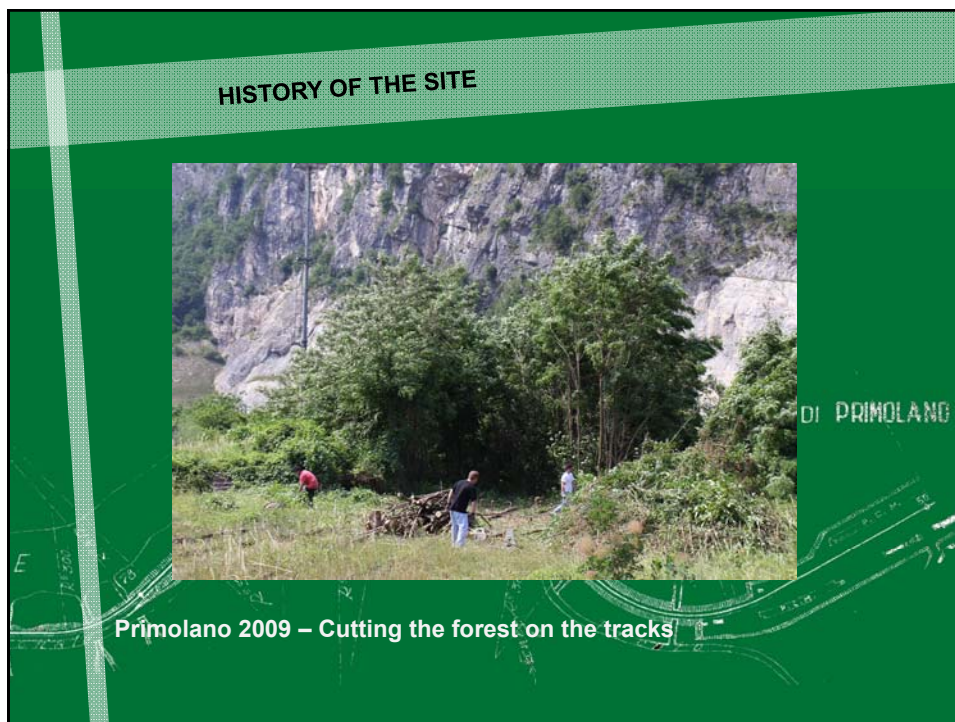


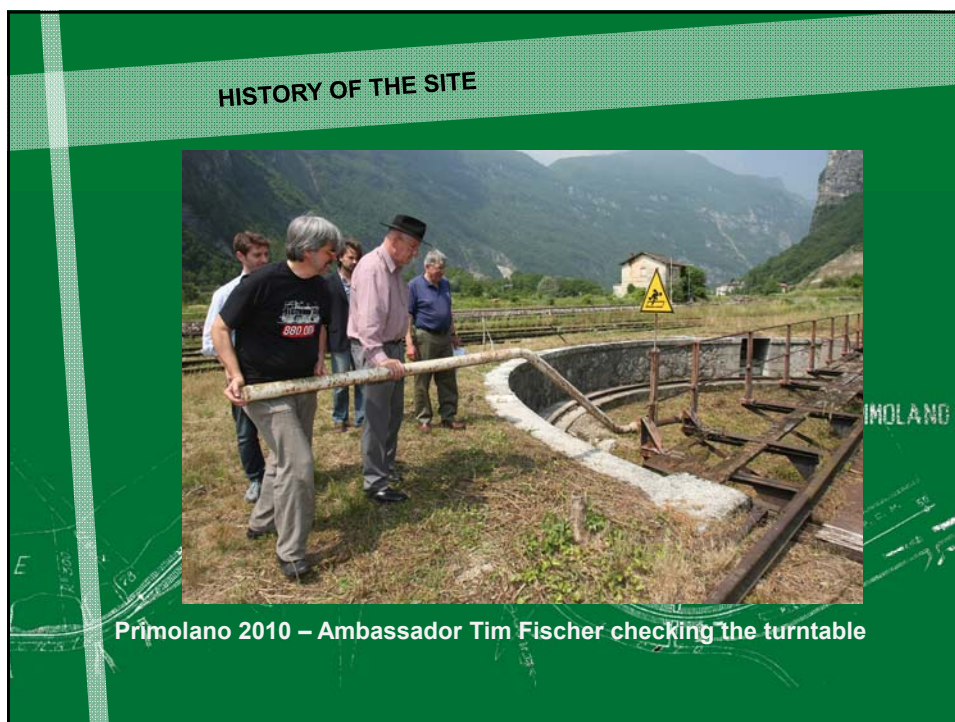
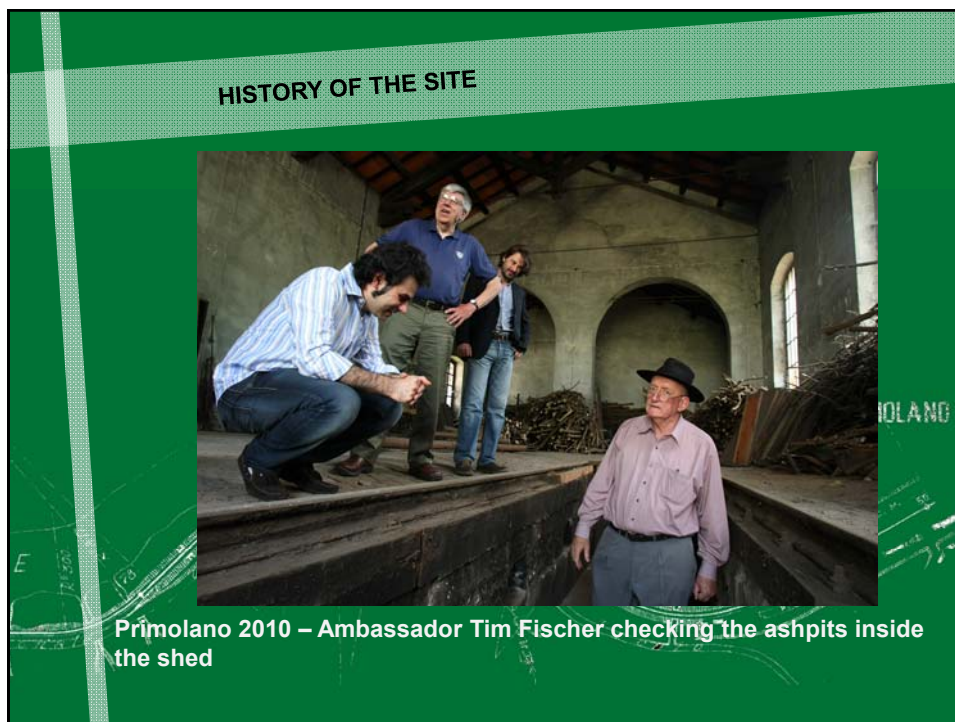














