



Public Transport in Salzburg

Gunter Mackinger, Salzburger Lokalbahn

Salzburg AG, Salzburger Lokalbahn

- leading provider of mobility in district of Salzburg
- up to 160.000 passenger contacts daily
- approx. 700 employees
- constant growth

- Customer orientation!

- Partner of local economy



1.) Salzburger Lokalbahn

- Regional public transport
- 35 KM own infrastructure
- 4,9 Mio. passengers
- 18 modern railcars

- freight transport
- feeder lines

- motivated team



Customer orientation

- conductor on every train
- modern – clean - punctual
- positive image
- high frequency of trains



2.) Trolleybus

40 Million rides/year = more than 100.000 per day!

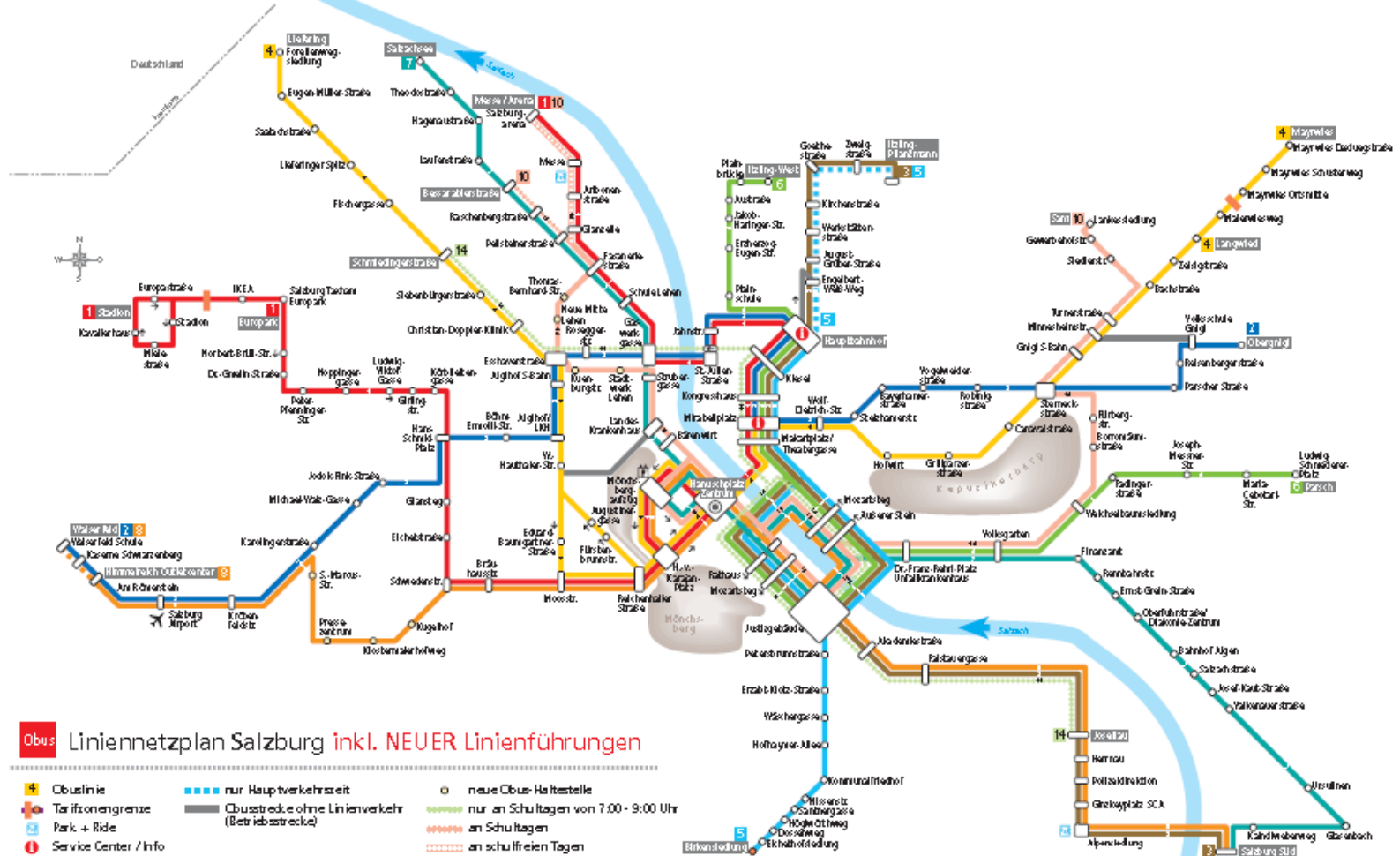
Leading trolleybus-city in Europe, 93 vehicles, 10 lines



Sustainability !

- Trolleybus is the answer to the climate change discussion
- clean public transport!
- no pollution, no respirable dust, no green-house gas
- CO₂: approx. 60.000 tons saved p.a.
- No harmful noise effects
- Hydro-electricity allows “emission zero”
- further cost saving potential of 5-10% can be realized
- modern image





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The *highest stage* of evolution.

The alpha animal is cruising the urban jungle. When others fall to stay the course, this lean, mean beast will get the herd home – quickly and safely.

Trolleybus
CLEAN. LEAN. MEAN.

www.stadtbus.at

e-bus Campaign

ebus
the smart way

Our trick?
It's electric.

clean

ecological, economical, electrical, the ebus is simply smart urban mobility. Today's clean, green cutting-edge technology that enhances quality of life for Europe's cities of tomorrow. The ebus, with no noise, no pollution and maximum convenience and safety is the future of European public transport.
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troLley

CENTRAL EUROPE

TRILETA - a consortium of transport companies in Central Europe

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0% pollution
100% innovation

GREEN

ecological, economical, electrical, the ebus is simply smart urban mobility. Today's clean, green cutting-edge technology that enhances quality of life for Europe's cities of tomorrow. The ebus, with no noise, no pollution and maximum convenience and safety is the future of European public transport.
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No noise?
Sounds great!

smart

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3.) FestungsBahn/MönchsbergAufzug

- leading business in tourism
- 1,83 Mio. passengers/year
- combined ticket with fortress

- MönchsbergAufzug:
- 3 cabins inside mountain, 490.000 passengers/year
- access to „Museum of modern art“ and recreation area



4.) SchafbergBahn/WolfgangseeSchifffahrt

- Purchased in 2006
- rack railway 5,8 Km, since 1893
- 6 ships, since 1873
- Hotel „Schafbergspitze“

- modern marketing and sales
- competition with other touristic highlights





5.) Pinzgauer Lokalbahn

- Purchased from ÖBB 1.7.2008
- narrow gauge railway, high investment necessary
- target: increase of passengers, locals and tourists



6.) BerchtesgadenerLandBahn

- regional train in Germany
- Berchtesgaden - Freilassing – Salzburg
- Cooperation with Regentalbahn/ÖBB
- conductor on every train



Secrets of success

- good contacts to politics
- motivated team
- public relation
- positive image
- flexibility and quick decisions
- responsibility to offer benefit for passengers



Customer orientation

- conductor on every train: best passengers service, safety und security, no vandalism, every passenger pays
- Customer Service: contact person for complaints, information, feedback
- close to customers: information stands, events, ServiceCentres,
- Projects for specific target groups: school children, tourists, cyclists, older passengers



Thank you for your attention