THE LONG JOURNEY OF 880



Bassano 2010 : 880 passing in front Nardini Distilleries in Bassano city center

880 ON THE ROAD



2010 : 880 travelling on National Road few kilometers to Primolano



880 ARRIVING AT PRIMOLANO



Primolano 2010 : 880 entering for the first time in Primolano shed area after decades

OPEN DOORS AT PRIMOLANO



Primolano 2012: 880 and visitors during an "Open Doors" event



HISTORY OF THE PROJECT - VEHICLES

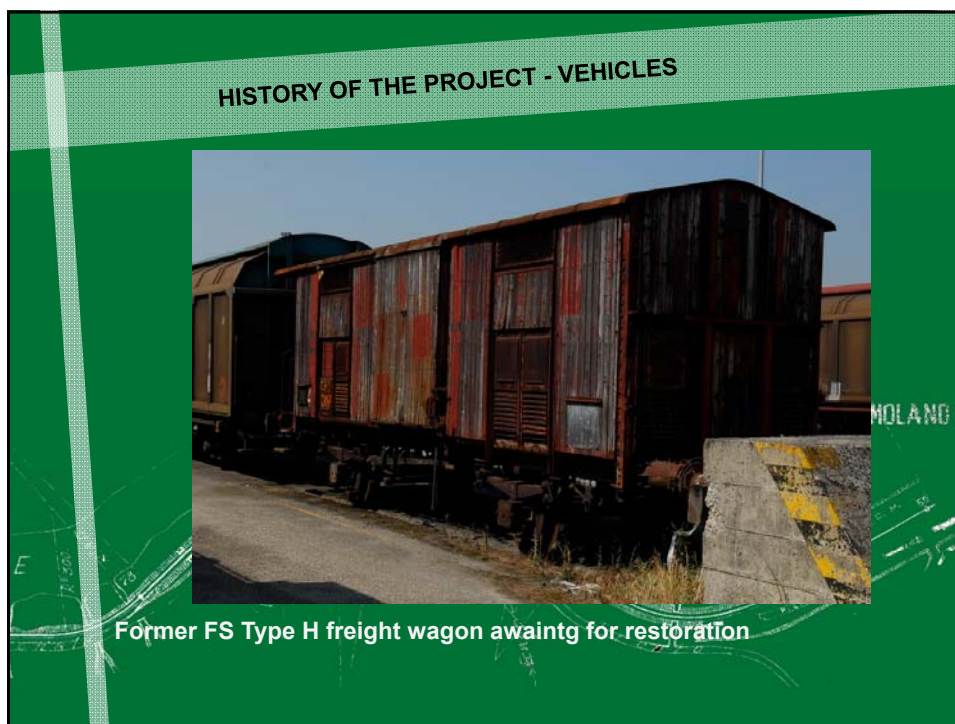
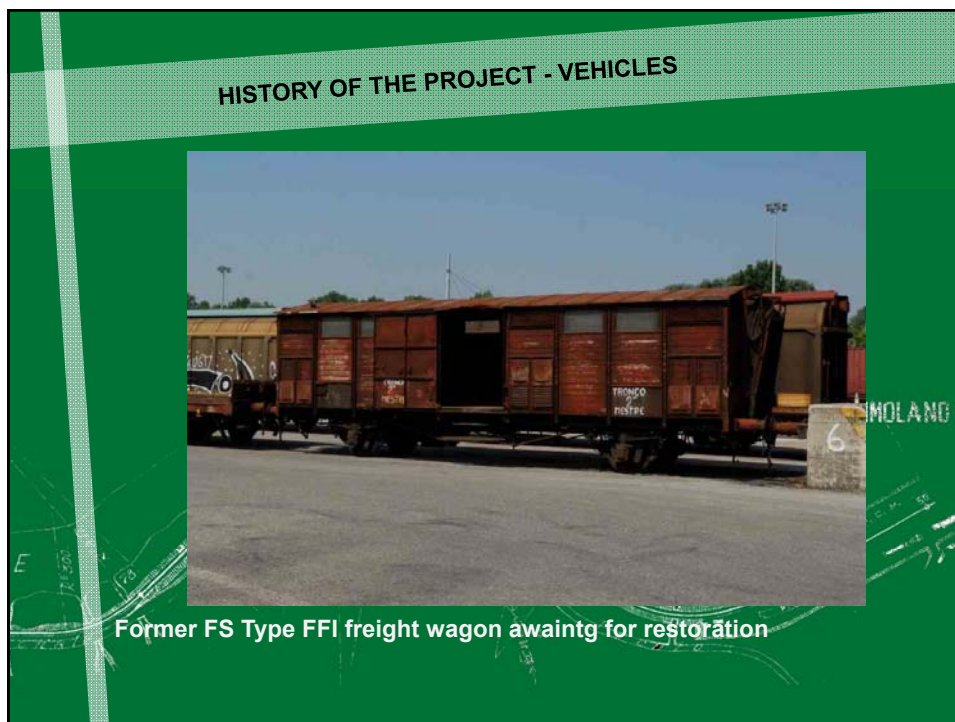


SVF – Type 1936 carriage waiting for the restoration in the commercial center parking

HISTORY OF THE PROJECT - VEHICLES



SVF – Former FS "Corbellini/1951" type waiting for restoration at Museo Ferroviario Piemontese in Torino, another is at MFP Savigliano site





HISTORY OF THE PROJECT - VEHICLES



PRIMOLANO

Type H FS freight wagon for Italian fresh fruits and vegetable transport fit to run on GB/BR rail network during loading on a ferry

HISTORY OF THE PROJECT – OTHER VEHICLES



PRIMOLANO

SVF – Original Società Veneta freight wagon waiting to move to Primolano from Bologna



HISTORY OF THE PROJECT – OTHER VEHICLES

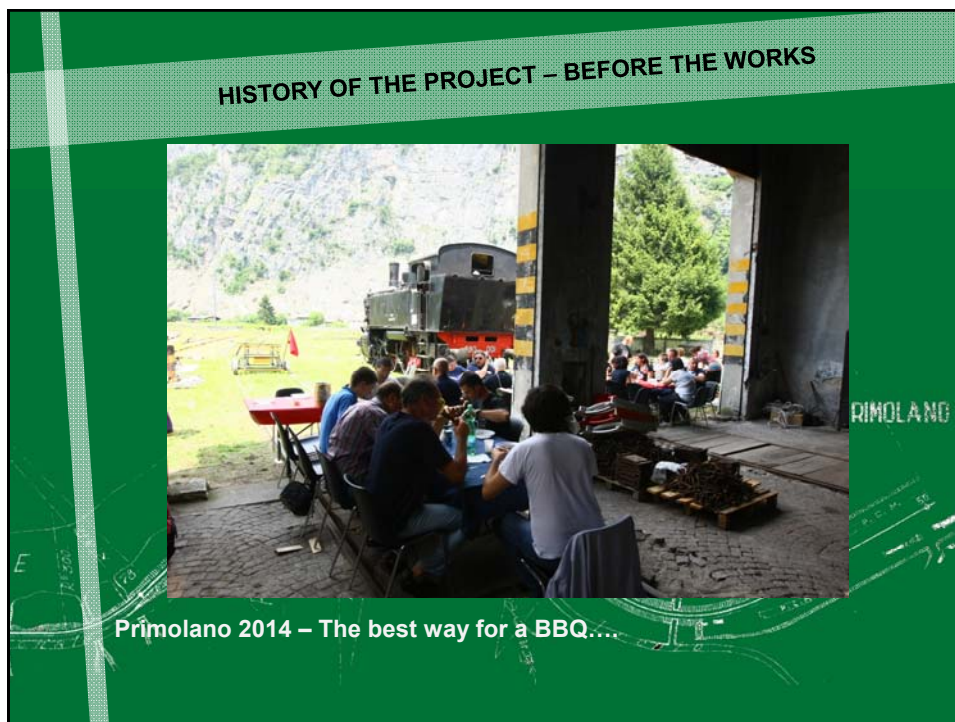


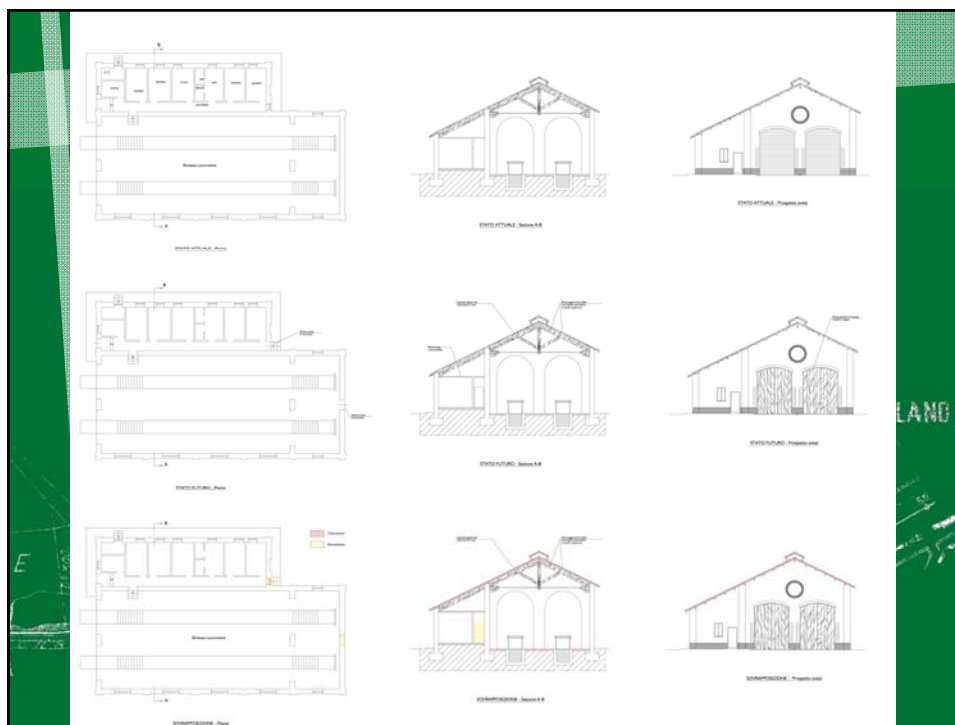
SVF – Original Ferrovie Padane Railway tank wagon –

HISTORY OF THE PROJECT – OTHER VEHICLES



SVF – Preserved 1946 RFI quadricycle for line inspection







HISTORY OF THE PROJECT – THE WORKS



Primolano 2015 – New tracks layout



HISTORY OF THE PROJECT – THE WORKS



PRIMOLANO

Primolano 2015 – Original rails of an Austro-Hungarian switch point

THE PROJECT TODAY: 880 ROAD TRANSPORT



PRIMOLANO

Primolano 2014 – 880.001 leaving from Primolano for Restoration





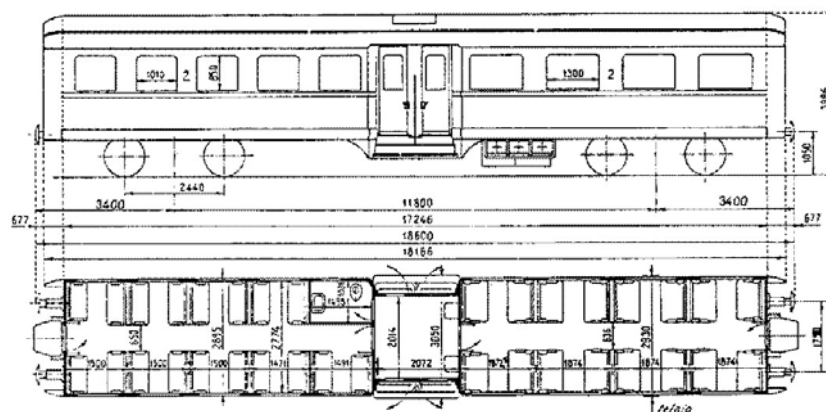


THE PROJECT TODAY: 880 OVERHAULING



SVF- 880.001 Boiler and firebox hole after tubes removal

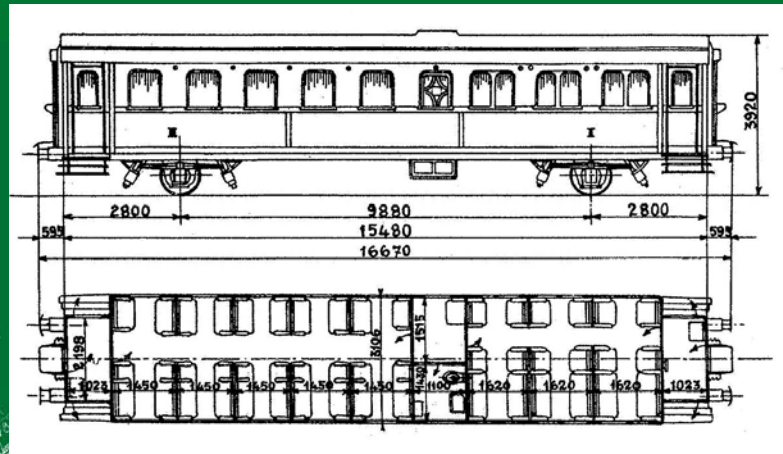
HISTORY OF THE PROJECT - VEHICLES



SVF - Type 1951 "Corbellini" carriage draw

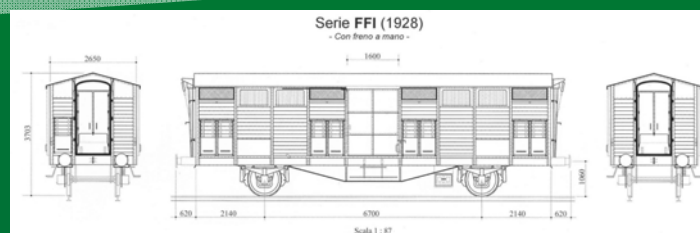


HISTORY OF THE PROJECT - VEHICLES

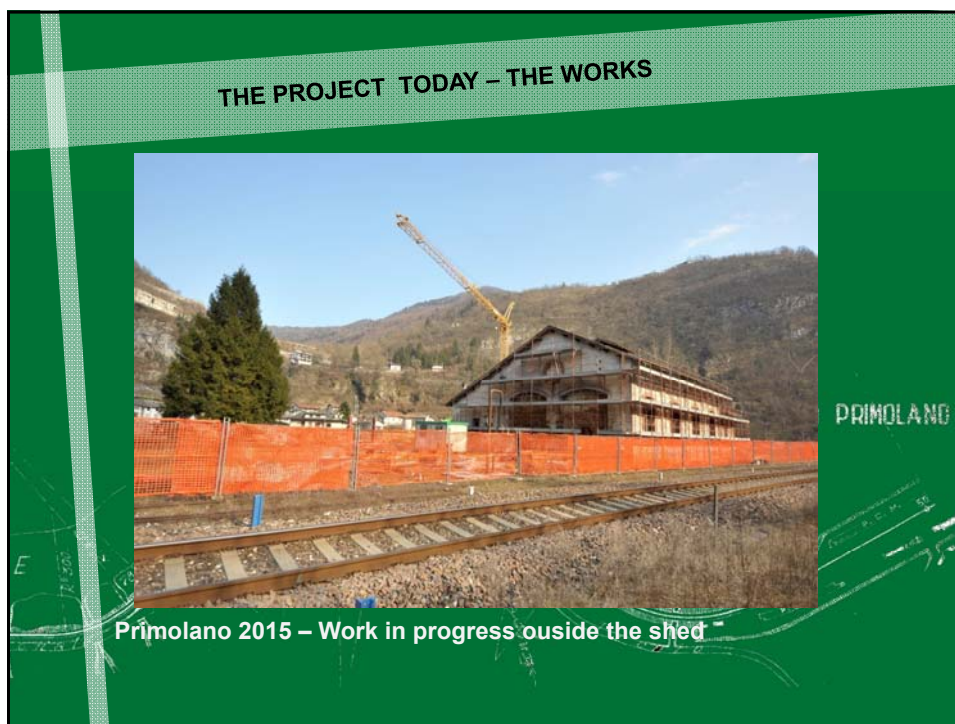
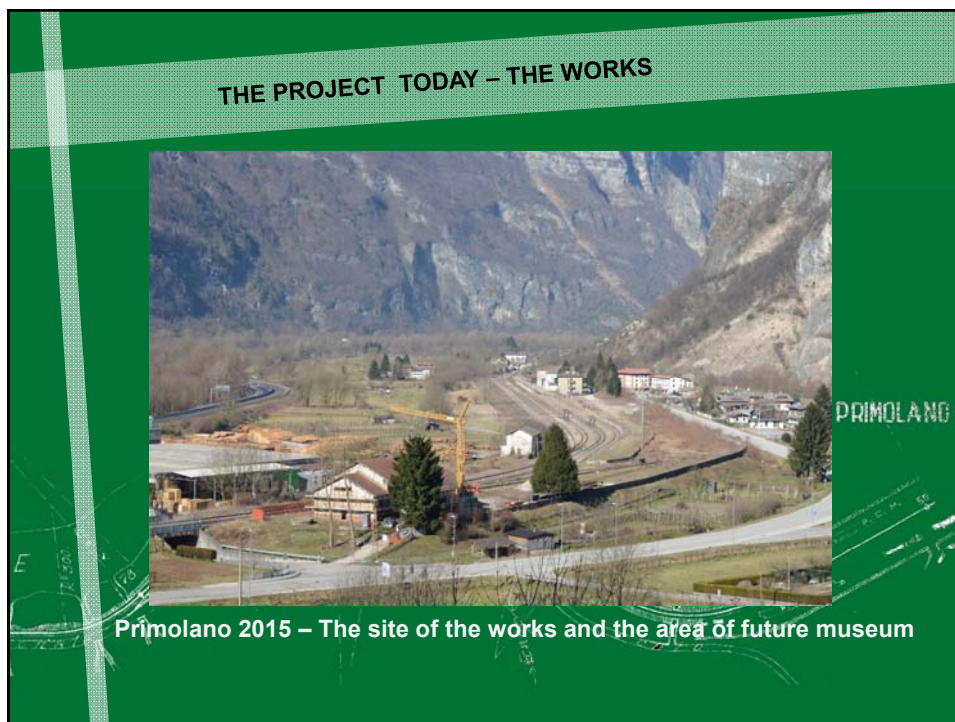


SVF – Type 1936 carriage draw

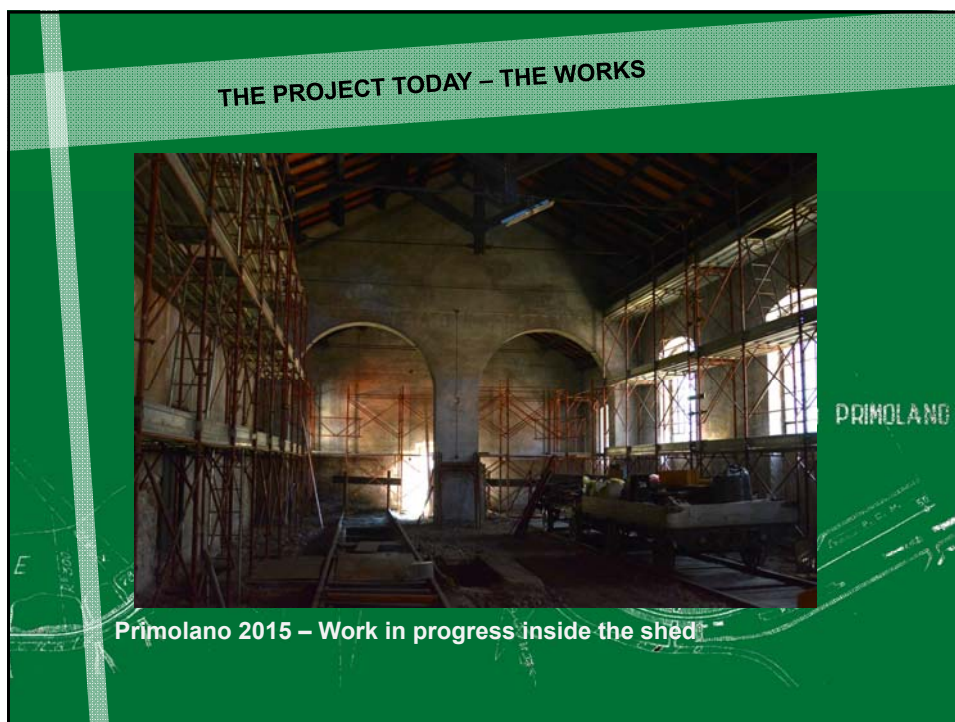
HISTORY OF THE PROJECT - VEHICLES

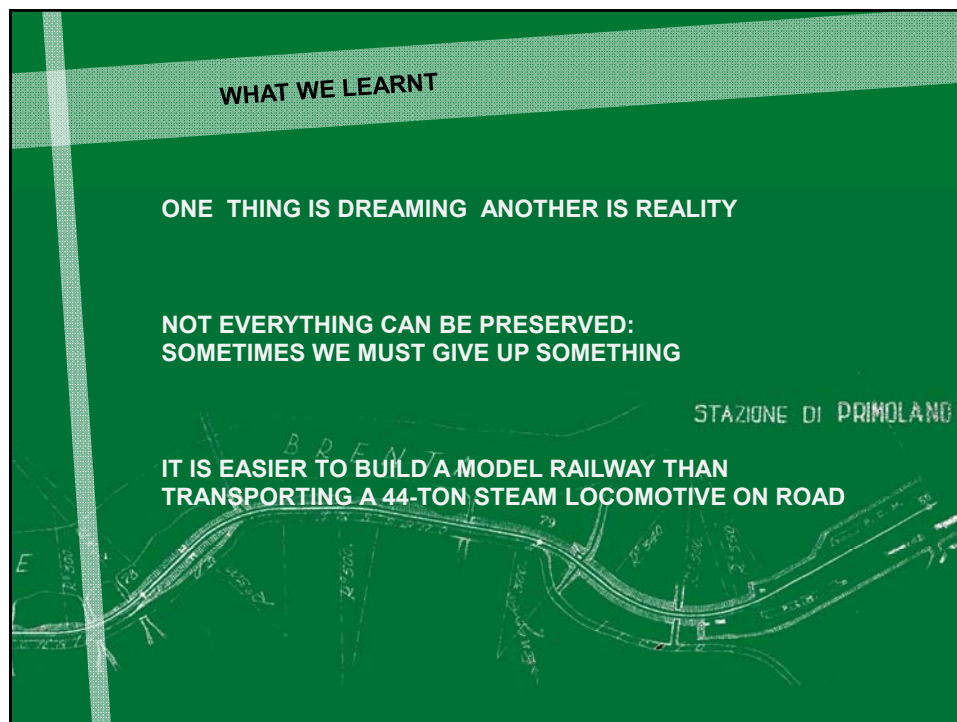


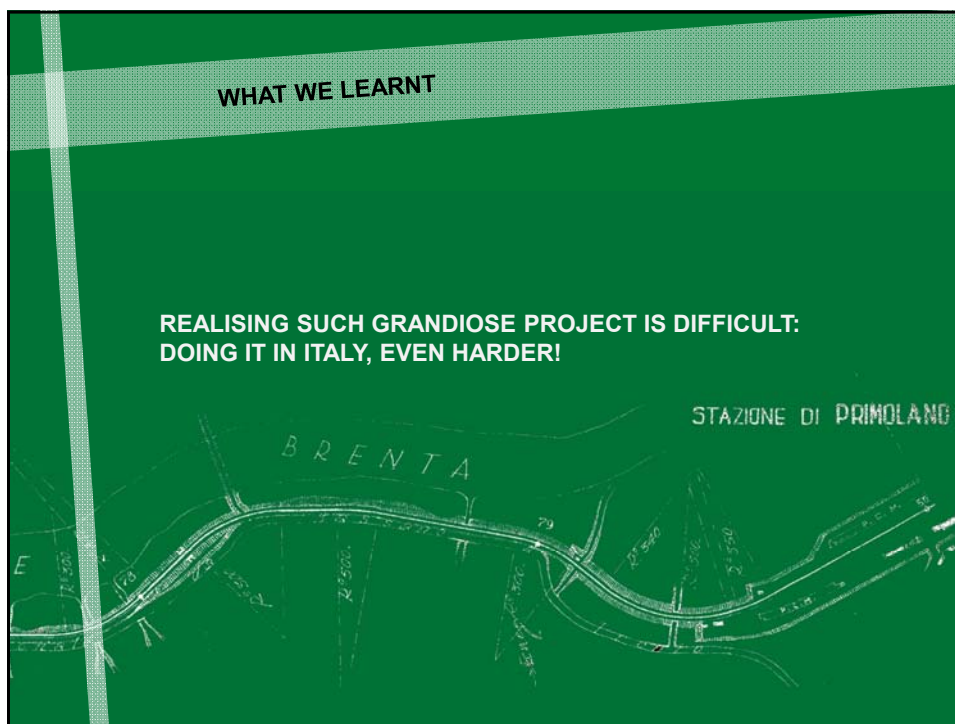
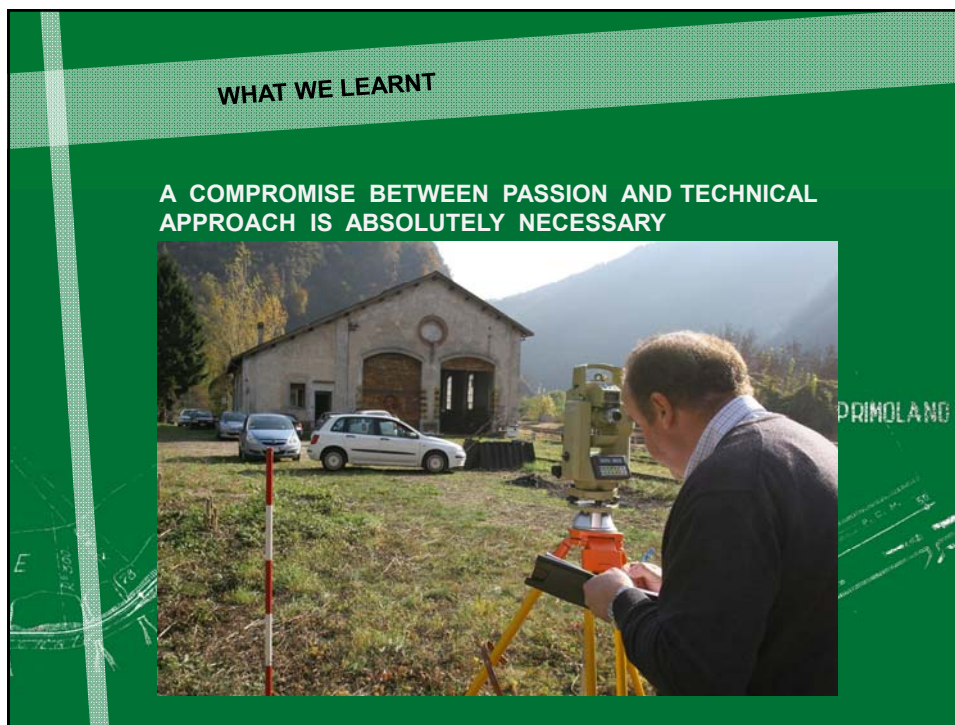
SVF – Type FFI freight wagon draw and colour livery scheme















...with clients in 28 countries around the world

A world map with red pushpin markers indicating client locations across various continents, including North America, South America, Europe, Africa, Asia, and Australia. The map shows a global distribution of clients.





A Changing World

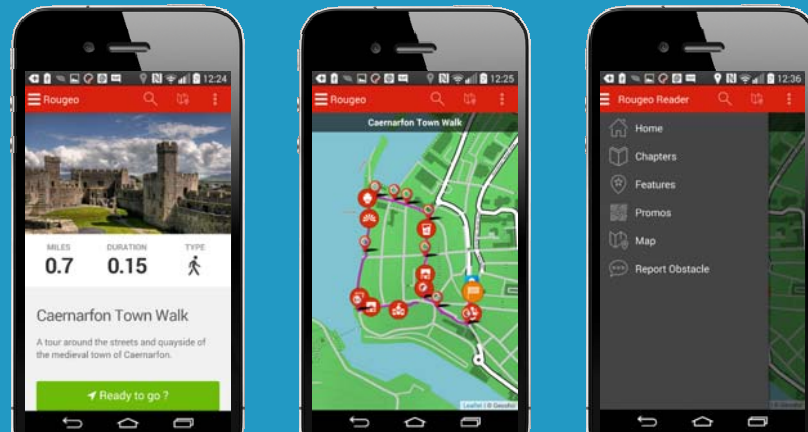
- > 5,000 different devices
- High visitor expectations of engagement and interaction
- *App development is easy; the challenge is doing more than 'ticking the app box'*

The solution?





Introducing Rougeo - the App framework for Tourism, Heritage & Events from Geosho



What is ?

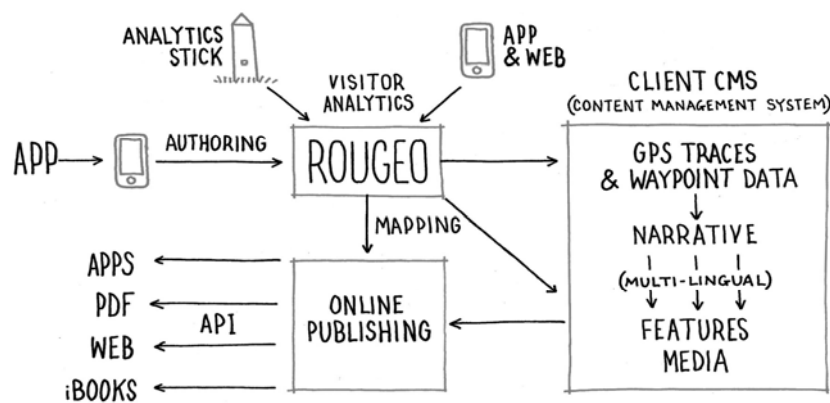


- An App authoring and publishing tool for mobile, tablet and web devices
- Enables quick and easy creation of journeys, trails and guides for your customers to download and use
- Facilitates the creation of great looking Apps rich in text, audio and visual content
- Allows you to publish your content and make it available to all through the web and major App





What is ?



THE OPPORTUNITIES

One web location platform & Content Management System

Ubiquitous technologies

Multiple languages



Mobile Apps



Tablets e-books



Browsers & Web



Paper & PDF





Publish Content to:



Google play



Available on the
App Store



Publish content to your existing website

Local Government Assoc... OnePageCRM Digital Trails Rougeo Llyfau Llyn Walks on...

rougeo.geosho.com/RougeoCore/frame_trail_full_detail/361/

Chapters Features

Pias Glyn y Weddw Museum/Gallery

The Grade II* listed dower house, built in 1856/57 for Lady Elizabeth Love Jones Parry of Madryn Estate, is a prime example of a Victorian Gothic mansion and is situated on the southern coast of the Llyn Peninsula. Pias Glyn y Weddw has a long association with art as it was purpose built to house the widow's own art collection. With its magnificent Jacobean staircase, hammer beam roof and 10 airy gallery spaces, it rightly bears the name 'Gallery in the Vale of the Widow'. Pias Glyn-y-Weddw is now host to various exhibitions and events. It also has a tea room, shop and there is self catering accommodation available. Website: www.priel.org.uk/

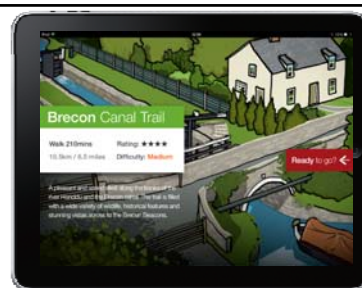
Sculpture and viewpoint

Pias Glyn y Weddw Headland Walk - 2.47 miles

FEDECRAIL Geosho



Publish interactive content to:



iBooks



Getting started with



START







Visitor Engagement

Rougeo helps you to:

- Differentiate your offer
- Enhance customer experience
- Increase visit duration
- Understand visitor behaviours
- Guide visitors to every part of your attraction
- Engage local communities, promote business and signpost amenities

Geosho has specifically designed the Rougeo platform so organisations can deliver all of these opportunities



Rougeo for Heritage Railways

- Ready to go
- Dynamic (updatable) timetables
- Location based audio commentary
- Core trails based on the rail line
- Circular trails from each stop:
 - Short walks
 - Wildlife trails
 - Scenic tours
 - Historic routes
 - Themed & seasonal trails





Benefits to your Visitors

- Information at their fingertips
- Add knowledge learning to the experience
- Circular walks to enjoy that start and end at your line
- Enjoy a more interesting, fun and exciting visit
- Great fun for all ages
- Guided to all of those must see places
- Offers from local businesses and attractions



Start Rougeo Now!

- East to set up and independent of your existing IT systems
- Anyone can use Rougeo's suite of user friendly tools
- Create a journey in just a few hours
- Involve local businesses and attractions close to the stops on your line

Get in touch for more information on how Rougeo can bring a wide range of benefits to your heritage railway



